

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 12

VOLUME 24

Warner Bros. Television Distribution
A Warner Communications Company



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JIM DE CARO,

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Today, WEAZ is the #1 station in Philadelphia and one of the few *very* successful beautiful music stations remaining today. But "EASY 101" was not always riding high with a #1 ranked 7.7 12+ share. When we started working with the station about 5 years — and 18 studies — ago, it was WDVR Radio and was being beaten by its beautiful music competition "WISH." Since then, Jerry Lee's determination to win and his absolute belief in good marketing and strategic research enabled WEAZ not only to beat "WISH" but to encourage it, finally, out of the format altogether. A major offensive victory.

KGB, SAN DIEGO

TOM BAKER, GENERAL MANAGER
LARRY BRUCE, PROGRAM DIRECTOR
OWNERS: WILLET AND MICHAEL BROWN

The rock battle in San Diego has been a tough one...new competitors popping up all the time and established ones — like KGB and KPRI — fighting hard to win the lucrative cup of victory. But through it all the people at KGB have applied sound programming and marketing principals — while escaping the temptations that brought so many AOR's down in 1983 — to remain the #1 contemporary radio station (up to a 7.2 12+ share this past fall). It has been so successful, in fact, that KPRI finally decided to change its format to adult contemporary early this year, which will leave KGB way ahead in San Diego.

The Research Group, therefore, is most pleased to announce the election of the management of client stations WEAZ and KGB to the honorary rank of Master Class Strategists. In bestowing these awards, The Research Group recognizes the strategic achievements of some of America's most outstanding management teams, from which will be chosen one station to receive our highest annual honor, the awarding of The Research Group's Samurai Swords.

In almost every field, there is a company that has *earned* a reputation as the leader.

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Broadcasting **Mar 12**

Broadcast deregulation measure stumbles Networks pull out the stops for Super Tuesday Anatomy of Metromedia's leveraged buyout

DEREG TROUBLES □ Inclusion of EEO language is causing problems in movement of broadcast deregulation measure in the House. **PAGE 31.**

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AAAA A+ □ At annual 4A's convention, survey is released showing most advertising agencies expect to increase their profit margins this year over last. **PAGE 35.**

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KLUGE FORMULA □ Metromedia leveraged buyout details come to light. **PAGE 37.**

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TIME SHIFTS □ Levin named executive vice president, Time, responsible for strategy and planning; Nicholas named executive vice president responsible for video unit. **PAGE 76.**

INDEPENDENT SPIRIT □ Crawford Rice, executive vice president of Gaylord Broadcasting, has made his name in the Fifth Estate by taking care of the business of broadcasting. **PAGE 107.**

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Let's face it. Listeners will never know that the Delta Series, ITC's new generation of cartridge machines, has improved cart guides, a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft, and high-speed recue. They won't care that the Delta's modular design makes alignment and service convenient.

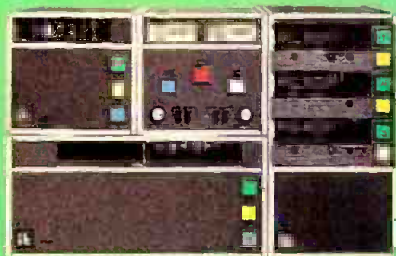
Listeners won't know about Delta's microprocessor-controlled digital cue tone detector and exclusive ITC playback head. Delta's compact size and choice of four configurations won't matter to them.

**Give
people
great sound
and they'll
come back
for
more!**

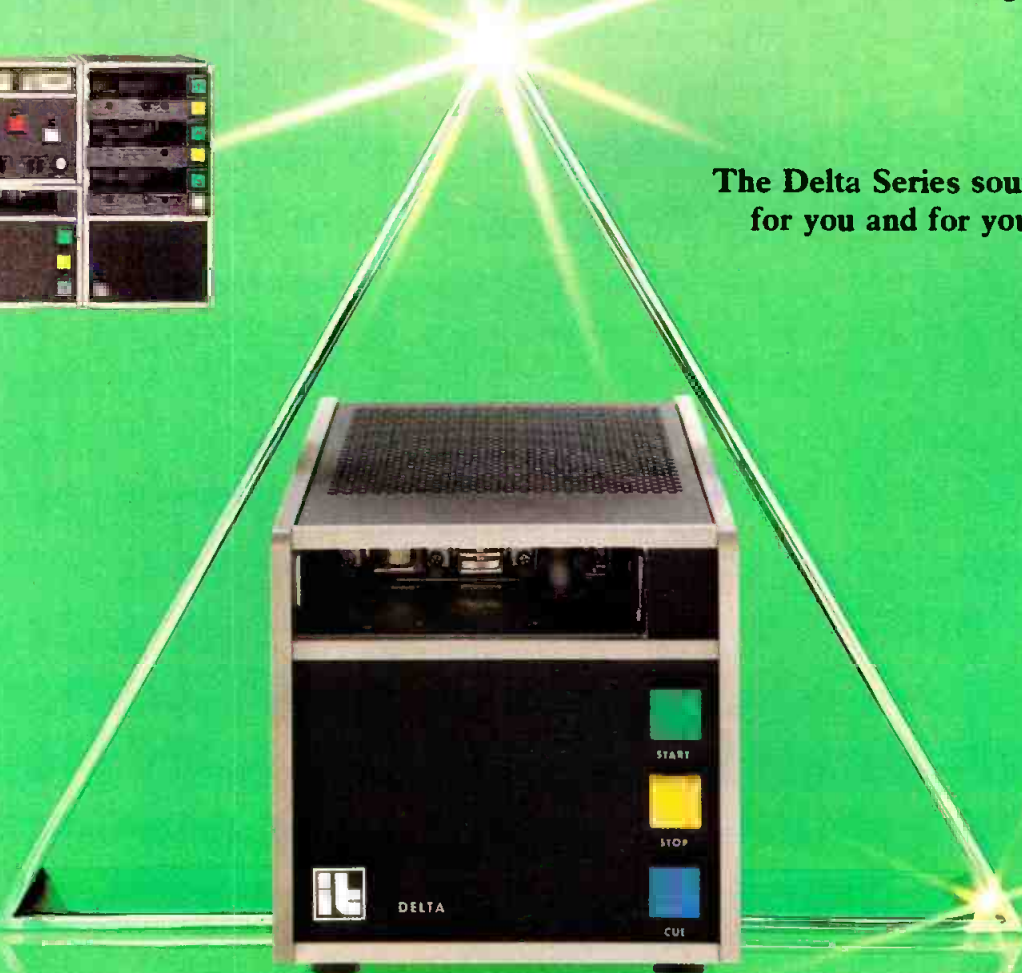
And the average listener won't know that ITC sells more professional cartridge machines than all other manufacturers combined. Or that the Delta Series replaces the Premium Line, previously the standard of value in the industry.

A lot of the things that make the Delta Series special. . . features that matter to you . . . don't matter to your listeners.

But that's okay. Because the thing your listeners care the most about is exactly what the Delta Series gives them . . . great sound.



**The Delta Series sounds great...
for you and for your listeners!**



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Head to head

In what may be first, ABC-TV and NBC-TV have scheduled both major mini-series they plan to air during May sweeps opposite each other. ABC's *Last Days of Pompeii* and NBC's *V Part II: The Final Act* are set for May 6-7-8, although *Pompeii* has opening night edge of three-hour episode, starting at 8 p.m., against *V*'s opening night starting at 9 p.m. Later in month, ABC's *Mystic Warrior* and NBC's *The First Modern Olympics* are set for Sunday and Monday, May 20-21, both with two-hour episodes both nights. NBC has specials—*Academy of Country Music Awards* and *Bob Hope's 80th Birthday*—set for other two Mondays in May and maintains it cannot move mini-series to other dates. ABC, too, according to spokesman, plans to stand firm.

Face-off

"Television and the White House: Why Can't We Be Friends?" is title of opening session for TV side of National Association of Broadcasters annual convention (April 29-May 2) in Las Vegas. NAB is in midst of lining up panel from both sides of fence. So far association has confirmation from: Herb Klein, director of communications in Nixon administration; David Gergen, former assistant to President Reagan for communications; Ed Fouhy, ABC Washington bureau chief, and Robert Pierpoint, CBS Washington correspondent. Elmer Lower, retired ABC News president, will moderate. Association is still looking for panelist to replace Jody Powell, press secretary in Carter White House, who canceled appearance.

Bigger pieces

FCC proposal to relax attribution rule, which defines ownership percentage that triggers multiple ownership rules, has tentatively been scheduled for vote March 30. Word is that Mass Media Bureau is recommending ownership ceiling be set at 5% of given company before it counts against portfolios. Under current rules, for widely held corporate licensees—those with more than 50 shareholders—attribution benchmark is set at 1% of 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.

Big top

Sony Corp., for second consecutive time, will have largest exhibit area at this year's National Association of Broadcasters convention. And it will spend \$1 million-plus as it did last year to put on NAB show. Company will be displaying, among other products, complete high-definition television system, valued at about \$750,000 (excluding post-production equipment).

Sony will exhibit new products complementing its Betacam half-inch camera-recorder, including one unit expected to draw exceptional attention: multicart playback unit for automated station operation. Price tag is uncertain at this point, but orders can be placed at NAB, with availability in fourth quarter of this year. Sony believes its share of half-inch camera-recorder market is about 80% currently, having placed perhaps 1,200 units in U.S. alone.

Marked down

Metromedia has reportedly placed KHOW(AM) Denver on market for about \$10 million. Station was purchased from Doubleday Broadcasting in 1981 for \$15 million (BROADCASTING, Dec. 7, 1981). Company just sold KJRI(AM) Seattle to Ackerly Communications Inc. for \$5.8 million ("In Brief," Feb. 27).

Try, try again

Turner Broadcasting System expects FCC within month to reject its three-year-old petition to open rulemaking to eliminate must-carry rules, which require cable systems to carry local broadcast signals, and is considering two judicial responses: It may challenge FCC's rejection in federal Court of Appeals or it may make all-out assault on rules on First Amendment grounds in federal district court.

Off Wall Street

New (and, to many, probably surprising) name will emerge as television's number-one financial services advertiser in list currently being compiled by Television Bureau of Advertising. It's Sears, Roebuck, with 1983 expenditures of about \$41 million on behalf of its financial

operations, which include Dean Witter Reynolds, Allstate Insurance and Coldwell, Banker Real Estate. Estimates of Sears's total 1983 TV expenditures are still being tabulated, but \$41 million would be about one-third of company's 1983 total, which came to more than \$120 million.

New and used

Second-quarter television sales story has new twist this year. Major national rep firms report unusual pressure from advertising agencies wanting to know which programs scheduled on each of three major networks during upcoming May sweeps are original and which are repeats. Last year, NBC-TV aired highest percentage of original fare during May and nearly tied ABC-TV for second place in final ratings averages. Both ABC-TV and CBS-TV underperformed expectations last May, according to rep firm executives, and poor showing was blamed on lower percentages of original programming. This May, NBC has promised affiliates more than 70% of its prime time schedule will be original. ABC and CBS are keeping their plans under wraps.

Endorsement

National Association of Broadcasters is pulling out stops to persuade broadcasters to contribute to its Television and Radio Political Action Committee. TARPAC is producing 15-minute film to promote itself at upcoming NAB convention. Film will feature broadcasters, congressmen and NAB officials. Star appearance is being made by none other than House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Dingell will say political action committees play important role in political process.

Not quite commercial

FCC is expected to approve action permitting "enhanced underwriting" on public broadcasting before annual meeting of Public Broadcasting Service and National Association of Public Television Stations in Arlington, Va., March 28-31. Recommended by Temporary Commission on Alternative Financing for Public Telecommunications last year, enhanced underwriting would permit public broadcasters to identify supporters by using brand names, trade names, slogans, brief institutional-type messages.



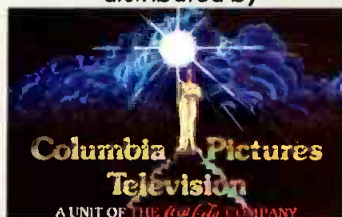
*Columbia Pictures Television
proudly presents a syndication first.*

CARSON'S COMEDY CLASSICS



- *Those classic comedy sketches from the incomparable "Tonight Show."*
- *Timeless entertainment for all ages, starring an American television institution...Johnny Carson!*

A St. Cloud Corporation Production
distributed by



Face-lift

Responding in large part to the publicity that Showtime/The Movie Channel Inc. has gained from its exclusive licensing agreement with Paramount Studios, HBO executives met with reporters in New York last week to talk about objectives and strategies of Cinemax in the coming year. Cinemax, designed as a multipay service, and specifically as the "perfect complement" to HBO, will have a substantially increased program budget for 1984, according to HBO President Frank Biondi. And while the company "has no interest in cutting rates" to entice systems to sign on, the impression left by HBO executives last week was that if Showtime/TMC initiates a price war, Cinemax will not shy away. "We'll do what it takes," said Tony Cox, president, HBO Network Group, "to make [Cinemax] competitive." At last count, Cinemax had 2.7 million subscribers, making it the fourth largest pay service behind HBO, Showtime and The Movie Channel.

According to Michael Fuchs, president, HBO Network Group, the bigger program budget will be allocated to various Cinemax program segments. For example, in May,

Cinemax will offer 83 movie titles (compared to 53 in January), including more "top-end" titles available for the first time, such as "Tootsie," "Breathless," "War Games" and "Brain Storm." That move represents a bowing to pressure from some cable operators, who have viewed the service as less than compelling without a lengthy menu of such titles. Fuchs said the service will be offering more film festivals in the coming months, and, in the original program area, more concerts and comedy material. Made-for-cable movies will also be added to the Cinemax menu, said Fuchs, as well as more dramatic material (including a three-part series by Ray Bradbury now in development) and more adult original programming, such as a new cabaret show called *Scandals*.

In response to a question concerning reports that HBO was talking with Universal about a possible exclusive licensing deal, Fuchs said the negotiations were centering on a non-exclusive deal only. He also said that HBO would not look to strike an exclusive arrangement with any other major studio (except, of course, Columbia and Orion, with which it already has made deals). As for those who subscribe to the theory that exclusivity spurs growth in the multipay en-

vironment, Fuchs responded, "that's a myth."

Perhaps one of Cinemax's biggest problems is a marketing one. Though HBO executives see clearly how they want Cinemax positioned—right along HBO in multipay homes—operators have frequently voiced frustration as to how best to sell it. Operators see the situation this way, said Fuchs: "It was a movie channel, then it changed. Now what do we call it? I need a sentence." Ted Bates, HBO's advertising agency, is working on that problem with the Cinemax marketing staff. A Cinemax advertising campaign is being developed which Tony Cox hopes will be ready in May.

SMATV clearance

A U.S. district court in New York has ruled in favor of Satellite Television of New York Resources and Riverbay Corp., proposed operators of a satellite master antenna television system in the Co-op City housing project in New York, enabling them to proceed with plans to build the SMATV system which the state cable commission in New York ruled could not be constructed. The District Court for the Southern District of New York lifted a cease and desist order imposed on the SMATV project by the state cable commission. District Judge Gerard L. Goettel of the Southern District ruled that the commission essentially lacked jurisdiction to regulate SMATV operations. Goettel cited an FCC ruling last November preempting "state and local regulation of SMATV systems that [has] the effect of interfering with, delaying or terminating interstate and federally controlled communications services." And while the court stressed there are some circumstances under which local jurisdiction may apply, as when an SMATV system makes use of public rights of way, none of those situations appeared to apply in the present case. Goettel said the state commission's order not only placed a "tremendous, if not overwhelming, economic burden" on the proposed SMATV operators, but also improperly deprived residents of Co-op City of the services to be provided by that system.

The New York Cable Commission, however, has appealed the FCC's decision preempting local SMATV regulation in the U.S. Court of Appeals in Washington, and has also asked that court to stay the effectiveness of that ruling until a decision is reached on the merits of the case. A decision on the stay is expected at any time. If a stay is granted, the New York decision would be thrown into question. "It was not unexpected," said William Finneran, chairman of the New York state cable commission. "The New York case totally hinged on what is happening in the Washington court." The FCC has urged the appeals court in Washington not to grant a stay because, it argued, the state cable commission would probably lose its case on its merits, and, in any event, it has not proved it would be irreparably harmed without the issuance of a stay.

Cable bill flap in Congress. Congressional concern over the cable deregulation bill, H.R. 4103, mounted last week. In a letter to Energy and Commerce Committee Chairman John Dingell (D-Mich.), six members said they feared a "wide range" of interests were not being addressed in the negotiations on the legislation between the nation's cities and National Cable Television Association. The letter arrived the day before the cities' and NCTA's negotiating teams were scheduled to meet last Saturday (March 10) in Dallas (see page 33).

The letter was initiated by Representatives Al Gore (D-Tenn.) and John Bryant (D-Tex.), who are both members of the Telecommunications Subcommittee. Bryant is the author of H.R. 4299, a bill backed by the cities but one that has little chance of passage. Representatives Thomas Luken (D-Ohio), James Scheuer (D-N.Y.), Jim Bates (D-Calif.) and Barbara Mikulski (D-Md.) also signed.

Gore and Bryant, in an earlier "dear colleague" letter to Energy and Commerce Committee members, said they were writing on behalf of a broad coalition and wanted to insure that its concerns were addressed.

The coalition includes: the National Association of Counties, National Association of Regulatory Utility Commissioners, National League of Cities, U.S. Conference of Mayors, American Public Power Association, National Black Media Coalition, American Library Association, National Education Association, AFL-CIO, Cable Television Information Center, United Church of Christ, U.S. Catholic Conference, National Federation of Local Cable Programers and Telecommunications Research and Action Center.

The letter to Dingell highlights that concern: "We fear that all of the issues have not been adequately developed for the committee members. We are concerned that issues important to millions of Americans not be shunted aside in the rush to pass legislation," the letter said.

Bryant was involved in an earlier skirmish with NCTA President Thomas Wheeler over a letter Wheeler circulated in Bryant's district on cable legislation. Wheeler's letter was written on behalf of the Committee for Better Cable Television, which he chairs. According to Wheeler, similar letters were sent to the constituents of other Energy and Commerce Committee members.

"Now the actions of a few short-sighted government officials and several powerful special interest groups threaten to kill the promise of cable forever," Wheeler wrote. He called Bryant's bill "out of step with the times," and said it "gives cities the authority to levy more hidden taxes on cable subscribers." The CBCT letter also included a sample of a letter constituents might wish to sign and mail to Bryant.

Bryant, who received a copy of the letter from a constituent, was irritated. He defended his position in a letter to committee members. He said he "resented the suggestion that he favored 'hidden taxes.'" And Bryant said: "To say I believe that Mr. Wheeler has gone too far in his efforts to discredit the attempts of our mayors and city managers to live up to their obligations as elected officials and do the job of cable franchise regulation which has been delegated to them is an understatement."

Closer to cable

The cable franchising process in Palo Alto, Calif.—stalled since last fall pending court action—has resumed following the Feb. 28 decision by U.S. District Court Judge Eugene Lynch that city consultants may resume processing four proposals for wiring the city, including a controversial one from Pacific Bell. The proposal by Pacific Bell, a former AT&T subsidiary spun off Jan. 1, has generated a lawsuit brought by an aspiring cable operator against Palo Alto, Pacific Bell and two other California cities charging violation of antitrust laws and First Amendment rights.

Judge Lynch dismissed the antitrust charge in mid-February, ruling the cities were immune from antitrust liability. The judge's Feb. 28 action lifted a temporary stay on franchising action, although he did not dismiss the entire suit and is still considering First Amendment and other claims contained within it. Century Federal Inc. had brought the suit after it was refused a business license and told it must compete in a franchising process undertaken by Palo Alto on behalf of that city and the communities of Menlo Park and Atherton. Century Federal sought to build a franchise in each of those cities.

An attorney for the city of Palo Alto, Nick Miller, declared Lynch's antitrust ruling "good news for cities in any state that has a law granting cities authority to franchise cable television." He estimated 30 other states have similar statutes.

Cable television should be treated in a fashion similar to that of the print media, Century Federal argues in its pleading, with no franchising or licensing obligations.

Judge Lynch argued that cable operators are in fact "entitled to some First Amendment protection. . . . The problem lies in determining just what government regulations are permissible."

Pacific Bell is seeking permission to build a 112-channel fiber-optic cable system that would be leased back to the city of Palo Alto.

Cable push

Some 39 members of the board of directors of the Council for Cable Information will convene in Nassau County, New York, this week to work out a timetable for the rollout of CCI's planned national advertising campaign, designed to make consumers more aware of the benefits of cable television. Assuming the board is as pleased with ad agency McCann-Erickson's work as the CCI staff is, the board will consider two timetables: running a test market campaign in four markets this May, with the national rollout to begin in September, or delaying the test phase until September and rolling out the full campaign in January. Several weeks ago, CCI was almost forced to take the latter option when, after reviewing McCann-Erickson's proposed spots, the CCI executive committee decided they needed substantial reworking. However, the agency has subsequently been able to rework the spots to the satisfaction of CCI President Kathryn Creech and staff. Yet, the full campaign may still be put off until next January because, as a CCI spokesman explains it, there is the feeling by some working on the

campaign that "we could get more for our money in January." The market test, whenever it is held, will experiment with various flight lengths and frequencies. The national campaign will last up to six weeks.

Pittsburgh deal

Talks between Warner Amex and Telecommunications Inc. are said to be close to completion concerning TCI's proposed purchase of WA's Pittsburgh cable system, which has 72,800 basic subscribers and passes almost 170,000 homes. If the purchase is completed, TCI will pay a reported \$90 million, or almost \$1,200 per subscriber. Any transfer would have to be approved by both Pittsburgh's mayor and city council. Neither has yet been informed by WA that it intends to sell the system. The city's cable administrator, Brother Richard Emenecker, said that before the city could approve the transfer, Warner would have to complete the 3% to 5% of the system that remains unbuilt (service must be available to all residences "without exception") and do a substantial amount of "cleanup work" to insure that all construction meets federal electrical and safety code requirements. TCI operates systems in western Pennsylvania with about 170,000 subscribers. About 80% of Pittsburgh's borders are touched by TCI-owned systems.

Cable erosion

The issue of shrinking network television audiences resurfaced when the Magazine Publishers Association revealed the results of another study concluding that viewership of prime time network programs declines significantly in households with cable television.

The latest study, conducted by Audits & Surveys, New York, provided a bonus for the MPA: It found that magazine reading—the number of issues read and the number of times the reader is exposed to the average page in the issue—was 19% greater in cable television homes than in noncable homes.

MPA said it had undertaken the study in multimedia markets because earlier research in single markets indicated that prime time viewing decreased substantially in cable TV households. In 1982 Ogilvy & Mather used a special A.C. Nielsen analysis in Tulsa, Okla., to document the network-share-loss contention and in 1983 the *Reader's Digest* engaged Audits & Surveys to conduct research in Syracuse, N.Y. The MPA-sponsored study was broader gauged. It covered four markets with more than 50% cable penetration (Albany-Schenectady-Troy, N.Y.; Lansing, Mich.; Charleston, S.C., and San Diego).

The study was conducted among 3,756 adults during October-November 1983. They were questioned about their prime time viewing and magazine reading. For TV, a near-coincidental measure of the viewing during the 15 minutes before the telephone call was used.

Audits & Surveys found that during the average quarter-hour of prime time, the network share of adult viewing was 68% in homes with cable television, compared to 87% in noncable homes. Among other findings: the higher the education and the

household income of the respondent—in both cable and noncable homes—the lower the network share of viewing; 18% of noncable and 58% of cable homes had remote control facilities that could "zap" commercials; among all viewers whose sets were tuned to a network during any part of the commercial break, 10% in noncable homes and 16% in cable homes either switched channels or turned the set off.

The MPA released the study to news media but when the Television Bureau of Advertising asked for copies, an MPA official told Harvey Spiegel, TVB senior vice president, marketing research, that copies would not be available for about three weeks.

Spiegel told BROADCASTING last week he could only surmise that the MPA "just doesn't want anybody taking pot shots at the study." He said he could not comment directly on a study he has not read, but added that he believes agencies and advertisers "are getting tired of these old cliches regarding media fighting each other."

In a recent speech before the Oklahoma Broadcasters Association, Spiegel said, the Ogilvy & Mather Tulsa report was "gibberish." He referred to O&M's claims that network affiliate shares are eroding in noncable homes in Tulsa, and added:

"It's based on all the noncable homes in the total DMA, and the homes taken out of the noncable sample over the two-year period were the heavier viewers."

Advertising friends

Ted Turner, chairman of Turner Broadcasting System, has thanked the New York-based advertising community "from the bottom of my heart" for not advertising on the Satellite News Channel, thus forcing that cable news network's demise last fall.

Those expressions of gratitude out of the way, Turner complained of only "token amounts" of advertising on the TBS services—WTBS(TV) Atlanta, Cable News Network and CNN Headline News. He was addressing agency executives at a Turner-sponsored lunch in New York's Waldorf-Astoria hotel.

Unlike the broadcast networks, Turner said, TBS is asking advertisers to carry only "half the load." By 1985, he said, advertising revenues and carriage fees from cable operators would be about equal.

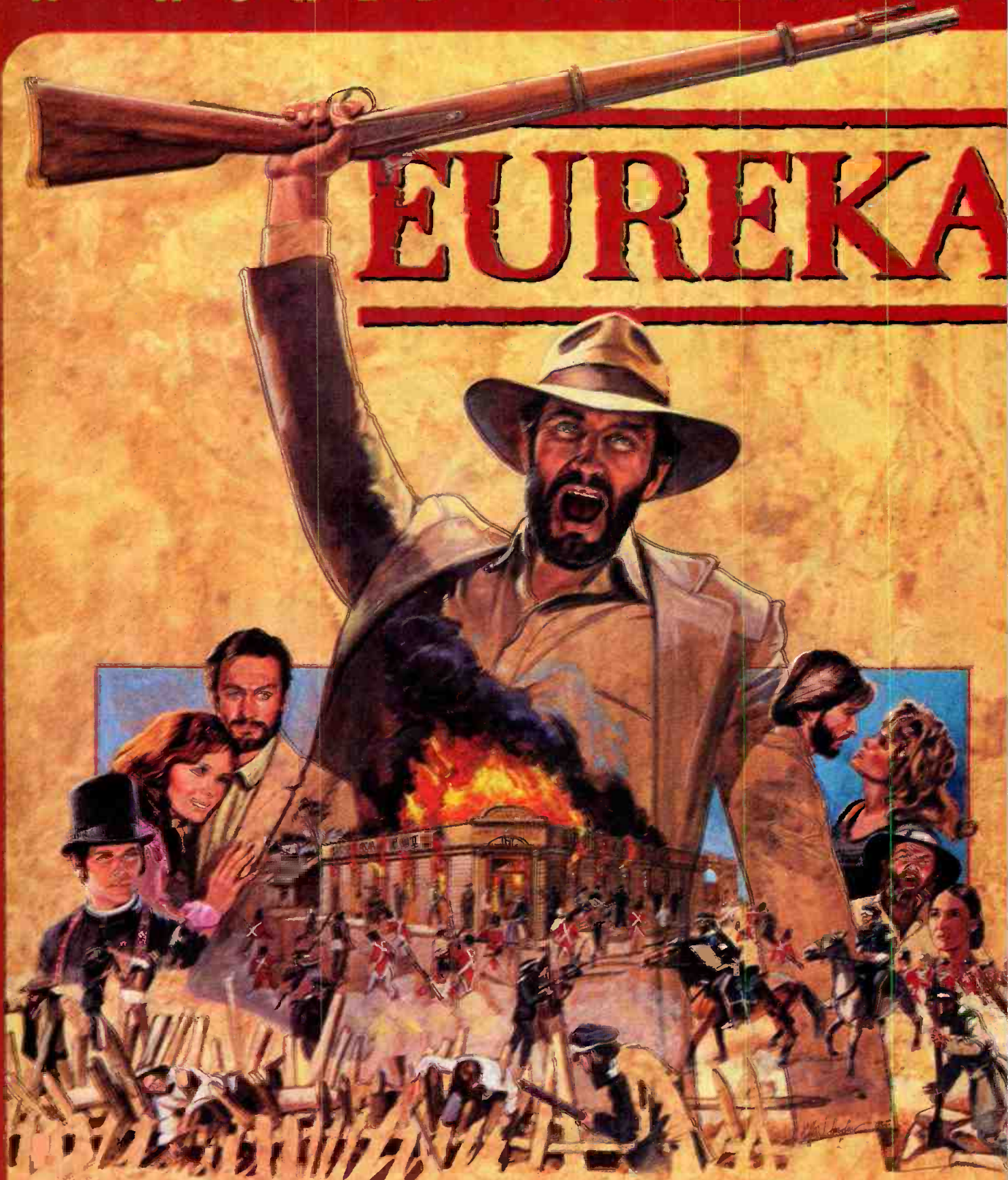
And Turner said advertising rates on WTBS, CNN and CNN Headline News "will not increase significantly in 1984."

In response to a question about the future of CNN Headline News, now that SNC is no longer a threat, Turner said the service "is here to stay." The service picked up about 2.5 million new subscribers after SNC went dark last fall, and its subscriber universe now stands at about 10.6 million. Turner also noted that the syndication of CNN Headline News to local broadcasters is, by itself, "developing into a profit center." (Turner said the company's program syndication arm, Turner Program Services, "should come close to breaking even this year.")

As to a direct broadcast satellite deal, Turner said there was "no rush," but that talks were ongoing with a number of companies. At this point, Comsat may have the best shot because that company, in Turner's opinion, has "a better technical plan."

A WORLD TELEVISION

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Los Angeles

Chicago

Dallas

Atlanta

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Quality Advertiser Supported Programming

Already Cleared By These Leading Broadcasters

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Los Angeles	KTTV	Charlotte	WCCB	Springfield, MO	KSPR
Chicago	WFLD-TV	New Orleans	WDSU-TV	Huntsville	WAFF
San Francisco	KTVU	Grand Rapids	WXMI	Columbia	WLTX
Boston	WLVI-TV	Memphis	WMKW-TV	Las Vegas	KVVU-TV
Detroit	WKBD-TV	Oklahoma City	KWTV	Savannah	WJCL
Washington, D.C.	WTTG	Salt Lake City	KSTU	Columbus, GA	WLTZ
Dallas	KNBN-TV	Norfolk	WTVZ-TV	McAllen/	
Houston	KRIV-TV	Charleston	WVAH	Brownsville	KVEO
Miami	WDZL	Albany	WXXA-TV	Reno	KAME-TV
Seattle	KCPQ	Greensboro	WGGT	Boise	KTVR
Tampa	WTOG	Tulsa	KOKI	Macon	WGXA
St. Louis	KPLR-TV	Richmond	WRLH-TV	Bakersfield	KERO-TV
Denver	KDVR-TV	Knoxville	WKCH	Midland/	
Sacramento	KTXL	Albuquerque	KNAT	Odessa	KMID-TV
Indianapolis	WRTV	West Palm Beach	WPEC	Albany, GA	WTSG
Portland	KPTV	Jacksonville	WJKS-TV	Meridian	WHTV
Nashville	WCAY	Green Bay	WLUK-TV	Alpena	WBKB-TV
San Diego	KGTV	Rochester	WOKR		
Kansas City	KSHB-TV	Spokane	KXLY-TV		

RADIO ONLY

Wine World Inc. □ Various wine products will be advertised in flights in three markets, beginning March 19 or March 26, for four weeks. Commercials will be carried in all dayparts on

weekdays and weekends. Target: adults, 25-44. Agency: Allen & Dorward, San Francisco.

Toyota Motor Sales □ Flights will begin on March 19 and April 14 for one week each in Dallas and Houston.

Commercials will be carried in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

Farmers Insurance Co. □ Campaign for various types of insurance will begin in April for 15 to 20 weeks in about 95 markets, including Indianapolis, Salt Lake City and San Jose, Calif. Spots will be scheduled in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

United Grocers □ Sweepstakes for Bonnie Hubbard products will be advertised in 13 California markets, starting on April 23 for four weeks. Commercials will be scheduled in all dayparts on weekends and weekdays. Target: women, 18-49. Agency: Allen & Dorward, San Francisco.

AdVantage

January sales. National spot radio billings for January climbed 2% to \$39,953,400, according to data released by Larchmont, N.Y.-based Radio Expenditures Reports Inc. Nine out of top 10 markets, however, have dropped off in spot business with Detroit registering most significant decline—down 19.3%. Only top market showing increase was Dallas-Fort Worth, which rose 4.8%. Chart below highlights spot radio business expenditures for January with distribution of dollars broken down by market size.

January Spot Radio Business Expenditures

	1983	1984	1984 vs 1983 % change
Total	39,173,600	39,953,400	+2.0
Market			
1-10	16,514,200	15,154,400	-8.2%
11-25	8,084,200	8,249,100	+2.0%
26-50	5,463,200	6,001,500	+9.9%
51+	9,112,000	10,548,400	+15.8%

Percentage distribution National Spot Dollars Markets 1-50

Market	Percentage
1-10	51.5%
11-25	28.1%
26-50	20.4%

ACT comments. Action for Children's Television has submitted comments to Federal Trade Commission in response to petition of Mattel and Ogilvy & Mather to reopen 1971 FTC orders pertaining to misleading video techniques and disclosure statements (BROADCASTING, Feb. 13). In its statement ACT disputed Mattel's claims that changed circumstances warranted modification and elimination of consent order provisions, calling claims "unsubstantiated and apparently misleading." Specifically, ACT said that alternative proposal by Mattel to use "diagnostic discrepancy test" procedures to determine whether particular special effect used in commercial causes confusion for children, is "so vague that public consideration and comment is virtually impossible."

New York, New York. Young & Rubicam has prepared 52-page booklet, *The New York Market*, which concludes city will continue to be largest and most influential market in U.S. for some time. Prepared by Y&R Media Research, presentation covers media habits, demography, economics, product usage and leisure pursuits found within nation's largest market. Its section on media shows that television usage parallels U.S. average, but deviates in daypart usage, with New Yorkers tuned to TV less during daytime and afternoons and more during late news and late fringe. Y&R says radio usage is "somewhat heavier" than national norm, with every major format represented. Except for Manhattan, city is largely unwired for cable, report notes.

Down the block. Tatham-Laird & Kudner Advertising, Chicago, will move its offices to new building, One Magnificent Mile, in November. TLK's plans to move eight blocks on Michigan Avenue's Magnificent Mile were announced in culmination of year-long search for larger space. TLK will occupy five floors, vacating its current 625 North Michigan Avenue location of 13 years.

TV ONLY

King Edward Cigar □ Campaign of three-week flights on and two weeks off will begin this week and continue through April in 14 markets. Commercials will be scheduled in news and sports programming. Target: men, 25-49. Agency: Morgan & Associates, Richmond, Va.

Ciba Vision Care □ Division of Ciba Geigy, which has been testing commercials for its soft contact lenses in Atlanta, Miami and Washington, is expanding its list in launching three-week flight in 15 additional markets beginning April 16. Spots will air in various dayparts. Target: women, 18-34. Agency: Bowes/Hanlon Advertising, New York.

American Cyanamid □ Campaign for pesticide product will be launched in early April for nine weeks in more than 20 markets. Spots will be placed in early and late fringe and news programs. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Ex-Lax □ Campaign for laxative will begin in early April in 25 to 30 markets for four to five weeks. Commercials will be positioned in early fringe. Target: women, 35-plus. Agency: Ogilvy & Mather, New York.

MCI Telecommunications □ Campaign featuring Merv Griffin as spokesperson, which began last week in 90 markets, will add more markets this week bringing number to 100. Flight will air until the end of April in day time, early fringe and early news. Target: women, 25-54.

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THE BLUE KNIGHT

#1

12 RATING,
24 SHARE*

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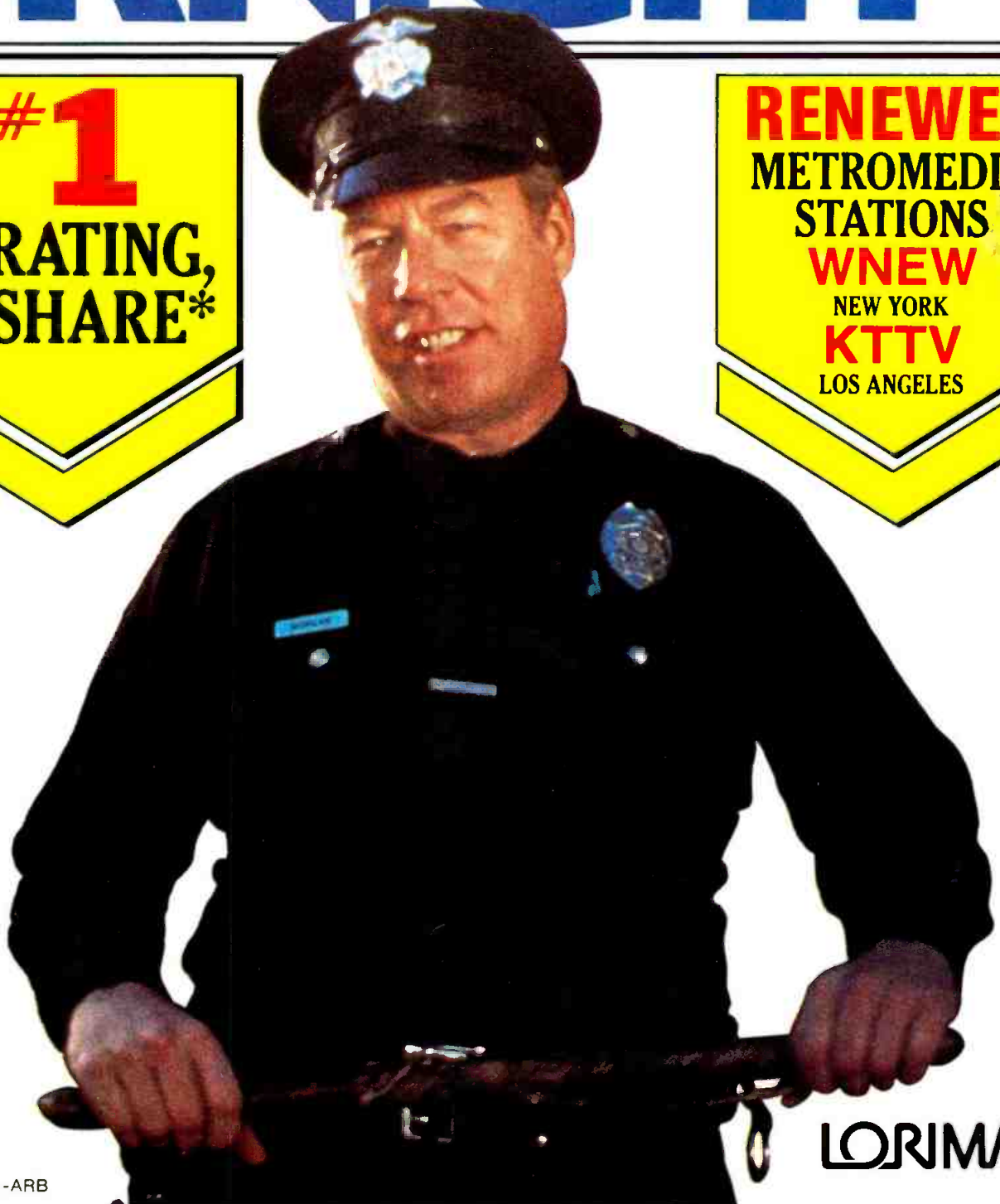
**METROMEDIA
STATIONS**

WNEW

NEW YORK

KTTV

LOS ANGELES

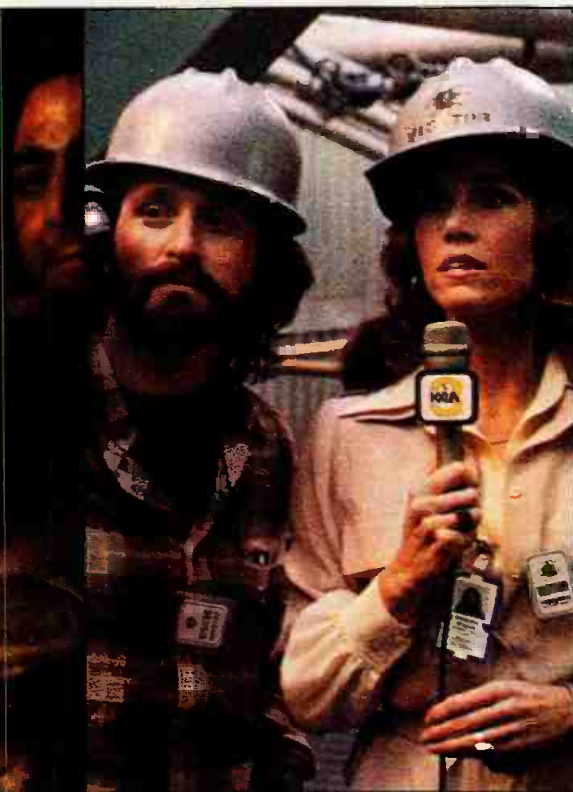


LORIMAR®

VOLUME



Midnight Express



The China Syndrome



The Blue Lagoon

IT DEI

VOLUME IV. 23 outstanding

Absence of Malice
And Justice For All
The Blue Lagoon
California Suite

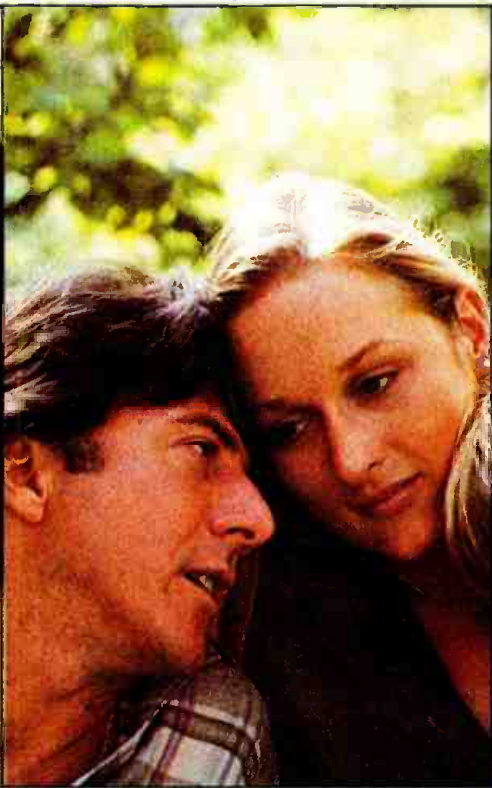
Chapter Two
The Cheap Detective
The China Syndrome
Funny Lady
Hot Stuff

Ice Castles
It's My Turn
Just You and Me, Kid
The King of Marvin Gardens
Kramer Vs. Kramer

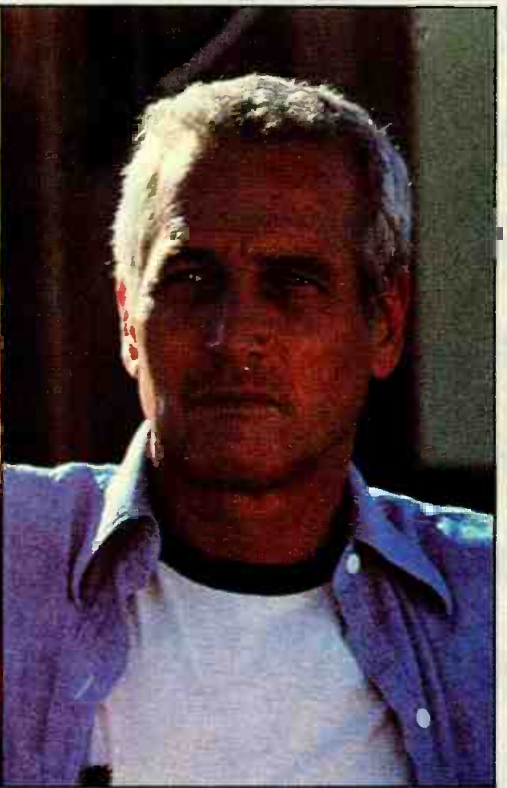
M E IV



And Justice For All



Kramer vs. Kramer



Absence of Malice

IVERS!

ictures. Available now!

Midnight Express
The Mountain Men
1941
Only When I Laugh
Robin and Marian

Seems Like Old Times
The Shadow Riders
Stand By Your Man
We of the Never Never



Agency: Ally Gargano, New York.

Beck's Beer □ Four- to five-week campaign will begin in late April in about nine markets. Commercials will be scheduled in prime time, news and sports programming. Target: men, 18-34. Agency: Della Femina, Travisano & Partners, New York.

RADIO AND TV

Kronenbourg Beer □ Approximately \$1.8 million of \$3-million advertising budget will be allocated to spot radio in 1984 campaign. Premiere flight broke in New York last Thursday (March 8) and will expand in mid-April to cover Chicago, Baltimore, Boston and San Francisco. Campaign will consist of three-week flights on radio, supplemented by outdoor advertising and network TV in Northeast region until October. Spots will air in all dayparts. Target: men, 25-54. Agency: Levine, Huntley Schmidt & Beaver, New York.

White Castle □ Hamburger chain will conduct campaign in 10 markets, with advertising already running in some markets and others scheduled in late March and April for 10 to 15 weeks. Commercials will air in all TV dayparts and radio. Target: adults, 18-34. Agency: Simpson Marketing, Columbus, Ohio.

Car-X Service Systems □ Mufflers will



Shopping right. Grey Advertising's first campaign since landing the ShopRite Supermarkets account blends image with product. The commercial above, one of four in the campaign, features a shopper who proclaims: "I'm a ShopRiter." ShopRite emphasizes its economy with the closing tag: "We bring high quality and low prices together." The spot TV effort broke last week in Shop Rite's major markets in New York, New Jersey, Pennsylvania, Connecticut and Massachusetts, and will air throughout 1984.

be promoted in 11-week campaign to begin in late March or early April in 14 radio markets and 12 TV markets. Commercials will be carried on radio and television in all dayparts. Target: men, 25-54. Agency: Dawson, Johns & Black, Chicago.

Rep Report

WLAC-AM-FM Nashville: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

WRXT(FM) Niagra Falls, N.Y.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

WCXI-AM-FM Detroit: To Selcom Radio from CBS Radio Spot Sales.

KMBY(FM) Seaside, Calif.: To Selcom Radio from Torbet Radio.

KALK-FM Denison, Tex.: To Selcom Radio (no previous rep).

WKDA(AM)-WKDF(FM) Nashville: To Katz Radio from Blair Radio.

KMID-TV Midland, Tex.: To Katz Television Continental from Avery Knodel.

WWLT(FM) Gainesville, Ga.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

WQEZ(FM) Fort Myers, Fla.: To Hillier, Newmark, Wechsler & Howard (No previous rep).

Settlement. As a result of out-of-court agreement with Marriott Corp., First Media Services, Alexandria, Va.-based media buying firm, has changed its name to Multi Media Services Corp. Marriott had claimed that name, First Media Services, was too similar to that of its subsidiary, First Media Corp., owner and operator of 10 radio stations in U.S.

Southern exposure. ABC Television Spot Sales has opened sales office in Atlanta to serve 11 stations covering Georgia, Virginia, West Virginia, Florida, Mississippi, Alabama, Louisiana, Tennessee, North Carolina, South Carolina and Kentucky. New address is: 100 Galleria Parkway N.W. Atlanta 30339; (404) 956-0822. This will be temporary office; in June, ABC moves to 200 Galleria Parkway N.W. Atlanta.

Cable move. Cable Networks Inc. (CNI), cable TV advertising representative firm, has moved its New Jersey operations from Paramus to expanded quarters at 2444 Morris Avenue Union, N.J. 07083; (201) 686-4166. Corporate headquarters remain at 600 Third Avenue, New York 10017.

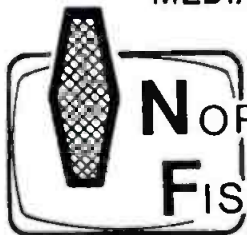
Even dozen. Torbet Radio has opened its 12th sales office in Houston at 1800 West Loop South, Suite 1870, Houston 77027; (713) 961-1626.

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BY
NORMAN FISCHER AND ASSOCIATES, INC.**

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KCTI-AM	Gonzales, Tx	350,000
KYOT-FM	Refugio, Tx	250,000
KNCI-AM	Boerne, Tx	120,000
KKDI-AM/FM	Sheridan, Ark	350,000
KKYR-AM	Marshall, Tx	230,000
KRIG-AM	Odessa, Tx	800,000
KXOL-AM	Ft. Worth, Tx	880,000
KTEZ-FM	Lubbock, Tx	1,050,000
KAUZ-TV	Wichita Falls, Tx	10,930,000
KGNS-TV	Laredo, Tx	3,000,000
KUKA-AM	San Antonio, Tx	900,000

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A broadcast regulation commentary from Erwin Krasnow, senior VP/general counsel, NAB, Washington

State regulation of broadcasters: the emerging battleground

Last month the U.S. Supreme Court heard oral argument on whether Oklahoma could ban the advertising of alcoholic beverages on cable systems. The argument brought national attention to the rise of state and local government as a formidable new force in the regulation of the broadcasting industry. It was not the first indication of states trying to dictate the content of media advertising; last year, for example, at least seven state legislatures introduced bills to curtail alcoholic beverage advertising on radio and television stations. At this moment, state, county and municipal governments are considering proposals that would adversely affect virtually every aspect of broadcast operation, ranging from lawyer advertising, transmitter radiation levels and First Amendment rights to the ability of broadcasters to enter new technologies.

Against this backdrop of growing emphasis on local control, the presidents and executive directors of state broadcasters associations convene at the National Association of Broadcasters this week for their annual conference. The strategies this group devises to handle mushrooming state and local regulations could set the tone for the foreseeable future. Whatever the outcome of this conference, however, broadcasters must pay increasing attention to their state and local governments.

Ironically, but perhaps not surprisingly, local officials have stepped into the broadcast regulatory arena at a time when the FCC is gradually stepping out. The states are moving ahead to fill the regulatory void. Moreover, faced with mounting financial problems and cutbacks in federal funds, states and cities are looking to broadcast revenues as a potential source of income. These two developments have combined to create new challenges for broadcasters—challenges that, if not met, would have an adverse impact on the bottom lines of all stations, and which could disserve the public by reimposing bygone regulatory requirements that direct station resources from programming to red tape.

Recent attempts on the state and local levels to control advertising, particularly ads for alcoholic beverages, have generated the greatest attention. The stakes are high. The serious and real concerns of groups such as Mothers Against Drunk Drivers have been translated by some state legislators into restrictions upon media alcoholic beverage advertising, rather than into more effective measures of coping with the problem of drunk driving fatalities and accidents. Last year bills were introduced in Colorado, Kansas, Massachusetts, North Carolina, North



Erwin G. Krasnow is senior vice president and general counsel of the National Association of Broadcasters. In 1979 he instituted a state legislative clearinghouse for state broadcasters associations which has disseminated model testimony, briefs and statutory materials on taxes, radiation, advertising, shield laws and other topics. On April 1, he will leave the NAB to become a partner in the Washington law firm of Verner, Liipfert, Bernhard and McPherson.

Dakota, Oregon and Wisconsin to restrict the advertising of alcoholic beverages. Some of these bills would prohibit all alcoholic beverage advertising; others would require alcohol abuse warnings in ads; still others would tax alcoholic beverage advertising.

A test of such legislation will come later this spring when the Supreme Court is expected to rule on a suit brought by Oklahoma cable operators questioning the state's ability under the First and 21st Amendments to ban the advertising of alcoholic beverages. The Supreme Court also is expected to act on a request by broadcasters and outdoor advertisers for review of Mississippi's ban on in-state liquor advertising. This case specifically raises broadcast commercial speech issues.

But liquor is not the only area of advertising eyed by state legislatures and courts. The Supreme Court is expected to rule this term on whether the Texas legislature can enact a law regulating the rates broadcasters may charge for political advertising. The lower court had agreed with the Texas Association of Broadcasters and the NAB that Congress has pre-empted this field. NAB has told the Supreme Court that if the Texas law is permitted to stand, other states would be free to subject broadcasters to conflicting regulations.

With broadcast advertising revenues reaching almost \$19 billion in 1982, state and municipal governments are searching for ways to find more tax revenues. During

the past two years, most states considered new taxes, higher rates for existing taxes, and taxes on broadcast revenues, plant and equipment. Currently four states—Arizona, Hawaii, Indiana and New Mexico—tax the sale of advertising time by broadcasters. Virtually every state broadcast association was kept busy last year opposing attempts to tax broadcasters. This year is expected to be no different.

Radiation is another area of considerable concern on the state and local levels. Consumer groups and health authorities have agitated for restrictions on broadcast transmission activities. With no federal policy on the books, localities are writing their own rules governing the use of nonionizing radiation. Broadcasters fear that the creation of a patchwork of inconsistent and often unrealistic standards could cause severe problems. In an effort to resolve this issue, the FCC has initiated a rulemaking to adopt a national nonionizing radiation standard.

Another state activity is regulation of the use of FM subcarrier frequencies for paging and data transmission. Last year the FCC allowed broadcasters to use their subcarriers for such new services, stipulating that broadcasters engaging in such common carrier activities as paging would have to be regulated as common carriers under state law. So far, a dozen states have made it virtually impossible for broadcasters to obtain common carrier authority, blocking a radio station's ability to expand into new businesses. The NAB has asked the commission to pre-empt state and local common carrier regulation of FM subcarrier use, especially radio paging, and the request has been scheduled for consideration at the commission's March 30 meeting.

Finally, First Amendment issues are being considered in state legislatures and courts. Changes in shield laws, retraction statutes, libel and slander laws and restrictions on cameras and microphones in the courtroom and on open meeting laws are under consideration in virtually every state.

This onslaught of state and municipal activity should send a signal to broadcasters to get active on their home turf. The threat of debilitating restrictions on a broadcaster's way of doing business can occur in a variety of different forums, including legislatures, administrative agencies and the courts. Defensive action is often necessary. A sounder approach, however, is for broadcasters to lobby for removal of existing restrictions and to seek affirmative legislation. During the 1982 legislative session, for example, broadcasters were instrumental in convincing the Arizona legislature to repeal the 4% sales tax on broadcast advertising revenues, effective in 1986. And broadcasters convinced the highest courts of nearly 30 states to adopt permanent rules allowing some electronic coverage of their courts. All proof of the value of a vigorous offense. ■

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POPS!

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This week

March 11-13—*Ohio Cable Television Association* annual convention and trade show, "Cable Crossroads." Speakers include Tom Wheeler, president, National Cable Television Association, and Drew Lewis, chief executive officer, Warner Amex Cable Communications. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

March 12—*Michigan Cable Television Association* annual winter meeting. Hyatt Regency, Fairlane Town Center, Dearborn, Mich.

March 12—*Women in Cable, Dallas/Fort Worth chapter*, meeting, "Entrepreneur Is Alive and Well." Marriott Quorum, Dallas.

March 12—Deadline for requests to participate in *FCC* en banc meeting of March 22. FCC headquarters, Washington. Information: William Russell, FCC director

■ Indicates new or revised listing

of public affairs, room 202, 1919 M Streets, N.W., Washington, 20554.

March 13—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles.

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

March 13—*Museum of Broadcasting* "Women at Work" seminar (part three), "Broadcast Journalism and Women's Issues." Museum of Broadcasting, New York. Information: (212) 752-4690.

March 13-14—*Ohio Association of Broadcasters* congressional dinner and visits to congressmen and FCC. Hyatt Regency-Capitol Hill, Washington.

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

March 13-15—*Louisiana Association of Broadcasters* annual visit with Congress and FCC. Washington.

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

March 14—*Women in Communications, Chicago chapter*, annual Jacob Scher Awards dinner. Speaker: Linda Ellerbee, former anchor of *NBC News Overnight*. Hyatt Regency, Chicago.

March 14—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Pittman, Warner Amex Satellite Entertainment Co. executive vice president, chief operating officer. Copacabana, New York.

March 14—*Advanced Television Systems Committee* meeting. National Association of Broadcasters headquarters, Washington.

March 14—*Northern California Broadcasters Association* general membership meeting. Trader Vic's, San Francisco.

March 14-16—*Arkansas Cable TV Association* annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

March 15—"The New Technologies: Changes and Challenges in Public Relations," seminar for corporate executives sponsored by *The Media Institute*. Hyatt Regency, Houston. Information: Sarah Midgley, (202) 298-7512.

March 15—*Television Bureau of Advertising* regional sales training conference. Red Lion Seatac Inn, Seattle.

■ **March 15**—*New York Women in Communications* "Freedom of Information Night." Speakers: John Chancellor, *NBC News*; Jeff Greenfield, *ABC News*; Reed Irvine, *Accuracy in Media*; Mary Alice Williams, *CNN*, and Bill Rusher, *National Review*. Moderator: Richard Salant, *National News Council*. Essex House, New York. Information: (212) 370-1866.

March 15—Deadline for entries in Edward R. Murrow Award, for "outstanding contributions to public radio," sponsored by *Corporation for Public Broadcasting*. Information: CPB, 1111 16th Street, N.W., Washington, D.C., 20036.

March 16—Fifth annual "National Freedom of Information Day," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. Local chapters scheduled to hold programs to "heighten public awareness of First Amendment ideals and promote free press issues." Information: SPJ, SDX, 840 North Lake Shore Drive, suite 801W, Chicago, 60611.

March 16—*American Women in Radio and Television, New York chapter*, annual career day conference. Luncheon speaker: Norma Quarles, *NBC News* correspondent. Warwick hotel, New York. Information: Sara Stalkus, CBS, (212) 975-4650.

■ **March 16**—*Washington chapter, National Academy of Television Arts and Sciences, and National Press Club* St. Patrick's Day gala, "A Salute to Irish Television." National Press Club ballroom, Washington. Information: Terry Lowe-Edwards, (202) 364-7820.

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

Aug. 12-15—*Cable Television Administration and Marketing Society* 10th annual conference.

Waldorf-Astoria, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Here Are The Facts!

ALREADY* SOLD!					
STATION	MARKET				
WGN	CHICAGO	KTXL	SACRAMENTO		
WLVI	BOSTON	KPDJ	PORTLAND		
WDCA	WASHINGTON, D.C.	WXIX	CINCINNATI		
KNBN	DALLAS	WOFL	ORLANDO		
KRIV	HOUSTON	WGNO	NEW ORLEANS		
WPGH	PITTSBURGH	KAUT	OKLAHOMA CITY		
WPLG	MIAMI	WNFT	JACKSONVILLE		
WNEW	NEW YORK	WHEC	ROCHESTER, NY		
KTTV	LOS ANGELES	KDVR	DENVER		

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The Facts of Life

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*As of 2/27/84

Stay Tuned

A professional's guide to the intermedia week (March 12-18)

Network Television □ PBS: (check local times) *Purlie* (play), Monday 9-12 p.m.; *Survival Specials: The Man Who Lived with Gorillas**, Thursday 8-9 p.m.; *A Passion to Protect* (wildlife special), Friday 9-11 p.m. NBC: *My Life as a Man* (movie), Monday 9-11 p.m.; *Election '84 Special*, Thursday 10-11 p.m. ABC: "Absence of Malice" (1981), Sunday 9-11:30 p.m.

Radio □ CBS Radio: *The Movies: 1984 Special* (16-part Oscars preview), Saturday and Sunday.

Cable □ Showtime: *Lena Horne: The Lady and her Music*, Thursday 8-10 p.m. Lifetime: *Informathon: The Intimate Epidemic* (sexually transmitted diseases), Thursday 8-10 p.m. HBO: *Not Necessarily the Movies** (Hollywood spoof), Saturday 9-10:30 p.m.; "Tender Mercies" (1982), Sunday 8-10:30 p.m.; Arts & Entertainment: *Conversations on the Arts and Letters: TV Writers/Producers*, Thursday 11:30 p.m.-midnight.

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

*indicates a premiere episode

Information: (202) 863-7136.

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

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

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

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

■ **March 20**—*New York Women in Cable* meeting. Topic: "Women at the Top." Speakers: Kay Koplovitz, USA Network; Mary Alice Dwyer-Dobbin, Lifetime; Eileen Connell, Warner-Amex, and Charlotte Schiff-Jones, Schiff-Jones Ltd. Viacom Conference, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

March 23—*Media Institute* conference, "The Media and Government Leaks." Dirksen Senate Office Building, room SD 226, Washington.

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

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

March 24—*New York University* seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus. New York. Information: (212) 505-0467.

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

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

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

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

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

March 27-28—*LPTV West '84, West Coast* conference and exposition for low power TV, sponsored by *Nation-*

al Institute for Low Power Television. Disneyland hotel, Anaheim, Calif. Information: Don DeKoker, (203) 852-0500.

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

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

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

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

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

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

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

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

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

April

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

April 1—Deadline for entries for *Radio-Television News Directors Association* annual scholarship and fellowship awards. Information: Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash., 99203.

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

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

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

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

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

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

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

■ **April 4**—*New York chapter, National Academy of*

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WNFT	JACKSONVILLE
WHCC	ROCHESTER, NY
WLTX	COLUMBIA, SC
WMTV	MADISON
WJCL	SAVANNAH
WLTZ	COLUMBUS, GA

And More To Follow!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 14—*Radio-Television News Directors Association* region 11 and 12 meeting with Society of Profes-

sional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

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

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

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

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

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

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

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

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

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

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

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

April 23-29—*Pennsylvania Association of Broadcasters* annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

April 24-26—"High Tech: Promises and Problems," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

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

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

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

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

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

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

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

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

Errata

Dorothy Reo, from Tatum Communications, Los Angeles, joins *WJAR-TV* Providence, R.I., as executive producer, *P.M. Magazine*, not **Chris Walden**, as incorrectly reported in "Fates & Fortunes," March 5. **Walden remains program manager at station.**

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Introd



FORMAT 41* : The the void in

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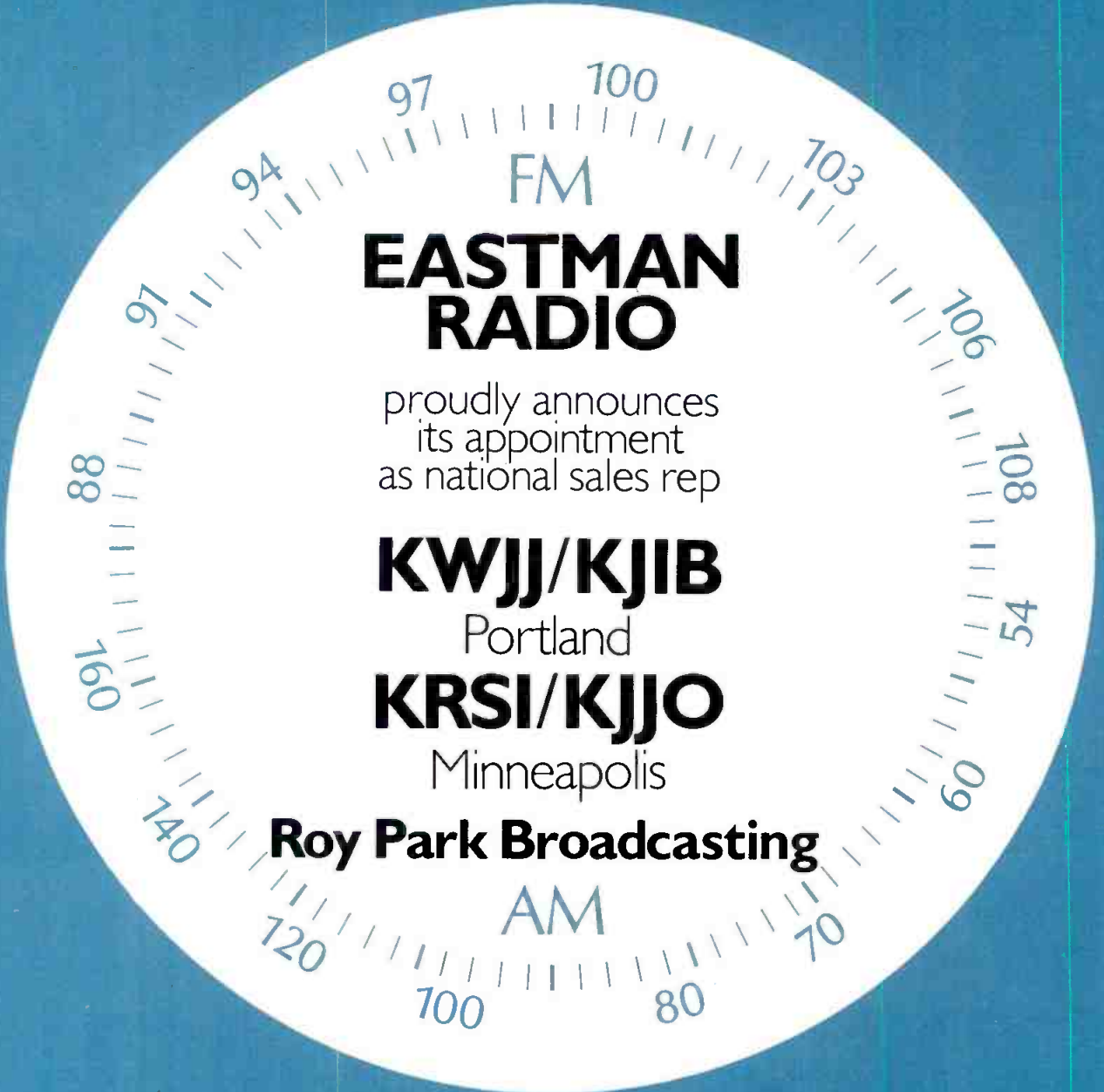
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Broadcasting Mar 12

Vol. 106 No. 11

TOP OF THE WEEK

NAB gives up on Wirth, puts hope in Dingell

Broadcast deregulation effort will move from subcommittee to parent Commerce Committee if broadcasters are successful in bypassing junior unit; Fritts says Colorado congressman torpedoed long effort to draft bill; Swift, Luken, Tauke, Tauzin sought as allies in new initiative

The National Association of Broadcasters last Friday scrubbed its efforts to formulate a broadcast deregulation bill in the House Telecommunications Subcommittee, opting instead to concentrate its legislative efforts on the parent Energy and Commerce Committee.

The move puts NAB and Subcommittee Chairman Tim Wirth (D-Colo.) at loggerheads, as they were last May when the association tried to "roll" Wirth (BROADCASTING, May 9, 1983).

The final straw for NAB came last week when Wirth, along with subcommittee member Mickey Leland (D-Tex.), circulated a letter which pointed to the establishment of

equal employment opportunity language as the only stumbling block to completion of the bill. (A draft bill was circulated last week and it addressed all major points of contention, except for EEO [see box, page 31]). The letter sent shockwaves through the NAB and surprised its congressional allies, Tom Tauke (R-Iowa) and Billy Tauzin (D-La.).

Said NAB President Eddie Fritts: "We consider Wirth's move an effort to torpedo the project. We are willing to completely sever communication with the subcommittee. But, we are still willing to sit down with Leland." Leland leads the drive for inclusion of EEO.

In a letter to Energy and Commerce Committee members sent late last Friday, Fritts said the time had "come for the full committee to take action on this long pending important legislation." NAB, according to Fritts, has not developed a firm strategy yet but plans to meet early next week with Tauke, Tauzin and key subcommittee members Al Swift (D-Wash.) and Thomas Luken (D-Ohio). The association also said it had no

indication how the committee's chairman, John Dingell (D-Mich.), would react.

Tauke, who had not seen the letter, told BROADCASTING his plan was to "let the dust settle and try and put the compromise back together, if possible." He was not eager to abandon the process and said he preferred the subcommittee present the bill to the full committee.

Wirth and Leland aides expressed surprise and irritation when learning of the letter's contents. "No matter what NAB does in regards to moving the legislation, Congressman Leland is committed to making sure that EEO is addressed," said Leland aide Larry Irving. Subcommittee counsel Thomas Rogers said: "I am shocked and amazed that after the process has gone this far and the differences came down to such small issues with the exception of EEO, that NAB is looking to destroy the process," he said.

Fritts's letter maintained that there were more problems than just EEO. "I regret to say that there are at least a half a dozen issues of major significance to the broadcast-

Key provisions of draft broadcast deregulation bill

- No FCC restrictions on commercial announcements.
- No establishment of ascertainment procedures, but licensees must ascertain in their own ways and maintain public files showing how they've met community needs.
- No program logs conforming to a particular format, but there must be sufficient logs to demonstrate compliance with the new act.
- Radio stations are released from any obligation to provide news or public affairs or to follow any program format.
- Comparative renewals are outlawed.
- Television licenses would be renewed on a showing of having meritoriously met needs of children, minority groups, the elderly and other residents of the service area.
- Radio station licenses would be renewed on a similar showing of meritorious service, but only in general to their service areas (not by audience breakdowns), and "taking into account what needs are not being met by other radio stations in the area."
- Renewals would be further conditioned on the licensee having committed no serious violations, nor minor violations that taken together indicate a pattern of abuse.
- Television programming requirements would be established by the FCC on a station rating system basis. Among requirements: minimums for local and informational programming (and at a level representing a "meaningful increase" over levels now broadcast). Requirements would vary based on type of station (VHF, UHF, network affiliate or independent) and by market size.
- Weights for programming within the station rating system would be based on the following categories: minority, children's, elderly, public interest or any other category the FCC might provide as an incentive.
- Beginning in 1995, and every fifth year thereafter, the FCC would

review and/or adjust such programming ratings. Also in 1995, the FCC may require TV stations to broadcast minimum amounts of any type of public interest programming.

- Additionally, every TV station must broadcast a minimum of one hour per day of children's programming, during periods that have greater children's audiences than other periods. Such programming would be over and above other incentive programs.

- TV stations would be required to maintain files showing compliance with public interest requirements, and the FCC would audit on a random basis at least 15% of stations to determine if standards were being met. If a complaint were filed alleging failure to meet public interest programming requirements, the FCC would determine within 90 days whether there was sufficient basis to warrant imposition of a sanction, including revocation.

- If the FCC determines that a licensee has committed two or more violations of the public interest requirements during a five-year period, it must revoke the station's license. For violations less than those requiring revocation, forfeitures up to \$100,000 may be levied for each violation, or the FCC may require remedial programming to make up for the shortfall.

- In the event of petitions to deny, the FCC must provide a reasonable period to allow the petitioner an opportunity for discovery. Any person would have the right to petition to deny a license or construction permit.

- The FCC would establish rules to insure that a significant preference be granted to minorities in contests for broadcast licenses or construction permits.

- Codification of the FCC's existing personal attack and political editorializing rules.

ing industry which are not yet resolved." Fritts characterized the draft bill as "more regulation" rather than "deregulation." He listed prehearing discovery procedures; codification of the FCC's personal attack and political editorializing rules; new standards for broadcast station ownership and foreign studio provisions; mandatory children's television requirements; radio safety net to allow the FCC to re-regulate radio and a provision to 'sunset' television quantification by the year 2000, and the percentage of TV stations that would be affected by quantification.

According to the Wirth-Leland letter: "EEO is now the only major issue that has not yet been resolved, and the recalcitrance of the broadcasting industry on this matter is the only major reason that broadcast deregulation is not ready to move forward at this time."

Tauke was "surprised and puzzled" by the letter. "I think it was clearly inflammatory and inaccurate," Tauke said.

He maintained that the agreement was to resolve all other issues and then work on EEO. "I thought we would leave EEO on the back burner and not stir the pot," Tauke said.

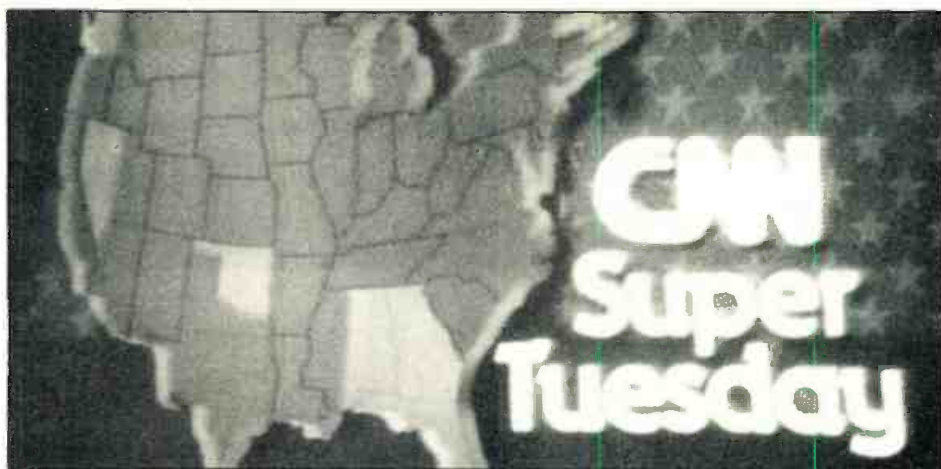
To Wirth and Leland, however, EEO must be reckoned with now. And the NAB's complaints about substantive differences over the draft are being viewed by some on the subcommittee as a "smokescreen," so NAB won't appear "racist."

Leland asked NAB to accept the same EEO requirement for 60% parity as contained in the cable bill. The FCC's EEO processing guidelines currently suggest that stations with between five and 10 full-time employees must be at 50% parity for its workforce overall and at 25% parity in the top four job categories. Stations with 11 or more full-time employees must be at 50% parity in employment overall and in the top four job categories. Radio and TV stations with five or fewer employees are exempt from the guidelines. Stations that don't meet these guidelines are subject to review by the commission.

Leland said NAB proposed that TV stations be held at 60% parity, but exempt radio stations with 10 or fewer employees altogether from the requirements. "The NAB proposes to more than double that exemption, thus resulting in, according to statistics compiled by the FCC, 52% of the nation's radio stations being exempt," Leland wrote.

According to the Leland proposal, any station would have a three-year period before it would be required to meet the new EEO standards. The letter includes a chart illustrating how his proposed standards would affect a station with 20 employees, and 18 in the upper four job categories. The figures are for a marketplace in which minorities make up 20% and women account for 40%.

According to the chart, present FCC requirements call for two minorities and four women for the overall staff and 1.8 minorities and 3.6 women in the upper four job categories. Under Leland's proposal 2.4 minorities and 4.8 women were the figures for overall staff and 2.4 minorities and 4.32 women for the upper four job categories.



Cross-country TV on Super Tuesday

With primaries or caucuses in nine states, viewers will be kept up to date on tomorrow's votes with reports, interviews during the day and evening as well as wrap-ups later that night

Major news organizations throughout the Fifth Estate spent much of last week gearing up for tomorrow's (March 13) political primary and caucus activity on a day (dubbed "Super Tuesday") that many in the media have described as make-it-or-break-it time for the candidacies of Democratic Party hopefuls Walter Mondale, Gary Hart and John Glenn.

Five states are holding primaries, three said to be crucial—Florida, Georgia and Massachusetts. The other two states holding primaries tomorrow are Alabama and Rhode Island. Four states are holding caucuses: Hawaii, Nevada, Oklahoma and Washington. More than 600 delegates are up for grabs.

The three over-the-air networks will be conducting preference and exit polls in each of the states, but will have camera crews for remote reports in only three or four key locations.

The networks will be reporting voting "trends" well before the polls close, as soon as such trends can be extracted from the data that each will be pouring into elaborate computer systems in New York and Washington. The data will be based on interviews from the primary and caucus sites.

With primary and caucus activity spread across the nation tomorrow, polls will be closing at various times throughout the evening. The networks will begin projecting winners for the Eastern primaries around the time their evening newscasts begin, with brief updates periodically through the prime time programming schedule.

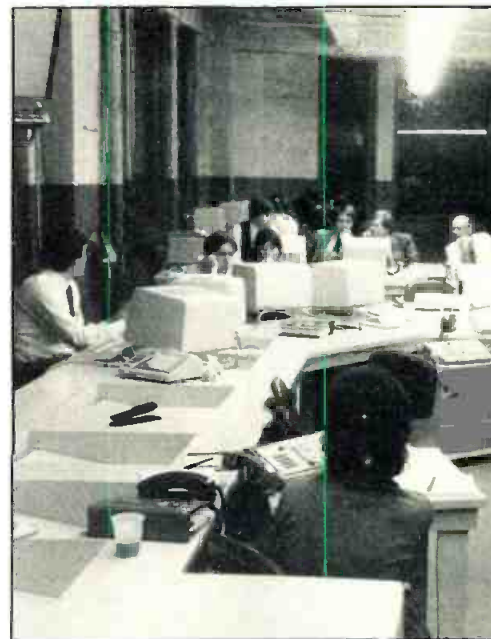
CBS may call Alabama and Georgia during its evening news program anchored by Dan Rather. At 8 p.m., the network will air a primary update, possibly with live interviews with the two leading contenders, Gary Hart and Walter Mondale. At 8:30, CBS will have another brief report when it will likely call the outcome of the Florida primary. At 9, another update will air, if Massachusetts was too close to call earlier. Projections for Rhode Island and Oklahoma

will follow at 9:30. At about 11:40, Dan Rather will anchor a half-hour Super Tuesday wrap-up special. Senior correspondents Bruce Morton and Bob Schieffer will report from Atlanta and Boston, respectively. During the wrap-up, Bill Moyers will join Rather to provide analysis and commentary. Last Friday, Rather was to have been in Florida to do a preview report on the events and issues taking shape there.

At ABC, evening news anchor Peter Jennings and David Brinkley will be reporting out of Washington tomorrow. In addition to break-in reports throughout the evening to project winners as the polls close, Jennings will anchor (with Brinkley providing commentary) a special wrap-up beginning at 11:30 (pre-empting *Nightline*). It will last an hour or longer, depending on how events develop.

As it did in New Hampshire, ABC will team up with the *Washington Post* to do tracking (preference) polls based on voter interviews through Monday in Florida, Massachusetts and Alabama.

At its Washington news headquarters, ABC has set up a working print press center,



The ABC News vote count center in New York

where journalists will be provided with all sorts of polling data.

NBC is programing its special report on Super Tuesday in prime time, 10-11 p.m. Tom Brokaw will anchor the special, with John Chancellor providing commentary. Connie Chung will be reporting on the Western caucuses from San Francisco. NBC will also be providing updates throughout prime time on Tuesday. Segments of *Today* on Tuesday will be used to preview primary activity that day, and on Wednesday (March 14), *Today* will have interviews with the candidates to assess their positions after the results are known.

CNN got off to an early start, beginning with live coverage yesterday (March 11) of a League of Women Voters debate among the five remaining candidates (Mondale, Glenn, Hart, Jackson and McGovern) from Atlanta. CNN was making a feed available, but only a few PBS and local stations were expected to take it.

A CNN spokesman said the network would do no preference or exit polling of its own.

From Monday noon until Wednesday afternoon, CNN will provide hourly primary updates and from 8 p.m. to midnight on Tuesday its coverage will be focused on the primaries with the exception of periodic regular news briefs. A half-hour wrap-up is scheduled for Tuesday at 11:30 p.m. Coverage will be anchored from Atlanta, with MaryAlice Williams, Bernard Shaw and Don Farmer sharing the duties. CNN will have crews in the three key primary states along with crews following the candidates. Last Friday, Walter Mondale was scheduled to do a half-hour interview on CNN and at press time the network had not received responses to invitations to the other candidates.

On Wednesday CNN will conduct interviews with candidates as well as several state Democratic party chairmen to assess the candidates performance in their states.

PBS's *MacNeill/Lehrer NewsHour* will update primary returns on Super Tuesday

during its three feeds (6, 7 and 9 p.m.). Last week, the program aired extensive reports on Hart, Mondale, the black vote and the why's and wherefore's of political polling. Today, the show will focus on press coverage of the candidates, with a report on John Glenn's candidacy as well.

On Wednesday, MacNeil/Lehrer will do a wrap-up, which may include interviews with both Mondale and Hart (at press time, program executives were still waiting for responses to interview requests). Campaign analysis will be provided by former campaign manager John Sears and Al Baron, publisher of the Washington-based political

newsletter, *The Baron Report*.

C-SPAN won't be doing any exit or preference polls, but has scheduled a live call-in show on the primaries for Super Tuesday from 9 to 11 p.m. Carlyn Keene, representing *Public Opinion* magazine, will be participating, according to Bruce Collins, C-SPAN director of operations. C-SPAN also will be trying to get other "political figures" to participate, Collins said. C-SPAN also has scheduled a call-in show for Sunday (March 11) at 9 p.m. featuring Charles Whitehead, Florida Democratic party chairman, and Henry Saylor, Florida Republican party chairman, Collins said. □

Was it do or die in Dallas on Saturday?

City-cable confrontation over deregulatory bill called key to fate of buffeted legislation

Municipal officials and cable operators will be on the phone to their respective Washington trade associations this week to learn whether H.R. 4103, the House bill that would weaken the municipalities' regulatory grip and bring some order to the business of cable franchising, still has a chance of becoming law.

Representatives of the National League of Cities and the National Cable Television Association were scheduled to meet in Dallas two days ago (March 10) to discuss a compromise on the bill. At the end of the meeting, the bill's future should have been much clearer.

The bill, which has cleared the House Telecommunications Subcommittee, is based on an earlier compromise reached by the NLC and the NCTA that led to passage of a companion bill in the Senate (S. 66) in June 1983. But following S. 66's passage, the NLC, under mounting pressure from its membership, reversed its position and joined big-city mayors in opposition to the measure.

The bill is now hung up in the Energy and Commerce Committee. Its chairman, John Dingell (D-Mich.), who opposes the bill, brought the NLC and NCTA back to the bargaining table by insisting last January that they resolve their differences. The new round of talks, cloaked in secrecy, was launched on Feb. 17.

NCTA President Tom Wheeler and Executive Vice President James Mooney went to Dallas with the comforting knowledge that if the talks fail and the cities are successful in blocking the bill, the cable industry can take its case to a receptive FCC. James McKinney, chief of the FCC's Mass Media Bureau, has said he will propose a rulemaking this summer that would get cable operators out from under some municipal regulations, including basic rate regulation. But despite that knowledge, NCTA's Ed Dooley said, Wheeler and Mooney will do their best to come to a compromise. "There's a recognition of that [FCC] option," he said. "But the legislative option is the preferred way. It would be pretty stupid to jettison it all now."

And, in the negotiations, Wheeler and

Mooney will also have to keep in mind how far they can go in compromising without losing industry support for the bill. According to Dooley, there has always been some dissatisfaction with the original NCTA-NLC compromise and the Senate and House bills it spawned. Some cable operators, who are paying an annual franchise fee of 3% or less, for example, question the value of a bill that would allow cities to hike the fees to 5%, he said. Steve Effros, executive director of the Community Antenna Television Association, confirmed that support for the bills has been eroding among large and small systems. The bills' provisions give operators a "reasonable expectation" that their franchises will be renewed, he said. Other than that, he said, the deregulatory goals of the cable operators can be attained through the FCC and the courts. He said CATA is continuing to support the bills because of the renewal provisions.

Members of the NLC were in Washington two weeks ago for their annual legislative conference at which Dingell brought them up to date on H.R. 4103 and the talks, which his staff is monitoring. "The first meeting, on Feb. 17, addressed procedural concerns and involved a lengthy and vigorous discussion of substantive issues," Dingell said. The second meeting, on Feb. 25, was characterized by incremental movement, as both sides staked out preliminary bargaining positions and probed for areas of possible movement and a better understanding of their counterparts' fundamental interests," he said.

"Now that the preliminaries are over, I look forward to a meeting characterized by genuine and substantial movement by both sides—enough to reveal a bright patch of daylight at the end of the tunnel and to show that agreement can be reached," he added.

Dingell promised that neither side would have "unfair leverage" in the discussions. "These negotiations have not been established to force the cities to surrender to an agreement they cannot live with," the chairman stressed.

And he argued that the cable operators and the cities have a fundamental mutual interest in "insuring that cable operators provide high quality service to subscribers in an economic and regulatory climate which is conducive both to the financial health of the



operator and the growth of better programming and innovative service."

A majority (23 out of 42) of the committee members, Dingell said, sponsor the cable bill. And he warned the city officials that it would be a serious mistake to assume the bill won't be considered by the committee.

He urged the officials to get out and let Congress know how they feel about the legislation. "Inform them of your concerns and of your outrage about this intrusion into the orderly conduct of the affairs of the community... And you might even inform them that you see no great reason for the federal government being in it and to dictate the terms of the franchise agreements between the community that you serve and those whom you franchise," Dingell said.

The need to lobby Congress was underscored during a legislative workshop. The negotiations, said Robert Bolen, the mayor of Fort Worth and vice chairman of the NLC's transportation and communications policy committee, "are not likely to result in an acceptable agreement for cities unless the bargaining position of the cities is enhanced by establishing more political support in the House."

The NLC, according to a legislative priority paper circulated during the conference, wants to "preserve cities' rights to regulate rates, set franchise fees, require adequate access channels, insure a competitive renewal process, own and operate cable systems and enforce existing franchise commitments." □

Democrats ready their anti-Reagan media campaign

DNC launches multimillion-dollar election year ad expenditure

The Democratic National Committee has launched what its chairman, Charles T. Manatt, is calling "a full-scale 'spring offensive' against the disastrous policies of Ronald Reagan"—an advertising campaign he said would exceed the \$2-million effort the party made in connection with the 1982 elections.

And the strategy of the campaign, as Representative Tony Coelho (D-Calif.), chairman of the Democratic Congressional Campaign Committee put it, will be to "let



Reagan beat Reagan, to let Reagan be Reagan."

Manatt and Coelho discussed the campaign at a press conference called to show the four 30-second television spots that make up what Manatt calls the "first phase" of the effort. The spots, which were to begin running on four stations in the Washington market on March 10, were produced in the Democratic Congressional Campaign Committee's Media Center, on Capitol Hill. They feature what Manatt said are "targeted messages which develop the common campaign themes being pursued" by Democratic candidates, including those seeking the presidential nomination.

The spots are to run on WRC-TV, WDVM-TV, WJLA-TV and WTTG(TV) for some 10 days at a cost of \$33,000 for time. Later, Manatt said they will run in "a dozen or so states" that

will feature "targeted" Senate and House races next fall. He mentioned specifically Texas, Illinois, North Carolina, Iowa and Pennsylvania. Additional spots will be produced subsequently; Manatt said the ad campaign will be stepped up after the Democratic national convention in July. All told, he said, the campaign will be "significantly" more expensive than the \$2-million media campaign of 1982.

For material, Coelho made it clear the Democrats will make use of what he said was the "best media library on Ronald Reagan, except maybe for the Republicans. This administration has used the white lie without challenge," he said. "We intend to challenge him with his own words. We intend to let the great communicator debate with the great communicator. It will be interesting to see who wins." □

Another competitor for Intelsat

Latest of proposed international satellite services is called Cygnus; it also plans to offer DBS service; government report on new companies is getting closer to completion

The Intelsat story was moving ahead on a number of fronts last week. On one, the field of would-be competitors of the International Telecommunications Satellite Organization became a little more crowded, with the application that a new group, Cygnus Satellite Corp., composed principally of executives of M/A-COM DCC Inc., filed with the FCC. It is seeking authority to establish a North Atlantic regional satellite system—as the first phase of what Cygnus says would be a "multiregion international satellite network"—and to offer, among other services, direct-to-home broadcasting. Meanwhile, the report prepared by an executive branch committee on whether and under what conditions the U.S. should authorize the establishment of international space services separate from Intelsat appeared to be moving—although on something less than a straight line—to the White House and the consideration of President Reagan. And, finally, letters from representatives of Intelsat's member countries, all expressing concern about the possibility of the U.S. authorizing competition for Intelsat, are piling up at the FCC.

The Cygnus application brings to four the number of parties seeking a piece of the trans-Atlantic telecommunications business to be served by satellite. The Orion Satellite Corp. filed its application on March 11, 1983. International Satellite Inc. followed in August. And last month, RCA Americom sought FCC permission to modify its Satcom VI satellite, scheduled for launch in June 1986 as a domestic satellite, so that it might serve points in Europe.

But Cygnus, which intends to sell or lease transponders in two Ku band satellites at 45 and 43 degrees west, is the first non-Intelsat applicant to announce plans to expand operations beyond the North Atlantic region. It says its next application would be for author-

ity to serve the Pacific Basin. But like Orion, ISI and RCA, Cygnus contends its proposal would not cause Intelsat "significant economic harm" since the intended service would only complement that offered by the global system. One service Cygnus says its system would permit is direct-to-home broadcasting, which is not being proposed by any of the other applicants or by Intelsat. Cygnus also says its customers would be able to use the system for other services not now provided or proposed—teleconferencing, high-speed facsimile, computer-to-computer communications, remote printing, teletext, videotex and data collection and distribution.

Cygnus says it does not "presently intend" to make its system available for public telephone service, which accounts for some 80% of Intelsat's revenues. And it says it would "take all reasonable precautions to ensure that its customers do not use the satellite" for public telephone service. It also notes that of the services it will offer, transponder leases and television service account for only small shares—8% and 6%, respectively—of those revenues. Accordingly, it says its system would not cause Intelsat "significant economic harm." Nor would it be technically incompatible with the Intelsat system, in Cygnus's view. As a result, the new applicant contends the U.S. could achieve the technical and economic coordination with Intelsat that the Intelsat Agreement would require.

The president of Cygnus is James W. Cudihy, formerly vice president, engineering, Group W Cable, but he is not listed as a shareholder. The largest owner of the applicant, with 19.5%, is Paul Singh, who resigned on Friday as vice president, corporate strategic planning, for M/A COM Development Corp., a subsidiary of the Burlington, Mass., telecommunications equipment supplier. Three of the four remaining shareholders come from M/A COM DCC Inc., which supplies satellite earth stations to carriers—Jack A. Shaw, president and chief executive officer; James L. Peeler, senior vice presi-

AAAA bullish on 1984

dent and secretary, and Andrew M. Werth, senior vice president. Each owns 14% of the applicant. The fifth shareholder is Albertus B. Collins, an independent agribusiness executive, who owns 13.5%.

The report that will form the basis of the President's decision on whether it would be in the national interest to permit companies like Cygnus to offer alternatives to Intelsat is still being laboriously worked over by the executive branch, which has been on the project since April 1983. There was movement early last week, when Secretary of State George Shultz was said to have signed off on the report—which is understood to recommend qualified approval of such proposals (BROADCASTING, Jan. 30)—and sent it on to the Department of Commerce for the signature of Secretary Malcolm Baldrige and final clearance to the White House. However, a hitch developed.

The word from Commerce was that Baldrige would require some changes in the text before giving his approval. As it came from the State Department, an official said, it did not "reflect" what Commerce thought it should. "The final document will be one we both agree on," the official added. But he also indicated he did not believe the changes would be significant. "We're close to having something sent to the White House." The report had been prepared by an interagency working group and was approved unanimously by the Senior Interagency Group on international communication and information policy, composed of 14 agencies, including Commerce and chaired by the State Department (BROADCASTING, Jan. 30). Another part of the package to be sent to the White House is the analysis of the domestic and international policy issues prepared by Commerce's National Telecommunications and Information Administration.

The letters to FCC Chairman Mark S. Fowler from foreign signatories and parties to Intelsat are consistent with the position the Assembly of Parties—the member governments of Intelsat—and the signatories took in separate meetings last year making clear their concern about the possible emergence of competitors to the global system. The letters, which began flowing in to the commission in mid-February and focus only on the Orion and ISI applications, are from all parts of the world—Norway, the Philippines, Malaysia, Brazil, Syria, Senegal, Dominican Republic, Ecuador, Japan, Korea, the United Arab Emirates, Spain, Madagascar and Belgium. Most use virtually identical language in one key paragraph contending that Orion and ISI, concentrating their services "in the high traffic routes in the North Atlantic basin," would drain from Intelsat the revenues it needs "to meet its capital investment requirements and hold down rates for users throughout the world." The Philippine Communications Satellite Corp. makes one point not made by others. It says that since Intelsat and its members will "obviously be prejudiced" by a decision favorable to the applicants, Intelsat deserves "an opportunity to be heard in consonance with the due process clause of United States Constitution." □

Association survey, released at annual show, shows most agencies predict higher profits this year

Profit margins for a majority of U.S. advertising agencies should increase in 1984, if predictions reported to the American Association of Advertising Agencies hold true. The AAAA's annual survey of 60 selected agencies, presented during the organization's 66th annual convention last week, found 58% of respondents predicting profitability would improve this year, virtually the same percentage that reported an actual boost and profit margins in 1983.

Dollar profits increased for 72% of agencies surveyed, while gross income was up among 77% of those contacted in 1983. Profit margins were down for 27%, dollar profits fell for 20%, and gross income was off among 15% of those surveyed, with the remainder reporting results about the same as in 1982.

The agencies are generally more optimis-



O'Toole

tic about what will happen this year, with 89% expecting gross income billings to rise and 77% anticipating a rise in profits for 1984. Only 8% say they expect gross income billings to fall. Some 15% feel their profit margins will be off and 13% forecast a drop in profits during 1984. Those expecting figures to remain about the same represent about 3% of agencies for gross income billings, 10% for dollar profits and 27% for profit margins.

The survey results were presented Friday morning during the five-day AAAA meeting at the Canyon Hotel in Palm Springs Calif. AAAA Senior Vice President Don Ambuhl also disclosed results of a larger survey involving 149 agencies or about 25% of the association membership. That study found gross incomes were up in 1983 for 82% of agencies responding, compared with the 71% that reported growth in 1982 and 76% in 1981. However, the figure is slightly less than the 83% of agencies reporting a rise in gross income during 1979. Gains in gross incomes for 1983 were greatest among agencies billing over \$90 million annually (up among 94%) and those in the \$10-million-to-\$40-million-dollar-a-year bracket (up among 88% of respondents). Those agencies billing from \$40 million to \$90 million showed the smallest overall increase in gross income, with 60% reporting an increase.

Three out of four agencies billing \$1 million or less showed gains, with 81% billing \$1 million to \$5 million reporting growth and 83% of the agencies in the \$5 million to \$10 million category increasing their income.

In what he called an attempt to put to rest "all of the mumbo-jumbo we hear about reductions and agency compensations," Ambuhl presented AAAA research showing "the gross income average for all agencies continued its 20-year favorable trend [in 1982] to reach an all-time high 23.6%. This means that the average AAAA agency kept 23.6% of billings in the form of commissions and fees or gross incomes." The figure is up from 23.4% in 1981 and 23.2% in 1980.

"More agencies are charging more fees, on top of commissions, for more services to their clients," said Ambuhl. "For one agency group [not the smallest agencies] the percentage is over 26% and for the largest agency group [those billing over \$200 million] it is over 16%."

During a Thursday morning business meeting, the AAAA membership elected a new 23-member board of directors for the 1984-85 term. John E. O'Toole, chairman of Foote, Cone and Belding Communications, New York, was elected AAAA chairman. Louis T. Hagopian, chairman and chief executive officer of N Wayer Inc., New York, was elected vice chairman and James I. Summers, president and chief executive officer of Harold Cabot and Co., Boston, is the new secretary-treasurer. Leonard F. Matthews will continue as president and member of the AAAA board.

In accepting the chairmanship, O'Toole said he is grateful that the organization has set as its primary mission improvements in "public attitudes about our craft and the people who practice it. This has always been the subject that concerned and interested me."

O'Toole said "there are two aspects to that mission; making what's wrong with advertising right and making what's right with advertising better known and appreciated...I value advertising as a form of salesmanship, as an essential aspect of this economic system and as a craft. I stand in awe of its power and in admiration of its accomplishments."

He said the AAAA hopes "to make the world a little more cognizant of advertising's enormous value and advertising people a little prouder of the craft they practice."

In a separate presentation on Thursday morning, Kent Mitchel, chairman of the Advertising Council, said that the voluntary service organization has secured \$800 million of free advertising for its clients during 1983.

Mitchel said the council had become much more "results oriented" in the past year, shying away from accounts that it feels it cannot generate significant response. He reported that council has had a positive reaction from its overtures to cable television and is also beginning to work with public broadcasting, "because we believe that public stations have some responsibility to carry public service messages." Mitchel noted there is some debate on the latter point but

added, "so far we are ahead."

As of last Friday the AAAA convention registration totaled 867, which is a record for the New York-based organization. The meeting, which began Thursday, was scheduled to wind up Sunday afternoon. Saturday's general sessions included discussions of the image of advertising, Japanese business practices and sex in advertising. It was reported that AAAA has grown to 590 member agencies doing business in 68 countries.

Court approves RKO move to New Jersey

Appeals panel rejects case brought by Multi-State Communications

Congress's gift to the state of New Jersey of its first VHF television station—at least its first in more than 20 years—has withstood judicial scrutiny. A three-judge panel of the U.S. Court of Appeals in Washington last week unanimously affirmed the FCC's reallocation of channel 9 from New York to New Jersey, and its grant, without a hearing, of a five-year license to RKO General Inc. to operate its WOR-TV on that channel in Secaucus. Thus RKO appears assured of holding on, for at least four more years, to at least one of its 15 remaining licenses that were placed in jeopardy by its actions and those of its parent company, General Tire & Rubber Co. The decision was a setback for Multi-State Communications Inc., which has been challenging RKO for the WOR-TV license since 1972.

At issue was the unique solution members of New Jersey's congressional delegation devised to the problem of securing a VHF station for the state: Legislation directing the FCC to grant a five-year license to the owner of a VHF television station that agrees to the reallocation of the channel to a state having none. With its license renewal application for WOR-TV pending and the threat of a denial not insubstantial, RKO on Sept. 7, 1982—four days after the bill introduced by Senator Bill Bradley (D-N.J.) became law— notified the commission of a willingness to move to Secaucus upon the commission's issuance of a five-year license.

Multi-State, in appealing the commission's orders, said the agency had misconstrued the language of the statute—that the statute did not really encompass New Jersey—and that the orders had violated Multi-State's constitutional rights. The panel rejected both arguments.

Multi-State's first argument was based on the contention that the term "allocated" is synonymous with the term "assigned." And in 1952, the commission assigned channel 13 to Newark, as a commercial facility. The commission in 1961 approved the transfer of that channel's license to a noncommercial licensee in New York—WNET(TV) now operates on it—in 1961. But the channel remains assigned to Newark in the commission's table of allocations. Accordingly, Multi-State said, New Jersey is outside the scope of the statute.

The panel, in an opinion written by Judge Edward A. Tamm, conceded that the argument, "at first glance...has some appeal." But he added, "Our understanding of the

purpose of [the statute] and our examination of its legislative history compel us to reject Multi-State's construction of the term 'allocated.'" Tamm said the frequent references to New Jersey, in the discussion of the legislation, "make it clear that the sponsor and proponents...intended New Jersey to be within the statute's scope."

The court also rejected a collateral argument, that RKO is not a licensee within the meaning of the statute since the commission, in an action in January 1980 that applied to three of RKO's license renewals applications then under challenge, said RKO was not qualified to be a licensee (BROADCASTING, Dec. 7, 1981). However, Tamm noted that the appeals court, on review, had reversed the order relating to WOR-TV and remanded it to the commission for further consideration. "RKO's status as a licensee during the pendency of the renewal proceeding was unaltered," Tamm wrote. And the statute's command to the commission to grant a license to a licensee who moves his VHF station to an unserved state, the court held, disposes of Multi-State's argument that the commission erred in not conducting a comparative hearing to determine which of two or more applicants would best serve the public interest. "The commission," Tamm wrote, "thus complied with the plain language of the statute."

Multi-State's constitutional argument—that it was deprived of due process—was also based on the ground the commission had not granted what the applicant said was its right to a hearing. Multi-State cited a 1945 case—*Ashbacker Radio Corp. v. FCC*—in which the Supreme Court held that the Communications Act requires the commission to hold a hearing before deciding which of two or more applicants will receive the contested grant. But, Tamm said, *Ashbacker* did not confer a constitutional right on Multi-State. And enactment of the Bradley bill, he added, altered the "statutory scheme" the Supreme Court had discussed. The panel held that, in the statute, "Congress made one limited exception to the comparative hearing requirement to achieve the overriding objective of bringing an operational VHF commercial television station to unserved states..."

RKO Television president, Pat A. Servodidio, said that in view of the court's decision, RKO will proceed with construction of WOR-TV's studio facilities in Secaucus. He said the company has already exercised an option to purchase a former racquet club in the city for studios and offices.

RKO's license renewal troubles grew out of the proceeding in which it was seeking renewal of its license for channel 7 in Boston, then WNAC-TV. The hearing produced evidence that General Tire had been guilty of a string of improper and illegal practices, in the U.S. and abroad, including the maintenance of a political slush fund and bribery of foreign officials, and that RKO itself, in the words of the appeals court, had been guilty of an "egregious lack of candor" and of "stonewalling" the commission on the issue of General Tire's misconduct. The commission denied renewal of WNAC-TV, as well as WOR-TV and KHJ-TV Los Angeles, all of

Networks moving more toward made-fors

The rising role of made-for-television movies and the waning role of theatrical features are pointed up in figures compiled by ABC researchers. This season for the first time, between September and February, the three networks carried more than twice as many first-run made-fors (76) as first-run theatricals (35). And those made-fors outpointed the theatricals by 23%, with an average rating/share of 19/29 to the theatricals' 15.4/24, according to Marvin Mord, vice president, ABC marketing and research services.

Mord also pointed out that in 145 showings (including repeats) of these movies, only four theatricals ranked among the top 30 in ratings: "Stir Crazy" (on ABC, with 26.7/41) ranked eighth; "On Golden Pond" (NBC, 25.2/37) ranked ninth; "Star Wars" (CBS, 25.1/35) tied with two made-fors at 10th, and "Stripes" (ABC, 24.0/36) ranked 16th. Thus the four theatricals in the top 30 compared with 26 made-fors in that group, with seven made-fors ranking higher than the highest-rated theatrical. Top scorer of all was the ABC made-for, *The Day After* (46.0/62).

Farther down the list, Mord continued, "a host" of theatricals turned in ratings performances that, despite box-office success, were nowhere near hit status on TV. In the bottom 30, he said, were "Heaven Can Wait," "Mommie Dearest," "Chariots of Fire," "Body Heat," "Taps," "S.O.B." and, 145th among 145 movies, "Blowout."

Prior exposure on pay cable could account for part of the theatricals' decline in ratings, but Mord suggested that a combination of factors was responsible. High among these was what he called "either a loss of appetite [among viewers] or a desire for something more stimulating" than they got from most theatricals. Made-fors, he said, "offer freshness, innovation and satisfaction of the appetite that theatrical movies don't provide."

Economy, Mord said, is also on the side of made-for-TV movies. He estimated that "Star Wars" cost \$25 million for three runs, whereas the three hours of the made-for-TV *Lace* that ran against it—and topped it by three rating points—represented about \$3 million. Motivated by both economics and ratings, he said, the networks will be "going to more made-fors."

which were involved in comparative hearings with challengers seeking their licenses, and set in motion machinery to subject RKO's 13 other licenses to challenge. The appeals court, in December 1981, affirmed the denial of renewal of WNAC-TV—it is now WNEV-TV and owned by the New England Television Corp.—but remanded the decision in those cases to the commission since the findings regarding RKO had arisen in the context of the WNAC-TV case. The reprieve thus given WOR-TV provided the time for Congress to act and for RKO to volunteer to move the station to New Jersey. □

How Metromedia will go private

Documents on file at FCC spell out how Kluge and three others will make \$1.45-billion buyout work

The mechanics behind a leveraged buyout have been given a rare illustration with Metromedia's filing at the FCC of the proposal by its four senior executives to take the company private in a \$1,447,000,000-transaction. The four senior executives—John W. Kluge, Robert M. Bennett, George H. Duncan and Stuart Subotnick, who make up the company's Office of the President—will put down \$12 million in cash and finance the remainder of the \$1,435,000,000 purchase price through a series of loans from banks, an insurance company and a venture capital firm.

After the buyout is completed, Kluge—who already controls 26% of the common stock—will own 75.5% of Metromedia on a fully diluted basis. The other three senior executives will each own 2% ("Closed Circuit," Dec. 19). Boston Ventures Limited Partnership, the venture capital firm brought in to help leverage the buyout, will own 3%. And the Prudential Life Insurance Co., which is providing a \$125-million equity investment toward the buyout, will own 15.5%. However, all voting stock will be held by the four senior executives and no one else, with Kluge leading the way with 92.6% and the other three executives dividing the balance.

The \$1,447,000,000 needed for the buyout will be financed with a \$1.3-billion loan from a group of banks led by Manufacturers Hanover Trust Co. (which on its own will kick in \$250 million); a \$125-million equity investment from Prudential; \$10 million from Boston Ventures, and \$12 million from the management group. Those funds will be used to help pay a \$724,168,000 cash consideration to the stockholders (based upon \$30 per share for 24,142,050 shares) plus \$397,797,000 to reduce some of Metromedia's debt. In addition, \$41 million will be used to buy the options presently held by Metromedia employees, and \$30 million is estimated to be paid for investment banking, attorney fees and other costs associated with the transaction.

In addition to the \$30-per-share-cash payment each shareholder is receiving, each

shareholder will also receive a \$22.50 principal amount subordinated debenture. The new debenture would mature 14 years after issue, but will not pay interest until the sixth year, and then at a rate of 16% per year, paid twice a year. The debentures would have the benefit of a sinking fund beginning in the 10th year. Metromedia can call the debentures back at any time at their face value.

Boston Ventures Limited Partnership is a Boston-based venture capital firm headed by William F. Thompson, former executive vice president at the First Bank of Boston, and long prominent in motion picture financing. Other limited partners in the group include Rupert Murdoch's News American Publishing Inc.; Warner Communications Inc.; television producers Norman Lear and Jerry Perenchio; Carl Lindner's Cincinnati-based American Financial Corp; football team owners Jack Kent Cooke (Washington Redskins) and Eugene V. Klein (San Diego Chargers); Denver oilman, real estate developer and 20th Century-Fox owner Marvin Davis, and movie theater chain owner and soft drink bottler General Cinema Corp.

As of Feb. 9, 1984, there were 28,642,050 shares of Metromedia common stock issued and outstanding held by slightly more than 6,000 shareholders. Kluge owns 7,456,250 shares, or 26.03%. The stock has been trading lately at about \$36 per share, which puts his current stock value in excess of \$250 million. Kluge's shares include 240,000 shares subject to currently exercisable options plus 216,480 shares in the name of Tri-Suburban Broadcasting Corp. and 324,720 shares in the name of Silver City Sales Co., both corporations owned 100% by Kluge.

Sixty Metromedia employees hold outstanding options to purchase approximately 1,858,000 shares. Kluge possesses the majority of those options—800,000—while

Bennett, Duncan and Subotnick have options for 250,000 shares each.

To accomplish the buyout, Kluge will form a new corporation called JWK Acquisition Corp., which he will partially capitalize by contributing 4,500,000 of his own shares from the old Metromedia. JWK Acquisition, at the time of consummation, will then merge with Metromedia to make Metromedia the surviving corporation. Metromedia filed a short form (316) application at the FCC instead of a long form 314 or 315 application. In the filing, Metromedia said the proposed transaction was a *pro forma* matter since Kluge, as 26% owner of the company, has *de facto* control, and that, after closing, he will have *de jure* control. The application noted that Kluge, through his stock ownership and corporate offices, "has exercised continuous *de facto* control over the management and operation of Metromedia for over a quarter of a century." Metromedia said the current officers and directors of the company will not change following the closing, and "the business affairs of Metromedia will continue to be conducted in substantially the same fashion as they are presently conducted."

After the buyout is closed, Kluge and the other three executives will pledge all their stock to the lending banks, as well as the stock issued to Boston Ventures. The application also noted that it is "contemplated" that Bennett, Duncan and Subotnick will enter an agreement with Kluge whereby Kluge and Metromedia will have first right of refusal should any of the management group decide to sell their shares.

Attorneys handling the transaction are Skadden, Arps, Slate, Meagher & Flom for Metromedia, and Wachtell, Lipton, Rosen & Katz for JWK Acquisition Corp.—regarded as among the leading merger and acquisition law firms in the country. □

FCC OK's Warner, Chris-Craft merger

Commission gives permission with condition that Warner divest itself of 10 cable systems; action is setback to Rupert Murdoch

Australian publisher Rupert Murdoch last week lost what may well prove to be the decisive round in his attempt to take control of Warner Communications: The FCC refused to block an agreement that would permit Warner to take a 42.5% interest in BHC Inc., Chris-Craft Industries' television subsidiary, and has resulted in Chris-Craft taking an 18.7% interest in Warner (BROADCASTING, Jan. 23).

But the FCC told Warner and Chris-Craft that their attempt to eliminate cable-television crossownership problems resulting from the exchange has not done the trick. The commission directed the companies to resolve that conflict within a year, indicating that divestiture is the remedy it has in mind.

Murdoch's News International, which owns 8.5% of Warner, had asked the FCC to block the transfer, alleging, among other things, that Chris-Craft and Warner should have been required to get FCC permission to

consummate the exchange—and that the exchange would result in violations of the FCC's crossownership rules.

On one front, Murdoch noted that BHC owns 50.1% of United Television Inc., which is the licensee of KMOL-TV San Antonio, Tex.—and that's home base for two Murdoch newspapers, the *San Antonio Express* and the *San Antonio News*. And Murdoch contended it was up to Chris-Craft and Warner "to obtain the advance approval of the commission for the proposed television-newspaper ownership that is in conflict with the rules and directly arises out of their agreement."

There was also the cable-broadcasting crossownership issue. Warner Amex Cable Communications Inc., which is 50% owned by Warner, owns five Los Angeles area cable systems that fall within the Grade B contour of KCOP(TV) Los Angeles, which is owned by BHC. Warner Amex owns five more cable systems that fell within the Grade B contour of KPTV(TV) Portland, Ore., another BHC station.

Warner, in an attempt to get around the cable crossownership problem, spun off the

voting stock in the affected systems to corporations owned by Amex Cable Holding Co., a new, wholly owned subsidiary of American Express Co. It retained only non-convertible, nonvoting interests.

In an order released last week, the FCC ruled that Warner and Chris-Craft did not need FCC approval to make the exchange. The FCC said it could find nothing in the record to suggest there had been a transfer of control of Warner to BHC or of BHC from Chris-Craft to Warner.

It also held that the exchange did not raise problems under the newspaper-broadcast crossownership prohibition—at least for the time being. "In this case, News International owns Warner stock, but there are no common officers, directors or management-level employees," the FCC said. "Its 8.5% interest in Warner does not give News International control or appreciable influence because of the wide dispersion of the remaining shares, and BHC's larger interest. The goals of the multiple ownership rules are to promote competition in the media and diverse programming and viewpoints," it added. "We believe that the multilayered, limited interest involved here will not have any significant effect on those goals.

"We recognize that Warner may convert its interest to 42.5% and that News International may buy more Warner shares. These matters are in a state of flux, and it is more appropriate to consider them at renewal time when the ownership interests may be more stable," the FCC said.

On the cable-television crossownership question, however, Warner and Chris-Craft lost. While the FCC noted that it generally doesn't consider nonvoting interests under its multiple ownership rules, it said it couldn't understand how the directors and management of American Express and Warner could be equal partners in Warner Amex and separate their roles there from the affairs of Amex Cable and BHC. "Such independent action is implausible and beyond any kind of meaningful regulatory review," it said. "We find, therefore, that the transfer to Amex Cable does not comply with the purposes underlying the crossownership rules and cannot stand."

While News International had suggested the preferred solution would be to force Warner and Chris-Craft to back out of their exchange, the FCC said that would amount to "administrative overkill." Instead, it directed Warner and Chris-Craft to report within 30 days on how they planned to resolve the problem. "While interim steps may be proposed, the goal is the ultimate disposition of the cable television systems to an independent party as promptly as possible," the FCC said. "We expect this process to be completed within one year from the date of release of this document."

The affected Los Angeles-area cable systems are located at Lake Arrowhead, Big Bear Lake, Crestline, Malibu and Wrightwood. The affected Portland-area systems are located at Sandy, Wemme and Hood River, Ore. (the last including Bingen and White Salmon, Wash.).

At a press conference last week, Stephen Sewell, assistant chief of the FCC video ser-

vices division, said that, as matters stand, Murdoch could not purchase more than 25% of Warner without a waiver of rules that limit foreign ownership of broadcast facilities. □

DBSC taps Wold to market transponders

Satellite service firm will take over marketing of DBS service; for sale: six national, 24 regional channels

Among the eight firms that have received FCC permission to enter the high-power direct broadcast satellite business, Direct Broadcast Satellite Corp. is unique. The Bethesda, Md.-based firm is the only one that plans to lease or sell its transponders as a common carrier on a nondiscriminatory basis.

And handling the marketing of the transponders, DBSC announced last week, will be Wold Communications, a division of Robert Wold Co. and a leader in providing satellite transmission services to broadcast and cable programmers. Under terms of the contract, which was signed Feb. 15, Wold will work on a straight commission.

As now configured, the DBSC system comprises two satellites (and an in-orbit spare) capable of delivering television pictures to home earth stations with dishes as small as two-and-a-half feet in diameter. If all goes well, the system will not be in place until late 1987. But Wold will go to work almost immediately, offering for sale or lease six nationwide channels and 24 regional channels (four channels in each of six discrete regions.)

Like most of the other would-be DBS operators, DBSC has had trouble finding the hundreds or millions of dollars it will take to enter the unproved and high-risk business. DBSC President Wilbur Pritchard believes the marketing deal is one of the keys to acquiring the funding. "If we had all the transponders sold," he said, "the financing

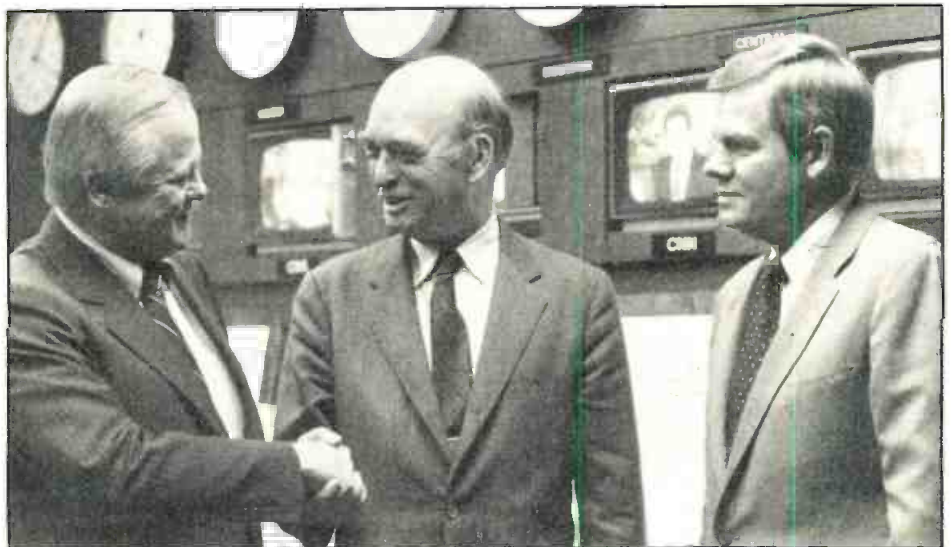
would be much easier."

The transponders will not be inexpensive. According to Wold Communications President Gary Worth, nationwide channels will lease for around \$22 million a year, while the regional channels will be available for about \$2.75 million a year. By way of comparison, the most a cable programmer would expect to pay to lease a C-band transponder is around \$2.4 million a year.

But Worth said the high-power transponders will be well worth the price. The television programmers who lease the channels "don't have to go through middlemen to reach the end users" as cable programmers do. One of problems of the cable networks is "the malaise of cable operators in marketing their product," he said. "They are at the mercy of the the middlemen." But in DBS, the programmers will be able to market directly to their customers.

"DBS will be able to compete aggressively with all other video delivery systems," said Worth. "We think the industry is already beginning to re-evaluate the economics of cable, at least in the big cities. And as for the various low-power DBS services just starting or being talked about, we think it will become clear very quickly that their limitations will make them only interim services." Worth said the small DBS earth stations will be priced so inexpensively—\$250 or less—that they will proliferate rapidly once the programmers begin broadcasting from the satellites.

Worth said he will be hiring as many as four people between now and May 1 to begin the task of loading up the DBS channels, even though the first of the satellites is not due to be launched until early 1987. "This is a two-year marketing project." Robert N. Wold, chairman of Robert Wold Co., said the marketers will approach all sorts of potential satellite broadcasters from the major motion picture studios to the cable networks to the broadcast networks. "ABC would certainly be interested in this," he said. "Of the three broadcast networks, it's the only one that doesn't have a DBS stake at the moment." CBS and RCA, the parent of NBC, have also been awarded DBS permits from the FCC. □



Wold, Pritchard and Worth

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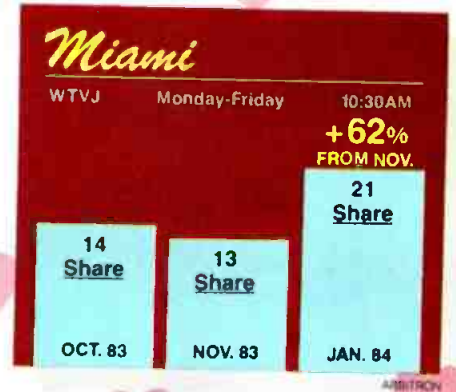
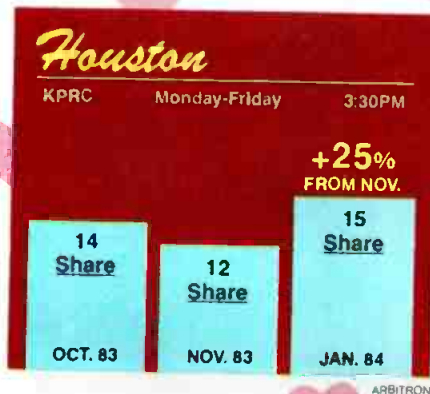
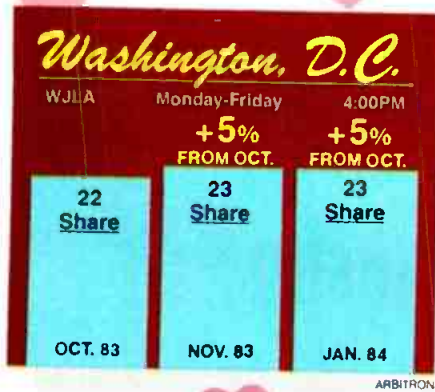
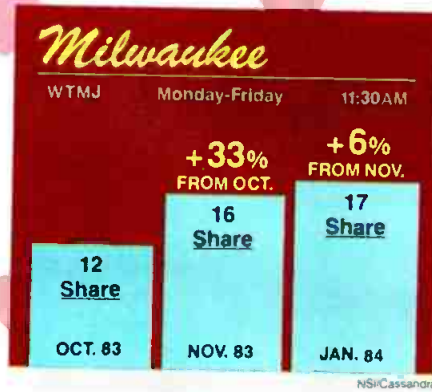
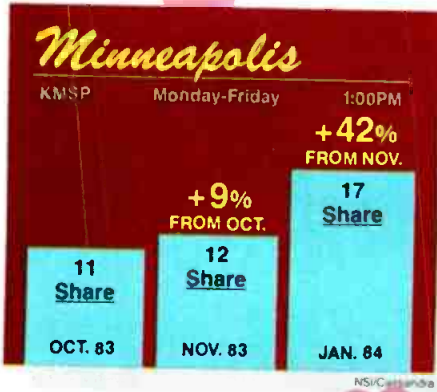
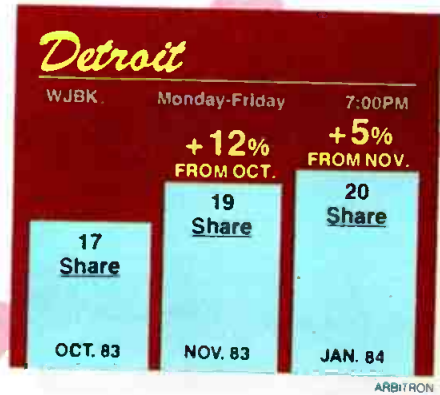
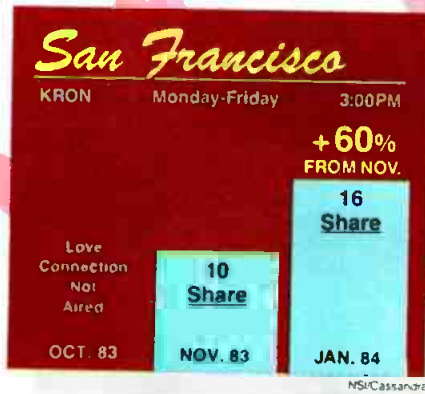
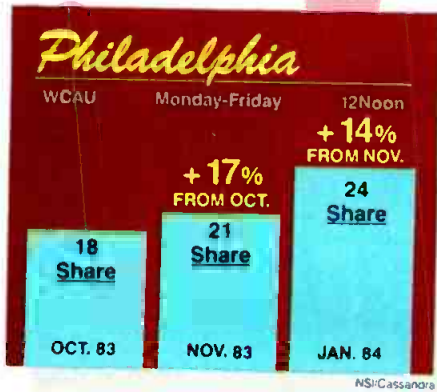
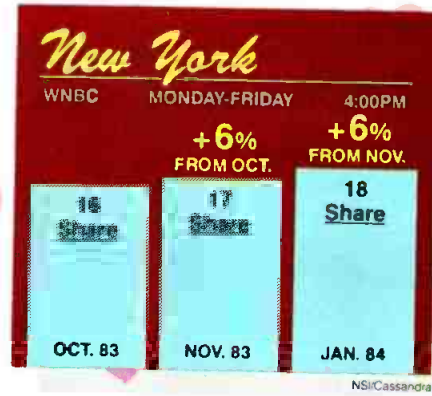


Building



“Love Connection,” the surprise hit of the '83-'84 season continues to build rating period after rating period. From October, to November, to the latest January ratings, this reality strip continues to build in rating, share, young demos, teens and kids. **“Love Connection,”** already on over 135 stations. Now being renewed for its second sensational season.

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RCA puts up walled defense against takeover bids

Company asks shareholders to approve shelters against tender offers

RCA Corp. has asked its shareholders to approve two corporate bylaw amendments designed to deter any unsolicited tender offers for the communicators and broadcasting company. The proposed amendments, which were included in the proxy statement sent to shareholders earlier this month, emerged after RCA was rumored to be a possible target of at least two unfriendly bids—first from Michigan-based Bendix Corp. and later from Minneapolis investor Irwin Jacobs.

The first amendment proposed by RCA's board of directors provides for staggered terms for board members by dividing the board into three classes and having each class serve three-year terms. The second calls for all mergers to be approved by 80% of the shareholders unless certain "fair pricing" and other requirements are met or the merger is approved by a majority of directors not connected with the merger-seeking company.

"The board has observed with concern that various tactics which it perceives to be disruptive and inequitable to shareholders have become relatively common in corporate takeover practice," the proxy statement said. The practices cited by the proxy statement include "accumulation of substantial stock" prior to waging a proxy fight in an attempt to force a company into a merger, sometimes forcing the company to buy back the accumulated shares at an inflated price.

The measures are also designed to prevent "two-tier pricing," which occurs when a company makes a bid for a major block of stock at one price and then buys the remainder at substantially less than what was paid for the original block.

By staggering the terms of the directors, the statement said, at least two shareholder meetings would be required to make a change in control of the board.

The "fair-pricing" measure assures that any multiple-step bids made for RCA will be equitable to all shareholders. Otherwise, any merger would require approval by 80% of the shareholders or a majority of the directors who are not affiliated with the acquiring company.

In the RCA annual report sent along with the proxy statement, RCA said its NBC subsidiary had revenues in 1983 of \$2.09 billion, 17% higher than 1982 and the first \$2 billion year for that network. Operating (pre-tax) income from broadcasting increased 45% to \$156.2 million. RCA said all of NBC's operating units recorded profits in 1983. NBC accounted for 23.3% of RCA's total 1983 revenues of \$8,977,300,000 and 21% of the company's \$745 million in operating income. This is slightly above the 22.2% of RCA's total revenues NBC accounted for in 1982, and substantially higher than the 15.3% in operating income it contributed in 1982.

One area that is still underperforming, however, is videodisk sales. Although videodisk sales increased in 1983, RCA said,

losses increased as well—to \$99.6 million.

Another problem area is the commercial products and services area within RCA's electronics division. In that line of business, sales decreased 4% in 1983 to \$1,139,500,000 from \$1,189,000,000 in 1982. The segment also reported a loss of \$16.5 million compared to an operating profit of \$29.1 million in 1982. The losses were particularly felt in the broadcast systems division, which recorded a loss of \$74.3 million compared with a loss of \$24.3 million in 1982 as a result of a \$42 million inventory write-down and restructuring costs totaling about \$9 million.

According to the proxy, Thornton F. Bradshaw, RCA chairman, earned \$638,500 in 1983 plus \$375,000 in incentive awards to be paid out equally in 1984 and 1985. Bradshaw's 1983 salary included \$188,500 paid last July. His annual base salary was increased from \$450,000 to \$500,000, effective last Feb. 1. Bradshaw's agreement also calls for annual bonus payments of not less than \$300,000, plus an amount equal to 6,500 multiplied by \$29 or the closing price of RCA common stock on the June 30 preceding the date of payment.

Robert R. Frederick, president, earned \$400,000 plus a \$250,000 incentive bonus to be paid in equal installments in 1984 and 1985. Other top earners at RCA included Richard W. Miller, executive vice president (\$317,500), Frank A. Olson, executive vice president (\$360,000) and Roy H. Pollack, executive vice president (\$341,667). □

Business year in review: mixed action in bottom line

Revenues and profits at broadcasting companies had a respectable year in 1983, although the record—now that most of the major publicly-traded companies have handed in their report cards—is not without some bumpy spots. Among the top 12 publicly traded companies in BROADCASTING's weekly "Stock Index" (see page 62), which derive

their principal revenues and earnings from broadcasting, total 1983 revenues were up 12.5% over 1982 to \$19.4 billion. After-tax profits for the group, however, slipped 12.5%—from \$1,060,031,109 in 1982 to \$927,822,826 in 1983.

However, the after-tax profit total comparisons are abnormally affected by one

company, Metromedia, which had \$222 million in nonrecurring gains in its 1982 bottom line, principally from the sale of the assets of its Foster & Kleiser outdoor advertising unit. Excluding the 1982 Foster & Kleiser deal, after-tax profit total for the 12 actually rose 26% in 1983 over 1982.

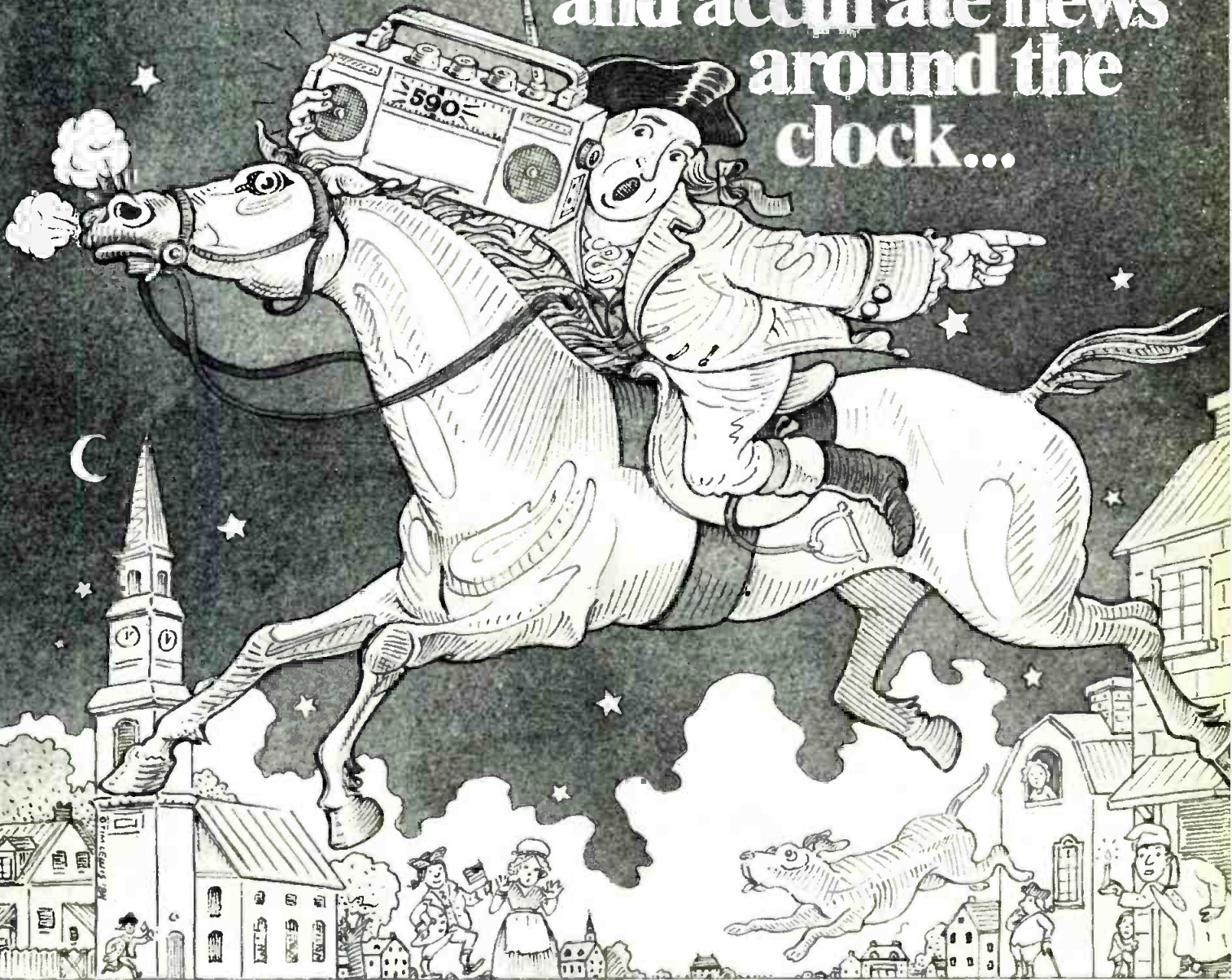
In 10 of those 12 companies, which are

Company	Total revenues			After-tax net income			Earnings per share			Broadcasting revenues			Pre-tax broadcast operating income		
	1983	1982	% change	1983	1982	% change	1983	1982	% change	1983	1982	% change	1983	1982	% change
ABC	\$2,948,849	\$2,664,528	10.6	\$159,834	\$160,027	-0.2	5.45	5.54	-1.7%	\$2,614,274	\$2,341,860	11.6	\$365,305	\$313,747	16.4
Cap Cities	762,295	663,580	14.9	114,704	96,317	19.0	8.53	7.25	17.6	235,754	220,996	6.7	122,645	116,228	5.5
CBS	4,540,000	4,120,000	10.0	187,200	110,800	69.0	6.31	3.95	60	2,389	2,165	10.3	291,500	270,800	7.6
Cox	614,623	514,746	19.4	77,950	65,421	19.1	2.75	2.31	19.0	231,457	216,085	7.0	87,125	76,029	14.6
Gross Telecast	13,932	13,810	0.8	3,351	3,278	2.2	4.21	4.11	2.4	---	---	---	---	---	---
LIN	107,333	88,420	21.3	23,528	20,121	17.0	0.34	0.30	13.3	---	---	---	---	---	---
Metromedia	532,759	407,074	31.0	102,179	309,153	-77.0	3.45	8.31	-58.5	371,558	324,253	14.6	109,312	108,987	0.2
RCA	8,977,300,000	8,016,000,000	12.0	240,800,000	222,600,000	8	2.06	2.00	0.3	2,094,000,000	1,786,500,000	17.2	156,200,000	107,900,000	44.7
Scripps-Howard	100,631	95,645	14.6	17,558	19,470	-9.9	1.70	1.89	-10.0	---	---	---	---	---	---
Slover	458,871	379,302	30.0	39,673	9,198	-2.42	.56	.73	-432.0	167,778	156,649	7.1	53,209	51,126	5.0
Taft	387,487	324,861	19.2	33,197	34,042	-2.5	.79	.73	0.8	136,526	110,341	23.7	48,484	41,592	16.6
United TV	56,136	43,160	30.0	7,294	9,604	-24.0	.63	.80	-21.3	---	---	---	---	---	---

--- Company does not break out broadcasting from other interests.

¹ Company is station group owner and has no other interests.

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CABLE NETWORK

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either pure broadcasting companies or where broadcasting revenues and operating profits are broken out exclusive of cable, publishing or other interests. total 1983 pre-tax broadcasting income rose nearly 12.4% over 1982 to \$1,244,425.826. Those 10 companies each experienced an average growth of 12.9% in their broadcasting revenues and an 8.7% rise in broadcasting operating income over 1982 levels.

The publicly traded companies included in the above totals are ABC, Capital Cities, CBS, Cox, Gross Telecasting, LIN, Metro-media, RCA (NBC), Scripps-Howard, Storer, Taft and United Television. Four companies—group owners Gulf Broadcasting, Malrite Communications, Price Com-

munications and Sungroup Inc.—are not in the tally because they have not yet reported financial results for the year. In addition, the totals exclude multimedia companies that are dominant in media businesses outside broadcasting, such as cable television and publishing, and companies whose broadcasting interests are not a major contributor to the bottom line.

Finally, LIN Broadcasting and Scripps-Howard Broadcasting are excluded from the pre-tax year-to-year comparisons because they do not break out their cable television and broadcasting revenues and operating profits. However, Scripps-Howard will begin to do so with its next annual report to comply with SEC regulations now that cable

television has become a significant part of its business.

Among the 12 companies included in the total, six posted earnings gains in 1983, while six recorded declines. Those that advanced were Capital Cities, CBS, Cox, LIN and Gross Telecasting and RCA. Retreating were ABC, Metro-media, Scripps-Howard, Storer, Taft and United Television.

But in all the retreating companies except United Television, the lower earnings were recorded in areas outside of broadcasting and usually in areas associated with cable television start-ups or investments.

The following is a chart of the 1983 financial results of 12 major broadcasting companies. □

Law & Regulation

Keeping watch on children's TV

Bill before Congress would require broadcasters to schedule at least one hour per day of children's programing; public interest groups air support during press conference; NAB opposes programing quotas and defends broadcasters' record

The backers of a House bill (H.R. 4097) that would require television stations to air an hour of educational programing for children five days a week came out in force last week. At a press conference hosted by the bill's author, Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, a coalition representing more than 140 public interest, educational, religious and consumer groups, among others, voiced support for the measure and pledged to work for its passage.

"We are not asking of television anything that has not been asked of television for the last 25 years," Wirth said. He cited the FCC's 1974 children's television policy statement which said broadcasters were obligated to provide programing designed espe-

cially for children, to schedule such programing throughout the week, to develop more educational and informational programs, and to air programs directed at specific age groups. But last year, Wirth said, the FCC "abdicated its commitment to young people."

He said Congress was now faced with an opportunity "to reinforce our commitment to the young people of this country," through television. Wirth plans to attach the measure to the draft of a broadcast deregulation bill now pending in his subcommittee.

"The question which we must ask is: 'In return for that deregulation, what do the people of this country get back?' What we should be getting back is an hour per day by all broadcasters," Wirth said.

During the press conference, Wirth was joined by subcommittee members John Bryant (D-Tex.), Mickey Leland (D-Tex.) and Al Gore (D-Tenn.), who agreed with their chairman and pledged to fight for passage.

The coalition includes Action for Children's Television, the National Education Association, PTA, U.S. Catholic Confer-

ence, American Academy of Pediatrics, Embassy Television Productions, Consumer Federation of America, American Nurses Association, NAACP and others. They were accompanied by a group of roughly 25 children from the D.C. Early Childhood Learning Center.

"NEA will vigorously back this children's crusade with the full force of its 1.7 million members across the country," said Sharon Robinson of the NEA. And ACT's Peggy Charren promised to monitor the votes in the House and Senate to see who "cares about kids and who doesn't."

Meanwhile, broadcasters were far from silent about the subject. National Association of Broadcasters President Eddie Fritts, in a statement circulated on Capitol Hill, defended the industry. "As the FCC discovered in its recent examination of this situation, the facts don't bear out this assertion [of a dearth of worthwhile programing for children now]. Indeed, the opposite is true," Fritts said.

A copy of the *Washington Post's* television guide for Tuesday, March 6, was attached to the NAB statement to illustrate NAB's argument that there is ample children's programing. The children's shows



Proud parents. Tim Wirth (at microphone) was joined last week by John Bryant (l) and Mickey Leland (r) and representatives from a coalition of

public interest, consumer, educational and other organizations, who are launching a lobbying campaign to back Wirth's children's television bill.

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broadcast were circled on the guide to show that out of the approximately 140 hours aired that day on the seven Washington stations listed, roughly 14% were for children. (Approximately 6% of the 140 hours were broadcast on public television and 8% on commercial stations.)

The majority of the fare on the commercial stations was cartoons shown on the two independent stations. The only children's program on the three network affiliates was an afternoon special at 4 p.m., called *Bobby and Sarah*, on the NBC O&O, WRC-TV. The public broadcasting programs included *Sesame Street*, *Electric Company*, *Mister Rogers*, and *3-2-1 Contact*.

NAB also distributed an issue paper containing research to back its position. According to studies released by CBS in 1982, NBC in 1983 and the NAB on children's programming, there has been substantial growth in children's programming. "Overall, CBS found that 36.2 half hours of 60 half hours (60.3%) in these dayparts had children's programming in 1982. This is an increase from 30.5 half hours (50.8%) available in 1979. Over four-fifths (87.3%) of the 1982 programming was from local broadcast stations including commercial and public stations," NAB said. □

NBC seeks same antitrust deal ABC has made

It wants to bring its settlement of 1977 up to terms ABC got

NBC is a step closer to a relaxation of some of the provisions of the consent decree, entered in 1977, under which it settled the antitrust suit the Department of Justice had filed against it in 1974. Justice has tentatively consented to an NBC motion to make the decree's provisions conform to those contained in a similar decree entered against ABC in 1980. The provisions involve in-house production of prime time entertainment programs and the acquisition of options for network exhibition of such programming from independent producers.

Justice had filed antitrust suits against all three networks in 1974, contending that they had combined with their owned and affiliated stations to monopolize the television entertainment programs that they exhibited. NBC was the first of the networks to settle with Justice, but the decree specified that if different provisions were contained in judgments entered against the other networks, NBC's would be modified "as may be necessary to prevent NBC from being placed at a comparative disadvantage."

NBC is seeking relief a year before ABC, in 1985, would begin to benefit from the advantage one of the provisions in its decree, involving in-house production of prime time entertainment programming. The department's consent to modify the 1977 decree was contained in a stipulation the parties filed on March 2 with the U.S. District Court in Los Angeles at the same time that NBC filed its motion to modify the decree.

Under the decree it signed with Justice, NBC is permitted for 10 years to produce for

Mea culpa. Jack Valenti, president of the Motion Picture Association of America, last week conceded he had misstated one point in his report to Congress and the FCC on the demise of the financial interest/syndication talks with CBS (BROADCASTING, Feb. 27). "I declared that CBS unilaterally terminated compromise discussions with producers/syndicators/independent television stations," Valenti said in a letter. "I erred and I hasten to correct this error. My colleagues tell me that CBS and the negotiators for our side mutually affirmed the termination of the discussions. It is fair to say that both sides acted in good faith in their lengthy meetings, and I wish to emphasize that fact," he said. "I might add that we, producers, syndicators and independent television stations, are ready to resume negotiations with CBS immediately. We came a long way. We have only a short way to go, though those final few steps are difficult to navigate. We are ready to try again."

its own entertainment schedule only two and a half hours per week for prime time, eight hours per week for daytime and 11 hours per week for fringe time. (The provision became effective at the same time for all three networks—1980.) The in-house programming restriction in the CBS decree is identical. ABC, on the other hand, for years six through 10 of the decree, will be entitled to produce increasingly greater amounts of prime time entertainment programming—for instance, from three and a half hours per week of prime time programming in years six and seven to five hours per week in years nine and 10. As a result, beginning in the fall of 1985, ABC would have greater programming flexibility in constructing its entertainment schedule.

As for the second provision involving programming, NBC is restricted to four years in obtaining renewal options in its original deal with a program supplier, plus the right to one renegotiation after the date of first broadcast to obtain renewal for a fifth year. NBC is allowed to negotiate a new four-plus-one agreement only in or at the end of the last

year of the contract—when such renegotiation may be more difficult for a successful program. Both ABC and CBS, however, are allowed an unlimited number of renegotiations and are permitted to maintain an option term that extends four years into the future.

On the other hand, the ABC and CBS decrees impose restrictions on the kind of contracts those networks may negotiate with talent. The NBC decree does not contain similar provisions. But it said in its filing that it is "willing to accept the more onerous provisions in the ABC decree" to have the two decrees conform.

The district court will not act on the proposed modifications until after the public has had 60 days in which to comment.

The proposed modifications would do nothing to disturb the best-known features of the decrees—those prohibiting the networks from engaging in domestic syndication of programming and from acquiring financial interest in programs they broadcast. Those track FCC rules whose repeal the networks have been seeking, thus far in vain.

Easing rules for telcos and cable

Nobody opposes FCC proposal to cut red tape for telco away-from-home cable deals

An FCC proposal to grant blanket authority to telephone companies seeking to provide cable TV and other noncommon carrier services outside their service areas has drawn support from telcos in comments at the FCC.

The Department of Justice and the National Telecommunications and Information Administration supported the telcos. The National Cable Television Association said it wouldn't oppose the proposal, if administered carefully, and the California Cable Television Association asked that certain structural safeguards be put into place first.

Under Section 214 of the Communications Act, common carriers seeking to construct or buy facilities are required to obtain a certificate from the FCC holding that the carrier's proposed operation would serve the public convenience and necessity. Under the status quo, Section 214 applies to all common carrier facilities. The FCC, however, has proposed to permit telcos to construct and operate cable, or other noncommon carrier facilities, outside their service areas without having to obtain Section 214 authority.

In comments, a group of Bell telephone companies contended the proposal would

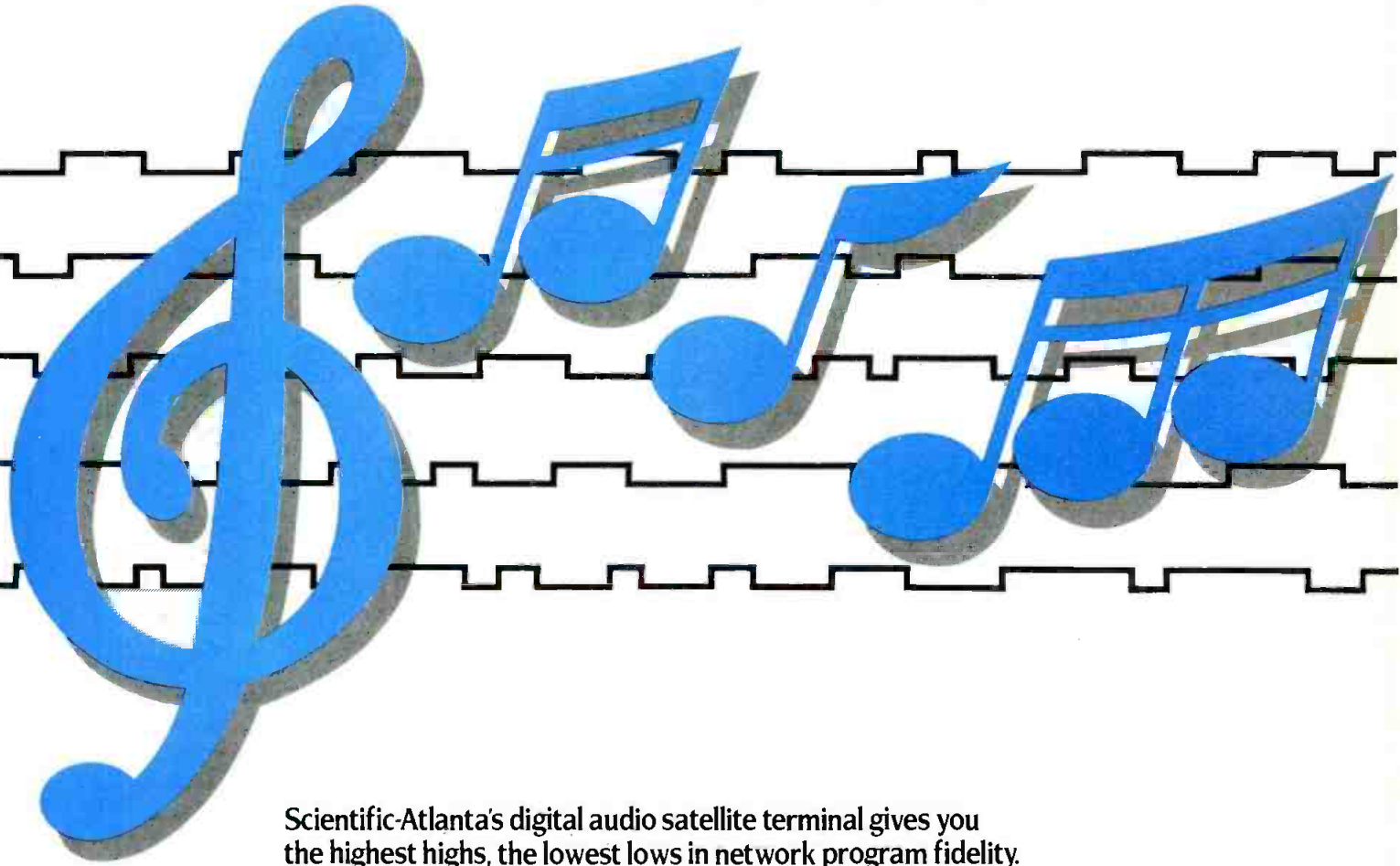
better enable carriers to serve the public. "As the commission implicitly recognizes, delay in construction arising from processing time at the commission (during which construction or materials ordering cannot begin) only serves to increase the cost to consumers, especially in inflationary times when material and labor costs can rise rapidly," they said. "Moreover, although most 214 applications are routinely processed and unchallenged, application processing creates an opportunity for abuse by competitors seeking to delay or block entry."

Century Telephone Enterprises Inc., a telephone holding company, said the current requirement places telcos at a competitive disadvantage with independent cable operators. "The public interest is also disserved by delays in the provision of cable service created by the Section 214 application process, and by increased costs to operators, the public and the commission."

Justice said the current requirements did not help the commission detect potential anticompetitive behavior anyway. "Eliminating the filing requirements should reduce costs and permit competitive initiatives to come to pass more quickly, without reducing the commission's regulatory effectiveness," Justice said.

Added NTIA: "We can find neither legal nor policy obstacles to clearing away the

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piece of administrative 'deadwood' the commission has identified here."

NCTA said it "does not oppose" the proposals, given their limited scope. "The public interest will not be served, however, unless the commission carefully delimits the scope of this proceeding," NCTA said. "To assure that any relief adopted in this proceeding best serves the public interest, the commission should clarify that a telephone company's 'service area' includes communities served by an affiliated telephone company.

Thus, the areas served by a Bell operating company (BOC) should include territories served by that BOC's regional holding company and its BOC subsidiaries. The reason for this is simple. Because each regional holding company will largely direct and control the activities of its BOC subsidiaries, it can exercise that control to advantage one

BOC when that BOC constructs cable channel facilities outside of its own service areas, but within the service area of its corporate siblings. Because the BOC's within a particular region will be operated as an integrated whole, their 'service areas' should be combined for purposes of Section 214 oversight," NCTA said.

NCTA also said the FCC should reaffirm its view that a different regulatory approach is appropriate where a telco proposes to construct facilities for noncommon carrier service within its telephone service area. "In that case, the telephone company has both the ability and incentive to use its monopoly power to frustrate or preclude entry by alternative service providers," NCTA said.

The California Cable Television Association urged that "stringent structural protections" be adopted before the FCC took its proposed step. □

FCC wants court to re-examine satellite issues

It says there is confusion over common carrier access and earth station ownership involving Intelsat, Comsat

The FCC has asked for rehearing, by the full bench of the U.S. Court of Appeals in Washington, of the decision by a three-judge panel in the commission's Authorized User II proceeding. The court remanded the matter to the commission because of the FCC's failure to resolve at the same time two related and long-pending issues. The commission said the decision conflicts with a number of

The many facets of the FCC

James McKinney has more on his mind these days than franchise fees (see story, page 54). In a wide-ranging press briefing at the FCC last Monday, the chief of the agency's Mass Media Bureau updated reporters on the status of various FCC proceedings or would-be proceedings on everything from cable deregulation to broadcast ownership restrictions and discussed some of his concerns with moving paper through the bureaucracy.

A rulemaking that would bring cable systems regulatory relief by pre-empting some local cable regulations without substituting federal ones would be issued in the third quarter of this year, McKinney said. "The cable pre-emption package" would insulate the cable industry from excess local regulation that could retard its development, he said. It would, for one thing, eliminate local regulation of local cable rates. Cable has been growing rapidly over the past several years and has been successful, he said. "There is a desire of some cities to cash in on that and we are... concerned about that because it can slow it right down."

The FCC will not pick a system as the national standard for multichannel (stereophonic) television sound, McKinney said, but it may take an action that would probably have the same effect. He said the FCC staff will recommend to the commissioners that they "protect the pilot subcarrier" of the Zenith/dbx system, which was the unanimous choice of an industry standards committee. A pilot subcarrier is an element of a stereophonic signal that tells the television receiver that stereophonic information and perhaps a second audio channel are present and activates the appropriate circuitry within the set, he said. Protecting the pilot subcarrier of the Zenith/dbx system would prohibit broadcasters from transmitting any signal that would interfere with the subcarrier or its task. Because the industry was able to come to a consensus on a system, much to the surprise of some at the FCC, he said, the FCC "can afford to give [the system] that amount of protection."

Under the FCC's must-carry rules, cable systems are required to retransmit local television stations to their subscribers, but, if McKinney has his way, systems will not have to retransmit the broadcasters' multichannel audio under the rules. He said he was impressed by an NCTA report that concluded that the Zenith/dbx system was incompatible with much of the existing cable headend and converter equipment. The cable industry would have to make "an enormous expenditure" to replace or upgrade its equipment to make it compatible, he said. In the absence of a must-carry requirement, he said, cable systems could substitute their own multichannel audio. He noted that many systems now use the FM band to transmit stereo audio for some of their satellite-delivered cable networks.

In comments to the FCC, the National Association of Broadcasters argued that the broadcasters' multichannel audio should enjoy must-carry protection. Without it, the NAB said, cable systems could retransmit broadcast signals in mono and transmit the cable networks in stereo, giving the latter an unfair competitive edge. But McKinney is not buying the argument. The marketplace will insure that cable systems carry local broadcasters in stereo, he said. If a station is broad-

casting its signal in stereo, he said, cable subscribers will expect to receive it in stereo.

In the months ahead, McKinney said, the Mass Media Bureau will be concentrating on closing proceedings, not opening new ones. "I am fairly appalled," he said, that the FCC "has 161 dockets open or about to be opened." In addition to multichannel sound, he said, pending ownership proceedings are on a fast track. The attribution-of-ownership proceeding, which would, among other things, raise the percentage of interest groups or individuals can have in media property before they are recognized by the FCC as owners, will be brought before the commissioners for action within the month, he said. That will be "followed closely," he said, by action on a rulemaking that would eliminate the "regional concentration" rule that prohibits the ownership of three broadcast stations when any two are located within 100 miles of the third and the primary service areas of any two overlap. The staff is also making progress on proceedings aimed at relaxing national limits on the number of broadcast stations one entity may own (the seven-seven-seven rule) and at eliminating the prohibition against the three broadcast networks owning cable systems, he said.

One of the goals that McKinney has set for himself and the bureau is processing applications for broadcast facilities more efficiently and more fairly. The staff, for instance, is trying to come up with a method of handling the flood of applications for Instructional Television Fixed Service facilities. Many of the ITFS applicants, he said, plan to sublease part of any channel capacity to pay television companies that would use it to offer multichannel television or wireless cable service. To grant some of the growing number of mutually exclusive ITFS applications, he said, the FCC may turn to the lottery as it did for low-power television. "I am going to do something to move that paper," he said. "I don't like paper lying around."

As for the LPTV lottery, McKinney said within the next few months, the FCC will institute all-day lotteries, awarding hundreds of licenses at a time. To facilitate the lotteries, he said, the FCC is considering purchasing three ping-pong lottery machines to replace the Selective Service barrel that the FCC is now using.

One of the problems with the FCC's present procedures for processing new television applications, McKinney said, is that they require a period of time during which competing applications may be filed. If a television channel has been vacant for many years, he said, he is considering awarding it to the first person or group that applies for it. "Why take competing applications," he asked, and involve the original applicant in a costly comparative hearing? The suggestion apparently stems from McKinney's general dislike for comparative hearings. "They cull out good applicants because they can't afford the hearing process," he said.

McKinney also criticized firms that run advertisements encouraging people to file competing applications and offering to do it for them for a fee. Deregulation has made it easy to file applications, he said, and there are "people who will take advantage of deregulation simply to line their own pockets." Asked to name a firm, McKinney said "E.M. Johnson Associates."

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NBMC alleges EEO shortcomings. The National Black Media Coalition, charging that industry equal employment opportunity efforts appear to be in a tailspin, last week recommended in a press release that the FCC initiate mid-license-term EEO performance reviews. It also recommended that the commission raise its EEO processing guidelines from the current 50% of parity to 80%; begin designating the "worst offenders" for evidentiary hearing; make field inspections of every station that seems to have an inexplicable shortage of minority employes, and "encourage private parties to bring EEO violations to the commission's attention by applying the Civil Rights Attorneys Fees Act of 1976 to EEO complaints before the FCC." Also in the release, NBMC alleged that the number of blacks employed in broadcasting fell from 1982 to 1983, with that decline being felt "most dramatically" in commercial and noncommercial radio. The release also charged that there have been no hearings on alleged violations of the EEO rules since 1976; that the number of stations receiving EEO sanctions has dropped from more than 200 in 1979 to fewer than 50 in 1983; that a "sizable" number of stations avoid EEO enforcement by falsely reporting EEO data to the FCC; that some stations don't even submit annual EEO reports to the FCC, and that when stations do receive EEO sanctions, "the level of enforcement is substantially less than it had been before 1981." Added the release: "This ad hoc deregulation of EEO in broadcasting is a brazen and dangerous threat to every black and minority man and woman in the industry."

precedents and "creates serious practical problems" (BROADCASTING, Jan. 16).

The commission's Authorized User II decision—following one in 1966 permitting networks and other television users of international satellite service to deal directly with the Communications Satellite Corp.—would have allowed Comsat to deal directly with end users rather than through common carriers. The appeals court panel said the commission "abused its discretion by restructuring the entire telecommunications industry" before considering the merits of the related proposals—one to grant carriers direct access to the International Telecommunications Satellite Corp., rather than through Comsat, pending seven years, and one to allow carriers to own and operate earth stations, pending 13 years.

"The panel's disposition of this case conflicts with a wealth of authority holding that administrative agencies may set their own priorities for resolving complex regulatory issues and that they need not resolve everything at once when they address such issues," the commission said in seeking rehearing. It cited a case involving Western Union International, decided two years ago, as among those establishing that point. And it called the panel's description of the Authorized User II decision as an attempt to "restructure the entire industry" as "ludicrous."

As for the "practical problems," the commission said the panel's decision "may be broadly read to require administrative agencies to consider simultaneously all regulatory issues or proposals which, in the court's independent after-the-fact judgment, are 'inextricably related to' each other." It also said the decision deprives the commission of the flexibility to address in a timely manner the regulatory issues it regards as "the most pressing," and "may also require the agency to combine all allegedly related issues into complex, cumbersome, time-consuming proceedings that, in practical effect, may never result in action as the agency pursues an elusive 'perfect' solution."

The commission also said the panel "substitutes" its judgment for the commission's in vacating the authorized user decision, an "improper approach" that in itself requires rehearing.

The court has received advice from other

parties on the rehearing question:

WUI says the court should retain jurisdiction over the issue and all proceedings it found related to it, including direct access to Intelsat and earth station ownership, and to require the commission to file "a precise schedule for the court's approval showing, step-by-step procedurally, how and when" it intends to resolve them. If rehearing is granted, WUI says, the court should include other questions, including whether the law requires that Comsat be the carriers' carrier, not their competitor, and whether the commission has reversed Authorized User I without adequate explanation.

RCA Global Communications, another carrier, raises a similar question. It suggests rehearing by the full bench of that part of the panel's decision which holds that the Communications Satellite Act does not limit the commission's discretion to authorize Comsat to serve the general public.

Support for the commission's position on rehearing was offered by Aeronautical Radio Inc. It said the "panel's impermissible and erroneous interference with agency fact-finding and policymaking provided the sole incentive and justification for its fanciful and equally improper foray into other agency dockets, with a consequent disruption of discretionary agency procedures." Accordingly, it added, "such speculative and flawed analysis...cannot under the decisions of this circuit justify the panel's broad intrusion into the FCC's authority" in the matters under consideration. □

FCC says municipal franchise fees must meet the rules

Commission notice is spurred by NCTA report that 8% of nation's franchising authorities are charging cable systems too much

The FCC served notice last Monday (March 5) that provisions of cable franchise agreements that require cable systems to pay franchise fees in excess of those allowed by FCC rules "are without basis in law and invalid."

The admonition, contained in a three-page public notice, stems from a survey conducted by the National Cable Television Association, which suggested that more than 8% of the country's franchising municipalities were illegally collecting franchise fees in excess of the FCC's limit. After checking the NCTA results, the FCC said in the notice that the NCTA data "contained some errors," but concluded that "a substantial number of operators and communities are violating" the rules.

The franchise fee rules, which were established in 1972 to prevent cities from imposing onerous fees on cable operators as a cost of doing business within the cities' boundaries, set a limit of 3% of gross revenues that, with a waiver, may be raised to 5%. Franchises granted prior to the adoption of the franchise-fee ceilings were partially "grandfathered." The ceilings do not apply to such franchises for 15 years from the dates they were granted. Although designed to protect cable systems, the systems and the municipalities they serve are bound by the rules and both are liable for disobeying them.

The violations found by NCTA and the FCC were situations in which cable systems were paying one or more municipality more than 3% without a waiver or without the grandfather exemption. The public notice, to help bring systems and municipalities in line with the rules, also included guidelines for applying for waivers and the conditions under which they would be granted.

"Existing franchise agreements often contain provisions for excessive franchise fees," the FCC notice said. "Where those fees are

Applications challenged. Daystar Broadcasting Corp., an applicant for a new UHF TV station on channel 46 in Norman, Okla., has petitioned the FCC to deny five competing applications whose engineering consulting it alleges was done by Edward M. Johnson & Associates Inc., a Knoxville, Tenn.-based consulting firm. In petitions to deny, Daystar contended that the five competing applications "bear such a striking and close resemblance to one another that they appear to have been prepared by the same person or party." Daystar alleged that each had been filed on the same day and that each had proposed the same antenna location and structure—and that all applicants' proposed equal employment opportunity program were identical. It further alleged that the five applicants have "an identity of interest" and that they have violated an FCC rule that states: "Where there is one application for new or additional facilities pending, no other application for new or additional facilities for a station of the same class to serve the same community may be filed by the same applicant, or successor or assignee, or on behalf of, or for the benefit of the original parties in interest. Multiple applications may not be filed simultaneously." According to Daystar, the applicants "have conspired to file multiple applications in a manner improperly calculated to avoid the clear import and intent" of the commission's rules.

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EASTMAN PROFESSIONAL VIDEO TAPE IS AVAILABLE IN THESE FORMATS AND SIZES:		EASTMAN PROFESSIONAL VIDEO CASSETTE HG (PROFESSIONAL)		EASTMAN PROFESSIONAL VIDEO CASSETTE HGX (BROADCAST QUALITY)		EASTMAN PROFESSIONAL VIDEO CASSETTE/BP (BULK PACK)		
1/2-INCH		NTSC	PAL/SECAM	NTSC	PAL/SECAM	NTSC	PAL/SECAM	
VHS		T-30	E-30	T-120	E-30	T-30	E-105	
		T-60	E-60		E-60		T-60	E-120
			E-90				E-180	
		T-120	E-120 E-180		E-180	T-120	E-240	
BETA		L-250	L-125	L-500	L-125	L-250	L-250	
		L-500	L-250		L-250		L-500	L-500
			L-500		L-500			
			L-750		L-750			

NOTE: All 3/4-inch and 1-inch tape products are available for PAL/SECAM or NTSC uses.

		EASTMAN PROFESSIONAL VIDEO CASSETTE EP-900 (PROFESSIONAL)		EASTMAN PROFESSIONAL VIDEO CASSETTE EB-900 (BROADCAST QUALITY)		EASTMAN PROFESSIONAL VIDEO CASSETTE/BP (BULK PACK)	
1/2-INCH	STANDARD U-MATIC	KCA-10		KCA-10		KCA-5	
		KCA-20		KCA-20		KCA-10	
		KCA-30		KCA-30		KCA-20	
		KCA-60		KCA-50		KCA-30	
				KCA-60		KCA-60	
MINI U-MATIC		KCS-20		KCS-10			
				KCS-20			

EASTMAN PROFESSIONAL VIDEO TAPE EVT-1000					
1/2-INCH		C-FORMAT		B-FORMAT	
		VT-34		VT-34	
		VT-64		VT-64	
		VT-96		VT-96	
		VT-105		VT-105	
		VT-126		VT-126	
		VT-157			
		VT-188			

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Rule of sevens. Turner Broadcasting System has come out in opposition to the FCC's proposal to relax or eliminate its rule of sevens limiting broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). In late comments at the FCC, Turner said the "likely" effect of the proposal would be to concentrate program sources, with independent producers being replaced by "a few, newly invigorated, vertically owned" group owners. "The total number of voices able to speak—the core of the diversity principle—will be reduced significantly," Turner added. "Balanced against the commission's vague and suspect perception of public benefit from the rule change is the distinct probability that the commission's action will increase concentration over the vital exchange of information and ideas. It will likely reduce the discretion of individual licensees and further increase the difficulty that independent programmers with little or no station ownership will have in selling programs to a national audience."

not in compliance with the [FCC's] rules, such provisions are without basis in law and invalid. Under such circumstances, local authorities should not collect, and cable systems should not pay, fees in excess of 3% of gross revenues."

James McKinney, chief of the FCC's Mass Media Bureau, at a press briefing last Monday, made clear his concern about the effect of excessive fees on cable systems. "If you load down interstate commerce with fees, you begin to restrict that interstate commerce," he said. In the case of cable (a specific type of interstate commerce), he said, "if you get the fees high enough, there won't be any cable."

Despite his concern, however, McKinney said the FCC doesn't plan to police the situation. "I don't plan to do anything . . . unless I have some complaints from [cable operators] and so far I have no complaints." The only way to enforce the franchise-fee cap, he noted, is through the courts. Either the FCC has to take the offending city to court or the cable system does, he said. He suggested, however, that many cable systems that are overpaying may not complain or take legal action for fear they will upset the regulatory bodies that will one day determine whether their franchises should be renewed. John Woodbury, vice president of research for NCTA, agreed: "If I were a cable operator, I would be scared as hell to point the finger at the franchising authority."

Although the public notice said the franchise fee problem was "substantial" and McKinney said it was "considerable," one of the FCC staffers who checked up on the NCTA staffers had a radically different view. There is "very substantial compliance on a massive basis and I think that is very encouraging," said the FCC's Angela Green. If the Internal Revenue Service did as well, she said, it "would be real happy." That most cable systems and cities are voluntarily following the rules "validates" the FCC's wholesale deregulation of the cable industry over the past several years, she said.

In documents supplied to the House Telecommunications Subcommittee, NCTA claimed that 16 (22%) of the 74 cable systems it surveyed were overpaying franchise fees to 67 municipalities. But after getting a copy of the survey from NCTA and calling up the 16 systems or their Washington attorneys, the FCC could confirm that only seven systems were overpaying 37 municipalities. Nine of the systems (and 17 of the municipalities they serve) that the NCTA said were in violation of the rules, the FCC decided were not in violation. The FCC could not

come up with enough information from its survey to make determinations on the remaining 13 municipalities, which were served by two systems that were otherwise in compliance.

In its public notice, the FCC seems to have walked into the statistics maze and lost its way. The public notice said, based on the FCC review of the NCTA survey, "it would appear that approximately 4% of the cable systems in the United States are paying franchise fees in excess of that authorized under the commission's rules." McKinney used the 4% figure to extrapolate that between 200 and 250 cable systems are violating the rules. But the FCC's own figures (seven systems out of 74) suggest, if anything, that more than 9% of the nation's 5,900 cable systems or around 530 systems are guilty. NCTA's Woodbury said the FCC probably confused municipalities with cable systems. Indeed, the FCC results show that 37 of the 812 municipalities contained in the sample were in violation and that translates to 4.5%. Woodbury said he avoided drawing any conclusions or working up any percentages on the number of cable systems in violation because he didn't feel his sample (74 of 5,900 systems) was large enough. He said he does believe his sample of municipalities (812) was large enough to produce valid results, although he said he didn't know how many franchising municipalities there are.

Woodbury explained the discrepancy between NCTA and FCC figures as "part of the methodology about which reasonable men might differ." The FCC, for instance, decided to count municipalities that were collecting 5% fees, but had a waiver request pending as in compliance, he said, while the NCTA did not. Woodbury also felt that it was unfair that the FCC checked all the systems that the NCTA said were not in compliance, but ignored the 58 the NCTA said were in compliance. If the FCC had scrutinized them as well, he said, it might have found more systems and municipalities not in compli-

Cellular settlements en masse. Applicants for 51 of the nonwireline cellular radio franchises in markets 31 through 90 last week announced that they have made settlement agreements. In a filing at the FCC, the parties—which include subsidiaries of Metromedia, MCI Communications, Western Union and American Mobile Communications Corp. of America—said copies of the various agreements would be filed at the FCC by March 22.

Under the agreements, the parties in each market will designate a surviving applicant, which will manage the presentation and prosecution of its application under the direction of the partnership as a whole. The remaining parties to the agreement will then request that their applications be dismissed—if the FCC approves the settlement, and the surviving applicant receives at least the same number of "draws" in a lottery as there are settling parties in the market. All that is contingent on the commission adopting a cellular lottery mechanism.

ance. Woodbury admitted that his sample was not scientific, but added that it was his "sense that it was not a bad sample at all."

According to the public notice, "any interested party (usually the city)" may petition the FCC for the franchise fee waiver. "The petition should state the requested relief, and it should contain full supporting documentation, together with an affidavit to verify any factual allegations."

In the petition, the cable system must certify that the requested franchise fees would not interfere with federal regulatory goals for cable and the municipality must "submit a detailed showing containing its proposed regulatory plans to utilize the total anticipated revenue from the franchise fee exclusively for a local cable television regulatory program."

The petition will be granted, the notice said, only if it's clear that the fees are going to be used for "legitimate" regulatory expenses. "Cable television franchise fees may not be used to increase the general revenues of a locality."

The notice also spelled out what would be counted as part of the franchise fees and what would not. Money for equipment, training or other goods or services that benefits everybody including the cable operator is "not considered part of the fee," it said. But money spent for goods and services that constitute a "payment-in-kind" benefitting only a limited, distinct group of users should be taken into account when calculating the franchise fee, it said. "These payments-in-kind" might be, for example, studios and equipment packages solely for the use of access users," it said, or something "unrelated" to cable service such as fire detection equipment outside the cable head-end.

In a prepared statement, NCTA President Tom Wheeler called the FCC's findings "proof of NCTA's contention that some cities are violating the FCC's limits on franchise fees," which protect consumers from "excessive hidden taxes." It underscores the need for the passage of H.R. 4103 that would establish a national cable policy, he said. □

NAB, NCTA lend support to First Amendment cases

The National Association of Broadcasters and the National Cable Television Association have filed friend-of-the-court briefs on behalf of their respective members in separate cases that raise First Amendment ques-

tions. NAB supported the motion of KOCO-TV Oklahoma City seeking reopening of a case in which the Oklahoma Supreme Court had affirmed a \$550,000 damage award against the station. NCTA asked a federal district court to grant motions contending that the Utah Cable Television Programming Decency Act should be overturned as a violation of cable operators' First Amendment rights.

At issue in the KOCO-TV case is an Oklahoma law that protects the press against defamation suits for coverage of judicial proceedings if the reports are "fair and accurate." KOCO-TV had been sued by a doctor who was a defendant in a malpractice suit after it quoted an expert witness in the suit as saying a patient had a "perfectly healthy" uterus, when in fact the witness had said "perfectly normal." The defendant in the malpractice suit, Dr. William F. Crittendon, sued, contending that the newscasts were not fair and accurate and, therefore, not privileged under state law. The state supreme court held that the newscasts did not meet the standard because the language was not "absolutely factual."

KOCO is contending that the language used in the newscasts was fair and accurate even if not precise. Furthermore, it said that if the standard of strict accuracy is imposed on such reports, "the press will become reluctant to report on judicial proceedings" for fear of incurring "staggering damage awards" in the event reports are less than strictly correct. It said the fairness and accuracy requirements must afford the press some leeway in reporting judicial proceedings.

The NAB, in supporting the KOCO-TV motion, also said the court assessed damages without establishing two essential elements—negligence and causation. As a result, NAB said, the court imposed strict liability for an alleged defamation in violation of the First Amendment. It also said that, even if those elements were established, use of the "synonym 'healthy' was not the proximate cause of injury."

In the Utah case, the NCTA is supporting Community Television of Utah Inc. and other cable interests in their efforts to have struck down a law designed to bar "indecent" programming the cable interests say lies outside the bounds of the obscenity exception held by the Supreme Court to be subject to regulation. The NCTA contends that the law intrudes "upon the cable operator's constitutionally protected exercise of editorial discretion by impermissibly censoring certain cable programming on the basis of its content and subject matter."

As part of its argument, NCTA attempts to distance cable television from broadcasting. It notes that the state, in defending the constitutionality of the law, "mistakenly" assumes the presence in cable "of peculiar characteristics of broadcast television which have supported somewhat similar rules applicable only" to that medium. But, NCTA says, "unlike broadcast television with its acknowledged unique and uncontrollable accessibility to children, cable is a closed circuit subscription service, available only to those desirous of receiving it." □

Reporting conditions imposed. FCC has imposed equal employment opportunity reporting requirements on WWWW(FM) Detroit. At same time, FCC advised WDBN-FM Medina, Ohio, to examine its job qualification standards to insure minorities are not being unreasonably excluded from employment. National Black Media Coalition had asked FCC to deny those stations—and several others—renewal, alleging that blacks held few or no full-time positions there, and that the stations' EEO programs indicated little or no effort to seek out and employ blacks. □

Bad advice no excuse. FCC has fined Triad Broadcasting Co., licensee of WSEZ(FM) Winston-Salem, N.C., \$20,000 for failing to file license application within 10 days of beginning of equipment and program tests; failing to comply with conditions on construction permit by operating with increased power without submitting antenna impedance tests for its co-owned, co-located WAIR(AM), and for operating WSEZ(FM) after its program test authority was terminated. Triad had admitted to violations, but sought reduction or cancellation of fine, contending it had been unwitting victim of "bad advice" from its attorney-engineer, Clifford J. Bond III. FCC, however, noted it has consistently refused to excuse licensees when actions of their employes or independent contractors resulted in rule violations. "Triad's attempt to shift all blame, or explain away its failure to comply with the rules does not justify the noncompliance," FCC said in press release. □

Cellular buy. Scripps-Howard has bought 500 nonvoting shares in McCaw Cellular Communications Inc., subsidiary of McCaw Communications Companies. McCaw Cellular has applied for cellular radio telephone franchises in 26 markets. Under deal, those shares would be converted from 15% to 40% of McCaw Cellular's voting shares between Jan. 1, 1988, and Dec. 31, 1991. □

Can't find it? That's because FCC's Detroit field office has moved to 24897 Hathaway Street, Farmington Hills, Mich. Telephone number is still 313-226-6078. □

Granted. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Adell Broadcasting Corp. for new TV on channel 38 in Mt. Clemens, Mich., denying competing application of Michigan Channel 38 Inc. Judge said Adell's integration proposal made its application superior. President and 90% owner of Adell is Franklin Z. Adell, who is president of Adell International Inc., Novi, Mich., and vice president of Adell Industries Inc., Sunnyville, Tex. Adell Industries manufactures stainless steel mouldings that fit over edge of automobile doors. Adell has no other media interests. □

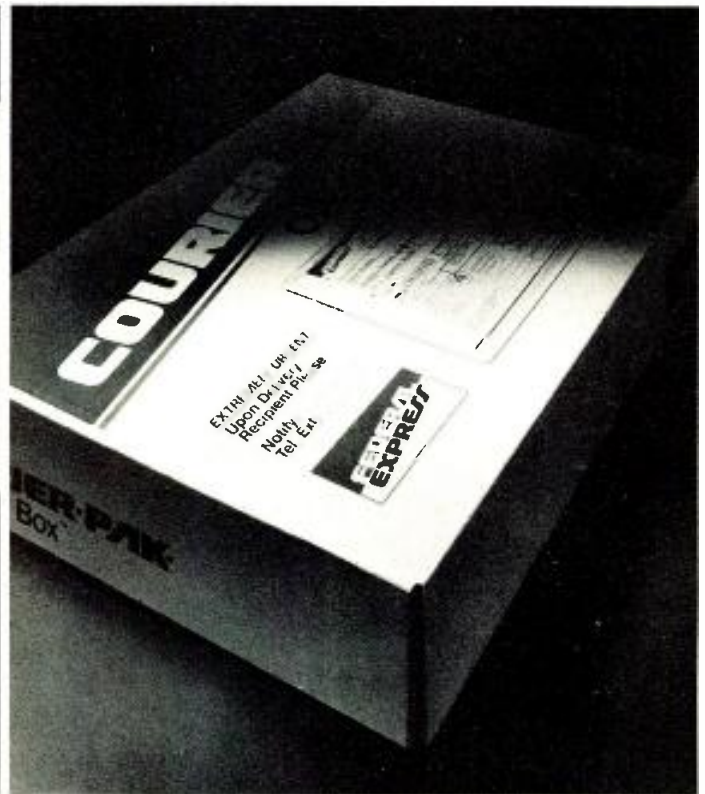
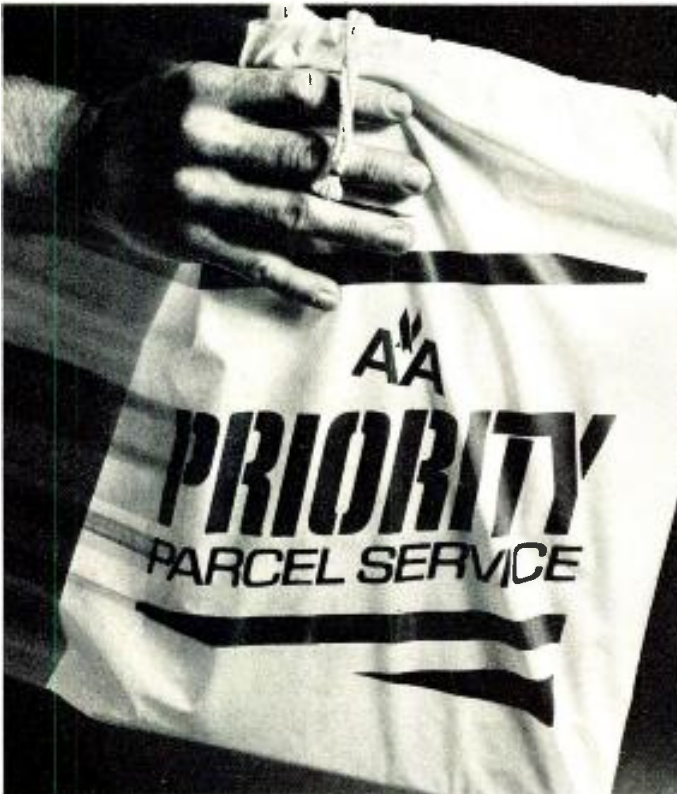
Also granted. In another initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Canruss Inc. for new FM in Cape May Court House, N.J., denying competing applications from WRUJ Inc. and Bay Broadcasting Co. Judge said credit for 100% minority and female integration made Canruss' application preferred. President and 85% owner of Canruss is Candida Diaz de McBride, resident of Wilmington, Del. McBride was unemployed, according to decision. □

Another FM. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Kimmell & Kimmell for new FM station at Lamesa, Tex., dismissing (for failure to prosecute application) competing application from party identified as Edward M. Johnson, and denying another from Dawson County Broadcasting Corp. Judge said Kimmell's application was preferred for its diversification and integration proposals, and its coverage. Kimmell & Kimmell is partnership of Robert G. Kimmell and Charles E. Kimmell, who had combined 32% interest in WLCF-FM Southport, N.C. According to initial decision, Kimmell's sold their interests after cut-off date for this application. □

Radio licensing dropped. FCC has dropped role of licensing radio operators. Change goes into effect for common carrier, broadcast and cable relay services 30 days after notice of action is published in *Federal Register*. Changes for private land mobile, private operational fixed microwave and personal radio services go into effect 180 days after publication. FCC, however, said it will, for one year, issue lifetime licenses to current holders of general, first and second class licenses. Commission also endorsed efforts of those representing land mobile and fixed services to launch certification programs for technicians. It said it would issue public notice listing organizations that have expressed interest in establishing such certification programs. □

NBMC seeks denials. National Black Media Coalition, alleging laxity in equal employment opportunity standards, has petitioned FCC to deny renewals for WWSB(AM) and WOGN-FM Groton, Conn.; WAZ(AM) and WKCI-FM Hamden, Conn.; WTSC(AM) and WYRS-FM Stamford, Conn.; WMMM(AM) and WDJF-FM Westport, Conn.; WSAR(AM) Fall River, Mass.; WBSM(AM) New Bedford, Mass.; WHMP-AM-FM Northampton, Mass., and WIXY(AM) and WAQY-FM East Longmeadow, Mass. □

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Priority Parcel Service**

Stock Index

	Closing Wed March 7	Closing Wed Feb 29	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)	
BROADCASTING							
N ABC	52 3/4	51 3/4	+ 1	+ 1.93	10	1,547	
N Capital Cities	126	130	- 4	- 3.07	15	1,689	
N CBS	64 3/8	62 3/4	+ 1 5/8	- 2.58	10	1,910	
N Cox	40 1/4	42 1/2	- 2 1/4	- 5.29	15	1,140	
A Gross Telecast	59 1/2	60	- 1/2	- .83	13	47	
O Gulf Broadcasting	7	6 7/8	-	-			
O LIN	18 3/8	19	-	- 5/8	3.28	17	385
O Malrite Commun.	8 3/4	8 1/4	+ 1/2	+ 6.06	7	74	
N Metromedia	36	36 1/8	-	- 1/8	.34	31	1,007
O Price Commun.	6	6	-	-		0	19
O Scripps-Howard	26 1/2	25 3/4	+ 3/4	+ 2.91	16	274	
N Storer	30 7/8	31 1/8	- 1/4	- .80	18	506	
O Sungroup Inc.	6 1/4	6	+ 1/4	+ 4.16	3	4	
N Taft	52 1/4	52 3/4	- 1/2	- .94	13	475	
O United Television	13 3/8	13 1/4	+ 1/8	+ .94	19	149	

BROADCASTING WITH OTHER MAJOR INTERESTS							
A Adams Russell	17 1/8	18 5/8	- 1 1/2	- 8.05	16	103	
A Affiliated Pubs.	40	38 3/4	+ 1 1/4	+ 3.22	15	324	
N American Family	16 1/2	17 3/8	- 7/8	- 5.03	9	270	
O Assoc. Commun.	10 3/4	11 1/2	- 3/4	- 6.52	0	51	
N A.H. Belo	36 1/4	37	- 3/4	- 2.02	11	414	
N John Blair	26 1/2	26 1/2	-	-		11	209
N Chris-Craft	11	27 1/2	- 16	- 60.00	13	70	
N Cowles	28 1/2	27 1/2	+ 1	+ 3.63	27	113	
N Gannett Co.	33 3/4	33 3/4	-	-		21	4,051
N General Tire	33	33 3/8	- 3/8	- 1.12	12	709	
O Gray Commun.	59	59	-	-		13	29
N Harte-Hanks	20 1/4	19 3/4	+ 1/2	+ 2.53	12	444	
N Insilco Corp.	18	17 1/2	+ 1/2	+ 2.85	9	305	
N Jefferson-Pilot	38 1/2	38	+ 1/2	+ 1.31	9	818	
O Josephson Intl.	11 7/8	11 1/4	+ 5/8	+ 5.55	8	58	
N Knight-Ridder	21 3/4	22 1/2	- 3/4	- 3.33	12	1,422	
N Lee Enterprises	20 5/8	20 3/4	- 1/8	- .60	13	277	
N Liberty	22 1/2	22 3/8	+ 1/8	+ .55	13	225	
N McGraw-Hill	36 3/8	39 1/4	- 2 7/8	- 7.32	15	1,823	
A Media General	53	53 3/4	- 3/4	- 1.39	10	369	
N Meredith	39 7/8	39 5/8	+ 1/4	+ .63	11	375	
O Multimedia	30 1/2	32 3/4	- 2 1/4	- 6.87	14	508	
A New York Times	24 3/8	24 5/8	- 1/4	- 1.01	6	951	
O Park Commun.	19	19	-	-		16	175
A Post Corp.	60 1/4	59 1/8	+ 1 1/8	+ 1.90	22	110	
N Rollins	19	18 1/2	+ 1/2	+ 2.70	23	492	
N Schering-Plough	35 3/4	36 1/4	- 1/2	- 1.37	11	1,805	
T Seikirk	13 1/4	13 1/4	-	-		29	108
O Stauffer Commun.	51	51	-	-		13	51
A Tech Operations	37	37 3/4	- 3/4	- 1.98	16	34	
N Times Mirror	33 3/4	32	+ 1 3/4	+ 5.46	13	4,635	
N Tribune	24 3/8	25 3/8	- 1	- 3.94	11	998	
O Turner Bcstg.	24 1/4	24 1/4	-	-		69	494
A Washington Post	61 1/4	60 3/4	+ 1/2	+ .82	14	868	
N Wometco	43 7/8	43 5/8	+ 1/4	+ .57	27	622	

SERVICE							
O BBDO Inc.	35 1/4	34 3/4	+ 1/2	+ 1.43	12	226	
O Compact Video	4 1/8	4 3/4	- 5/8	- 13.15	19	16	
N Comsat	25 1/4	27 3/8	- 2 1/8	- 7.76	8	455	
O Doyle Dane B.	16 3/4	16	+ 3/4	+ 4.68	13	102	
N Foote Cone & B	45 3/8	46 1/8	- 3/4	- 1.62	12	132	
O Grey Advertising	111	111	-	-		9	66
N Interpublic Group	26 3/4	25 3/4	+ 1	+ 3.88	6	286	
N JWT Group	33	33 1/8	- 1/8	- .37	12	195	
A MovieLab	6 1/2	6 1/4	+ 1/4	+ 4.00	6	11	
O A.C. Nielsen	29 1/2	32	- 2 1/2	- 7.81	13	662	
O Ogilvy & Mather	46 1/4	46 1/2	- 1/4	- .53	14	207	
O Sat. Syn Syst.	8 1/4	8	+ 1/4	+ 3.12	18	47	
O Telemation	6 1/2	6 1/2	-	-		7	7
O TPC Commun.	1 1/8	1 1/8	-	-		1	2
A Unitel Video	8 1/2	8 5/8	- 1/8	- 1.44	12	18	
N Western Union	26 3/4	29 1/8	- 2 3/8	- 8.15	12	643	

	Closing Wed March 7	Closing Wed Feb 29	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)	
PROGRAMING							
O Barris Indus	4 1/8	4 1/4	-	- 1/8	2.94	22	24
N Coca-Cola	53	51 7/8	+ 1 1/8	+ 2.16	13	7,215	
N Disney	50 3/8	50	+ 3/8	+ .75	19	1,742	
N Dow Jones & Co.	36 1/4	36 1/2	- 1/4	- .68	20	2,323	
O Four Star	5 1/2	6 1/4	- 3/4	- 12.00	6	4	
N Getty Oil Corp.	127 1/2	127 1/2	-	-		23	10,089
N Gulf + Western	29 3/8	29 5/8	- 1/4	- .84	9	2,272	
O Robert Halmi	1 1/8	1 1/8	-	-		23	19
O Lorimar	21 1/4	21 1/4	-	-		12	109
N MCA	34 5/8	36 5/8	- 2	- 5.46	11	1,669	
N MGM/UA Ent.	13 5/8	14	- 3/8	- 2.67	24	677	
N Orion	10 5/8	11 3/8	- 3/4	- 6.59	12	99	
O Reeves Commun.	8 1/4	9 3/4	- 1 1/2	- 15.38	13	102	
O Telepictures	12 3/4	12 3/8	+ 3/8	+ 3.03	21	83	
O Video Corp.	12 1/8	12 1/8	-	-		22	20
N Warner	23 3/4	25 1/4	- 1 1/2	- 5.94	3	1,553	
A Wrather	41 3/8	41 1/2	- 1/8	- .30	45	92	

CABLE							
A Acton Corp.	8 5/8	7 3/4	+ 7/8	+ 11.29	30	48	
O AEL	27	27 1/2	- 1/2	- 1.81	20	55	
O AM Cable TV	3	3 1/8	- 1/8	- 4.00	15	11	
N American Express	29	28 3/4	+ 1/4	+ .86	11	6,173	
N Anixter Brothers	21 1/2	21 1/4	+ 1/4	+ 1.17	30	391	
O Burnip & Sims	7	6 3/8	+ 5/8	+ 9.80	7	63	
O Cardiff Commun.	1 1/8	1 1/4	- 1/8	- 10.00	113	5	
O Comcast	19	20	- 1	- 5.00	18	156	
N Gen. Instrument	25 5/8	25 1/2	+ 1/8	+ .49	19	807	
N Heritage Commun.	15 1/2	15	+ 1/2	+ 3.33	32	115	
T Maclean Hunter X	17	17 1/4	- 1/4	- 1.44	24	626	
A Pico Products	7 1/4	8 7/8	- 1 5/8	- 18.30	23	20	
O Rogers	7 1/4	7 3/4	- 1/2	- 6.45	9	160	
O TCA Cable TV	12	11 1/2	+ 1/2	+ 4.34	24	80	
O Tele-Commun.	16 3/4	18 3/4	- 2	- 10.66	17	721	
N Time Inc.	40 5/8	40 3/8	+ 1/4	+ .61	15	2,386	
O Tocom	1 7/8	1 7/8	-	-		1	15
N United Cable TV	26 1/4	28 1/2	- 2 1/4	- 7.89	17	289	
N Viacom	26 7/8	25 1/8	+ 1 3/4	+ 6.96	16	344	

ELECTRONICS/MANUFACTURING						
N Arvin Industries	22 1/2	24 3/8	- 1 7/8	- 7.69	9	169
O C-Cor Electronics	10 1/4	9	+ 1 1/4	+ 13.88	10	36
O Cable TV Indus.	2 7/8	3 1/4	- 3/8	- 11.53	14	9
A Cetec	8 1/4	7 5/8	+ 5/8	+ 8.19	16	18
O Chyron	15	15 3/4	- 3/4	- 4.76	21	92
A Cohu	7 1/2	7 5/8	- 1/8	- 1.63	17	13
N Conrac	16 1/8	15 1/2	+ 5/8	+ 4.03	13	99
N Eastman Kodak	66 1/2	67 7/8	- 1 3/8	- 2.02	17	11,010
O Elec Mfg & Comm.	9 1/2	10	- 1/2	- 5.00	29	28
N General Electric	50 1/8	52	- 1 7/8	- 3.60	11	22,767
O Geotel-Telemet	1 3/8	1 1/2	- 1/8	- 8.33	20	4
N Harris Corp.	29 1/8	29 3/8	- 1/4	- .85	16	1,150
N M/A Com. Inc.	13 5/8	14 1/4	- 5/8	- 4.38	45	587
O Microdyne	7 3/8	8 3/8	- 1	- 11.94	24	34
N 3M	75 1/2	75 3/8	+ 1/8	+ .16	13	8,861
N Motorola	107 1/2	116 1/2	- 9	- 7.72	17	4,221
N N.A. Phillips	65	65 5/8	- 5/8	- .95	10	933
N Oak Industries	4 7/8	5	- 1/8	- 2.50	1	80
A Orrox Corp.	4 1/2	3 7/8	+ 5/8	+ 16.12	5	10
N RCA	30	31 1/2	- 1 1/2	- 4.76	14	2,450
N Rockwell Intl.	25 7/8	26	- 1/8	- .48	10	3,997
A RSC Industries	5 1/2	5 5/8	- 1/8	- 2.22	69	19
N Sci-Atlanta	12 1/8	12 3/8	- 1/4	- 2.02	606	290
N Signal Cos.	26 3/8	27 5/8	- 1 1/4	- 4.52	26	231
N Sony Corp.	15	14 3/4	+ 1/4	+ 1.69	27	3,463
N Tektronix	55 1/4	56 1/2	- 1 1/4	- 2.21	21	1,058
A Texscan	14 1/2	16 1/2	- 2	- 12.12	16	91
N Varian Assoc.	39 1/8	42 1/2	- 3 3/8	- 7.94	19	838
N Westinghouse	44 3/4	45 1/8	- 3/8	- .83	9	3,918
N Zenith	26 1/2	27 1/4	- 3/4	- 2.75	11	580
Standard & Poor's 400	174.29	177.33	+	+ 3.04	+	1.71

Notes: T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American

Express, Wash. P/E ratio based on S&P's estimated earnings. If no estimate available, figures for last 12 months are used. "O" in P/E ratio is deficit.

Local sweeps show tighter races

While results in Philadelphia, Detroit and San Francisco remain same, significant changes occur in New York, Los Angeles and Chicago

February's local ratings sweeps by A.C. Nielsen and the Arbitron Co. revealed changes in the hotly contested news race in New York as well as significant growth by ABC-owned WLS-TV Chicago, which, along with NBC-owned WMAQ-TV, has trailed news leader WBBM-TV, owned by CBS, for a number of years. In Los Angeles, the race between first-place KABC-TV and its competitors has become tighter. In Philadelphia, San Francisco and Detroit, the status quo remains in most locally programed dayparts.

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron; they are station-compiled averages of the overnight metered ratings provided by both services. Final results should begin going to some stations early this week, but will not be available for all markets until at least a month, when BROADCASTING will publish a market-by-market breakdown. □

New York

The February sweeps brought some reordering of local news rankings in New York, sometimes by margins so slight that different stations made different claims.

In the Nielsens, WCBS-TV, which moved into first place at 11 p.m. and 6 p.m. in last November's sweeps, held onto first place at 11 with a 12.3/23, with WABC-TV a close second at 12.2/23 and WNBC-TV third at 10.2/19. Compared with the February 1983 Nielsen sweep, WCBS-TV was up from a third place 11.1/21 and WABC-TV and WNBC-TV were down from 12.9/24 and 11.2/21. In the Nielsens at 6 o'clock, WCBS-TV (8.7/16) yielded first place to WNBC-TV (8.8/16), with WABC-TV third at 8.4/15. Compared with a year earlier, the moves took WABC-TV from first to third, WNBC-TV from second to first and WCBS-TV from third to second. WNBC-TV retained its hold on first place in the 5-6 p.m. news hour with a 7.4/16 to WCBS-TV's 6.5/14 and WABC-TV's 5.5/12.

In the Arbitrons, WCBS-TV and WNBC-TV agreed that WCBS-TV had nudged WABC-TV out of first place at 11 o'clock with either a 10.8/23 or an 11.3/24, followed by WABC-TV with a 10.7/22 and WNBC-TV with a 9.9/21. WABC-TV figured it differently, claiming first place with a 10.7/22 to 10.5/21 for WCBS-TV and 9.9/21 for WNBC-TV. In the Arbitrons for 6 o'clock, WABC-TV and WCBS-TV agreed that WCBS-TV was first with 7.8/14, WNBC-TV second with 7.7/14 and WABC-TV third with 7.6/14, but WNBC-TV figured its rating at 7.8/14, giving it a first place tie with CBS. Access time once more went to *Family Feud* on WNBC-TV by a long margin. Nielsen gave

it a 16.6/26, virtually the same as a year ago, with *All in the Family* on independent WNEW-TV second at 10.5/17, followed by *Entertainment Tonight* on WABC-TV at 10.3/16, *Benny Hill* on independent WOR-TV at 7.2/11, *2 on the Town* on WCBS-TV at 6.3/10 and *Action News* on independent WPIX-TV at 4.5/7. In the Arbitrons the numbers were different and so was the bottom of the pecking order, with WCBS-TV's *2 on the Town* in last place.

The three network-owned stations' combined news ratings and shares were down from a year ago by almost 9% at 5-6 p.m. and by about 11% at 6-7 p.m., but were little changed—down 1.5%—for the 11 o'clock news. Since independents did not show commensurate increases, some network-station sources raised again the question—a familiar one in New York—of whether cable homes were over-represented in the local meter sample. Others, however, noted that the issue has for years been the subject of ongoing discussions between researchers (representing all New York stations) and both Arbitron and Nielsen. "We're making no outcry," one station source said. "New York stations just want to insure that the rating services be as accurate as possible in their samples."

In the Arbitron ratings, the newscasts showed little or no change from a year ago.

Los Angeles

Although overall local news viewing was off during February when compared with the same period last year in Los Angeles, significant erosion in nearly all time periods of the KABC-TV news audience has heated up the competitive race among the three network owned-and-operated stations for local news leadership. Nevertheless, KABC-TV led the pack in both Arbitron and Nielsen for all time periods except the 4-5 p.m. news block, during which the three stations tied under Nielsen. KABC-TV lost as many as four share points in newscasts when compared with its ratings for the same period last year. In prime time access, Nielsen and Arbitron both showed slippage of KABC-TV's *Eye on LA* audience, although Arbitron had KABC-TV winning the 7:30-8 p.m. time period (followed by KNXT-TV's *2 on the Town*) and Nielsen showed KABC-TV and KNXT tied, followed by KNBC-TV's *Family Feud*, among the affiliate stations.

There was little change among independents, as KTLA-TV continued to dominate in the 10-11 p.m. news hour. The ratings services disagreed on the lesser rankings, with KTTV-TV and KCOP-TV tied for second according to Arbitron and Nielsen noting the tie between KTTV and KHJ-TV. No shake up was seen in early and late fringe periods among the indies, with KCOP's children's

fare leading from 3-5:30 p.m. and KTTV's off-network sitcoms dominant from 6-8 p.m. by Nielsen and 5:30-7:30 p.m. according to Arbitron. Arbitron gave KTLA an edge in prime access with its repeats of *Laverne and Shirley*.

Key numbers for February are: for 11-11:30 p.m. news: KABC-TV (10 rating/28 share in Arbitron versus 10/26 in 1983; 10/26 in Nielsen versus 12/29), KNBC (7/20 versus 8/21; 8/20 versus 8/19), and KNXT (7/18 versus 7/19; 8/21 versus 9/23). For prime access: KABC-TV (11/16 according to Arbitron versus 11/18 in 1983; 10/16 in Nielsen versus 12/20), KTLA (10/16 versus 10/15; 7/11 versus 8/13), KNXT (9/14 versus 9/14; 10/16 versus 11/18), KTTV (9/14 versus 11/17; 10/16 versus 10/16), KNBC (9/13 versus 8/12; 9/14 versus 7/11), KCOP (8/12 versus 7/11; 8/12 versus 6/10), and KHJ (3/5 versus 2/5; 4/6 versus 4/6). KABC-TV's prime access was affected by early starts of the winter Olympics. *WKRP in Cincinnati* airs on KTTV, *The People's Court* is on KCOP, and *Fantasy Island* has a home on KHJ during prime access. Ranking for late fringe news showed KABC-TV leading from 5-6 p.m. and from 6-7 p.m. in both Arbitron and Nielsen: KABC-TV (8/16 for the first hour and 8/14 for the latter by Arbitron, 9/19 and 9/16 by Nielsen, compared with 1983 figures of 10/19 and 9/15 for Arbitron, 11/23 and 11/19 for Nielsen), KNXT (7/14 and 6/10 versus 7/14 and 7/11 in 1983; 7/16 and 7/13 versus 8/16 and 8/15 last year for Nielsen), KNBC (7/14 and 7/12 versus 7/14 and 7/11 in Arbitron, 6/13 and 7/12 versus 7/15 and 7/13 in Nielsen), for the independent news block at 10-11 p.m.: KTLA (4/7 versus 5/9 in Nielsen, 5/9 versus 5/9 in Arbitron), KTTV (2/3 versus 2/4 in Nielsen, same for Arbitron), KCOP (1/3 versus 1/2; 2/3 versus 2/3), KHJ (2/3 versus 1/2; 1/2 versus 1/2).

Chicago

WLS-TV Chicago, which installed retired NBC News correspondent Floyd Kalber as anchor for its 6 p.m. news in January, picked up two full rating points, over its performance a year ago, for that half-hour in the recently-ended local ratings sweeps. *Wheel of Fortune*, which replaced a half-hour of news on WLS-TV at midseason, doubled the rating for its time period and catapulted the station into the number-one slot from 6:30 p.m. to 7 p.m. Metromedia-owned independent WFLD-TV, armed with such children's TV hits as *Inspector Gadget* and *He-Man and Masters of the Universe*, is now outperforming rival WGN-TV from 3 p.m. to 5 p.m. Monday through Friday.

Ratings cited are not the final tabulations of A.C. Nielsen and the Arbitron Co., but station-compiled averages of metered results by both services. In all time periods, Monday-Friday averages are used.

CBS-owned WBBM-TV remains the news leader in Chicago by a substantial margin,

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WEEK OF	NTI AVG. RTG.	NTI KIDS RTG.
JAN. 23	5.8	18.8
1ST FOUR WKS. JAN.	5.1	15.6
DEC.	4.6	13.6
NOV.	4.4	13.1
OCT.	3.5	9.4

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despite significant gains at 6 p.m., and although WMAQ-TV's *Family Feud* dropped several rating points opposite *Wheel of Fortune*, WBBM-TV's news in the same time period gained over three rating points in Nielsen and held steady in Arbitron.

In the early-evening news, where WBBM-TV airs news from 5 to 5:30 p.m. against news from 4:30 to 5:30 on both WLS-TV and WMAQ-TV, WBBM-TV held steady in Nielsen with a 12.2 rating/24 share, compared with a 12/25 for a year ago, but slipped from an 11/24 to a 9.3/19 in Arbitron. WMAQ-TV held steady with a 9/19 in Nielsen but slipped in Arbitron, from a 9/20 to a 7.2/16. WLS-TV gained in Nielsen, from a 6/14 to a 6.9/14, but slipped slightly in Arbitron from an 8/17 to a 7.7/17.

At 6 p.m., WBBM-TV climbed from a 10/17 to an 11.7/20 in Nielsen but slipped in Arbitron from a 10/17 to a 9.6/17, while WLS-TV grew from a 6/12 to an 8.4/15 in Nielsen and from a 7/12 to a 9/16 in Arbitron. WMAQ-TV fell in both services from an 8/14 to a 7.4/13 in Nielsen and from an 8/18 to 6.8/12 in Arbitron.

In the 6:30-7 slot, *Wheel of Fortune* pulled a 13.3/21 in Nielsen, up from a 6/11, and a 13.4/22 in Arbitron, up from a 7/11. *Family Feud* averaged a 10.7/17 in Nielsen, down from a 15/25, and a 10.3/17 in Arbitron, down from a 14/23. The news on WBBM-TV climbed to an 11.1/18 in Nielsen, up from an 8/14, and held steady at 9/15 in Arbitron.

In the late news (10-10:30 p.m.), WBBM-TV averaged a 20.1/31 in Nielsen, up slightly from a 20/30, and a 16.3/27 in Arbitron, down slightly from a 17/27. WLS-TV rose from a 15/23 to a 15.5/24 in Nielsen, but slipped from a 16/26 to a 15.3/25 in Arbitron. WMAQ-TV gained in both services, from a 12/18 to a 12.5/19 in Nielsen and from a 13/20 to a 13.5/22 in Arbitron.

Arbitron now supplies stations with a second late-news ratings average, which includes even those broadcasts significantly delayed by network overruns. Those averages tend to be slightly higher than the ones reported above, but are not included in this report because they cannot be compared with similar averages for last February.

Competition among Chicago's two independents, usually dominated by WGN-TV, shows inroads during February by WFLD-TV. *Inspector Gadget*, aired on WFLD-TV opposite *Superfriends* on WGN-TV, captured a 6/15 to *Superfriends*' 4/12 in Nielsen and a 7/22 to *Friends*' 4/13 in Arbitron. Last February, *Superfriends* overpowered *Tom and Jerry* on WFLD-TV by several rating and share points in both services. From 3:30-4 p.m., *He-Man and Masters of the Universe* on WFLD-TV captured a 6/16 in Nielsen and an 8/23 in Arbitron, outperforming WGN-TV's 5/12 and 4/12 with *Scooby Doo*. WFLD-TV is again on top from 4-5 p.m., when it airs *The Flintstones* and *Batman* against WGN-TV's *Charlie's Angels*, but from 5-7 p.m., WGN-TV is largely in the lead, with *One Day at a Time*, *WKRP in Cincinnati*, *Barney Miller* and *Jeffersons* airing against WFLD-TV's *Comedy Classics*, *What's Happening*, *Taxi* and *Three's Company*.

WGN-TV's 9 p.m. news also outperforms *Benny Hill* and the *Honeymooners* on WFLD-TV, averaging a 6/9 in Nielsen and a 6/9 in

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Arbitron to *Benny Hill's* 5/7 and 4/6 and *Honeymooners'* 5/8 and 5/7.

Philadelphia

Capital Cities Communications' ABC affiliate WPVI-TV remains the ratings leader in both the Arbitron and Nielsen sweeps measurement in the early fringe, local news, network news and late news time periods. In many time periods, the competition does not even come close.

In the Arbitron 5-6 p.m. local news, WPVI-TV leads with a 20 rating and 37 share, compared to KYW-TV's 5/9 and WCAU-TV's 8/16. The Nielsen sweeps take a little away from WPVI-TV and add a little to the competitors: 17/31 for WPVI-TV, compared to 5/10 for KYW-TV and 9/17 for WCAU-TV.

The gap widens in the 6-6:30 p.m. local news, with WPVI-TV leading in Arbitron with a 25/42 and a 19/33 in Nielsen. KYW-TV records a 5/8 in Arbitron and 5/9 in Nielsen, while WCAU-TV's Arbitron and Nielsen both are 9/16.

From 7-7:30 p.m., after all three networks air their evening news, WPVI-TV continues to lead with *Tic Tac Dough*, recording a 19/20 in Arbitron and 18/29 in Nielsen. WCAU-TV trails with an Arbitron 10/16 for *Entertainment Tonight* (10/16 in Nielsen), and *People's Court* on KYW-TV records a 9/15 in Arbitron and 9/14 in Nielsen.

From 7:30-8 p.m., WPVI-TV scores a 23/36 in Arbitron and a 23/36 in Nielsen with *Wheel of Fortune*, while KYW-TV arrives in second place with *Evening Magazine* (11/17 Arbitron, 12/18 Nielsen), and WCAU-TV places third with *Family Feud* (7/11 Arbitron, 6/10 Nielsen).

San Francisco

It was a familiar scene in San Francisco where CBS affiliate KPIX(TV) dominated the 6-7 p.m. local news slot, according to Nielsen, with a 13 rating/23 share, while ABC-owned KGO-TV continued to top that prime time period in Arbitron, registering 12/22. Following KPIX in Nielsen was KGO-TV which posted a 9/16. Next was independent KTVU's *Three's Company* and *Lavern & Shirley* hour, which, when combined, pulled a 9/17. NBC affiliate KRON-TV's *Newscenter 4* finished fourth in both rating services again, this time with a 6/11 Nielsen and 5/9 Arbitron.

For 11-11:30 p.m. (Monday through Sunday), it was a photo finish in Nielsen between KPIX's *Eyewitness Newscast*, which landed in first place with a 10/27, followed closely by KGO-TV's *Channel 7 News Tonight at 11* broadcast at 10/25. But KGO-TV edged out KPIX in Arbitron—10/27 to 9/27. KRON-TV was third in both Nielsen (7/17) and Arbitron (5/13).

Keeping up a modest pace in local news coverage is KTVU's 10 o'clock newscast which had a 6/11 in Nielsen and a 5/9 in Arbitron.

In prime time access—7:30-8 p.m.—KPIX's *Evening Magazine* tied with KTVU's *WKRP in Cincinnati* reruns for first place in Nielsen, both posting 12/20. KPIX, however, led in Arbitron with a 13/22 to KTVU's 12/

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Minneapolis	WFBT	Norfolk	WYAH-TV
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20—the same rating and share it had in Nielsen). Landing a close second in Nielsen was KGO-TV's *People's Court* at 11.7 which was followed by KRON-TV's *Entertainment Tonight* with an 8/13.

Detroit

WXYZ-TV Detroit continued to dominate the early and late news periods while WDIV(TV) remained in the top ranking in the prime access slot with *Wheel of Fortune*. It garnered a 15/29 Nielsen and a 14/24 Arbitron for its 5-7 p.m. news, the same as last year's Nielsen. A comparison could not be made with Arbitron since the metered service did not begin until last September. The other network affiliates carry their news from 5:30-6:30 p.m., with NBC's WDIV(TV) rolling up a 9/18 Nielsen and a 13/22 Arbitron. In third place was CBS's WJBK-TV with a 6/17 Nielsen and a 9/15 Arbitron. The Nielsen ratings were virtually the same as last year.

In the late news competition, WXYZ-TV registered a 16/31 Nielsen and a 17/30 Arbitron, dropping four Nielsen rating points from the comparable period of last year. A station spokesman attributed the decline to the poor showing of ABC-TV's winter Olympics. WJBK-TV picked up two rating points from last year with its Nielsen climbing to 12/24 from 10/20 and its Arbitron was 15/27. WDIV attained an 11/22 Nielsen, the same as the last year, while its Arbitron measurement was 13/23.

In the prime access segment, *Wheel of Fortune* took top honors with a 20/31 Nielsen and a 23/33 Arbitron. It topped last year's rating in the period for *Tic Tac Dough* by four rating points. The runner-up was *People's Court* on WXYZ-TV with a 13/20 Nielsen and a 14/21 Arbitron. In the third spot was *PM Magazine* with an 8/13 Nielsen and 9/13 Arbitron. □

HBO dispenses its own ratings reports

Move is aimed to blunt results of other research numbers that show decline in network's ratings

HBO has released its first viewing performance report, which analyzes both ratings and viewer satisfaction for the pay cable network. The report focused on January.

Bob Maxwell, head of HBO's research department, explained that the policy was adopted "because other people had been telling our side [of the viewership story] to the industry. We're a different product with a variety of dimensions," he said, noting that others would release data primarily, and perhaps out of context, on the company's prime time ratings. Such reports, he said, "were making us look a bit simplistic."

The viewing-related information contained in the reports is derived from a Nielsen meter sample of about 320 HBO homes, and includes data for weekly reach, ratings for particular programs and dayparts for HBO and its competitors in HBO homes, and gross rating points. A joint Nielsen-

HBO diary, in use since the first quarter of 1980, and circulated among 300 to 500 HBO homes each month, is used to obtain qualitative measures of program satisfaction. To HBO, those figures are even more important than ratings for a pay service.

HBO uses the two research sources to formulate what it calls a total subscriber satisfaction rating (TSS), which is based on both a "tune-in" or ratings component and a satisfaction component, based on audience responses to the quality of programs.

HBO's TSS was up 5% for January, according to the performance report for that month. The network's weekly reach (defined as the percentage of HBO homes that viewed HBO at least once in a week, averaged over the four weeks per month) was up 6% to 84.4%.

On a total day basis, HBO scored a 4.2 rating and an 11 share, which was down 9% from January 1983. For the most part, the report said, that is because viewing to all cable services (with the exception of superstations) was up 8% in the same time period to a 10.3/28. The broadcast network average in HBO homes was down 1% to a 6.8/18.

In prime time, HBO was also down 9% to a 9.6/13, while total cable viewing in the time period (8-11 p.m.) was up 6% to 20.4/29. The national network average was down

2% to 17.1/26.

Total viewing gross rating points (the sum of GRP's for each program, including repeat viewing, except for programs carried over from the previous month) were down 4% to 2,123, with 58% accounted for by movies, 38% by original programs and 4% by other material, including, for example, the few films seen on the network not designed for theatrical release or produced by HBO.

Highest rated films (GRP's) on HBO in January included "Airplane II: The Sequel" (120), "Annie" (103), "The Beastmaster" (103), "Best Friends" (89) and "Kiss Me Goodbye" (88). Highest-rated original programs included *Fraggle Rock* (140), *All the Rivers Run* (109), *Best of Consumer Reports* (63), *Not Necessarily the News* (54), and the *Everly Brothers Reunion Concert* (46).

The most satisfying movies for the month, based on the percentage of diary keepers rating films as either "excellent" or "very good," included "Annie" (85%), "Dusty" (79%), "Kiss Me Goodbye" (66%), "Best Friends" (64%), and "Billy Jack" (61%). Most satisfying originals included *All the Rivers Run* (91%), *Fraggle Rock* (76%), *Best of Consumer Reports* (75%), *Everly Brothers* (66%) and *Growing Up Stoned* (65%). □

Country music on parade in Nashville

Seminar attracts record crowd of 751 for 15th annual show

Country music, always the center of attention in Nashville, took on special significance March 1-3 when radio broadcasters and music industry executives gathered at the Opryland hotel for the 15th annual Country Radio Seminar. The event, sponsored by Country Radio Broadcasters Inc., attracted a record crowd of 751.

Signs of country radio's continued strength as a format were everywhere. The New York-based Radio Information Center, which maintains computerized files on over 8,000 radio stations, reports country music as the most widely programmed full-time format, airing on 2,286 stations as of last month. And country music is the second most popular format, reaching over 28 million people daily, Monday to Friday, according to a Hillier/Newmark, Wechsler & Howard study.

Attendees at this year's seminar were treated to two additions to the CRB agenda—an exhibit hall and six "special" sessions for the recording industry. The exhibit hall, a first for the CRB, drew 20 companies and organizations displaying their wares and services. One major attraction was a 1984 Buick Century equipped with Motorola's new C-Quam AM stereo car receiver. Dick Harasek, manager of AM stereo broadcast equipment for Motorola, said traffic in the hall was generally light throughout the three-day period. Harasek said he received three "firm" orders for the C-Quam system at the show.

Among the other exhibitions on the floor

was Musicworks, a Nashville-based radio programming syndicator, which announced that it has begun marketing *The Ralph Emery Show*—a one-hour, daily (Monday to Friday) country music/interview program dropped by Multimedia Entertainment last month. The show recovered the majority of its affiliates, which are in over 420 markets. CRB plans to retain the exhibit hall set-up for next year's conference.

There were 18 workshops covering management, sales, promotion and research. The keynoter on Friday, March 2, was Pam Lontos, a motivational speaker who specializes in radio sales development. Ron Luciano, a former Major League Baseball umpire and current NBC-TV sports commentator, addressed the gathering on Saturday morning.

The conference ended with its *New Faces Show*, which was videotaped for distribution as a one-hour syndicated special by Multimedia Entertainment and Jim Owens Productions ("Closed Circuit," Feb. 27). The show was hosted by T.G. Sheppard, Janie Fricke and Eddie Rabbitt and featured 10 rising country acts.

The CRB elected Al Greenfield, owner and general manager of KYSR-AM-FM El Paso, president, replacing Jim Ray, vice president and general manager of KOKE-FM Austin, Tex. Other new officers elected were: Bob English, president of Broadcast Programming International (vice president); Gerri McDowell, western regional promotion manager, Capitol/EMI/Liberty Records, Dallas (secretary), and Jeff Walker, president of Aristo Music Associates, Nashville (treasurer). Beverlee Bleisch, program di-

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rector of KJYY(FM) Des Moines, Iowa, was elected agenda committee chairman for next year's show, set to return to the Opryland hotel, March 7-9.

For and against packaged programming

Why should country music stations buy special programming? Because it can build new audience by recycling current listeners into dayparts (usually weekends) when they are not usually tuned to the station, according to Ed Salamon, vice president of programming for The United Stations, a New York-based radio program producer/distributor that of-

fers *The Weekly Country Countdown*. During a session of the Country Radio Seminar, Salamon said other benefits include increasing revenues by offering long-form programming as a special sales package to local advertisers, and heightening station image. "You can assure that the biggest stars in country music appear as part of your radio station each week," he said.

Nationally syndicated or network-delivered shows can create a better "balance" to programming that stations cannot achieve alone, noted Tom Rounds, president of ABC/Watermark, which produces *American Country Countdown*. As for the future, Rounds sees the advent of continuous coverage of special programming due to the various

feeds available through satellite technology. This will replace the long-form disk-delivered programs, he said.

However, Joseph Somerset, programming consultant and architect of the Burns/Somerset *Continuous Country* format, a 24-hour country music service, said he urges stations airing the format not to use special programming because "a jarring change of any kind is going to do some damage to the fabric of that radio station."

Jay Albright, programming consultant for Drake-Chenault Enterprises, rounded out the panel discussion by highlighting several of the syndicated country music services available and offering advice on how to select the best one. □

Grammys a thriller for CBS

ABC won four nights for the week ending Sunday, March 4, but it was still not enough to snatch the weekly ratings win away from CBS, which rode to victory on the tail wind of Tuesday night's Grammy Awards ceremony. In the prime time ratings for week 23 of the 1984-85 season, CBS came in first with an average rating/share of 18.8/29, followed by ABC at 18.1/28 and NBC at 13.8/22.

With an extra boost provided by the second part of *Lace* and the *ABC Theater* presentation of "A Streetcar Named Desire," plus the usual strength of its regular Wednesday and Saturday night lineup, ABC won Monday, Wednesday, Saturday and Sunday evenings. CBS won Tuesday on the strength of the Grammy Awards as well as Thursday and Friday nights on the basis of such regularly scheduled programs as *Dallas*, *Magnum P.I.* and *Simon & Simon*, all top 10 shows. NBC's only top 10 program for the week, ninth place *TV Bloopers & Practical Jokes*, outdrew *A Team*, which sank to 13th place opposite the Grammy Awards on Tuesday night.

The combined three network rating for the week was 50.7, or 42,487,000 homes per average prime time minute, compared to a combined rating of 52.6, or 43,815,000 homes per average minute, for the same week a year ago. However, last year's figures included the special *M*A*S*H* finale, which drew a 60.3/77 for its two-and-a-half-hour broadcast.

ABC swept Monday night with the second part of *Lace*, which averaged 31.7/46 and was the highest rated program of the week. NBC came in second for the night, with a prime time average of 18/25.8, almost four whole rating points ahead of CBS's Monday night prime time average of 14.2/20.2.

NBC also came in second on Tuesday with a prime time average of

16.4/23.4 but, like ABC, was no match for CBS's Grammy Awards-fueled victory of 31.3/44.4. The second-ranked program of the week—it featured singer/dancer Michael Jackson's record win of eight Grammys—captured a 30.7/45, including a 21-minute overrun to 11:21 p.m.

Wednesday night was another second place for NBC, which trailed ABC's prime time average of 22.3/34.6 by nearly nine points. CBS had one of its worst Wednesday nights of the season, averaging 10.4/15.7.

But CBS roared back with a vengeance on Thursday, averaging 22.6/34.3 solely on the legs of its regular lineup. NBC had its fourth straight night in second place, averaging 16.1/24.8 to ABC's 13.6/20.6.

Friday night went to CBS, which averaged 18.4/30.6, although ABC maintained its dominance of the 8-9 p.m. slot for the seventh week in a row with *Benson* (15.7) and *Webster* (17.5). NBC had its second worst Friday night of the 1983-84 season, averaging 8.6/14.6—only two-tenths of a rating point ahead of its average for the week ending Nov. 22, 1983.

ABC carried Saturday night on the basis of its regular schedule with an average 17/29.7, dominating every hour until 10 p.m. when *Fantasy Island* (16.2/30) lost to CBS's *Mike Hammer* (16.3/30) by one-tenth of a rating point.

And ABC stole Sunday from CBS with an average 19.3/30.7, helped largely by the *ABC Sunday Night Movie*, "A Streetcar Named Desire," which was the sixth highest rated program for the week, earning a 23.1/39. In the 8-9 p.m. period, ABC won with *Hardcastle & McCormick* (17.2), against the premiere of CBS's *Suzanne Pleshette is Maggie Briggs* (16.7) and *Four Seasons* (14.2), and *Knight Rider* (16.4) on NBC. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Lace, part 2	ABC	31.7/46	23.	Hardcastle & McCormick	ABC	17.2/28	49.	AfterMash	CBS	13.8/19
2.	Grammy Awards	CBS	30.7/45	26.	That's Incredible	ABC	16.9/23	50.	Remington Steele	NBC	13.6/21
3.	Dallas	CBS	25.7/41	27.	Cheers	NBC	16.8/25	51.	Ringing Bros. Circus	CBS	13.5/23
4.	Simon & Simon	CBS	24.4/36	28.	Suzanne Pleshette Show	CBS	16.7/26	52.	All Star Family Feud	ABC	13.5/20
5.	Dynasty	ABC	24.2/36	29.	Knight Rider	NBC	16.4/25	53.	Buffalo Bill	NBC	13.0/20
6.	A Streetcar Named Desire	ABC	23.1/39	30.	Mike Hammer	CBS	16.3/30	54.	Three's Company	ABC	12.9/17
7.	60 Minutes	CBS	23.1/38	31.	Family Ties	NBC	16.3/24	55.	Ripley's Believe It or Not	ABC	12.8/21
8.	Knots Landing	CBS	22.1/35	32.	Fantasy Island	ABC	16.2/30	56.	Ripley's Believe It or Not Blunders	ABC	12.3/17
9.	TV's Bloopers etc.	NBC	21.8/30	33.	Diff'rent Strokes	NBC	15.9/28	57.	Mama's Family	NBC	12.0/20
10.	Hotel	ABC	21.4/36	34.	Gimme A Break	NBC	15.9/24	58.	Lottery	ABC	12.0/18
11.	Magnum, P.I.	CBS	21.3/32	34.	Night Court	NBC	15.9/24	59.	We Got It Made	NBC	11.8/20
12.	Fall Guy	ABC	21.2/32	36.	T.J. Hooker	ABC	15.8/27	60.	Hart to Hart	ABC	11.4/18
13.	A-Team	NBC	20.3/28	37.	Benson	ABC	15.7/27	61.	Oh Madeline	ABC	11.0/16
14.	Scarecrow & Mrs. King	CBS	19.4/27	38.	Dukes of Hazzard	CBS	15.6/26	62.	Ripley's Believe It or Not (Tues.)	ABC	10.6/14
15.	Trapper John, M.D.	CBS	18.9/32	38.	Airwolf	CBS	15.6/26	63.	The Parade	CBS	10.5/16
16.	Love Boat	ABC	18.9/32	40.	20/20	ABC	15.2/24	64.	Body Human Special	CBS	10.3/15
17.	Alice	CBS	18.3/28	41.	Riptide	NBC	15.2/21	65.	Master	NBC	10.1/17
18.	Facts of Life	NBC	17.9/26	42.	St. Elsewhere	NBC	15.0/25	66.	TV Academy Hall of Fame	NBC	10.0/16
19.	Webster	ABC	17.5/29	43.	Silver Spoons	NBC	14.7/25	67.	Emerald Point, N.A.S.	CBS	9.2/14
20.	Bob Hope Special	NBC	17.5/24	44.	Wonderful TV Game Shows	NBC	14.6/23	68.	New Show	NBC	8.8/16
21.	Matt Houston	ABC	17.4/31	46.	Four Seasons	CBS	14.2/22	69.	Lone Star	NBC	8.7/16
22.	Hill Street Blues	NBC	17.4/28	46.	Blue Thunder	ABC	13.9/22	70.	Legmen	NBC	6.9/11
23.	Jeffersons	CBS	17.2/26	47.	Newhart	CBS	13.9/19	71.	First Camera	NBC	4.8/8
23.	Real People	NBC	17.2/26	48.	Emerald Point, N.A.S. (Fri.)	CBS	13.8/24				



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Group W's Fraiberg urges broadcasters to push for 24-hour national voting day

He calls upon industry to work for uniform poll closing and to refrain from early projections

The broadcasting industry should unite to stop releasing early projections of election returns, said Group W Television Station Group President Lawrence P. Fraiberg last Wednesday (March 7). During a luncheon address before the New York chapter of the National Academy of Television Arts and Sciences, Fraiberg also said the broadcast industry should lobby for a 24-hour polling period with uniform closings in all states and should work to devise more meaningful coverage and analysis of political campaigns.

Saying he "personally" is deeply concerned with the effect TV coverage is having on the national political process, Fraiberg announced that news directors at all six Group W stations have agreed "not to release any of their own exit poll projections until all polls for that office are closed." The stations will be unable to screen out early projections by networks, he said, but he "hopes Group W will set an example" and that the networks and other broadcasters will "follow suit" and withhold all projections until polls have closed.

On the subject of a 24-hour polling period, NBC-TV President Pier Mapes, a member of the audience, stood up and told Fraiberg he "liked the idea" and "would like to work" with Fraiberg on it. A uniform, 24-

hour polling period would not only double the time people have to vote, said Fraiberg, but it would diminish the impact of results in the East on voter turnout in the West.

In addition to eliminating early projections and working for a uniform polling period, Fraiberg said broadcasters should "drastically cut down coverage of the two major political party conventions." A political convention has not actually selected a presidential candidate since 1952, he said, and the networks, by providing gavel-to-gavel coverage, are "encouraging the parties to put on Barnum & Bailey shows, further turning off millions of American voters by seeming to confirm the cynical view that politics is second-rate show biz and spending millions of dollars they could be investing in more in-depth political coverage."

Broadcasters should find ways to give major presidential candidates a "genuine forum... a chance to talk sense and really speak about issues," said Fraiberg, instead of simply covering "slogans and one-liners aimed at 10-second clips on the evening news." Along with that, broadcasters should "make a major effort to produce new program formats that explore campaign issues in a compelling, exciting manner," he said. "The public is right to be bored with a lot of political programs... [they] are too often boring," he said. "It's up to us to produce good, creative programs dealing with political issues."

"We have to do much more to use the visual speed of television," said Fraiberg. "We have to show [our audience] how all those issues are important to them," he said. "There's no reason why political analysis on TV can't be as involving, understandable and in the best sense of the word, entertaining, as the Super Bowl." □

Jerome calls for improvements in local news

NBC executive maintains that home-grown shows are answer to competition from new media

If local TV stations want to emerge as winners in the competition with the new media, they must clean up the tarnished reputations of their news departments, said Al Jerome, president of NBC-owned and operated stations, who offered suggestions to that end during a speech in New York.

Because local news is not being done by cable, direct broadcast satellite or subscription television operators, "it may be the only unique selling proposition we have in the new era," said Jerome during a weekly meeting of the National Academy of Television Arts and Sciences. If improved, he said, news could be the factor that puts local broadcasting ahead of the other media from which the public has to choose.

"Local news has an image of being soft, feature-oriented and dominated by personalities, producers and news doctors," said Jerome. "When news is hard, many people feel we are oriented toward the violent and sensational" and "when we do investigative reports, people feel we are undermining society's confidence in public institutions," Jerome said.

To improve local TV journalism, stations must first "improve their management practices," said Jerome. "We have to spend more time managing producers, reporters, editors and the assignment desk to curb the abuses before they happen."

Second, stations must increase the public's knowledge of the newsgathering process. "It isn't some mumbo-jumbo," he said. "There are rules that have developed over time for damn good reasons, and we ought to tell people about them. We should not be smug [and] we should go out and try to explain the distinction between protecting the people with the First Amendment and protecting journalists."

"As managers, we have to develop a variety of different newscasts for our stations," said Jerome. "We are expanding our newscasts, but if we all continue to do the same thing, terminal boredom will set in, and we'll all lose ratings." There is "a great opportunity to develop new and different types of newscasts as we increase their number," he said.

Stations must also "avoid confusing journalism and production techniques," said Jerome. "We need glamour, pace and chemistry in our broadcast, but that is not an end in itself," he said. "We should never confuse the process of communicating information with what we communicate." □

Blocking footage from the House. Congressman Tony Coelho (D-Calif.), chairman of the Democratic Congressional Campaign Committee, has proposed that Congress prohibit the use of footage from television coverage of the House as political campaign ammunition. Coelho's two-part proposal would amend the House rules and the Communications Act.

(The DCCC was asked by the National Republican Congressional Committee last year to resolve the issue [BROADCASTING, Feb. 14, 1983]. At that time the NRCC, disturbed by a Democratic candidate's use of House footage in a campaign ad, began taping C-SPAN coverage for potential use against Democrats in the next campaign.)

Currently, the House rules prohibit the "political use" of recorded floor proceedings. Coelho's first proposal would further define what is meant by political use. In addition, it would "provide for disciplinary action against candidates" who are elected after having used such recordings in their political advertising. "Upon taking the oath of office, the new member of Congress would be subject to censure or reprimand after an investigation by the Ethics Committee," the DCCC said. Coelho's second amendment would "provide for free and equal time" for incumbents whose opponents use the tapes in advertisements against them. "These two amendments would minimize the risk of floor statements being taken out of context for political gain. If they are not approved, I fear that free and open debate in Congress will be inhibited..." Coelho said.

In response to the Democratic proposal, the NRCC has sent a letter to Coelho, calling the amendments "unacceptable" and "unenforceable." It reiterated its proposal of last year that both Republicans and Democrats pledge to withhold support from any candidate that uses the House footage.

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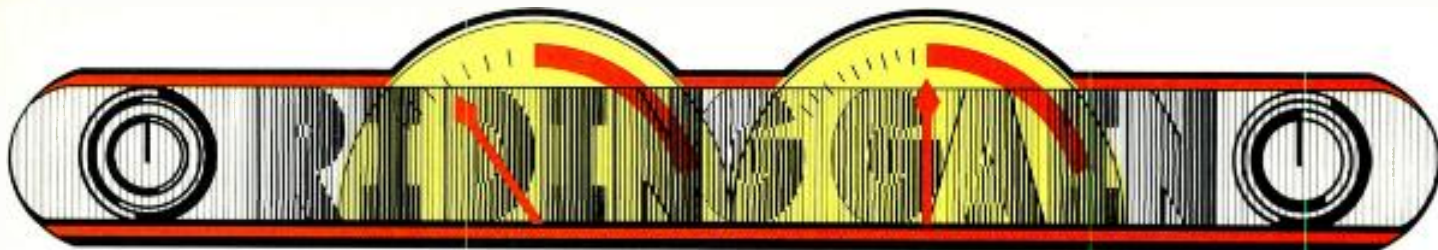
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March 6, 1984



Changing name

Jhan Hiber, president of the Pebble Beach, Calif.-based radio research firm of Hiber, Hart & Patrick, announced a name change last week to Jhan Hiber & Associates. The change follows the appointment as senior vice president of John Patton, former Bonneville Broadcasting System chairman who joined the company three months ago. Patton will be responsible for the day-to-day operation of Hiber's Laurel, Md., office. Larry Patrick, formerly Hiber's number-two man, is said to be "reassessing his role with the firm" and is expected to announce new plans shortly.

Tax tips

With tax filing time just around the corner, *Business Week* magazine and Audio Features of New York have joined forces for the third year to provide radio stations with a daily 90-second series titled *Your Taxes*. The three-week series, available to stations at no cost, is being underwritten by Drexel Burnham Lambert, the New York banking and investment firm. The series will start broadcasting on March 19 in more than 100 markets. The spots will be delivered daily on the regular Audio Features transmission via satellite.

Pulling the plug

Audio Independents, a nonprofit service organization for independent radio program producers, has been dissolved by a vote of the four-year-old group's board of directors. The decision to discontinue operations came less than three months after AI closed its San Francisco office and entered a cooperative operating agreement with Western Public Radio there (BROADCASTING, Nov. 14, 1983).

Kendra O'Donnell, outgoing president of the organization, said lack of funds prevented Audio Independents from continuing its

services "at a responsible level." The bulk of AI's funding was received in two major grants from the John and Mary R. Markle Foundation.

Western Public Radio will attempt to carry on some of AI's services and its publication, *Airwaves*. WPR will also take over the group's computer data base and files.

Western Public Radio also announced that four sessions of its National Radio Training Project, funded by the Markle Foundation, will be held this year. These include a seven-day workshop incorporating documentary production techniques, to start June 4, and a 10-day radio drama workshop to be held in early October. Other workshops begin May 14 and Sept. 10.

Olympic voice

Noncommercial KUSC(FM) Los Angeles has obtained from ABC Inc. and the Los Angeles Olympic Organizing Committee rights to originate broadcast coverage of the Olympic Arts Festival taking place June 1 through Aug. 12 in Los Angeles. KUSC plans to air a minimum of 19 major arts events, including live performances of the July 27 "gala concert" kicking off the Olympics at the Hollywood Bowl. Under terms of its contract with the LAOOC, KUSC will broadcast all events except the opening concert on a delayed basis. The fine arts station is currently seeking funding to support the programs, which will be fed via the public radio satellite system to a nationwide audience. ABC voluntarily waived its rights to the Arts Festival events following discussions with KUSC and the LAOOC.

Squaring off

Opposite ends of the political spectrum will be represented in a new commentary series premiering April 16 on 185 stations and featuring Senators Robert Dole (R-Kan.) and Edward Kennedy (D-Mass.) in a point-counterpoint format. *Face Off* is being produced in Washington by The Broadcast Group, a

public affairs program producer/syndicator, for distribution via the Mutual Broadcasting System. The two-minute series will present daily responses to specific questions on a wide range of political, social and economic issues.

Mobil Oil is one of two national sponsors sharing a 60-second spot in the series, which also includes a local availability. Stations are required to air *Face Off* between 6 a.m. and 7 p.m. local time.

The Broadcast Group also syndicates *American Voices*, a separate 90-second weekday commentary series, and *In Depth*, an audio magazine heard on Eastern and Western Airlines.

Classical and country

Mutual Broadcasting has reached an agreement with the Association for Classical Music (AfCM) to distribute a two-hour *Classical Grammy Gala* awards radio special the week of April 30. Mutual will produce the broadcast, sponsored by Merrill Lynch, in conjunction with WNCN(FM) New York and the AfCM.

The program, which will honor the Feb. 28 winners in 10 different classical music Grammy categories, will be hosted by Martin Brookspan, host of the New York Philharmonic radio broadcasts and chairman of AfCM, and Beverly Sills, director of the New York City Opera. "This special is the beginning of an important new tradition to correct the lack of emphasis placed upon classical music at the televised *Grammy Awards* show," said John Kircher, director of fine arts programming for Mutual. Kircher also noted that distribution of the National Symphony Orchestra's live weekly broadcasts will resume on Oct. 4. The network had dropped second-half carriage of the current NSO season last Dec. 27 due to lack of national sponsorship.

In another development, Mutual announced in Nashville that it has signed an agreement with the Country Music Association and Kraft Foods to again offer a satellite-delivered stereo simulcast of CMA's annual awards show set to air over CBS-TV on Oct. 8.

The network is also planning a live two-hour national call-in show on extramarital affairs on Sunday, March 25. It will be hosted by Dr. James C. Dobson of Focus on the Family, a nonprofit communication and counseling group.

New rep

Jeff Lewis Marketing will provide marketing and promotional services for adult contemporary FairWest stations, "Music of Your Life" affiliates and other clients of Dallas-based FairWest under terms of an agreement between the two companies. JLM will custom design promotions directed at increasing sales and audiences.

More on docket 80-90. In proposing those 684 locations for new docket 80-90 FM's, the FCC invited comments not only from those proposing moves from one location to another (BROADCASTING, March 5) but also from those believing that a given site is right. Absent word of approval, a location could be dropped in favor of a counterproposal. Also, according to the FCC, the counterproposals will be "weighted," those for first aural service carrying slightly more weight than those for second aural service or first local service. And counterproposals for the latter two will carry slightly more weight than those for first full-time service and those involving minority or public broadcasting service. The FCC Mass Media Bureau—in the interests of avoiding an application overload—has proposed to adopt some sort of "staggering" mechanism to handle applications in limited waves. For example, applications could be accepted only for certain parts of the country at one time, or only for certain channel numbers. In responding to petitions for reconsideration, the FCC agreed to make it easier for Class C's to upgrade. It made no other changes, however. Under the alteration adopted, Class C's—and Class C's only—will be afforded 10 extra miles of protection from the new allocations until March 1, 1987. That should give them leeway to move their transmitters, if needed to upgrade.

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'Town' shutdown

CBS-owned WCBS-TV New York gave up on its locally produced *2 on the Town* access strip last week, disclosing that the elaborate but low-rated production would be replaced by the syndicated *Wheel of Fortune* beginning March 26. "WCBS-TV has the largest local news audience of any station in the U.S.," said vice president and general manager, Peter Lund. "We think we can do better than fifth place in prime access."

2 on the Town was launched as a Monday-Friday access entry last October, with a production budget that reportedly has averaged close to \$67,000 a week. But the series has not caught on. In the local measurement sweeps last November, shortly after its debut, it averaged a 6.3 rating/11 share in Nielsen and 5.3/9 in Arbitron, ranking fifth in the market in both services. Three months later, in last month's sweeps, it did 6.3/10 in Nielsen, ranking fifth, and 4.6/7 in Arbitron, slipping to sixth place. (See sweeps story, page 63.)

Officials said, however, that it wasn't only the ratings that did in the program. Perhaps

more important, at least in the timing, was that the highly rated syndicated *Wheel of Fortune* was available and the station didn't risk losing it to another New York station. Without that impetus, officials indicated that *2 on the Town* would have been given more time to build ratings.

WCBS-TV reportedly is paying approximately \$45,000 a week for *Wheel* under a deal that runs through August 1985.

The station emphasized that the cancellation should not be taken as criticism of *2 on the Town's* co-hosts, Leeza Gibbons and Robb Weller. "Nobody could have done that show better," a spokesman said. He also had good words for John Huddy, the program's senior executive producer. Gibbons, Weller and Huddy are all under contract to WCBS-TV, the spokesman said, and the station hopes to retain them in some capacity, although "it's all happened so suddenly we haven't had a chance to explore the options." He also said the station "will make every effort" to retain other members of the show's production staff—said to be about 35 people—in other jobs at the station or elsewhere within CBS.

Network news

CBS-TV announced a prime time program change last week, and NBC-TV announced two.

CBS said *Domestic Life*, a situation comedy that made four appearances on the network in January, will return to the schedule on March 18, in the Sunday 8:30-9 p.m. NYT period. It will replace *Four Seasons*, the Alan Alda creation that started Jan. 29, which CBS said "will take a brief hiatus and return to the air in late April."

In its January appearances, on Wednesdays at 8-8:30, *Domestic Life* didn't do well, averaging a 13.4 rating and 20 share against the first halves of *Fall Guy* on ABC and *Real People* on NBC. A CBS spokesman said the change was designed to see how it will fare in another program environment. "It's testing time," he said. On Sundays it will be against segments of ABC's *Hardcastle & McCormick* and NBC's *Knight Rider*. NBC announced last week that *Knight Rider* and *Family Ties* had been given full season renewals.

Switch confirmation

The expected announcement that KCEN-TV Temple-Waco, Tex., would switch its primary affiliation from NBC to ABC (BROADCASTING, Feb. 20) came last week. KCEN-TV, on channel 6, said it would continue to carry some NBC programs until NBC can make other arrangements, but that it would add ABC's *Good Morning America* and *General Hospital* within 30 days and expects to be carrying most of the ABC schedule by the start of the 1984-85 season in September.

ABC has had no affiliate in the market since last fall, when KWTX-TV switched to CBS fulltime. NBC is expected to pick up KWKT(TV), a new UHF due to start there next January.

On the CBS roster

CBS News will begin offering its new weekly prime time series, *The American Parade*, anchored by Charles Kuralt, on Tuesday, March 27, at 9-10 p.m. NYT. The program, described as an attempt to "find out what is going on in [Americans'] lives, [and to] learn about the choices they make and why they make them," will originate live Tuesday evenings from New York. Although most programs will be multisegmented, "some editions of *The American Parade* will be devoted to single issues reported by Walter Cronkite, Bill Moyers and other CBS News correspondents," according to CBS. On primary nights, Dan Rather will report voting results and other developments as part of the program. Previously announced regular CBS News contributors will include Morton

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March 2, 1984

ean, Andrew Lack, Bill Curtis, Diane Sawyer and Maria Shriver. Kuralt will contribute regular *On the Road* segments.

CBS-TV has ordered four additional episodes of its midseason prime time entry, *Domestic Life*, premiering last January. The new half-hour episodes, together with two previously unaired programs, will be broadcast beginning March 18 (see page 74). Martin Mull stars in the series, produced by 40 Share Productions in association with Universal Television.

Production is expected to begin March 26 on *Mistral's Daughter*, a seven-hour prime time mini-series scheduled for future broadcast on CBS-TV. The drama will be filmed in France and will co-star Stacy Keach, Stefanie Powers and Lee Remick. The program is based on the best-selling novel of the same name by Judith Krantz.

Careful calculation

Arbitron Ratings Co. says it's sharpening its procedure for integrating audience estimates derived by meters with those derived by diaries to develop demographic data in its 10 metered markets.

In the past, a single factor—the percentage difference by which meter-based household estimates for a market exceed the diary-based estimates—has been used to adjust the diary-based demographic ratings. But Arbitron said it has found that the meter/diary relationship

varies with different household types. So beginning in March, the service will determine and use different integration factors for each of three household types: those with children or teen-agers; adult-only households where the head of the household is aged 18 to 54, and adult-only households where the household head is over 55. The difference will not be apparent in the reports, according to Arbitron, but the results will be "more representative of viewing across different household types."

Arbitron's metered markets, where the new procedure will be used, are New York, Philadelphia, Chicago, Los Angeles, San Francisco, Detroit, Washington, Dallas, Houston and Miami.

Katz again

The second annual Kickoff Classic will be produced again this year by Katz Sports and will bring together the nation's highest-rated college football teams, the University of Miami and Auburn University, on Aug. 27. The contest will be held at Giant stadium, the Meadowlands. In 1983 the inaugural kickoff game was carried in 165 television markets, reaching 95% of U.S. households, and, according to a Katz Sports spokesman, "was sold out to 23 advertisers." Katz is lining up stations and sponsors.

From Furillo

Old Enough to Do Time, an hour-long docu-

Station drama. WJW-TV Cleveland was in the news Thursday, March 1, when Raymond Burt, a distraught Vietnam veteran, held off police at the station's security desk before killing himself. According to the station's news director, Tony Ballew, at about 1 p.m., a man came to the desk asking to see a reporter, and when told to leave his name and that someone from the station would contact him, he took out two handguns and pointed them at his head. Police arrived within minutes and spent two and a half hours trying to prevent the suicide. The station chose to cover the story as it would any other news event. Ballew assigned two reporters and two camera crews, who were able to film the man without his knowledge.

mentary on the impact of American juvenile justice policies, will be presented nationally on the Public Broadcasting Service on March 21 at 10 p.m. NYT. Produced by New York-based Roger Weisberg and narrated by Daniel J. Travanti of *Hill Street Blues*, the PBS program looks at various methods used by different states to crack down on juvenile crime and examines four alternative correctional programs, including a wilderness/"Outward Bound" model and a tracking program which keeps close tabs on a juvenile offender after his return to the community.

The Media

The complicated task of providing satellite service to foreign countries

U.S. concerns over piracy and myriad of problems of other governments have caused delay in implementing overseas Intelsat feeds

The footprints of U.S. domestic communications satellites that extend well beyond the country's borders are a lure for programers and others who see a market in Canada, Mexico and the Caribbean. And since the U.S. in 1981 established a policy to make it possible to serve those markets, the FCC has approved, at least conditionally, some 60 applications filed by 12 companies for service to upwards of 30 locations. An order containing another 25 to 30 conditional authorizations is expected to be issued soon. But thus far, the State Department, which is responsible for dealing with the foreign countries involved, as well as with Intelsat, has cleared the way for service to only two locations—Canada and Bermuda—and in the case of Bermuda the approval of the video service involved was limited.

State Department officials insist the bottleneck is elsewhere. James Gorman, of the Office of International Telecommunications Policy, said last week, "There is nothing the U.S. is not doing." The problem, he suggested, lies with the governments of the

countries the U.S. companies intend to provide with programing, data or other services, and possibly with the companies involved.

The procedures are not simple. A company intending to serve customers in countries lying within the footprint of a U.S. domestic satellite buys or leases transponders from the carrier or the satellite company involved; it in turn seeks the necessary authorization from the FCC. The commission can grant only conditional authority: The proposal must be coordinated with Intelsat on technical and economic grounds and the U.S. must obtain the concurrence of the foreign government involved for the reception and distribution of transborder satellite signals before a final order may be issued.

The U.S. policy for authorizing the use of domestic satellites to serve nearby countries was laid out in a letter to FCC Chairman Mark S. Fowler by then-Under Secretary of State James Buckley on July 23, 1981, following a study by an interagency task force. Buckley cited two cases where such use of domestic satellites would be in the interest of the U.S.: where Intelsat could not provide the service required, and where use of Intelsat facilities would be "clearly uneconomical or impractical."

It is the latter circumstance the commission has cited in conditionally approving applications for use of the domestic satellites for serving countries in the region, since the satellites are already orbiting and putting a footprint over the areas to be served.

One possible complication in processing applications for foreign service is the State Department's concern about the possible piracy of American programing transmitted by domestic satellites. It is available to anyone within the satellite's footprint who is equipped with an earth station. Every carrier granted conditional authority by the FCC to transmit services to neighboring countries is warned by the State Department of the necessity to prevent the unauthorized use of U.S.-owned films and television programing. The letter, signed by Earl S. Barbely, director of the Office of International Communications Policy, says the department has not settled on how to achieve that aim "without unduly restricting commerce in the telecommunications field," and asks for comments on how unauthorized use might be prevented.

Some of those awaiting word of final FCC approval of the applications fear that the word is being unnecessarily delayed by excessive concern regarding their copyright protection. The counsel for the Muzak Division of Group W Cable Inc. and Group W Satellite Corp., for instance, wrote Barbely last week to say that the satellites involved would be transmitting program materials to

Nicholas new head of HBO

would be transmitting program materials to which his clients have obtained distribution rights and, as a result, the copyright concerns in the letter "should not be relevant."

The attorney, Steven A. Levy, expressed concern that "intensive lobbying by certain rights holders"—presumably, the Motion Picture Association of America—"may have clouded the issue of transborder transmissions to the point where the applications concerning the Muzak/Group W Satellite services have been held hostage to the collateral issues of copyright liability." Levy noted that applications seeking authority to deliver Muzak service to Mexico by Westar have been pending at the FCC since December 1982 and were granted conditionally on Aug. 26, 1983. Since then, Levy wrote, "we are unaware of any movement to begin the Intelsat coordination process" regarding that service.

However, Gorman said the copyright issue "is not the problem." He said the language expressing concern regarding copyright is "boilerplate. If a country offering no copyright protection [to foreign nationals] to coordinate with Intelsat, we'd say, 'Deal with the copyright matter first.'"

In explaining the State Department's view of the problem, Barbely noted that the U.S. must deal with other governments that observe their own rules regarding U.S. satellite service. And Gorman said that all foreign governments affected have been informed of the conditional authorizations granted by the FCC. "So all transborder uses are pending word from the foreign governments as to whether they want the services and will coordinate with Intelsat," he said.

On the latter point, However, Levy believes the State Department is misreading the Intelsat Agreement in a manner that results in delay. The State Department officials say coordination with Intelsat is to be conducted jointly by the U.S. and the foreign government involved. But Levy notes that the language of the pertinent section—14(d)—refers only to the "party or signatory or person" who intends to provide an international space service independently of Intelsat. However, State Department officials say that the practice has been to seek coordination jointly.

And State feels the U.S. carriers and satellite owners seeking FCC authorization have a role to play in that regard. "It's up to the carrier to get customers and to get the other government to coordinate with Intelsat," Gorman said. As an example, he said, that the U.S. had not heard from the government of Mexico regarding the proposed Muzak service to that country. And Barbely indicated he felt the entrepreneurs were expecting State to fill a role for which it is not suited: "It gets to be a situation as to whether State becomes a pusher of television service to another. I don't think that's our function."

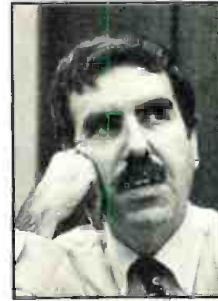
Levy, informed of the officials' remarks, said his clients have been active in the ways suggested.

He said his clients have been told that the Mexican Department of Transportation and Communications will soon inform them in writing of Mexico's interest in receiving the proposed service and will ask that the letter be forwarded to the State Department. □

He's named executive VP of video group, succeeding Levin who is also promoted to executive VP responsible for company planning

Gerald M. Levin, Time Inc. group vice president-video, has been promoted to executive vice president and designated chief strategist and planner of the company, and N.J. Nicholas Jr., Time's chief financial officer and former chairman of its Home Box Office subsidiary, has been named executive vice president responsible for Time's video operations ("In Brief," March 5).

Time Inc. President J. Richard Munro said Levin in his new role will "continually examine alternative strategies for all our businesses and be the principal executive under



Levin



Nicholas

me in determining our future courses." Levin has been responsible for Time's video operations—chiefly American Television and Communications Corp. and Home Box Office Inc.—since 1979. He joined HBO in its developmental phase 12 years ago and is

Intermedia



Minority opinion. Dwight Ellis (far right, seated), vice president, department of minority and special services, National Association of Broadcasters, appeared on *Donahue* as part of a panel discussing the poor representation and "invisibility" of minorities on broadcast and cable television. Joining him were (l-r): Topper Carew, president, Rainbow Productions; Loni Ding, co-founder, Asian-American Telecommunications Association, and David Ochoa, president, Buenavision Cablevision. Ellis agreed with the other panelists that there needs to be "more of a balance of programing," including blacks, native Americans, Asians and Hispanics on network television. What it will take to achieve that goal, he said, is "more minorities behind the scenes making programatic decisions. We have to learn how to work in cooperation." He applauded the Robert Guillame character, *Benson*, seen on ABC-TV, citing it as a positive portrayal of a minority. When NBC-TV's *Hill Street Blues* was mentioned, both panelists and audience members applauded loudly. *Diff'rent Strokes* (NBC) and *Webster* (ABC) were not viewed as favorably. As the panelists pointed out, both shows portray black children being reared by white parents, whereas there are no current network programs featuring black parents and their children. The *Donahue* episode aired in New York on March 8 and will be seen in Los Angeles today (March 12) and in Washington on March 15.

Grants awarded. National Association of Broadcasters announced winners of its 1984 grants program for research in broadcasting. Each recipient will receive up to \$1,400. Winners and their topics are: R. C. Adams (California State University at Fresno) and Marjorie J. Fish (Washington State University)—"Organizational Characteristics of U.S. Broadcast Television Stations"; Thomas Donohue (University of Kentucky)—"Social Impact of Mass Media [Teletext System]"; Marilyn Diane Fife (Michigan State University)—"The Impact of Minority Ownership on Broadcast News Content: A Multimarket Study"; Barbara R. Fowles (C.W. Post Center, Long Island University)—"Models of Problem-Solving Strategies on Television Programs Viewed by Children"; Michael McGregor (University of Colorado)—"The Federal Communications Commission's 'Formal' Consideration of 'Informal' Comments in Rulemaking Proceedings"; Jack M. McLeod (University of Wisconsin)—"Public Attitudes and Knowledge About Television News"; Joey Reagan (University of Michigan) "Attitudes Toward Radio in Cable Subscriber and Nonsubscriber Households"; Churchill L. Roberts (University of West Florida)—"Television and the Perception of Reality"; Everett M. Rogers (Stanford University)—"An Investigation of Physician-Delivered Television and Radio Health Messages"; Vernone M. Sparkes (Syracuse University)—"Viewing Behavior and Attitude Changes in Households Subscribing to Cable Television Service," and Alexis S. Tan (Texas Tech University)—"Television Use and the Alleviation of Negative Affective States in Viewers."

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credited by Munro with building it into "the burgeoning business it is today."

Nicholas, taking over responsibility for Time Inc.'s video operations, is a former president of Manhattan Cable Television, the company's cable system in New York, as well as former chairman of HBO. "With experience as a top executive in both our cable and pay television operations," Munro said,

"he is eminently equipped to run the combined video business."

Named executive vice president along with Levin and Nicholas was Kelso Sutton, group vice president, magazines, who will continue to be in charge of the company's magazine's. All three are 44 years old and members of the Time Inc. board of directors. □

Changing Hands

PROPOSED

WLUK-TV Green Bay, Wis. □ Sold by Gillett Communications Inc. to Burnham Broadcasting Co. for \$17 million. **Seller**, owned by George N. Gillett Jr., is awaiting FCC approval of his purchase of station, which currently is part of Post Corp., Appleton, Wis.-based newspaper publisher, commercial printer and group owner of two AM's, one FM and five TV's (all VHF's). Gillett is buying stock of publicly held company for \$118.6 million ("In Brief," Sept. 12, 1983). WLUK-TV is being sold to comply with two FCC rules: one prohibiting ownership of more than five VHF's (Gillett also owns WSMV(TV) Nashville (ch. 4), and another prohibiting newspaper-television cross-ownership. (Post's ownership of both WLUK-TV and *Appleton Post-Crescent*, which lies in contour of station, was grandfathered.) Gillett also recently sold KPWR-TV Bakersfield, Calif., for \$6.3 million ("Changing Hands," Oct. 31, 1983). **Buyer** of WLUK-TV is limited

partnership headed by Peter B. Desnoes, general partner and chief operating officer. Desnoes was with ABC for 16 years, in positions including vice president, sales and marketing, for ABC-owned television stations, and most recently, as general manager of WLS-TV Chicago. Eight limited partners include Frank M. Magid, president and chief executive officer of Frank M. Magid Associates Inc., Marion, Iowa-based communications consulting firm. WLUK-TV is NBC affiliate on channel 11 with 316 kw visual, 47.4 kw aural and antenna 1,260 feet above ground.

WSUN(AM) St. Petersburg (Tampa), Fla. □ Sold by Plough Broadcasting to Taft Broadcasting for reported \$7.5 million. Sale is subject to approval by Taft board of directors. **Seller**, Memphis-based group owner of six AM's and six FM's, is subsidiary of Schering-Plough Corp., Kenilworth, N.J.-based pharmaceutical and health care products company. It has also put up for sale

WJJD(AM)-WJEZ(FM) Chicago and is exploring sale of remaining stations ("Changing Hands," Feb. 6). **Buyer** is Cincinnati-based and publicly traded producer, syndicator and group owner of five AM's, six FM's and seven TV's. It owns co-located WDAE(AM), which it will sell to comply with multiple ownership rules, and WYNF(FM). It has also bought, subject to FCC approval, KEX(AM)-KQFM(FM) Portland, Ore., for \$8.1 million ("Changing Hands," Nov. 28, 1983). **Buyer** is headed by Dudley S. Taft, president. WSUN is on 620 khz with 10 kw day and 5 kw night.

WZLD(FM) Cayce (Columbia), S.C. □ Sold by WZLD Inc. to Universal Communications Corp. for \$1.6 million, including \$950,000 cash and \$500,000 noncompete. **Seller** is owned by Robert G. Liggitt Jr., who bought station three years ago for \$1 million ("Changing Hands," March 2, 1981). He is former half owner of co-located WLFF(AM) which was recently sold for \$335,000 ("Changing Hands," Dec. 12, 1983). He is also half owner of KTYD(FM) Santa Barbara, Calif., and owner of WHNN(FM) Bay City, WFMK(FM) East Lansing, WLHT(FM) Grand Rapids and WCLS(FM) Detroit, all Michigan, and cable system serving Concord and other Michigan communities. He also owns New Tower Inc., Michigan-based tower erecting and broadcast equipment leasing company. **Buyer** is owned by Jerome Bresson and David Hafler (48.5% each), and Edgar Hurst (3%). All three also own WBUD(AM)-WKXW(FM) Trenton, N.J. Bresson and Hafler are also equal owners of WMGZ(AM) Farrell and WMGZ(FM) Sharpesville, both Pennsylvania. WZLD is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Stan Raymond & Associates.*

Mid-Atlantic Area

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WHMA-AM-FM Anniston, Ala. □ Sold by Anniston Broadcasting Co. to Calhoun Broadcasting Co. Inc. for \$1.2 million cash. **Seller** is majority owned by H. Brandt Ayers and sister, Elise Ayers Sanguinetti. They recently sold co-located WHMA-TV for \$2.9 million ("Changing Hands," June 6, 1983). They also own newspapers including *The Anniston Star*. **Buyer** is owned by Malcolm B. Street, stations' general manager (51%), and James A. Hudson, chief engineer (49%). Both have minor interest in seller. WHMA is on 1390 khz with 5 kw day and 1 kw night. WHMA-FM is on 100.5 mhz with 100 kw and antenna 772 feet above average terrain.

WCCE(TV) Mount Vernon, Ill. □ Forty-five percent sold by Pyramid Broadcasting Corp. of Illinois to Orion Broadcast Group for \$1.2 million, comprising \$800,000 cash and \$400,000 note. Thirty months after closing, either party has option to buy out other's shares. **Seller** is owned by William Varecha, station's general manager, who has no other broadcast interests. **Buyer** is publicly owned company, based in Denver and headed by Sam Matthews, president. It recently bought WQRF-TV Rockford, Ill., for \$4 million ("Changing Hands," Jan. 30). It is also part owner of low-power TV in Ottumwa, Iowa, applicant for new LPTV in Jackson, Tenn., and owns SMATV systems in Denver. WCCE is independent on channel 13 with 316 kw visual, 31.6 kw aural and antenna 1,550 feet

above average terrain.

WEAM(AM) Arlington, Va. □ Sold by WEAM Radio Inc. to Viacom International for \$1.2 million. Sale replaces previous FCC-approved sale to different buyer for \$1 million ("Changing Hands," Nov. 7, 1983). **Seller** is owned by Meredith S. Thoms and son, Matilann S., who have completed divestiture of broadcast and cable properties with this sale. It also recently sold WCOG(AM) Greensboro, N.C., for \$200,000 ("For the Record," Jan. 30) and cable system in Asheville, N.C., ("In Brief," April 18, 1983). It has also sold, subject to FCC approval, WKLM(AM) Wilmington, N.C., for \$200,000 ("Changing Hands," Jan. 23). **Buyer** is New York-based and publicly traded MSO, production and syndication company and group owner of one AM, five FM's (including co-located WMZQ(FM) Washington) and four TV's. It is headed by Ralph M. Baruch, chairman. Radio division is headed by Norman Feuer, president. WEAM is on 1390 khz with 5 kw full time.

WAKI(AM) McMinnville, Tenn. □ Sold by Durham Broadcasting Corp. to Ramsey Broadcasting for \$650,000, comprising \$400,000 cash and \$250,000 note. **Seller** is owned by Aaron L. Durham, who has no other broadcast interests. **Buyer** is owned by Thorold D. Ramsey, executive vice president at Heritage Federal Savings & Loan in McMinnville. He has no other broadcast interests. WAKI is on 1230 khz with 1 kw day and 250 w night.

WJYL(FM) Jeffersonton (Louisville), Ky. □ Sold by Publicast Communications Inc. to InterUrban Broadcasting of Louisville for \$630,000 cash. Sale replaces previous FCC-approved sale to different buyer at same price ("Changing Hands," Jan. 16). **Seller** is owned by James A. Patterson (78%), A. Robert Doll (21%) and Roger E. Hilkert (1%), none of whom have other broadcast interests. **Buyer** is owned by Thomas P. Lewis and family (71%), James J. Hutchinson Jr. (22%) and Harry Porterfield Jr. (7%). Lewis is 44% owner and general partner of WYLD-AM-FM New Orleans. Hutchinson is also general partner, and he and Porterfield each own 11%. Porterfield is newscaster at WBBM-TV Chicago. WJYL is on 101.7 mhz with 3 kw and antenna 440 feet above average terrain. *Broker: Blackburn & Co.*

WSQV(FM) Jersey Shore, Pa. □ Sold by Audiophone Inc. to Kelly Communications Inc. for \$595,000 cash. **Seller** is owned by Curt Van Loon, Frank Bell and Tim Menowsky, who bought station three years ago for \$175,000 ("For the Record," March 23, 1981). None have other broadcast interests. **Buyer** is owned by James C. McCrudden (58%) and 12 others. It is also licensee of WLKF(AM) Lakeland and WOWD(FM) Tallahassee, both Florida, and KJEZ(FM) Poplar Bluff and KTGR(AM)-KCMQ(FM) Columbia, both Missouri. McCrudden is also 58% owner of WJQI(AM) New Bern, N.C. WSQV is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WGRA(AM) Cairo, Ga. □ Sold by Grady Mitchell Broadcasting Co. Inc. to Lovett Broadcasting Enterprises Inc. for \$450,000, comprising \$30,000 cash and \$420,000

note. **Seller** is majority owned by William O. and Allen H. Woodall, brothers. William Woodall also owns WGA(AM) Valdosta, Ga. Each Woodall also owns one-third of WSMY(AM) Weldon (Roanoke Rapids) and WPTM(FM) Roanoke Rapids, both North Carolina. **Buyer** is owned by Luther Wendell Lovett, station's general manager. WGRA is 1 kw daytimer on 790 khz.

KELS(FM) Ardmore, Okla. □ Sold by Pro Media Inc. to Waters Broadcasting Corp. for \$400,000, comprising \$75,000 cash and \$325,000 note. **Seller** is majority owned by Richard Moore. It bought station for \$300,000 ("Changing Hands," Nov. 3, 1980). Moore is also 30% owner of KIIZ(AM)-KIXS-FM Killeen, Tex., and with his wife, LaDona L., is applicant for new FM at Midland, Tex. **Buyer** is owned by Claudia Waters. Her son, David, is former operations manager at KSKX(AM)-KMAJ(FM) Topeka, Kan. KELS is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KBLS(AM) Santa Barbara, Calif. □ Sold by Antares Broadcasting Co. to Premier Broadcasting Inc. for \$400,000. **Seller** is owned by G. David Gentling and family. It also owns KROC-AM-FM Rochester, Minn.; KXRB(AM)-KIOV(FM) Sioux Falls, S.D., and KFMX-AM-FM Lubbock, Tex. **Buyer** is owned by Robert H. Yamin, president of Translor Films Inc., Hollywood-based producer of industrial and corporate films. He has no other broadcast interests. KBLS is 1 kw daytimer on 990 khz. *Broker: Hogan-Feldmann Inc.*

WKCU(AM)-WXRZ(FM) Corinth, Miss. □ Fifty percent sold by Sara R. Hinton to Progressive Broadcasting Co. for \$212,500, comprising \$40,800 cash and \$171,700 note. **Seller** is executrix of estate of late husband, Frank R. Hinton. She has no other broadcast interests. **Buyer**, which already owns other 50% is owned by James D. Anderson, stations' general manager, and three sons: James H., station manager; Terry F., program director, and John Paul, account executive. They have no other broadcast interests. WKCU is 1 kw daytimer on 1350 khz. WXRZ is on 94.3 mhz with 3 kw and antenna 180 feet above average terrain.

WCGA(AM) Conyers, Ga. □ Sold by Communications Investment Inc. to Satellite Syndicated Systems Inc. for \$200,000 cash. **Seller** is owned by Paul C. Stone (41%) and 19 others. Stone is 20% owner of WAYX(AM)-WQCW(FM) Waycross, Ga. **Buyer** is publicly traded Tulsa, Okla.-based satellite resale common carrier, whose principal business is retransmission of signal of superstation, WTBS(TV) Atlanta. It is headed by Edward L. Taylor, chairman, chief executive officer, and 49% owner (he votes additional 7% of stock). It also owns WIHT(TV) Ann Arbor, Mich., and KGCT(TV) Tulsa, Okla. It is also applicant for new FM at Freeport, Tex. WCGA is 1 kw daytimer on 1050 khz.

WADS(AM) Ansonia, Conn. □ Sold by ADS Broadcasting Corp. to James D. and Susan P. Huber for \$200,000, comprising \$60,000 cash and \$140,000 note. **Seller** is owned by Jerome D. Dawson, who has no other broad-

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

BROADCAST ENGINEERING CONFERENCE COMMITTEE □ The increasing complexity of television and radio production and transmission left the broadcast engineering committee with no choice. To adequately cover the technology, the committee felt, it had to expand the scope and size of the annual engineering conference, which coincides with NAB's convention in Las Vegas, April 29-May 2.

Meeting a few months after the 1982 convention, the committee decided to ignore the time constraints imposed by the convention this year and schedule a full day of sessions on Saturday, April 28, the day before the convention officially opens, and a series of concurrent sessions on the evening of Tuesday, May 1.

"We attempted to broaden the base of the conference to appeal to the growing number of technical specialists in radio and television," said committee chairman, William Wisniewski, vice president, communications services, National Association of Broadcast-



Wisniewski

ers. "We are getting so much specialization now that things that might be of interest to a small group of videotape specialists would not be of interest to someone who is into studio lighting."

Much of the extra time will be spent in discussion of production equipment and techniques, which have been given short shrift at previous conventions. "We have not had as much emphasis on production in past engineering conferences," Wisniewski

said, "simply because we were so limited in sessions and there were so many other issues to cover that were of major and broad appeal."

The committee had considered adding the extra day of sessions to the end of the convention—on Wednesday afternoon or Thursday. But, in the end, it went along with the NAB staff's suggestion and put the day before the convention.

In addition to Wisniewski, the committee includes Albin R. Hillstrom, chief engineer and engineering manager, KRSP-TV Phoenix; James H. Hoke, vice president, engineering, Harte-Hanks Radio Inc.; Jeff Meadows, vice president, engineering and technical services, operations and engineering, NBC-TV; John Owen, vice president, TV engineering, Taft Broadcasting; David W. Palmer, vice president, general manager, WATH(AM)-WXTQ(FM) Athens, Ohio; R. LaVerne Pointer, vice president, broadcast engineering, broadcast engineering and operations, ABC; Russell B. Pope, director, engineering, Golden Empire Broadcasting Co.; Richard G. Streeter, director, advanced development, engineering and development department, CBS Television Network, Merrill Weiss, engineering manager, KPFX-TV San Francisco.

cast interests. Buyers are husband (70%) and wife (30%), who have no other broadcast interests. James Huber is publishing salesman. WADS is 1 kw daytimer on 690 khz. Broker: Blackburn & Co.

WLSN(FM) (CP) Greenville, Ohio □ Sold by Korin Broadcasting Co. Inc. to Treaty City Broadcasting Corp. for \$200,000 cash. Seller is owned by S. Pete Lavis (53%), David L. Powell and Jerry D. Schommer (23.5%

each). None have other broadcast interests. Buyer is owned by Nicholas F. Bodi (80%), Madge C. Guthery (15%) and Joseph Peters (5%). Bodi is former chief engineer at WVKO(AM)-WSNY-FM Columbus, Ohio, and is currently broadcast consultant. Guthery is air personality for WMRN-AM-FM Marion, Ohio, where Peters is chief engineer. WLSN has permit for 106.5 khz, 50 kw and antenna 209 feet above average terrain.

□ Other proposed station sales include: WGTX(AM)-WQUH(FM) De Funiak Springs, Fla.; KBBX-FM Meridian, Idaho ("Changing Hands," March 5); WHPO(FM) Hoopston, Ill. ("Changing Hands," March 5); WKAI-AM-FM Macomb, Ill.; WNCW(FM) Paris, Ky. ("Changing Hands," March 5); KXL(FM) Butte, Mont.; WRTK(AM) Rochester, N.Y. ("Changing Hands," March 5); WGIV(AM) Charlotte, N.C. ("Changing Hands," March 5); WIUW(TV)(CP) High Point, N.C.; WAAV-AM Wilmington, N.C. ("Changing Hands," March 5); WVEO(TV) Aguadilla, P.R.; *KFLB(FM)(CP) Corpus Christi, Tex.; KQSA(AM)-KIXY(FM) San Angelo, Tex. ("Changing Hands, March 5), and WLSA(FM) Louisa, Va. ("Changing Hands, March 5). (see "For the Record," page 85).

APPROVED BY FCC

WEZF-FM Burlington, Vt. □ Sold by Martin Broadcasting Inc. to Knight Radio Inc. for \$4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHOS(AM)-WDRM(FM) Decatur, Ala. Buyer is owned by Norman Knight who also owns WSAR(AM) Fall River, WEIM(AM) Fitchburg and WSRS(FM) Worcester, all Massachusetts, and WGIR-AM-FM Manchester and WHEB-AM-FM Portsmouth, both New Hampshire. WEZF is on 92.9 mhz with 36 kw and antenna 2,700 feet above average terrain.

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WEWO(AM)-WSTS(FM) Laurinburg, N.C. □ Sold by Curtis and Associates Inc. to Durham Life Broadcasting Inc. for about \$2.8 million of Durham Life stock, including \$100,000 noncompete agreement. **Seller**, owned by Donald W. Curtis, also has sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., for \$805,000 ("Changing Hands," Dec. 19, 1983) and is 90% owner of seller, subject to FCC approval, of WTAB(AM)-WKSM(FM) Tabor City, N.C., for \$475,000 ("Changing Hands," Feb. 6). Curtis and Associates will become wholly owned subsidiary, and Curtis will become executive vice president and general manager, of Durham Life Broadcasting. **Buyer** is owned by Durham Corp., of Raleigh, N.C., which also owns two insurance companies. Durham Life Broadcasting Inc. is headed by Gorge M. Womble, chairman. It owns WPTW(AM)-WQDR(FM)-WPTF-TV Raleigh and recently bought Southern Spot Sales, radio rep firm based in Raleigh and Atlanta (BROADCASTING, Oct. 17, 1983). WEWO is on 1460 khz with 5 kw full time. WSTS is on 96.5 mhz with 100 kw and antenna 650 feet above average terrain.

□ Other station sales approved by FCC include: WEGN-AM-FM Evergreen, Ala.; WTJP-TV(CP) Gadsden, Ala., and WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. (see "For the Record," page 86).

CABLE

Cable systems serving Herrin, Harrisburg, Murphysboro and other Illinois communities

□ Sold by Southern Illinois Cable TV to Telecommunications Inc. for \$9 million. **Seller** is limited partnership, whose managing general partners are Integrated Resources Inc., New York based diversified financial services company, and Daniels & Associates, Denver-based MSO, cable system manager and broker. **Buyer**, publicly traded company, based in Denver, is largest MSO, with 2,475,000 subscribers. It is headed by John C. Malone, president and CEO, and also owns nearby systems at Carbondale and Marion, both Illinois. Systems pass 21,688 homes serving 12,717 subscribers with 14 channels and 268 miles of plant.

Cable system serving Dumas and Sunray, both Texas □ Sold by Warner Amex Cable Communications Inc. to Sammons Communications Inc. for reported \$850,000. **Seller**, headed by Drew Lewis, chairman and chief executive officer, is New York-based and fifth-ranked MSO, with 1,357,000 subscribers. **Buyer**, headed by James N. Whitson, president, is Dallas-based and 12th-ranked MSO, with 570,000 subscribers. It has nearby systems in Panhandle, Pampa, Borger and White Deer, all Texas. Systems pass 4,750 homes serving 2,502 subscribers with 12 channels and 49 miles of plant. **Broker: Communications Equity Associates.**

Three cable systems serving Giddings, Hallettsville, LaGrange, Schulenberg and Weimar, all Texas □ Sold by Television Cable Co. to Clive Runnells. **Seller** is owned by Kyle Moore He also owns systems in Arkansas, Kansas and Oklahoma serving 5,000 subscribers. **Buyer**, based in Houston, owns nearby systems serving El Campo, Bay City, Richmond Sweeney and Wharton, all Texas,

with 12,700 subscribers. He also is general partner and 20.5% owner of Gulf Coast Cable TV, which has four systems, all Texas, serving 7,000 subscribers. Giddings system passes 1,500 homes. LaGrange system passes 2,000 homes. Schulenberg system passes 1,000 homes. Hallettsville system passes 1,200 homes. Weimar system passes

800 homes. All five systems serve 5,100 subscribers with 15 channels and 82 miles of plant. **Broker: Communications Equity Associates.**

Cable system serving Clover, S.C. □ Sold by Mills Communications Inc. to Helicon Corp. **Seller** is cable TV construction company based in Columbia S.C., which bought



Appeal. The Broadcast Capital Fund Inc. (BROADCASTCAP) is mounting a major fund-raising drive to raise the \$5 million it needs to reach its overall goal of \$15 million. It already received commitments for \$10 million, with ABC, NBC and CBS each contributing \$2.5 million. Another \$2.5 million was collected from nonnetwork sources. BROADCASTCAP launched the drive at an informal reception in Washington for local communications attorneys. In attendance were (l-r): John Oxendine, president and chief executive officer, BROADCASTCAP; BROADCASTCAP Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass.; FCC Commissioner Henry Rivera; Vincent Wasilewski, Dow Lohnes & Albertson; BROADCASTCAP board member Tyrone Brown, Steptoe & Johnson, and BROADCASTCAP board member Erwin Krasnow, senior vice president and general counsel, NAB. BROADCASTCAP is a nonprofit company established by the National Association of Broadcasters through which funds are raised for direct loans and loan guarantees to minority broadcasters owners.

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system within last year and completed construction. **Buyer**, owned by Theodore Baum, is Englewood Cliffs, N.J.-based MSO, with 42,000 subscribers. It also owns nearby systems in Gaffney and Union, S.C. Clover system passes 1,775 homes, serving 600 subscribers with 35 channels and 34 miles of plant. *Broker: Communications Equity Associates.*

Cable system serving Red Springs, Fairmont, Pembroke, Raeford and St. Pauls, all North Carolina, and system serving Elizabethtown, N.C. Sold by Jones Intercable to Wometco Enterprises. **Seller**, Englewood, Colo.-based and publicly traded company, is 21st-ranked MSO, with 283,000 subscribers. It is headed by Glen Jones, 46% owner and chairman. It recently bought Wisconsin cable systems serving 90,000 subscribers for \$69 million ("Changing Hands," March 5). **Buyer**, headed by John M. Lewis, president, is publicly held subsidiary of Wometco Enterprises Inc. and 23d ranked MSO, with 257,000 subscribers, mostly in Georgia, Louisiana, North Carolina and South Carolina. Parent company has been purchased, subject to FCC approval, by leveraged buyout group headed by New York-based investment firm of Kohlberg, Kravis, Roberts & Co. for \$842 million ("Top of the Week," Sept. 26, 1983). Elizabethtown system passes 1,335 homes, serving 586 subscribers with 35 channels and 27 miles of plant. Red Springs system passes 5,700 homes, serving 3,200 subscribers with 21 channels and 104 miles of plant. *Broker: Communications Equity Associates.*

Lobbying time for state presidents

Annual gathering of state association leaders will feature legislative briefings, receptions and updates from various NAB executives

Broadcasters will be making the rounds on Capitol Hill this Monday-Wednesday (March 13-15) as part of the National Association of Broadcasters annual state presidents and executive directors conference. Each year state broadcasting association presidents and executive directors make a pilgrimage to Washington to meet with congressmen, FCC officials and each other to discuss a number of pressing communications issues: this year's include broadcasting deregulation, codification of the FCC's must-carry rules and repeal of the fairness doctrine and equal time rule.

More than 120 state association officials, representing Puerto Rico and all the states but Hawaii, are expected to attend. An additional 300 broadcasters are likely to accompany the officials as part of the state delegations that will be lobbying Congress. The three-day conference will feature legislative briefings, congressional cocktail receptions, a tour of the White House and a number of panel sessions on various topics.

One topic likely to generate conversation is a letter sent last week by Colorado broadcasters to their congressman, Tim Wirth, a Democrat from the 2d district and chairman of the Telecommunications Subcommittee.

The letter was written by CBA executive director, Cliff Dodge, on the behest of the CBA board of directors and distributed among the state associations.

The CBA board voted last month to ask members to withhold a portion of their contributions to NAB's Television and Radio Political Action Committee to "protest NAB's policy of donating to the campaign of Timothy Wirth."

Dodge explained the CBA decision to Wirth. He said he found considerable reluctance among Colorado broadcasters to contribute to TARPAC because of "TARPAC's practice of donating to your campaign." Dodge insisted that CBA was not trying to change NAB's policy over one congressman. "It's a symbolic way to let Wirth know all is not happy with broadcasters at home," he said.

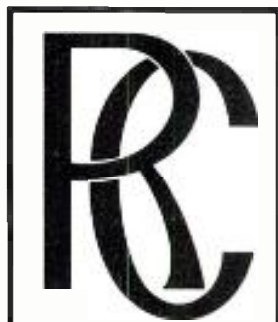
"Many broadcasters in Colorado feel very strongly that you are not listening to the very real concerns of Colorado broadcasters and instead have your own 'agenda' as to the regulatory and programing aspects of the industry," the letter said. Dodge also told Wirth the broadcasters would be in town this week and are willing to meet with him. There was no response from Wirth's office as of last Thursday.

The conference kicks off on Tuesday, March 13, with a tour of the White House, followed by two closed door sessions for the presidents and executive directors. The sessions are designed to give the officials a chance to speak candidly about their associations and mutual concerns. Later that day a number of legislative briefings will be conducted by NAB's government relations department and a series of cocktail receptions, sponsored by the Texas, Mississippi, Florida, Ohio and Wisconsin broadcasters, will follow.

On Wednesday the conferees will spend most of their time on Capitol Hill. A reception and dinner is scheduled later that evening at the Washington Marriott hotel. Herb Cohen, author of "You Can Negotiate Anything," will be the speaker.

Thursday, a session titled "Super Lobbyists...How It's Done" featuring Washington lobbyist J.D. Williams of Williams and Jensen, and Thomas Boggs Jr., Patton, Boggs and Blow, Washington, is scheduled.

A congressional, regulatory and association overview will be presented by NAB President Eddie Fritts, John Summers, executive vice president, government relations, and Jeff Baumann, senior vice president and general counsel. James McKinney, chief of the FCC's Mass Media Bureau, is Thursday's luncheon speaker. Afternoon sessions include: "Association Management—Why Not the Best?" with Dr. Phillip Kuehl, associate professor of marketing, College of Business, University of Maryland; "New Technologies—Getting Your Piece of the Pie," with John Abel, senior vice president, research and planning, NAB, and "Washington Politics—Reporter's View," Douglas Kiker, senior correspondent, NBC News. □



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As compiled by BROADCASTING, Feb. 27 through March 2, 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

Applications

AM's

- Bellefonte, Ark.—Johnson, Bowman, Caselman Enterprises Inc. seeks 1440 khz, 1 kw-D. Address: 111 North Shiloh, Springdale, Ark. 72764. Principal is equally owned by Dewey Johnson, Randall Caselman and Roy Bowman. Johnson also owns KQXX(AM)-KCIZ(FM) Springdale, Ark. Caselman and Bowman, with their wives, also own KHOG(AM) Fayetteville, Ark. Filed Feb. 24.
- Folsom, Calif.—Affiliated Broadcasting Inc. seeks 1030 khz, 1 kw-U. Address: 135 Morrissy Blvd., Boston 02107. Principal is publicly traded publisher of *Boston Globe*. 45% owner of MSO and cellular applicant and radio common carrier, McCaw Communications Inc., and group owner of five AM's and five FM's. Filed Feb. 16.
- Sharon, Conn.—Chartcom Inc. seeks 1020 khz, 250 w-D. Address: P.O. Box 213, Main St., Sharon, Conn. 06069. Principal is owned by Warren Gregory (75%) and wife, Judy (25%). Warren Gregory is former owner of WWJ(AM)-WJJB(FM) Hyde Park, N.Y. Filed Feb. 21.
- Stanwood, Mich.—James J. McCluskey seeks 1070 khz, 250 w-D. Address: 220 1/2 South Michigan, Big Rapids, Mich. 49307. Principal also owns WWAQ(FM) Big Rapids. It has also bought WJJD(AM) Jackson, Mich. ("For the Record," Feb. 6). Filed Feb. 13.

FM's

- Anchorage—Borealis Broadcasting Inc. seeks 98.1 mhz, 97.5 kw, HAAT: 120 ft. Address: 1100 Cushman, P.O. Box 910, Fairbanks, Alaska 99707. Principal, licensee of KFAR(AM) Fairbanks, Alaska, and applicant for new FM at Fairbanks, is equally owned by Louis F. DeLong, Bill W. Walley and Edward A. Merdes. DeLong is former general manager of oil refinery near Fairbanks. Merdes is lawyer. Walley is general manager of KFAR(AM) and mayor of Fairbanks. Filed Feb. 23.
- *Fairbanks, Alaska—Fairbanks Educational Broadcasting Foundation seeks 91.5 mhz, 374 w, HAAT: 48 ft. Address: P.O. Box 73495, Fairbanks, Alaska 99701. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees including Gerald Colp, engineer with city of Fairbanks. Filed Feb. 24.
- Holbrook, Ariz.—B&B Communications seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 126 Brickyard St., Baldwyn, Miss. 38824. Principal is owned by William D. Gault, who is also applicant for new FM at Newcastle, Wyo. (see below). Filed Feb. 17.
- *North Little Rock, Ark.—Family Stations Inc. seeks 91.5 mhz, 1.3 kw, HAAT: 182 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corporation, promoting religious programming and headed by Harold Camping. It is licensee of eight FM's, two AM's, assignee of FM and applicant for two TV's and 22 other noncommercial FM's, including Salinas, Calif.; Pensacola, Fla.; Des Moines, Iowa; Wichita, Kan.; Columbus, Ohio; Virginia Beach, Va., and Milwaukee (see all below). Filed Feb. 16.
- Brawley, Calif.—Maria Gaxiola seeks 94.5 mhz, 50 kw,

HAAT: 500 ft. Address: 501 Brighton, Apt. 14, El Centro, Calif. 92243. Principal has no other broadcast interests. Filed Feb. 17.

■ Brawley, Calif.—Brawley Broadcasting Co. seeks 94.5 mhz. Address: 1805 Desert Garden Drive, El Centura, Calif. 92243. Principal is owned by Lois Mandel (65%) and her husband, Calvin Jacob Mandel (35%). They are also applicants for new FM at Yuma, Ariz. Calvin Mandel is general manager at KAMP(AM) El Centro, Calif. Filed Feb. 14.

■ Greenfield, Calif.—Susan B. Bushell seeks 99.5 mhz, 50 kw, HAAT: minus 181 ft. Address: 8855 Pezzini Lane, Salinas, Calif. 93907. Counsel: Kenkel, Barnard & Edmundson (Wash., D.C.). Principal has no other broadcast interests. Her husband, Richard S. Bushell, is chairman of Christian Broadcasting Fellowship, licensee of FM translators. Filed Feb. 17.

■ Greenfield, Calif.—Rio Salinas Broadcasting Co. seeks 99.5 mhz, 3.5 kw, HAAT: 1,650 ft. Address: 228 S. Cloris #120, Fresno, Calif. 93727. Counsel: Norman P. Leventhal (Wash., D.C.). Principal is owned by James J. Villanueva (51% voting stock [VS]; 24.6% nonvoting stock [NVS]), Silvia Astorga (49% VS), Jon Yasuda and August Ruiz (37.7% NVS, each). Villanueva is son of Daniel D. Villanueva, vice president of Spanish International Communications Corp., licensee of five TV's, including KMEX(TV) Los Angeles and KFTV(TV) Hanford, Calif. Yasuda is employe of KMEX; Ruiz is general manager at KFTV. Astorga is employe of KSEE(TV) Fresno, Calif. Filed Feb. 17.

■ Greenfield, Calif.—Somoco Radio Co. seeks 99.5 mhz, 630 w, HAAT: 2,740 ft. Address: 5 Parkside Court, Dearborn, Mich. 48124. Principal is owned by Lisa Hamzey (60%) and Peter Baird (40%). Filed Feb. 17.

■ Greenfield, Calif.—New American Broadcasters Ltd. Partnership seeks 99.5 mhz, 583 w, HAAT: 2,788.25 ft. Address: 1000 Savers Building, Little Rock, Ark. 72201. Principal is owned by Richard Mays, John Earl, Jim Guy Tucker, esq., John Seawright, John H. Haley and Jack Cameron. It is also applicant for new FM's at Panama City, Fla. and Honolulu. Tucker also has half interest in cable systems in Pulaski and Saline counties, Ark. Filed Feb. 17.

■ Greenfield, Calif.—South Monterey County Broadcasting Corp. seeks 99.5 mhz, 4.616 kw, HAAT: 1,293 ft. Address: 1134 Broadway, King City, Calif. 93930. Principal is owned by Marianne Gittler (51%) and her husband, William (49%). They also own KRKC(AM) King City. Filed Feb. 17.

■ *Modesto, Calif.—Ceves Educational Broadcasting Foundation seeks 90.5 mhz, 825 w, HAAT: 1,689 ft. Address: 1850 East Hatch Road, Modesto, Calif. 95351. Counsel: Putbresi & Hunsaker. Principal is charitable trust headed by trustees, including James D. Gaches, minister. Filed Feb. 27.

■ *Modesto, Calif.—Modesto Adventist Academy seeks 90.5 mhz, 1.5 kw, HAAT: 141 ft. Address: 2036 E. Hatch Road, Modesto, Calif. Principal is private nonprofit educational institution. Filed Feb. 21.

■ *Salinas, Calif.—Family Stations Inc. seeks 89.9 mhz, 20 w, HAAT: 2,231 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. Filed Feb. 17.

■ *Visalia, Calif.—Pacific States Education Foundation seeks 88.9 mhz, 1.3 kw, HAAT: 817 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Counsel: Putbresi & Hunsaker. Principal is charitable trust headed by trustees, including Lawrence McKenna, who is bank vice president. Filed Feb. 27.

■ *Durango, Colo.—Colorado Broadcasting Foundation seeks 90.3 mhz, 600 w, HAAT: 324 ft. Principal is also applicant for new noncommercial FM at Greeley, Colo. (see below). Filed Feb. 21.

■ *Grand Junction, Colo.—Colorado Broadcasting Foundation seeks 90.7, 600 w, HAAT: 210 ft. Principal is also applicant for new noncommercial FM at Greeley, Colo. Filed Feb. 21.

■ *Greeley, Colo.—Colorado Broadcasting Foundation seeks 89.1 mhz, 550 w, HAAT: 257 ft. Address: 8031 Queen St., Arvada, Colo. Counsel: Putbresi & Hunsaker. Principal is nonprofit trust headed by Ralph W. Arnold, pastor. Filed Feb. 17.

■ Silverton, Colo.—Patsy Jensen seeks 107.3 mhz, 100 kw, HAAT: 1,320.23 ft. Address: P.O. Box 385, Silverton, Colo. 81433. Principal is owned by Patsy Jensen (90%) and Betty Armstrong (10%), neither of whom have other broadcast interests. Filed Feb. 13.

■ Key Largo, Fla.—Key Largo Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: Fifth Avenue, Stock Island, Key West, Fla. 33040. Principal is owned by Ygnacio Carbonell (51%), Sue Swofford and Sylvia Artman (24.5% each). They also have interest in WKIZ(AM)-WFYN(FM) Key West. Filed Feb. 17.

■ Key Largo, Fla.—Beach Broadcasting Corp. of Fla. seeks 103.9 mhz, 2.34 kw, HAAT: 340 ft. Address: WSBH, 56 Jagger Lane, Southampton, N.Y. 11968. Principal is owned by Malcolm Kahn (51%) and George V. Delson (49%). It also owns WSBH(FM) Southampton. Filed Feb. 17.

■ Key Largo, Fla.—Staton Earl Mitchell seeks 103.9 mhz, 3 kw, HAAT: 288.16 ft. Address: 400 Freedom Trail, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed Feb. 17.

■ Key Largo, Fla.—Monroe City Radio seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 68A Wharf St., Salem, Mass. 01970. Principal is owned by Fredissa Hamilton (51%) and Ronald Baptist (49%). Baptist also has interest in applicants for new FM's at Kankakee, Ill.; Hyannis, Mass., and Saranac Lake, N.Y. (see below). Filed Feb. 17.

■ Panama City, Fla.—Marcus D. Sloan and Charles Joseph Thompson seek 100.1 mhz, 3 kw, HAAT: 293.3 ft. Address: 108 Scotland Drive, Georgetown, Ky. 40324. Principals are equal owners. Marcus D. Sloan is also applicant for new AM at Athens, Ky. Thompson also owns 49% of applicant for new TV at Burlington, N.J. (Marcus K. Sloan owns remainder). He also owns 40% of WSMT-AM-FM Sparta, Tenn., and is applicant for new FM at Greenville, Ala., for 28 LPTV's and for new TV at Milwaukee. Filed Feb. 28.

■ *Pensacola, Fla.—Family Stations Inc. seeks 90.7 mhz, 6 kw, HAAT: 1,598 ft. Principal is also applicant for new

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noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ ***Boise, Idaho**—Faith Communications Corp. seeks 89.3 mhz, 8 kw, HAAT: 258 ft. Address: 2201 South Sixth St., Las Vegas 89104. Principal also is licensee of *KILA-(FM) Henderson, Nev., *KCIR(FM) Twin Falls, Idaho, and has permit for noncommercial FM at Las Vegas. Filed Feb. 23.

■ **Kankakee, Ill.**—Bourbonnais Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 68A Wharf St., Salem, Mass. 01970. Principal is owned by Michelle Walker (51% voting; 20% equity), Ronald Baptist (24.5% voting; 40% equity) and Reinhard F. Korte (24.5% voting; 40% equity). Baptist also has interest in applicant for new FM at Key Largo (see above). Walker also has interest in applicants for new FM's at Harwichport, Mass. Both Walker and Baptist have interest in applicant for new FM at Saranac Lake, N.Y. Filed Feb. 17.

■ **Kankakee, Ill.**—Mid America Audio-Video Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 6 Dearborn Square, Kankakee, Ill. 60901. Principal is licensee of five AM's and four FM's, based in Kankakee and owned by Reva G. Small and family. It also owns cable TV systems at Kankakee and at Hilton Head Island, S.C. Filed Feb. 14.

■ **Kankakee, Ill.**—Wayman Thomas Ward seeks 92.7 mhz, 3 kw, HAAT: 299.8 ft. Address: 31 East Bockman Way, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed Feb. 17.

■ **Kankakee, Ill.**—Jean A. Eastman seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 136, Saint Anne, Ill. 60964. Principal has no other broadcast interests. Filed Feb. 17.

■ ***Columbia City, Ind.**—Columbia City Joint High School seeks 91.5 mhz, 2 kw, HAAT: 261 ft. Address: 400 North Whitley St., Columbia City, Ind. 46725. Principal is public high school headed by Ralph Bailey, school board superintendent. Filed Feb. 21.

■ ***Des Moines, Iowa**—Family Stations Inc. seeks 91.3 mhz, 4 kw, HAAT: 114 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ ***Wichita, Kan.**—Wichita Educational Broadcasting Foundation seeks 88.3 mhz, 15.6 kw, HAAT: 200 ft. Address: P.O. Box 3454, Wichita, Kan. 67201. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees, including Connie Endsley, homemaker. Filed Feb. 24.

■ ***Wichita, Kan.**—Family Stations Inc. seeks 88.3 mhz, 3.8 kw, HAAT: 800 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ ***Lexington, Ky.**—Voice of Renewal Ministries seeks 88.1 mhz, 5 kw, HAAT: 240 ft. Address: 3964 Dover Center Road, North Olmsted, Ohio 44070. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees, including John W. Withers, pastor. Filed Feb. 24.

■ **Harwichport, Mass.**—Sound Media Ltd. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 68A Wharf St., Salem, Mass. 01970. Principal is owned by Charles R. King (55%), Michelle Walker (20%) and Paula St. Germain (25%). Michelle Walker also has interest in applicants for new FM at Kankakee, Ill. (see above). Filed Feb. 17.

■ **Harwichport, Mass.**—Mary Jane Kelley seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 40 Landfall, Falmouth, Mass. 02540. Counsel: Lovett, Hennessey, Stambler & Siebert (Wash., D.C.). Principal has no other broadcast interests. Filed Feb. 17.

■ **Harwichport, Mass.**—Women, Minorities and Disabled Americans for Better Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 112, Worthington, Mass. 01098. Counsel: May, Dunne & Gay (Wash., D.C.). Principal is owned by Brian Dodge (26%), Phyllis R.W. Logan (25%), Nelson (Chico) Morales (39%) and Etta M. Dodge (10%). Brian Dodge has minority interest in WVRS(FM) Waterbury, Vt. Filed Feb. 17.

■ **Avon, Minn.**—Minnesota Christian Broadcasters seeks new FM. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is permittee for new FM at Canadian, Tex., and is applicant for new FM's at Carrizo Springs, Hebbronville and Junction, all Texas, and Onawa, Iowa. Filed Feb. 14.

■ ***Omaha**—Buford Foundation Inc. seeks 88.7 mhz, 100 w, HAAT: 141.3 ft. Address: 3194 Ames Ave., Omaha, Neb. 68111. Principal is nonprofit organization headed by trustees including Daniel J. Kenney. Filed Feb. 21.

■ **Saranac Lake, N.Y.**—Tree-Eater Communications seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 68A Wharf St., Salem, Mass. 01970. Principal is owned by Michelle Walker (51% voting; 20% equity) and Ronald Baptist (49% voting; 80% equity). Both have interest in applicant for new FM at

Kankakee, Ill. (see above). Filed Feb. 17.

■ **Saranac Lake, N.Y.**—DGR Communications Inc. seeks 101.7 mhz, 2.6 kw, HAAT: 320 ft. Address: 10137 Marshall Pond Road, Burke, Va. 22015. Principal is group of eight Washington investors, including Peter Tannenwald, Arthur Rose, David J. Doherty, David C. Garner and wife, Sandra L. Tannenwald is Washington communications attorney; David Garner is chief engineer at WTOP(AM) Washington, where Rose is engineer. Sandra Garner is engineer at Voice of America; Doherty is former engineer at WTVH(TV) Syracuse, N.Y. Filed Feb. 17.

■ **Watertown, N.Y.**—Thomas (Tomasso) Gramuglia seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 50 Westwood Drive, Massena, N.Y. 13662. Principal has no other broadcast interests. Filed Feb. 17.

■ ***Yorkshire, N.Y.**—Yorkshire Educational Broadcasting Foundation seeks 91.3 mhz, 383 w, HAAT: minus 153 ft. Address: P.O. Box 335, Yorkshire, N.Y. 14173. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees, including Jim Lockwood, pastor. Filed Feb. 24.

■ ***Claremont, N.C.**—Claremont Educational Workshop Inc. seeks 88.1 mhz, 10 kw, HAAT: 260 ft. Address: P.O. Box 889, Blacksburg, Va. 24060. Principal is nonprofit corporation, headed by directors, including Robert G. Bernot, city manager of Claremont, N.C. Filed Feb. 27.

■ ***Goldsboro, N.C.**—Goldsboro Educational Broadcasting Foundation seeks 91.1 mhz, 250 w, HAAT: 110 ft. Address: 125 South Center St., P.O. Box 1200, Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust, including T.D. Worthington, pastor. Filed Feb. 27.

■ ***Columbus, Ohio**—Family Stations Inc. seeks 88.7 mhz, 5 kw, HAAT: 90 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ **Allentown, Pa.**—Allentown Educational Broadcasting Foundation seeks 89.3 mhz, 200 w, HAAT: 26 ft. Address: R.D. 4 Airport Rd., Allentown, Pa. 18103. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust including Martin L. Herpel, principal of Temple Baptist Christian Academy. Filed Feb. 24.

■ **Childress, Tex.**—Dream Communications Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 1511 Ave. F., N.W. Childress, Tex. 79201. Counsel: Southmayd, Powell, Taylor & Bowen (Wash., D.C.). Principal is owned by Daniel J. Davis (50%), Warner W. Best (45.5%) and Junior Volley Garrett (4.5%). Filed Feb. 13.

■ **Galveston, Tex.**—John T. Kennedy seeks 104.9 mhz, 3 kw, HAAT: 290.66 ft. Address: 421 Park Ave., Pekin, Ill. 61554. Principal has no other broadcast interests. Filed Feb. 15.

■ **Gonzales, Tex.**—Tara Lynn Stephens seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 5 Box 227, Sapulpa, Okla. 74066. Principal is also applicant for new FM at Hays, Kan., but has reached presettlement agreement to dismiss her app. Her father, Michael P. Stephens, owns KXOJ-AM-FM Sapulpa, Okla., and is majority owner of applicants for McAlister, Okla., and Paris and Lubbock, both Texas. Her sister Kimberly Stephens Harrison is applicant for new FM at Wichita Falls, Tex. Filed Feb. 15.

■ ***Norfolk, Va.**—Hampton Roads Educational Telecommunications Association Inc. seeks 88.7 mhz, 5 kw, HAAT: 300 ft. Address: 5200 Hampton Blvd., Norfolk, Va. 23508. Principal also is licensee of *WHRO-TV Hampton and *WHRO-FM Norfolk. It is governed by board of trustees headed by Dr. Robert E. Fulton, who is research engineer. Filed Feb. 17.

■ ***San Angelo, Tex.**—Southwest Educational Media Foundation seeks 91.9 mhz, 3 kw, HAAT: 300 ft. Address: 704 Esplanade, Lake Charles, La. 70605. Principal is nonprofit corporation headed by T. Kent Atkins, minister. It is also applicant for noncommercial FM's at Lake Charles, and Jacksonville and Lubbock, both Texas. Filed Feb. 15.

■ ***Virginia Beach, Va.**—Family Stations Inc. seeks 88.5 mhz, 175 w, HAAT: 96 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ ***Milwaukee**—Family Stations Inc. seeks 88.1 mhz, 1,122 kw, HAAT: 692 ft. Principal is also applicant for new noncommercial FM at North Little Rock, Ark. (see above). Filed Feb. 17.

■ **Newcastle, Wyo.**—B&B Communications seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Principal is also applicant for new FM at Holbrook, Ariz. (see above). Filed Feb. 17.

TV's

■ **Lake Worth, Fla.**—Minority Television of Lake Worth Inc. seeks ch. 67, ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,004 ft., ant. height above ground 1,003 ft. Address: #

33408. Principal is owned by Katherin L. Harris, formerly news anchor at WJNO(AM) West Palm Beach, Fla. Gainesville, Fla.-based group owner, American Communications and Television, has option to acquire nonvoting preferred shares in principal. Filed Feb. 9.

■ **Albany, Ga.**—Contemporary Communications of Georgia Inc. seeks ch. 19; ERP: 640 kw vis., 64 kw aur., HAAT: 975 ft.; ant. height above ground: 965 ft. Address: 331 Bellford Court, Mars, Pa. 16046-9126. Principal is owned by June G. Fuss (51%) and son, Larry G. Fuss Sr. (49%). He also is half-owner of applicants for new class A FM's at Mary Esther, Fla., and Delhi, La. He is also half owner of applicant for new UHF at Greenville, Miss. and has proposed new FM channel at Marion, Miss.

■ **Bainbridge, Ga.**—The Bainbridge Post-Search Light Inc. seeks ch. 49, ERP: 150 kw vis., 15 kw aur., HAAT: 249.21 ft., ant. height above ground: 283.1 ft. Address: 301 N. Crawford, Bainbridge, Ga. 31717. Principal is owned by Sam M. Griffin and family. It also has co-located LPTV app. and LPTV app. for Sylvester, Ga. Filed Feb. 10.

■ **Cumberland, Md.**—Woodberry Broadcasting Seeks ch. 65, 1 kw vis., 1 kw aur., HAAT: 1,795 ft.; ant. height above ground 1,610 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Johnnie B. Woodberry, who is also applicant for new TV at Corpus Christi, Tex. (see below). Filed Feb. 13.

■ **Lebanon, Tenn.**—Joe F. Bryant seeks ch. 66, ERP: 100 kw vis., 10 kw aur., HAAT: 950 ft. Address: 200 East Spring St., Lebanon, Tenn. 37087. Principal also owns CP for new AM at Mount Juliet, Tenn. Filed Feb. 27.

■ **Corpus Christi, Tex.**—Corpus Christi Broadcasting Seeks ch. 38; ERP: 5 kw vis., 5 kw aur., ant. height above ground: 320 ft. Principal is also applicant for new TV at Cumberland, Md. (see above). Filed Feb. 24.

■ ***Odessa, Tex.**—Odessa Junior College District seeks ch. 36, ERP: 515 kw vis., 515 kw aur., HAAT: 487 ft. Address: 201 W. University, Odessa, Tex. 79762. Principal is public two-year community college headed by trustees, including Joe C. Zant Jr., president. Filed Feb. 15.

■ **Tyler, Tex.**—Big Six-O TV seeks ch. 60, ERP: 120 kw vis., 12 kw aur., HAAT: 348 ft.; ant. height above ground: 276 ft. Address: 304½ East Lincoln St., Jacksonville, Tex. 75766. Principal is 51% owned by Sandra Whitaker, managing general partner, who has no other broadcast interests. Filed Feb. 8.

■ **Provo, Utah**—Provo Broadcasting seeks ch. 16; ERP: 5 kw vis., 5 kw aur., HAAT: 4,637 ft.; ant. height above ground 4,580 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Michael Thurman (51%) and Mary Shanley (49%). Thurman also has interest in applicants for new TV's at Greenville, Miss., and Enid, Okla. Filed Feb. 22.

■ **Bellevue, Wash.**—Minority Television of Bellevue Inc. seeks ch. 33; ERP: 4,121 kw vis., HAAT: 2,243 ft.; ant. height above ground: 128 ft. Address: #12c 666 156th Avenue, Bellevue, Wash. 98008. Principal is owned by Michele I. Conte, who has no other broadcast interests. Gainesville, Fla.-based group owner American Communications and Television Inc. has option to acquire nonvoting preferred shares in applicant. Filed Feb. 9.

Actions

AM's

■ **Soldotna, Alaska**—King Country Broadcasters granted 1140 khz, 10 kw-D, 10 kw-N. Address: Box 527, Soldotna 99669. Principal is owned by Sally Blakely (75%) and Norman Blakely (25%). Action Feb. 13.

■ **Prescott Valley, Ariz.**—M. Keith Allgood granted 1130 khz, 1 kw-D. Address: 308 South Azusa Avenue, Azusa, Calif. 91702. Principal is also applicant for new AM at Central Point, Ore. Action Feb. 10.

■ **Brandenburg, Ky.**—Meade County Broadcasting Co. granted 1140 khz, 250 kw-D. Address: Route 2, Brandenburg, Ky. 40108. Principal is group of 23 stockholders principally owned by Mr. and Mrs. James E. Greer, Mary June Hamilton and Mr. and Mrs. Joe L. Hobbs. It also owns co-located WMMG(FM). Action Feb. 7.

■ **Ridgecrest, La.**—Concordia Broadcasting Co. granted 1390 khz, 2.5 kw-D. Address: 623 Northwest Ave., McComb, Miss. Principal is Donald B. Brody, who is applicant for new FM's at Tillatola, Miss., and Halley, Ark. Action Feb. 21.

■ **Blue Springs, Mo.**—Eastern County Broadcasting Corp. granted 1030 khz. Address: 1409 Sunnycreek Lane, Blue Springs 64015. At time of March 10, 1981, filing, principal was owned by Gloria Diaz Lupkey, housewife, who had no other broadcast interests. Her husband, Francis Dean, was regional administrator for Small Business Ad-

ministration. Action Feb. 6.

■ Trumansburg, N.Y.—Joel R. Clawson app. returned for 1160 khz. 1 kw-U. Action Feb. 10.

■ Hanahan, S.C.—Hanahan AM Radio app. returned for 830 khz, 5 kw-D. 2.5 kw-N. Action Feb. 7.

FM's

■ Mountain Home, Ark.—Knight Broadcasting Co. app. returned for 107.5 mhz. 100 kw. HAAT: 763 ft. Action Feb. 17.

■ *Fernandina Beach, Fla.—Fernandina Educational Broadcasting Foundation app. returned for 90.7 mhz. 378 w. HAAT: 126 ft. Action Feb. 21.

■ *Haines City, Fla.—WLBC Broadcasting and Educational Ministries of Landmark Baptist Church Inc. app. returned for 89.3 mhz. 164 kw. HAAT: 165 ft. Action Feb. 17.

■ Marathon, Fla.—Kevco Broadcasting app. returned for 97.7 mhz. 3 kw. HAAT: 300 ft. Action Feb. 16.

■ Valdosta, Ga.—Cherry Lynn Rogers app. returned for 96.7 mhz. 3 kw. HAAT: 300 ft. Action Feb. 23.

■ Honolulu—High Energy Co. app. returned for 100.3 mhz. ERP: 30 kw. HAAT: 2,000 ft. Action Feb. 16.

■ Pukalani, Hawaii—Ethnic Minorities Broadcasting Inc. app. dismissed for 98.3 mhz. 3 kw. HAAT: minus 622 ft. Action Feb. 21.

■ Pukalani, Hawaii—Obic Broadcasting of Maui Inc. granted 98.3 mhz. 3 kw. HAAT: minus 546 ft. Address: 42222 Commerce Street, Eugene, Ore. 97402. Principal is headed by Brian B. Obic, president. It also owns KUGN-AM-FM Eugene. Action Feb. 13.

■ *Buffalo, N.Y.—Family Stations Inc. app. returned for 89.5 mhz. 8 kw. HAAT: 448 ft. Action Feb. 17.

■ St. Mary's Pa.—Pisces Broadcasting app. returned for 97.5 mhz. 50 kw. HAAT: 500 ft. Action Feb. 16.

■ Farwell, Tex.—Farwell Broadcasting app. returned for 98.3 mhz. 3 kw and HAAT: 300 ft. Action Feb. 14.

■ Buckhannon, W. Va.—Multiplex Communications Inc. granted 93.5 mhz. 3 kw. HAAT: 218 ft. Address: P.O. Box 256, Piedmont, W. Va. 26750. At time of April 7, 1981, application, principals were Jack I. Mullen (25%), Tommy L. Kuhn (35%), and Roger L. Ruff, Curtis E. Durst, William L. Kelly, Jack I. Mullen (10% each). Kuhn was president and 75% owner of WXEE(AM) Welch, W. Va. Jack I. Mullen was Westemport, Md., attorney. Jack I. Mullen II was student. Kelly was Westminster, Md., stockbroker. Ruff was project director at Daniel Electronics, Charleston, W. Va. Durst was announcer and account executive at WMSG(AM)-WXIE(FM) Oakland, Md. Action Sept. 29.

■ Rhinclander, Wis.—Rhinclander Broadcasting Corp. granted 97.5 mhz. 100 kw. HAAT: 500 ft. Address: Route 2, Two Rivers 54241. When app. was filed, June 2, 1978, principal was equally owned by Gerald Lorenz, and Donald Rabbitt. Lorenz was operations manager for permittee of new UHF at Green Bay, Wis.; Rabbitt was 33% owner of WFON-FM Found du Lac, Wis. Action Feb. 23.

TV's

■ El Dorado, Ark.—Noe Enterprises app. dismissed for ch. 18, ERP: 210 kw vis., 21 kw aur., HAAT: 213 ft. Action Feb. 15.

■ *Bad Axe, Mich.—Central Michigan University app. returned for ch. 15, ERP: 195 kw vis., HAAT: 276 ft. Channel 15 is already allocated for land mobile radio use in Bad Axe. Released Feb. 24.

■ *Philadelphia—Independence Public Media of Philadelphia Inc. seeks ch. 35; ERP: 1,122 kw vis., 112 kw aur., HAAT: 1,098 ft.; ant. height above ground: 1,073 ft. Address: 216 N. Edgemont Street, Media, Pa. 19063. Principal is nonprofit educational corporation, headed by Frank A. Martin, president. It has no other broadcast interests. Action Feb. 8.

■ Fort Stockton, Tex.—M&M Telecasting granted ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: 440.5 ft.; ant height above ground: 279.5 ft. Address: 5305 Benbridge, Fort Worth, Tex. 76107. Principal is equally owned by Don Pierson and Mack Mercer. Pierson has permit for new FM at Eastland, Tex. Mercer has no other broadcast interests. Action Feb. 15.

■ Manitowoc, Wis.—Hiawatha Valley Communications Inc. granted ch. 16; ERP: 13.7 kw vis., 1.6 kw aur., HAAT: 219 ft.; ant. height above ground: 267 ft. Address: 12412 Birnamwood Court, Burnsville, Minn. 55337-1372. Principal is equally owned by Leigh Ann White and her father, John H. Neither has other broadcast interests. Action Feb. 17.

Ownership changes

Applications

■ WGTX(AM)-WQUH(FM) De Funiak Springs, Fla. (1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw. HAAT: 180 ft.)—Seeks transfer of control of De Funiak Communications Inc. from Robert F. Schumann (65% before; 50% after) to Arthur F. Dees (35% before; 50% after) for \$7,500. Neither seller nor buyer has other broadcast interests. Filed March 1.

■ WGRA(AM) Cairo, Ga. (790 khz, 1 kw-D)—Seeks assignment of license from Grady Mitchell Broadcasting Co. Inc. to Lovett Broadcasting Enterprises Inc. for \$450,000, comprising \$30,000 cash and \$420,000 note. Seller is majority owned by William O. and Allen H. Woodall, brothers. William Woodall also owns WGAF(AM) Valdosta, Ga. Each Woodall also owns one-third of WSMY(AM) Weldon (Roanoke Rapids) and WPTM(FM) Roanoke Rapids, both North Carolina. Buyer is owned by Luther Wendell Lovett, station's general manager. Filed Feb. 2.

■ WCGA(AM) Conyers, Ga. (1050 khz, 1 kw-D)—Seeks assignment of license from Communications Investment Inc. to Satellite Syndicated Systems Inc. for \$200,000 cash. Seller is owned by Paul C. Stone (41%) and 19 others. Stone is 20% owner of WAYX(AM)-WQCW(FM) Waycross, Ga. Buyer is publicly-traded Tulsa, Okla.-based satellite resale common carrier, whose principal source of revenue comes from retransmitting signal of superstation, WTBS(TV) Atlanta. It is headed by Edward L. Taylor, chairman, chief executive officer, and 49% owner (he votes additional 7% of stock). It also owns WIHT(TV) Ann Arbor, KGCT(TV) Tulsa, and has recently bought, LPTV at Ponca City, Okla., which will operate as satellite of KGCT(TV). It is also applicant for new FM at Freeport, Tex. Filed Feb. 27.

■ KBBX-FM Meridian, Idaho (92.3 mhz, 44 kw. HAAT: 2,500 ft.)—Seeks assignment of license from Magicland Broadcasting Co. to Steven M. Wood and wife, Kimbra L., for \$400,000, comprising \$240,000 cash and assumption of \$160,000 note. Seller is owned by Burt Oliphant, who has no other broadcast interests. Buyers also are majority owners of KCIV(FM) The Dalles, Ore. Filed Feb. 24.

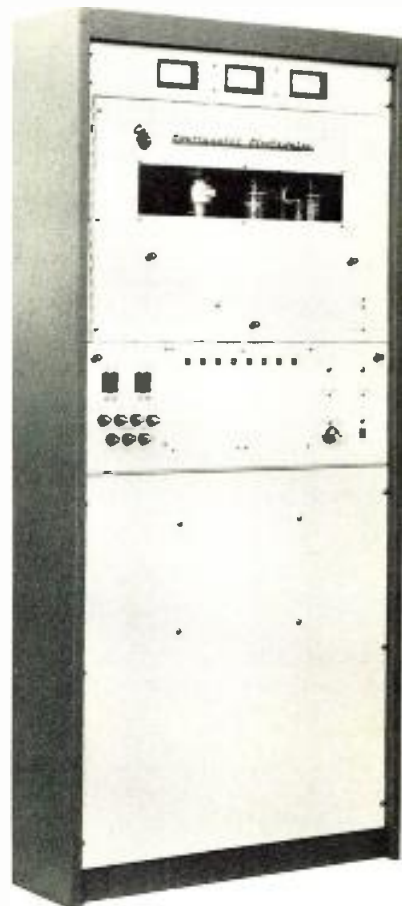
■ WHPO(FM) Hoopston, Ill. (100.9 mhz, 3 kw. HAAT: 280 ft.)—Seeks assignment of license from Walter J. Tartar Jr. to Hoopston Radio Inc. for \$200,000 cash plus \$25,000 noncompete agreement. Seller has no other broadcast interests. Buyer is equally owned by Earl Stipp, his son, Richard E., and son-in-law Paul Daniel Eckert. They own Hoopston Fertilizer Co. and have no other broadcast interests. Filed Feb. 22.

■ WKAI-AM-FM Macomb, Ill. (1510 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw. HAAT: 190 ft.)—Seeks assignment of license from WKAI Broadcasting Co. to Lipper Broadcasting Co. for \$350,000 cash. Seller is owned by William H. Rudolph, who has no other broadcast interests. Buyer is owned by George Lipper, former general manager of KDTH(AM)-KFMD(FM) Dubuque, Iowa. Filed Feb. 23.

■ WJYL(FM) Jeffersonton (Louisville), Ky. (101.7 mhz, 3 kw. HAAT: 440 ft.)—Seeks assignment of license from Publicast Communications Inc. to InterUrban Broadcasting of Louisville Inc. for \$630,000 cash. Sale replaces previously announced and FCC approved agreement to different buyer at same price ("Changing Hands," Jan. 16). Seller is owned by James A. Patterson (78%), A. Robert Doll (21%) and Roger E. Hilkert (1%), none of whom have other broadcast interests. Buyer is owned by Thomas P. Lewis and family (71%), James J. Hutchinson Jr. (22%) and Harry Porterfield Jr. (7%). Lewis is general partner and 44% owner of WYLD-AM-FM New Orleans, where Hutchinson is general manager and like Porterfield, 11% owner. Porterfield is newscaster at WBBM-TV Chicago. Filed Feb. 29.

■ WNCW(FM) Paris, Ky. (96.7 mhz, 3 kw. HAAT: 198 ft.)—Seeks assignment of license from Fairfield Broadcasting of Kentucky Inc. to Lynn M. Martin for \$700,000 cash, including \$350,000 noncompete agreement. Seller is owned by Stephen C. Trivers and wife, Irene B. (70% jointly) and William J. Wertz (30%). They bought station three years ago for \$350,000 ("Changing Hands," April 13, 1981). Buyer also owns co-located WILP(AM), WEZY(FM) Fort Wayne, Ind., and WLQR(FM) Kalamazoo, Mich. Buyer also is 40% owner of WKAZ(AM)-WKLZ-FM St. Albans, W. Va. Filed Feb. 17.

■ WKCU(AM)-WXRZ(FM) Corinth, Miss. (1350 khz, 1 kw daytime; FM: 94.3 mhz, 3 kw. HAAT: 180 ft.)—Seeks assignment of license from Sara R. Hinton to Progressive Broadcasting Co. for \$212,500, comprising \$40,800 cash and \$171,700 note. Seller is 50% owner and executrix of estate of husband, Frank R. Hinton, deceased. She has no



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other broadcast interests. Buyer, which already owns other 50% is owned by James D. Anderson and three sons: James H., who is station manager; Terry F., program director, and John Paul, account executive. They have no other broadcast interests.

■ **KXLF(AM) Butte, Mont.** (1370 khz, 5 kw-U)—Seeks assignment of license from Garryowen Butte Radio Inc. to Mountain Sky Broadcasting Inc. for \$130,000. Seller is 83% owned by Joseph S. Sample. He has sold his other broadcast properties: co-located KXLF-TV, KTVQ-TV Billings, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana, subject to FCC approval for \$18.9 million ("For the Record," Nov. 28, 1983). Buyer is owned by John Raymond (30%) and Sunbrook Broadcasting Inc. Sunbrook already owns 49% of co-located KQUY(FM) and has bought remaining 51%, subject to FCC approval, for \$223,000 ("For the Record," Feb. 27). It is owned by Larry Roberts and Alan Cooper (33% each), and Cooper's brother, Edward Cooper (17%) and his wife, Barbara McIntyre (16%). It also recently bought KCSJ(AM) Pueblo, Colo., for \$700,000 ("For the Record," July 4, 1983). Filed Feb. 23.

■ **WRTK(AM) Rochester, N.Y.** (1370 khz, 5 kw-U)—Seeks assignment of license from Monroe Broadcasting Corp. to Rochester Area Educational Television Association (RAETA) Inc. for consideration including \$250,000 cash and \$600,000 note. Seller is owned by Lewis W. Dickey, who also owns WOHO(AM) Toledo and WXEZ(FM) Sylvania, both Ohio. Buyer is nonprofit corporation chartered by University of New York. Board, headed by J. Donald Fewster, is elected by educational institutions within RAETA's coverage area. It also owns *WXI-FM-TV Rochester. WRTK, which is now commercial station, will be operated as nonprofit station after assignment of license. Filed Feb. 21.

■ **WGIV(AM) Charlotte, N.C.** (1600 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from FMK Broadcasting Corp. to Douglas Wesley Attaway for \$400,000 note plus \$200,000 noncompete, comprising \$100,000 cash and \$100,000 note. Seller is subsidiary of Firstmark Credit Corp., Buffalo, N.Y.-based investment and loan institution, headed by Jeffrey A. Rochwarger, president. It became licensee after foreclosing on loan, in December 1982, to previous licensee, Harris Communications Corp., which bought station three years ago for \$1.75 million ("Changing Hands," March 16, 1981). Firstmark has no other broadcast interests. Buyer is president and 35% owner of Attaway Investments Inc., Shreveport, La.-based newspaper publisher and group owner, of which his father is chairman and majority owner. Attaway Investments Inc. also owns WXVI(AM) Montgomery, Ala.; WWWZ(FM) Summerville, S.C.; and KEES(AM) Gladewater, Tex. Filed Feb. 21.

■ **WIUW(TV)[CP] High Point, N.C.** (ch. 67, 4.800 kw max, and 2,218 kw horiz. vis, 480 kw max, and 221.8 kw horiz aur, HAAT: 2,052 ft., ant height above ground 1,251 ft.)—Seeks transfer of control of High Point Community Television Inc. from Horace Ward (51% before; none after) and Hope Simmons Smith (39% before; none after) to Consolidated Broadcasters Inc. (none before; 90% after) FOR \$48,010. Seller, Ward, is Bethesda, Md.-based doctor who also owns LPTV at Mobile, Ala., and is applicant for other LPTV's. Smith is employe of Phoenix LPTV, majority owned by buyer, and is applicant for LPTV's elsewhere. Buyer is owned by Bernadine H. Layne, cousin of Ward, who also is majority owner of Phoenix LPTV and is applicant for LPTV's elsewhere. Filed Feb. 27.

■ **WAAV-AM Wilmington, N.C.** (1340 khz, 1 kw-D)—Seeks assignment of license from Cape Fear Broadcasting to Brunson Broadcasting Co. of North Carolina for \$230,000, comprising \$30,000 cash and \$200,000 note. Seller is owned by Victor W. Dawson (50%) and his two nieces, Margaret D.H. Dickson and Ann Cameron Highsmith (25% each). It has purchased, subject to FCC approval, WKLM(AM) Wilmington, N.C., for \$200,000 ("Changing Hands," Jan. 23) and is selling WAAV to comply with multiple ownership rule. It also owns co-located WGNL-FM and WFNC(AM)-WQSM(FM) Fayetteville, N.C. Buyer is owned by Dorothy Brunson, who also owns WEBB(AM) Baltimore and WIGO(AM) Atlanta. Filed Feb. 24.

■ **KELS(FM) Ardmore, Okla.** (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Pro Media Inc. to Waters Broadcasting Corp. for \$400,000, comprising \$75,000 cash and \$325,000 note. Seller is owned by Richard Moore (92.5%) and Ken French (7.5%). It bought station for \$300,000 ("Changing Hands," Nov. 3, 1980). Moore is also 30% owner of KILZ(AM)-KIXS-FM Killeen, Tex., and with his wife, LaDonna L., is applicant for new FM at Midland, Tex. Buyer is owned by Claudia Waters. Her son, David, is former operations manager at KSKX(AM)-KMAJ(FM) Topeka, Kan. Filed Feb. 28.

■ **WSQV(FM) Jersey Shore, Pa.** (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Audiophone Inc. to Kelly Communications Inc. for \$595,000 cash. Seller

is owned by Curt Van Loon, Frank Bell and Tim Menowsky, who bought station three years ago for \$175,000 ("For the Record," March 23, 1981). None have other broadcast interests. Buyer is owned by James C. McCrudden (58%) and 12 others. It is also license of WLKF(AM) Lakeland and WOWD(FM) Tallahassee, both Florida, and KJEF(FM) Poplar Bluff and KTGR(AM)-KCMQ(FM) Columbia, both Missouri. McCrudden is also 58% owner of WJQI(AM) New Bern, N.C. Filed Feb. 29.

■ **WVEO(TV) Aguadilla, P.R.** (ch. 44, 995 kw vis., 100 kw aur, HAAT: 1,220 ft.; ant. height above ground 127 ft.)—Seeks transfer of control of Video Empresas del Oeste Inc. from Hector Nicolau (16% before; none after) to Pablo Guardiola (42% before; 50% after) and Abacao Radio Corp. (42% before; 50% after) for \$45,000. Seller has CP for new TV at Ponce, P.R., and is selling interest in WVEO(TV) to comply with multiple ownership rules. Buyer, Abacao Radio, is also licensee of WMIA(AM) Arecibo, P.R. Filed Feb. 23.

■ **WZLD(FM) Cayce (Columbia), S.C.** (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from ZLD Inc. to Universal Communications Corp. for \$1.6 million, including \$950,000 cash and \$500,000 noncompete. Seller is owned by Robert G. Liggett Jr., who bought station three years ago for \$1 million ("Changing Hands," March 2, 1981). He is former half owner of co-located WLFF(AM), which was recently sold for \$335,000 ("Changing Hands," Dec. 12, 1983). He is also half owner of KTYD(FM) Santa Barbara, Calif., and owner of WHNN(FM) Bay City, WFMK(FM) East Lansing, WLHT(FM) Grand Rapids and WCLS(FM) Detroit, all Michigan, and cable system serving Concord and other Michigan communities. He also owns New Tower Inc., Michigan-based tower erecting and broadcast equipment leasing company. Buyer is owned by Jerome Bresson and David Hafler (48.5% each) and Edgar Hurst (3%). All three also own WBUD(AM)-WKXW(FM) Trenton, N.J. Bresson and Hafler are also equal owners of WMGZ(AM) Farrell and WMGZ(FM) Sharpesville, both Pennsylvania. Filed Feb. 23.

■ ***KFLB(FM)[CP] Corpus Christi, Tex.** (91.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Family Life Broadcasting System to World Radio Network Inc. for \$36,500. Seller is Tucson, Ariz.-based licensee of *WUNN(AM) Mason, *WUFM(FM) Albion and *WUGN(FM) Midland, all Michigan. It also owns KFLT(AM) Tucson and KFLR(AM) Phoenix, both Arizona, and KFLQ(AM) Albuquerque, N.M. Buyer is nonprofit organization headed by Dr. Abe C. Van Der Puy, president, and Dr. Ben Cumming, vice president. Van Der Puy is also president of *KVMV(FM) McAllen, Tex. Cumming is also director of *KBNR(FM) Brownsville and *KBNL(FM)[CP] Laredo, both Texas. Filed Feb. 29.

■ **KQSA(AM)-KIXY(FM) San Angelo, Tex.** (1260 khz, 1 kw-D; FM: 94.7 mhz, 100 kw, HAAT: 140 ft.)—Seeks assignment of license from CDI/Abaris Communications-KIXY Partnership to Foster Broadcasters Inc. for \$1,275,000, comprising \$723,000 cash, \$50,000 note and release from \$502,000 currently owed to buyer. Seller is owned by Gerald P. Mikitka, John P. Higgins and Don J. Wiskes, general partners and 8.33% owners each, and 10 other limited partners. Higgins and Wiskes also hold controlling interests in KRTS(AM)-KIIQ(FM) Manitou Springs, Colo., and KQIZ-AM-FM Amarillo, Tex. Mikitka also heads group selling WADC(AM)-WIBZ(FM) Parkersburg, W. Va. for \$780,000 ("Changing Hands," Feb. 6). Buyer is owned by Walton A. Foster (90%) and Donald W. Griffin (10%). It also is majority owner of KVRN-AM-FM Sonora, Tex., which it is selling to comply with regional concentration rule. It also is majority owner of KRCT(FM) Ozona, Tex. Filed Feb. 16.

■ **WLSA(FM) Louisa, Va.** (105.5 mhz, 3 kw, HAAT: 470 ft.)—Seeks transfer of control of Mid-Virginia Broadcasting Corp. from Mid-Virginia Broadcasting Corp. to John David Watt for \$323,000, including \$180,000 note and \$58,000 noncompete agreement. Seller is equally owned by Donald H. Crockett; Goodman B. (G.B.) Duke; his brother, Robert E.; Harold K. Richardson, and John A. Hodge, none of whom have other broadcast interests. Buyer is branch chief, Brazilian branch, Voice of America, Washington. He has no other broadcast interests. Filed Feb. 24.

Actions

■ **WEGN-AM-FM (formerly WTII(FM)) Evergreen, Ala.** (1470 khz, 1 kw-D; FM: 93.5 mhz, HAAT: 527 ft.)—Granted assignment of license from Stafford Broadcasting Inc. to Davis Broadcasting Inc. for \$152,000, including \$40,000 cash. Seller is owned by Wayne Stafford and his wife, Wanda, who have no other broadcast interests. Buyer is owned by Franklin Davis and his family. Davis is general manager and vice president of WBKH(AM) Hattiesburg, Miss. Action Feb. 14.

■ **WTJP-TV(CP) Gadsden, Ala.**—(ch. 60, ERP: 747.25 kw vis., 751.75 kw aur., HAAT: 1,010 ft.)—Commission rescinded grant of assignment of license from Sterling Asso-

ciates to Community Broadcasting System for \$15,566.38. Assigner, Sterling, currently has pending app. for modification of CP. Commission granted assignment in error. Action Feb. 13.

■ **WTBC(AM)-WUOA(FM) Tuscaloosa, Ala.** (1230 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Tuscaloosa Broadcasting Co. to Keymarket Communications of Alabama Inc. for \$1,312,500 including \$200,000 noncompete agreement. Seller is principally owned by Bertram Bank, who has no other broadcast interests. Buyer is owned by Paul Rothfuss, Kerby Confer and Jerome Atchley (31% each), and Donald Alt (7%). Confer and Rothfuss also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WIZK(AM)-WIGL(FM) Orangeburg, WVLC(AM) Greenville and WSSL(FM) Gray Court, all South Carolina. Confer and Atchley also own WGKX(FM) Memphis and KSSN(AM) Little Rock, Ark., of which Alt is general manager. Granted Feb. 15.

■ **WEWO(AM)-WSTS(FM) Laurinburg, N.C.** (1460 khz, 5 kw-U, DA-2; FM: 96.5 mhz, 100 kw, HAAT: 650 ft.)—Granted transfer of control of Curtis and Associates Inc. from Donald W. Curtis (100% before; none after) to Durham Life Broadcasting Inc. (none before; 100% after) for \$2.8 million in stock, including \$100,000 noncompete agreement. Seller owned by Donald W. Curtis who also owns other stations which have been sold, subject to FCC approval: WTAB(AM)-WKSM(FM) Tabor City, N.C., for \$475,000 ("Changing Hands," Feb. 6) and WTNC(AM)-WEYE(FM) Thomasville, N.C., for \$805,000 ("Changing Hands," Dec. 19, 1983). Curtis and Associates will become wholly owned subsidiary of buyer and Curtis will become executive vice president and general manager of Durham Life Broadcasting. Buyer is owned by Durham Corp., based in Raleigh, N.C., which also owns two insurance companies. Durham Life Broadcasting Inc. is headed by George M. Womble, chairman and Felton Coley, president. It owns WPTF(AM)-WQDR(FM)-WPTF(TV) Raleigh. Action Feb. 24.

Facilities changes

AM applications

Accepted

- **KUIK (1360 khz) Hillsboro, Ore.**—Seeks MP (BP-830816AF, as mod.) to make changes in TL. Ann. Feb. 28.
- **KTBB (600 khz) Tyler, Tex.**—Seeks MP (BP-800911AG, as mod.) to make changes in ant. pattern (day-time nulls). Ann. Feb. 28.

FM applications

Accepted

- **WCAA (97.7 mhz) Ocilla, Ga.**—Seeks mod. of CP (BPH-790719AB) to change TL; change ERP to 1.8 kw; change HAAT to 393 ft. Ann. Feb. 28.
- **KAUA (95.9 mhz) Freer, Tex.**—Seeks mod. of CP to change ERP to 0.190 kw; change HAAT to 466 ft. Ann. Feb. 28.

TV applications

Accepted

- **KCCI-TV (ch. 8) Des Moines, Iowa.**—Seeks CP to change HAAT to 1,383 ft.; change location of aux. trans. & ant., and install different sys. Ann. Feb. 28.
- **WSIL-TV (ch. 3) Harrisburg, Ill.**—Seeks CP to change HAAT to 994 ft.; replace tower with new tower, and add circular polarization. Ann. Feb. 28.
- **WKAF (ch. 62) Syracuse, N.Y.**—Seeks MP (BPCT-791022KE) to change HAAT to 947 ft. and change TL. Ann. Feb. 28.

AM action

- **KCNO (570 khz) Alturas, Calif.**—Granted app. for CP to change hours of operation to unlimited by adding 5 kw DA-N. Action Jan. 24.

FM actions

- **KWBO (97.5 mhz) Hot Springs, Ark.**—Returned app. for CP to change TL. Action Feb. 23.
- **KVMT (104.7 mhz) Vail, Colo.**—Returned app. for CP to change TL; change ERP to 100 kw; change HAAT to 451 ft., and make changes in ant. sys. Action Feb. 23.

- WFOX (97.1 mhz) Gainesville, Ga.—Granted app. to install aux. sys. (ant.). Action Feb. 23.
- KPND (95.3 mhz) Sandpoint, Idaho.—Granted app. for CP to change ERP to 3 kw. Action Feb. 21.
- KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. for CP to make changes in ant. sys.. Action Feb. 23.
- WTGI (103.3 mhz) Hammond, La.—Dismissed app. to change TL; change HAAT to 992 ft., and make changes in ant. sys.. Action Feb. 23.
- WSTS (96.5 mhz) Laurinburg, N.C.—Granted app. for mod. of CP (BPH-830624AE) to change ERP to 90 kw and HAAT to 756 ft. Action Feb. 23.
- WOKQ (97.5 mhz) Dover, N.H.—Granted app. for CP to install aux. sys. Action Feb. 22.
- WSRW-FM (106.7 mhz) Hillsboro, Ohio.—Granted app. for CP to make changes in ant. sys. and increase HAAT to 260 ft. Action Feb. 23.
- WITO (107.1 mhz) Ironton, Ohio.—Dismissed app. for CP to change TL; change ERP to 3.0 kw, and change HAAT to 275 ft. Action Feb. 23.
- KZBS (98.9 mhz) Oklahoma City.—Granted app. for CP to change ERP to 100 kw. Action Feb. 23.
- KAZZ (95.9 mhz) Sallisaw, Okla.—Granted app. for mod. of CP to change HAAT to 600 ft. and ERP to 0.4 kw. Action Feb. 22.
- *WPTG (90.3 mhz) Lancaster, Pa.—Granted app. to change TL; increase ERP to 4.52 kw; increase TPO, and change transmitter and transmission line. Action Feb. 23.
- WNST-FM (106.3 mhz) Milton, W.Va.—Granted app. for CP to change ERP to 0.170 kw and HAAT to 1,226 ft. Action Feb. 22.
- WXCO-FM (107.9 mhz) Wausaw, Wis.—Granted app. for mod. of CP to change TL. Action Feb. 22.

In contest

- Fairhope, Ala.—ALJ, James F. Tierney, granted motion by Holt-Robinson of Mississippi Inc. and severed its app. for new AM at Ridgeland, Miss., from this proceeding, and granted that app. (BC 82-701-3). MO&O adopted Feb. 28.
- Fayetteville, Ark.—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Kravetz Media Corp.; conditionally granted app. of Broadcast Data Corp. for new MDS facilities at Fayetteville, and terminated proceeding. (CC 83-621-22). Order adopted Feb. 22.
- Arcata, Calif.—ALJ, Thomas B. Fitzpatrick, granted app. of Mad River Broadcasting Co. for new TV at Arcata and terminated proceeding. (MM 83-612). Order adopted Feb. 27.
- Clovis, Calif.—Review Board denied petition for reconsideration filed by San Joaquin Television Improvement Corp. of Review Board decision released Nov. 16, 1983, granting app. of North Star Communications Ltd. for new TV at Clovis and denying competing app. of San Joaquin. (BC 82-552-53). MO&O adopted Feb. 22.
- Los Angeles—Chief, Mass Media Bureau, denied petitions for reconsideration and requests for stay filed by Sue Gottfried and California Association of Physically Handicapped Inc. of staff action March 28, 1983, granting renewal of Golden West Television Inc. for KTLA-TV at Los Angeles and request for transfer of station from Golden West to Golden West Television Acquisition Co. MO&O adopted Feb. 22.
- Perry, Fla.—ALJ, Edward Luton, granted app. of Perry Communications Inc. for new FM on 105.5 mhz at Perry and denied competing app. of Rahu Broadcasting Inc. (BC 82-766-67). Initial decision issued Feb. 23.
- Atlanta—ALJ, John H. Conlin, granted app. of Gencom Cellular of Atlanta for CP to establish cellular system to operate on Block A at Atlanta. (CC 83-85). Initial decision issued Feb. 21.
- Chicago—Commission affirmed, with modifications, decision of Acting Chief, ALJ, Thomas B. Fitzpatrick, granting Rogers Radiocall, Inc.'s app. to establish cellular radio system on frequency Block A at Chicago, and denying competing app. of Cellular Mobile Systems of Illinois Inc. (CC 82-721). Final decision adopted Feb. 24.
- Spirit Lake, Iowa—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Marguerite E. Kleven; granted app. of Campus Radio Co. for new FM at Spirit Lake, and terminated proceeding. (MM 83-1279-80). Order adopted Feb. 22.
- Mount Clemens, Mich.—ALJ, Edward Luton, granted

app. of Adell Broadcasting Corp. for new TV at Mount Clemens, and denied competing app. of Michigan Channel 38 Inc. for same facilities at nearby Warren, Mich. (BC 80-471, 474). Initial decision issued Feb. 21.

- Tillatoba and Charleston, Miss.—ALJ, Joseph P. Gonzalez, granted joint agreement; dismissed L and I Broadcasting Co.'s app. for new FM at Tillatoba on 94.3 mhz; granted Tallahatchie Broadcasting System's app. for new FM at Charleston, and terminated proceeding. (MM 83-819-820). MO&O adopted Feb. 15.
- Cape May Court House, N.J.—ALJ, Joseph Chachkin, granted app. of Canruss Inc. for new FM on 105.5 mhz at Cape May Court House, and denied app.'s of WRLJ Inc. and Bay Broadcasting Co. (BC 82-312-313; 315). Initial decision issued Feb. 17.
- Columbus-Worthington, Ohio, and Florence, Ky.—Granted request for joint agreement; dismissed Boone Broadcasting Co.'s app. for new AM at Florence; granted Salem Media of Ohio Inc.'s app. to change facilities of WRFD(AM) at Columbus-Worthington, and terminated proceeding. (MM 83-680-681). Order adopted Feb. 14.
- Ashland, Ore.—ALJ, Joseph Stirmer, granted petition by TRC Communications Inc. and accepted amendment substituting KHUG Inc. as app. in its place, and by separate action, terminated proceeding. (MM 83-1042-1043-1045-1046). Order adopted Feb. 16. MO&O adopted Feb. 22.
- The Dalles, Ore.—ALJ, John M. Frysiak, granted motion by Larson-Wynn Inc. and dismissed its app.; granted app. of Nugent for new FM at The Dalles, and terminated proceeding. (MM 83-969-70). MO&O adopted Feb. 27.
- Pittsburgh—Commission affirmed, with modifications, decision of former chief ALJ, Lenore G. Ehrig, granting app. of MCI Cellular Telephone Co. Inc. to establish cellular radio system on frequency Block A for Pittsburgh, and denying competing app.'s of Celcom Communications Corp. of Pittsburgh and Cellular Mobile Systems of Pennsylvania Inc. (CC 82-796). Final decision adopted Feb. 24.

Legal activities

- Sacramento, Calif.—Royce International Broadcasting Co., licensee of KWOD(FM) Sacramento, has asked U.S. Court of Appeals for D.C. circuit to review FCC action declining to extend limited test authority for continued operation of radio antenna. Mass Media Bureau, by telegram of Jan. 30, ordered KWOD to cease operation on its main antenna at midnight, Feb. 8. (Case 84-1050).
- Action for Children's Television has asked U.S. Court of Appeals for D.C. circuit to review FCC's decision (FCC 83-609) which affirmed obligations of all commercial TV li-

censees to serve special needs of children, but declined to adopt mandatory requirements as to children's programming. (Case 84-1052).

Et cetera

- Commission renewed unconditionally licenses for stations WKNT(AM)-WNIR(FM) Kent, WJW(AM) Cleveland and WDGW-FM Medina, all Ohio. In case of WWWW(FM) Detroit, commission renewed license but imposed reporting conditions. It denied petition by National Black Media Coalition and others to deny renewals on basis that licensees were not complying with FCC's (EEO) rule with respect to blacks. (FCC 84-70). MO&O adopted March 1.
- FCC has clarified its Dec. 16, 1982, declaratory ruling regarding notification required for sports blackout protection on cable TV systems. Commission said it was not necessary that headend identification be sole method utilized by parties seeking program blackouts. Any method that is not unduly burdensome to those seeking protection and which provides sufficient specificity to cable system operators is acceptable. It said that if system identification by principal community is possible (major town or city from which several community units are served), this identification should suffice to identify affected community units not encompassed in community-by-community listing. (FCC 84-60). MO&O adopted Feb. 24.
- Commission temporarily suspended March 1 starting date for filing cellular app.'s in markets below top 90, as well as April 8 expiration date of separate frequency allocation for wireline and nonwireline carriers (wireline set-aside). (CC 83-1096). Order adopted Feb. 3.
- Following low power/television translators, not exclusive with other app.'s, have been accepted for filing. Absent petitions to deny, app.'s appear to be grantable.—Baraga, Mich., ch. 2, Ojibwa Community College and Learning Center (BPTTV-920519TZ); Murray, Ky., ch. 38, WML-TV Co. (BPTTL-810810QB); Greenville, Tex., ch. 47, Bill R. Wright (BPTTL-820617QE), and Clover Valley, Nev., ch. 58, Elko Television District (BPTT-820414RU).
- Commission denied request for reinstatement of its app. for 800 mhz specialized mobile radio system in Southfield, Mich. (FCC 84-58). (FCC 84-58). MO&O adopted Feb. 24.
- Following working groups and subcommittees meetings on technical standards for DBS service to be held in Washington. Subcommittee on transmission standards, March 13. Working group on RCVR compatibility/encryption interface, March 13. Working group on interface (possible), March 14. Working group on interface, March 28. Subcommittees on receiver standards, and encryption standards, March 29.
- Commission's Detroit field office relocated to 24897 Hathaway Street, Farmington Hills, Mich. 48010-1398. It will have new recorded telephone message number (313) 471-0052.
- Lists of AM, FM and TV stations (including translators) are available from National Technical Information Service on microfiche. Lists are categorized, including by state and frequency, and are available on monthly subscription or one-time purchase. Complete engineering data bases are also available on magnetic tape from NTIS.
- KOKH-TV Oklahoma City granted significantly viewed status in counties of Noble, Logan, Hughes, Beckham and Washita, all Oklahoma. Action of Feb. 15.
- WUAB(TV) Lorain, Ohio, granted significantly viewed status in Ashtabula and Geneva, both Ohio. Action of Feb. 15.
- FCC denied State of Alaska's petition requesting exemption from freeze on filing of new and major change LPTV and LPTV translator app.'s. State of Alaska claimed undue hardship on its residents, including hampering of ability to provide educational and informational service. Freeze was adopted in September 1983 to aid in processing 12,000 app.'s then on file. Since that time, rulemaking proposal based on re-evaluation of processing procedures has been issued, which FCC claims will help alleviate problems. (BC 78-253). Letter issued Feb. 24.
- CP's for LPTV's or LPTV translators will be awarded to the following mutually exclusive selectees upon determination of qualification and in absence of petitions to deny: Anchorage, ch. 14, N&K LPTV, (BPTTL-830923TF); Denver, ch. 47, Happy Church, (BPTTL-810126J); Durango, Colo., ch. 39, American Television Network, (BPTTL-810122JB); Loveland, Colo., ch. 43, Loveland Television, (BPTTL-810317JC); Atlanta, ch. 63, Frontier Gulf Broadcasting, (BPTTL-810217BL); Honolulu, ch. 54, Vision Unlimited, (BPTTL-820615QD); Twin Falls, Idaho, ch. 27, Linda D. Clevenger, (BPTTL-820615QD); Denison, Iowa, ch. 22, Sun Publishing, (BPTTL-830217XT); Foxhome, Minn., ch. 28, Joann P. Hotz, (BPTTL-820616TM); Minneapolis/St. Paul, ch. 58, J-Pax Broadcasters, (BPTTL-

Summary of broadcasting as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

work, (BPTTL-810331QS); Snyder, Tex., ch. 7, BT Broadcasting, (BPTVL-820423TF), and Hoquiam, Wash., ch. 3, Deloy Miller, (BPTVL-810909QE).

Allocations

Applications

- **Bunnell, Fla.**—Wendell Triplett proposed assignment of UHF ch. 46 to Bunnell; its first television assignment. FCC proposes ch. 58 instead. Comments due April 23; reply comments, May 8. Address: 1501 Road 235, Bellefontaine, Ohio 43311. (MM 84-183). Adopted Feb. 21.
- **Orlando-Daytona Beach and Melbourne, Fla.**—Granted reconsideration of staff denial of request of Southern Broadcasting Corp., licensee of WMOD-TV Melbourne, and proposed amending table of major television markets (Sec. 76.51 of rules) to change market #55 from Orlando-Daytona Beach, Fla. to Orlando-Daytona Beach-Melbourne, Fla. Comments due April 16; reply comments, May 1.
- **Potterville, Calif.**—Stephen J. Mewhort proposed assignment of UHF ch. 61 to Potterville; its first commercial television service. Comments due April 23; reply comments May 8. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-180). Adopted Feb. 21.
- **Junction City, Kan.**—James Patrick Young proposed assignment of VHF ch. 6 to Junction City; its first television service. Major site restrictions involving stations WOWT(TV) Omaha; KOTV(TV) Tulsa, Okla., and KTVC(TV) Ensign, Kan. Young has also proposed assignment of VHF ch. 5 to Liberal, Kan. (see below). Comments due April 23; reply comments, May 8. Address: P.O. Box 2525, Crossville, Tenn. 38555. (MM 84-181). Adopted Feb. 21.
- **Liberal, Kan.**—James P. Young proposed assignment of VHF ch. 5 to Liberal; its first local television broadcast service. Site restrictions involving KTVC(TV) Ensign, Kan. Young has also proposed assignment of VHF ch. 6 to Junction City, Kan. (see above). Comments due April 23; reply comments, May 8. Address: see above. (MM 84-182). Adopted Feb. 21.

■ **Casper, Wyo.**—Three separate petitions proposed assignment of FM channels to Casper: Allen Sheets proposed assignment of Class C ch. 253; Charles Joseph Thompson proposed assignment of Class C ch. 267, and Eagle Broadcasting Co. Inc. proposed assignment of Class C ch. 273. Sheets has also proposed assignment of ch. 288A to Laramie, Wyo. (see below). Comments are due April 23; reply comments, May 8. Addresses: Edward M. Johnson (consultant to Sheets), 300 Mulvaney, Knoxville, Tenn. 37915; Edward M. Johnson (consultant to Thompson), 2500 Legion Drive, Knoxville, Tenn. 37915, and Lauren A. Colby (consultant to Eagle), 532 Pearl Street, Frederick, Md. 21701. (MM 84-177). Adopted Feb. 21.

■ **Laramie, Wyo.**—Two separate petitions proposed assignment of Class A channels to Laramie: Laramie Women's Hispanic Network Inc. proposed assignment of ch. 288A and Allen Sheets proposed assignment of ch. 296A. Sheets has also proposed assignment of ch. 267 to Casper, Wyo. (see above). In addition, a separate petition for assignment of ch. 288A to Laramie was proposed by Charles Joseph Thompson, and is being treated as a supporting comment. Comments due April 23; reply comments, May 8. Addresses: John R. Wilner (counsel to Laramie), Bryan, Cove, McPheeters & McRoberts, 1015 Fifteenth Street, N.W., Suite 1000, Washington, D.C. 20005; Edward M. Johnson & Associates Inc. (consultant to Sheets), One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-176). Adopted Feb. 21.

Actions

- **Miami**—Granted UHF ch. 35 to Miami; its ninth commercial TV service. (MM 83-498). Report and order adopted Feb. 21.
- **Alexandria, Minn.**—Granted assignment of UHF ch. 42, its third broadcast channel. Petitioner: Hubbard Broadcasting Inc. (MM 83-93). Report and order adopted Feb. 21.
- **Block Island and Newport, R.I.**—Granted assignment of UHF ch. 69 to Block Island; its first local TV service. Counterproposal to assign ch. 69 to Newport was denied. (BC 82-778). Report and order adopted Feb. 21.
- **Baker, Ore.**—Granted assignment of Class C ch. 284, its second broadcast channel. Petitioner: James T. Frakes. (MM

83-491). Report and order adopted Feb. 21.

■ **McMinnville and Lebanon, Tenn.**—Granted UHF ch. 33 to McMinnville; its first TV assignment. Counterproposal to assign channel to Lebanon was denied. (MM 83-467). Report and order adopted Feb. 21.

Call letters

Applications

Call	Sought by
	New FM
KIVA	Amo Broadcasting Co., Santa Fe, N.M.
	New TV
WDBB	Channel 17 of Tuscaloosa Inc., Tuscaloosa, Ala.
	Existing AM's
KMDY	KGOE Thousand Oaks, Calif.
KNPA	KXTC Nampa, Idaho
KMFR	KISD Phoenix, Ore.
KYCX	KBUS Mexia, Tex.
	Existing FM
WIKO	WTJM Pineville, Ky.
	Existing TV's
KITN	WFBT-TV Minneapolis
WMGM-TV	WAAT Wildwood, N.J.

Grants

Call	Assigned to
	New AM's
KCSY	King Country Broadcasters Inc., Soldotna, Alaska
WUBS	United Broadcasting System Inc., Harrisburg, Ill.
KRSV	Western Wyoming Radio, Afton, Wyo.
	New FM's
KOTR	E.G. Wallenbrock, Cambria, Calif.
WMUI	Waycross Radio, Waycross, Ga.
*KYYD	Faith Communications Corp., Las Vegas
WKTX	Mercer County Broadcasting Co., Mercer, Pa.
	New TV's
KLJB	Davenport Communications Limited Partnership, Davenport, Iowa
KKFC	The Best Broadcasting Co. Inc., Farwell, Tex.
	Existing AM's
WJZX	Effective
WPAF	WKKO Cocoa, Fla. 2-27-84
KIFH	WZEP De Funiak Springs, Fla. 3-5-84
WJTX	KPOI Honolulu 3-4-84
WRPZ	WCCR Urbana, Ill. 3-19-84
WIZR	WILP Paris, Ky. 2-25-84
WVSL	WMYL Johnstown, N.Y. 2-27-84
	WLSC Loris, S.C. 4-1-84
	Existing FM's
WEBE	WDJF Westport, Conn. 3-1-84
WIDL	WKYO-FM Caro, Mich. 3-5-84
WMLQ	WNSR Rogers City, Mich. 3-5-84
KCAC	KBK Lexington, Mo. 3-1-84
WCLN-FM	WRRZ-FM Clinton, N.C. 3-1-84
WSRD	WIZR-FM Johnstown, N.Y. 2-27-84
	Existing TV
WYNB-TV	WBKL-TV Buffalo, N.Y. 2-27-84

Request for call sign change from KITA(AM) to KOKY by Fonus Communications of Arkansas Inc., Little Rock, Ark., set aside. KITA now in effect.

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RADIO

HELP WANTED MANAGEMENT

Eastern Long Island. Seek top, energetic account executive or sales manager for general sales manager position. Must be a leader with strong local sales experience. Send resume/compensation requirements to Box M-26. All replies confidential.

The only adult contemporary station in a competitive 16-station market is looking for a highly motivated sales manager that can train, teach and succeed. Incredible talent and facility to support your efforts, progressive owner and management - all we need is you. Call Jim Sumpter, 512-882-7411.

Wenatchee, Washington, seeks experienced manager for new FM station. Applicant must be strong in sales and be a good people person. Outstanding opportunity. Immediate opening. Resume and references to Challenger Broadcasting Corporation, 1800-112th Avenue N.E., Suite 210E, Bellevue, WA 98004, or call 206-455-4641.

General sales manager, Minneapolis/St. Paul adult-oriented AM seeks experienced, energetic radio marketing professional. Must have the proven ability to recruit, train, lead, motivate local retail sales force as well as coordinate agency and national rep efforts. Situation requires an aggressive, take-charge individual with strong managerial/people skills. Excellent benefit package; immediate opening. EOE, M/F. Rush resume, references, detailed letter with compensation requirements, outline of sales philosophy to Box M-59.

Legal and Administrative Vice President - lawyer/executive to assist president of expanding group broadcast company. Requires experience in general, corporate and FCC legal matters and knowledge of broadcast business. Compensation commensurate with experience and ability. Send resume and salary requirements to Entercom, Two Bala Plaza, Suite 908, Bala Cynwyd, PA 19004. EOE.

General manager for group owned Indiana full-time AM and 50KW FM combo. Applicant must show strong retail sales experience, lead staff, and direct sales department. Applicants should show record of community involvement. Excellent earnings possible. Send resume, and salary desired, along with salary history to Box M-86.

HELP WANTED SALES

WKZY, North Fort Myers, Florida, AM stereo 770, is seeking experienced account executives. Most modern facilities in southwest Florida. Beautiful new operation located in solid growth market. Nostalgia form. Please send resume to: Ron Beckey, General Manager, WKZY, 3440 Marinatown Lane, NW, North Fort Myers, FL 33903. EEO/MF.

Sales manager. Successful upper Midwest FM needs aggressive sales manager. Attractive base salary, bonus, fringes. Resume, references, salary requirements to Box K-142.

WISQ - LaCrosse AC-FM needs experienced salespeople. Resume to 9360 US Hwy 16, Onalaska, WI 54650.

Sales opportunity at AM-FM radio station. Must be self motivated, take direction, aggressive, hard working and have desire to succeed. You would sell radio advertising to accounts located within our coverage area. Call John Dotas, Manager, 317-825-6411, or send resume to Radio Station WCNB, Box 619, Connersville, IN 47331. EOE.

Washington, DC suburban FM station looking for hungry, successful salesperson with small or medium market experience, ready to succeed in large market. Guaranteed base, plus draw and high commission. All replies confidential. Send resume to Box M-28. EOE.

The best of all worlds. Live and work in the vacationland of northern Wisconsin. Established list for a dynamic pro at this #1 AM-FM. The dollars and the good life are waiting. Experienced self-starters only. Write Box M-32.

Sales wanted. KEZY AM/FM in Anaheim is hiring killers. If you are an experienced retail radio closer looking to move up to big market, potential earnings of \$75,000 per year or more, call General Sales Manager Vic Goldstein today. 714-776-1191. The job requires tough, creative selling to the client. If you're an agency mouse, don't bother us.

WZZD, Philadelphia, PA, (50,000 watts): Christian formatted station seeks aggressive qualified spot salesperson. For interview, call 215-242-6300. EOE.

Growing radio group seeks strong salesperson for flagship station rated #1 in Boise. Opportunity for promotion to sales manager and beyond exists for the right person. Mail your written presentation, qualifications and earning history to: Bob Dobbbs, KIZN/KTOX, 1002 W. Franklin Street, Boise, ID 83702. EOE.

Radio Sales School. Complete training, positions available, late March or April, 5 days/\$250. Results Radio, P.O. Box 741323, Dallas, TX 75374.

Experienced account executive wanted to sell 100,000 watt radio station in beautiful south Florida. Serious career-minded individual with consistent P.M.A. a must. Station appeal 18-49 adults in a rapidly growing market. Full resume to Box J-47.

General sales manager - 50,000 watt news/information (talk, sports, farm). Demonstrable appropriate leadership skills and prior broadcast sales management experience a necessity. Send resume to: Talmage Thompson, WHO-Radio, 1801 Grand Avenue, Des Moines, IA 50308. EOE.

Salesperson-manager, new AM station in Salinas-Monterey, Calif. Possible equity for success. Contact Ron T. Smith, 213-872-2777.

Experienced account executive wanted by six station group broadcaster for AM/FM combo in Eugene, Oregon. Contact Steve Feder, General Manager, KQDQ-AM/KZAM-FM, 503-345-3338, or send resume to P.O. Box 1123, Eugene, OR 97440.

Immediate opening. Account executive with ability to move into sales management. Send resume and sales history to Box M-91.

Sales - sports. Immediate opening for account executive that can also handle football/basketball PBP. Send resume, tape and salary requirements to Manager, WWWV, Box 67, Covington, IN 47932.

Reward yourself!! If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Drawing account up to \$2,000 monthly to get you started. For full details, call Bob Manley, 806-372-2329.

HELP WANTED ANNOUNCERS

Announcers, broadcasting, radio, TV, engineering. Many openings. Tape & resume: Mr. Anthony, 305-898-0337.

Small market splitting simulcast. Need experienced PD and production-minded air talent. AM-country/FM-A/C. Send tape/resume to WILE, Box 338, Cambridge, OH 43725.

Washington, DC suburban FM station looking for air personalities to begin new adult format. Mature style delivery. Production experience necessary. Send tape and resume to PO Box 794, McLean, VA 22101. EOE.

Fast growing suburban NYC A/C accepting T & R for future consideration. Top island signal. Pros only. T & R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. No phone calls. EOE

We're a small market station in Virginia looking for team players to fill announcing, sales, and possibly news positions in the near future. Good area & company benefits. If you love radio, send resume only to Box M-5.

Nostalgia/big band Wisconsin station needs a personality who knows what the format is all about & enjoys communicating with the mature listener. Send resume (no tapes) to Box M-18. An EOE.

Classical music director/producer. Produce and host daily classical music program on Lamar University's public radio station KVLU. Coordinate all classical music programs. Record area concerts. College degree in radio, TV, or related field. Ability to pronounce foreign languages, knowledge of classical music. Salary: \$13,000 - \$14,500. Fringe benefits. EOE. Resume and tape to: George Beverley, KVLU, Box 10064, Beaumont, TX 77710.

Still looking for A/C morning personality. Tape should show how you relate to your audience with more than time-temp. Excellent facilities, location, benefits, salary. We battle Chicago for listeners and win with quality sound and personalities. Tape/resume to Stan Banyon, PD, WHFB, Box 608, Benton Harbor, MI 49022.

Virginia AM-FM accepting applications for announcing/production position. Offer exceptional benefits, working conditions from newspaper-owned property. Some experience required. Send tape and resume to J. W. Poole, GM, WFLS, 616 Amelia Street, Fredericksburg, VA 22401. EOE/MF.

Well rounded air person needed for announcing and production at #1 easy-listening WSR5. Mature and mellow delivery for morning drive. Attractive New England area. Modern facilities. Salary open. Prefer that you live in the Northeast and have 3 to five years experience in commercial radio. Tape and resume to Les Ross, Operations Manager, WSR5, Box 961, West Side Station, Worcester, MA 01602. EOE.

Experienced jocks wanted for pm drive and other on-air positions at new super A/C format FM station on tropical island of Guam, U.S.A. Send audition cassette and production samples to Guam Radio Services, Inc., 530 West O'Brien Drive, Agaña, GU 96910. Gimmicks welcomed.

HELP WANTED TECHNICAL

Coastal North Carolina group needs engineer for AM-FM. Automation experience preferred. Excellent advancement potential. Resume/salary: Tommy Walker, Box 1126, Jacksonville, NC 28540.

Chief engineer: Rosebud Indian Reservation. Wide open spaces, housing available: SBE technologist or FCC general preferred. Salary negotiable. Send resume or contact: Charles Leslie, KINI FM, Box 146, St. Francis, SD 57572. 605-747-2291.

Radio engineering position: KEEL-KMBQ, Shreveport, Louisiana, is now accepting applications for a studio/transmitter engineer to assist chief engineer in the maintenance of station operations. Broadcast experience preferred. Send resumes to Rudy Johnson, KEEL/KMBQ Radio, P.O. Box 20007, Shreveport, LA 71120. EOE.

HELP WANTED NEWS

News director for one person operation. Small market AM/FM, Maryland-Delaware area. Prefer experienced, degreed broadcast journalist. Competitive salary, industry-leading benefits package. Send resume to Box K-150. EOE.

Experienced news director for AM daytime. All news format. Send resume to Ernie Winn, WNRS Radio, P.O. Box 8605, Ann Arbor, MI 48107. EOE

AM/FM news staff of 6 needs news director who knows how to manage & improve people & maintain a top news reputation in a competitive upper Midwest market. Send resume to Box M-19. An EOE.

Reporter/anchor. WCOS AM/FM is looking for a reporter/news anchor. Experience necessary. Please submit tape, resume and writing sample to News Director, WCOS, Inc., PO Box 748, Columbia, SC 29202. EOE.

Afternoon news and production person, experienced, PBP helpful. Medium market SE. Call Operations Manager, Ronald Jones, 919-442-8091.

News director - local news needs developing from scratch. Tape, resume, salary in first letter. Start, finish, or continue your career in beautiful northern Wisconsin. EOE. 96 FM, Box 579, Minocqua, WI 54548. Attention: Jim Zache.

News person wanted. Cover, write, report news for information leader in hottest market in U.S. Tape/resume to D. Ryan, WFGP-WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

News director/AM anchor for state capital news leader. Resume/salary requirements to Box M-73. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Want to captain your own crew? Tired of your dead-end announcing job under an "entrenched/never-going-to-move" PD? Small market, Midwest resort area AM/FM winner needs a mature, experienced operations director/morning announcer. We're ready to offer eventual equity ownership to the right person in exchange for long hours, lots of responsibility/dedication, and a long term commitment. Send resume with references and salary requirements to Box M-12.

Our operations director/morning announcer is moving into sales. Position created requires experience in announcing and programming and a desire to direct one of the best small market combos in the country. A chance for partial ownership will go to the right person. Tape, resume and salary history to Don Anderson, WCSY FM/AM, 559 Phoenix, South Haven, MI 49090.

Cape Cod's top-rated WQRC has immediate opening for experienced professional who's spent the last 3 or more years doing creative commercial production and announcing in an easy listening/beautiful music format. Competitive salary, benefits. No drifters, beginners, or phone calls. Send tape, resume and references to John Miller, WQRC, 737 W. Main St., Hyannis, MA 02601. EOE.

Production genius wanted for East's fastest growing market. Tape/resume to D. Ryan, WFGP-WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

SITUATIONS WANTED MANAGEMENT

See large medium market PD ad in Situations Wanted, Programming, Production, Others.

Results-oriented general manager, highly organized and disciplined to achieve profits. 20 years in management, AM/FM, all markets. Effective management skills with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box K-130.

Sales manager for small markets seeks management or AE position for major market only. Box K-136.

Experienced general manager seeks new challenge in small-medium SE market. Strong sales, programming & promotional skills plus complete understanding for P & L. Robert E. Powell, 134 Weatherstone, Forest City, NC 28043. 704-245-4286 after 6PM EST.

Increased sales \$1,000,000. Unalloyed desire to win. Significant administrative skills plus program savvy needed in competitive environment. Bottom line orientation. On target budgets. Innovator. Leader. Box M-14.

General manager with 15 years experience, including announcer, news, sports, salesman, sales management, and general management. Worked in all size markets, including top ten. Management level for seven years. Sales and promotion oriented. Leader, motivator and results achiever. Format experience includes: MOR, Christian, Black, and CHR. 601-842-8108.

General manager's position wanted. Presently employed but station is for sale. Have radio, TV and agency management experience. Box M-39.

Major market general manager. Dedicated, mature, professional with extensive experience in highly competitive markets seeks a new career opportunity. Would consider smaller markets for the right opportunity. Excellent references available. Please call 612-823-3314.

Los Angeles GM wants smaller market. 20-yr. winner. Management, sales, programming. Box M-53.

Turnaround specialist. 15 year CHR & AC radio pro. State of the art programming, production, sales, training, formats, bottom line profit oriented. Presently class C FM GM. Box M-61.

Seeking asst. mng't. pos. Former owner-mgr., DJ, PD, Prod., Sales, News - can do it all. Have taught broadcasting. Now managing full time AM-FM. Eager to relocate. 20+ yrs. exp. Prefer SE or Sunbelt. Box M-70.

Aggressive, creative, take charge, twenty year broadcaster seeking GM position in Northeast. Experienced in all departments; last twelve years as GSM recruiting, training, motivating, and selling-regional-local. Cost conscious, profit oriented, community involved. Any size market considered. Box M-76.

General manager/sales manager. Combine both to save you money. Small, medium market experienced. 25 years sales experience. Box M-77.

Successful PD top five market seeks GM slot for turnaround bid. My talk format gets 7's in highly competitive market. Would consider PD slot top 10 mkt. Box M-84.

Talented, mature engineer with sales, production, and operations management experience ready to step up to general management. Would be real boon to owner-manager wishing to retire but not to sell. Box M-89.

SITUATIONS WANTED ANNOUNCERS

What do you want? Experience. Talent. No floater! Great for small market. Let's get together. 303-597-2531.

Available now! for Ohio or cool climate region. Previous part-time experience. Doug, 419-387-7761, evenings.

Announcer/sportscaster. Seven years experience, know rock format. Southern Rockies, West Coast leave messages. 303-651-1167.

Mature announcer, strong on news and commercials. Would like a position with an FM easy listening station, central or south Florida. Good references and tape on request. Box K-42.

Need a "can do" attitude around your station? Trained beginner gives 150% effort, any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

Personable, attractive. Interested in all phases. Diligent. Punctual. Eager learner. Tape/resume: Terry Catalano, 414-964-9562.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-647-9709.

Billboard AOR personality of the year for small markets. Now ADP. Over 7 years experience. BSC. Mark Lapidus, 919-347-1836.

Mature announcer part-timer in Chicago is looking for full-time position in announcing/production and promotion assistant. Let's make track that don't move. Will relocate. Box M-87.

Announcer available! Versatile skills include music, news, production, etc. Three years experience in major fringe area. Need hard worker? Box M-88.

SITUATIONS WANTED TECHNICAL

Attention Iowa, Wisconsin, southern Minnesota, Missouri. First phone combo. Long experience in all phases radio. Wife in sales and could work. Seeking permanent position. 319-634-3852.

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.

Aggressive small market OM, move up! News-sports. Strong interviewer, reporter, writer. Knows production. B.A. journalism. Will relocate for right job. Need hard worker? Sean, 412-225-0969, after 7 PM EST.

Experienced news anchor seeks Minneapolis area market. Good organizer and voice. Angelo, 212-338-8328, after 6 PM EST.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Radically creative production wiz. Original, catchy, memorable production work. Seven years experience! Seeking job in Great Lakes area. Call Mick, 312-849-0404.

Large medium market PD currently employed seeks relocation. Leader, motivator, people-person. Administrator, promoter, cost-conscious. Profit oriented. CHR, full service, A/C, country, easy formats. Want to contribute and grow. Track record. Top references. Replies confidential. Chris, 215-861-5811.

Head of production firm handling regional accounts is ready to turn your AC, CHR, or AOR station into the super entertainer in your market. Top flight production and programming skills with catalog of voices. Patrick, 303-243-0132.

Available immediately. Excellent copywriter and production. Go anywhere. Broadcast graduate. Days 319-355-4212; home 319-242-9141, Theresa.

Sales/marketing oriented PD for small market challenge. Top 50 sales, news, jock; top 5 promotion. Marketing background, liberal arts graduate. Box K-21.

Motivated broadcaster, 22 years experience. Honest, reliable, committed to broadcast excellence. Airwork, sports, news, production, and programming. Box M-49.

LJR: You want results. I want your challenge. Rich Kennedy.

Medium mkt. personality with four years solid experience in all areas, including sales, seeks first programming break! Experience in CHR, beautiful music and MOYL. Interested in programming position with growth oriented station in small or medium mkt. Prefer New England, but will consider all. Air-check and references available. Reply Box M-58.

Energetic, creative, flexible, hardworking, dynamic co-operative team player dedicated to radio wants to program your station. Northeast, please. Box M-63.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager. Austin, Texas new independent TV station needs a take charge local sales manager to mold an aggressive sales team. Candidate must have heavy independent sales experience. Must be knowledgeable of inventory control and budget projections; and must be capable of new business, co-op and rate card development. This is a ground floor opportunity with excellent growth potential. If you have a proven track record in TV sales and meet these qualifications - would like to live in America's fastest growing and most beautiful city - then let's talk. Contact Steve Beard, GM,KBVO-TV 512-835-0042. EOE.

Local sales manager. KFDX TV, group owned, NBC affiliate serving the Wichita Falls, Texas/Lawton, Oklahoma market. You will share the Sunbelt success if you possess people skills; thrive on challenge; enjoy direct selling and have a minimum of three years television sales experience. College degree preferred. Apply in writing before March 26, 1984, to Jack Donahue, Vice President Sales and Marketing, KFDX TV, Box 4000, Wichita Falls, TX 78306. All applicants acknowledged and will be confidential. KFDX is a division of Clay Communications, Inc. and is an equal opportunity employer.

Mid-South independent looking for a business manager skilled in budgeting, financial statement preparation, and cash management. Prefer accounting degree with minimum 2 years experience. Knowledge of Bias, operating and general ledger systems desired. Please send resume to: General Manager, P.O. Box 42424, Memphis, TN 38104.

General Sales Manager: Kansas City, MO. Independent TV station. Candidate must have heavy independent sales experience, knowledgeable in inventory control, budget projection and management background. Send resume to: John Fignar, KEKR-TV, 2111 Blue Summit Dr., Kansas City, MO 64126. EOE.

TV services department administrator to manage a university TV unit; supervise the design, development, production and evaluation of television and other media projects; supervise subordinate personnel; plan and account for budgets. Requires B.A., five years experience, three as supervisor. Starting salary range \$19,552-\$28,660. Send letter and detailed resume postmarked by March 31, 1984, to: Television Services, Attn: Dolores Baran, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F)/affirmative action employer.

General Manager - Top group owned affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/cost control with strength in sales, news and programming. EOE/M-F. Send resume to Box M-64.

Local Sales Manager - KENS-TV, the leading station in San Antonio - one of the fastest growing markets in the country - is looking for a local sales manager. Qualifications must include at least two years of local sales management in television and, in addition, some national experience is preferred, but not required. The ability to generate new business development and to lead and motivate local sales staff will also be key factors in the decision. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Local sales manager—top 50 market independent in Sunbelt has need for a real go getter to handle a sharp sales force in a very competitive market. Send all information in first letter to Box M-69.

Operations manager—National production facility looking for individual with experience in scheduling of production and personnel. Previous management or supervisory experience a plus. No calls. Send resumes to R.S.S., 3210 W. WestLake Ave., Glenview, IL 60025.

ABC affiliate desires hands-on GSM for 166th all-UHF Mid-Atlantic mkt. Want strong leader who can teach by example. Main emphasis local sales. Excellent staff in place. Great pay, beautiful beach community. Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. 301—742-4747. EOE/M-F.

Business manager. Top 25, California market. Experienced/well-rounded in all phases of business office. Replies in confidence. EOE. Box M-83.

HELP WANTED SALES

Sales manager: Sunbelt UHF ABC affiliate seeks mature GSM with UHF experience. May now be number 2. Great opportunity for highly qualified, motivated individual. Immediate opening. Send complete resume to: David Hopper, President, WWSB-TV 27, P.O. Box 777, West Point, MS 39773.

Austin, Texas' new independent TV station has an immediate opening for two aggressive salespeople. Must have a minimum of two years independent sales experience and must be capable of new business and co-op development. If you meet these qualifications and want to live in America's fastest growing and most beautiful city, contact Steve Beard, GM, KBYO-TV, 512—835-0042. EOE.

Account executive. KFDX TV, group owned, NBC affiliate serving the Wichita Falls, Texas/Lawton, Oklahoma market. Minimum two years TV/Radio sales experience. College degree preferred. Apply in writing before March 26, 1984, to Jack Donahue, Vice President Sales and Marketing, KFDX TV, Box 4000, Wichita Falls, TX 76308. All applicants acknowledged and will be confidential. KFDX is a division of Clay Communications, Inc. and is an equal opportunity employer.

WSOC-TV, Charlotte, NC, has opening for an account executive on local sales staff. Broadcasting sales experience and college degree preferred. Contact Dave Parker, 704-335-4719. A Cox station. EOE, M/F.

HELP WANTED TECHNICAL

Chief engineer - Video Tape Associates, a post production company with facilities in Atlanta, Georgia & Hollywood, Florida, has immediate opening for chief engineer at its Hollywood, Florida location. Excellent digital skills are necessary, as you will always be working with the latest equipment. Salary will be commensurate with experience and ability. Contact Michael Orsburn, Vice President, 305—920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

Need experienced control room engineer. Good place to live. Good growing company! EOE. Send resumes to Ken High, Box 751, Amarillo, TX 79189.

Rocky Mountain network affiliate needs chief engineer with transmitter and microwave experience. Some in-state travel required. Contact Station Manager, Phil Knight, 307—234-1111. P.O. Box 170, Casper, WY 82602. Equal opportunity employer.

Assistant chief engineer and/or technician. Southeast VHF. Contact Jim Lockerd, Drewry Broadcast Group, P.O. Box 708, Lawton, OK 73502.

WDIV has an opening for two television maintenance engineers. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape, and a working knowledge of digital equipment, still store, frame sync, and video effects. A minimum of two years technical schooling is preferred. Send resume to Personnel Manager, WDIV-TV, 550 W. Lafayette Blvd., Detroit, MI 48231. We are an equal opportunity employer.

Studio supervisor at WBBS-TV, Chicago. Position requires experienced engineer with management capabilities. Responsible for all studio maintenance and development. General class and BS degree helpful. Salary commensurate with experience. Apply to Marcelino Miyares, GM, WBBS-TV, 312 W. Randolph St., Chicago, IL 60606. 312—372-9852.

Assistant chief engineer: UHF transmitter and studio maintenance experience required. Resume: Chief Engineer, WXXA-TV, Box 6423, Albany, NY 12206. 518—438-8700.

Chief engineer - small UHF-TV station, Southeast. Person capable of handling all problem areas. Salary mid \$20's, available immediately. P.O. Box 6237, Dothan, AL 36302.

Studio supervisor. Immediate opening at high power West Texas independent station. Maintain studio equipment including Ampex 1200, VPR 1, RCATK 29, TK 27, etc. Salary commensurate with experience. Send resume or call: Guy Smith, P.O. Box 3757, Lubbock, TX 79452. 806—745-2107 or 8449.

Chief engineer: Tampa, Florida, division of Florida Production Center has a career opportunity for quality-oriented high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813—237-1200 or 800—237-4490 outside Florida. EOE.

Director of engineering and operations. Television and radio, public VHF and FM facility in Southwest seeks professional with senior management and state-of-the-art experience. Position requires strong leadership ability and desire to continue building program. Requires BS in technical or management discipline, with 7-10 years experience in the technical and operations area of a broadcast television station including a minimum of 2 years supervisory experience. General class radio telephone license required. Knowledge of FCC rules and regulations and procedures necessary. Equivalent experience and education accepted on a one-year-for-one-year basis. Salary \$26,790 - \$33,488. Send resume and materials to: University of New Mexico, Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Resumes must be postmarked no later than March 22, 1984. Previous applicants need not re-apply. Equal opportunity employer.

Maintenance engineer - repair and maintenance of studio and transmitter equipment, including RCATCR-100, Ampex 1200, RCA TK-46, RCA TK-28, Sony BVU-200, RCA-TT-25BL. Minimum of 5 years experience plus FCC general class license and SBE certification required. Write Bill Vansycoc, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Studio maintenance engineer: will maintain and repair studio, mobile and microwave equipment. Must be able to work with minimum supervision. General radio-telephone license required; prefer applicant with four years technical experience in TV broadcasting and/or electronic technical training; digital experience helpful. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

TV maintenance engineer: requires experience with Sony 3/4" tape and Ikegami cameras. RF, 1" and microwave experience preferred. Requires FCC general class license. Send resume to Marty Peshka, WTNH-TV, Box 1859, New Haven CT 06508. Equal opportunity employer.

Major Hollywood facility seeks following positions: Telecine operator: Rank Cintel Mark III, Digiscan II, Top-sy, and Dubner familiarity. Videotape maintenance: familiarity type C VTR, Grass Valley production switching, digital theory. Videotape editors: experience in digital effects, computer editing, large production switchers. Good salary and benefits. For interview at NAB in Las Vegas, call 800—421-0972.

Chief engineer. Deep South 150+ VHF. Must be well qualified in all areas of maintenance, administration, budgeting, planning and projects. Send resume to Box M-82. EOE.

Television broadcast engineer. Minimum of 3 years experience in various capacities of television technical operations such as audio, master control, camera. FCC operator's license required. Send resume to: KCTV, Attn: Joe Snelson, 4500 Johnson Drive, Fairway, KS 66205. EOE/M-F.

Chief engineer - Southeastern ABC affiliate. Ideal opportunity for assistant to move up or chief looking for a larger market. Must have solid background in all technical areas including transmitter and microwave. Ability to manage personnel and budget. Responsible for supervision and training of technical staff, FCC compliance, planning for equipment and capital needs. Attractive salary and fringe package. Send resume and solid references to Box M-90.

Electronic engineering technician. University needs person who diagnoses, repairs and calibrates digital & analog television (production & RF) & microcomputer equipment. Must be able to demonstrate knowledge & experience in repair of digital electronic equipment & possess FCC general class license. Salary \$19,100 to \$22,600, based on qualifications. Send letter of application with resume to: Office of Personnel Services, Box 15, Wichita State University, Wichita, KS 67208, by March 23. WSU is an AA/EOE.

Transmitter supervisor for VHF television transmitter. First or general class FCC license required. Experience in tuning TV transmitters is essential. Top 100 station - Mitchell/Sioux Falls, SD. Contact Donald Sturzenbecher, 605—996-7501. EOE.

Maintenance Technician. Knowledgeable with analog and digital circuiting. Maintenance experience with all tape formats, switchers and cameras. UHF transmitter experience and FCC license preferred. Contact Director of Engineering, KSEE-TV, P.O. Box 24000, Fresno, CA 93779. 209—237-2424. EOE, M-F.

East Tennessee's newest television station needs hands-on experienced chief engineer. Scheduled air date: mid-1984. Station will serve Crossville-Knoxville-southeastern Kentucky market. Send resume and salary requirements to Barbara Kelley P.O. Box 354, Knoxville, TN 37901. EOE.

TV Engineer - Connecticut Public Broadcasting seeking TV engineer with FCC general. Minimum two years technical schooling and broadcast experience. Salary range \$14,924 - \$26,832. EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

Television Engineer. Top level staff engineer with major facility. Must have extremely high level experience and educational background in video and RF distribution with maintenance and installation of computer controlled systems. Function as lead worker. General FCC license required. Salary range \$19,198-\$25,958. Contact Michigan State University, Employment Division, Rm. 110 Nisbet Bldg., 1407 S. Harrison Rd., East Lansing, MI 48824. Refer to posting #C434. Michigan State University is an affirmative action/equal opportunity institution.

HELP WANTED NEWS

Anchor wanted. Top 75 market. Network affiliate. Mountain region. EOE. Resume to Box K-102.

Broadcast newscaster. To develop and supervise broadcast news sequence, teach, help students produce TV newsmagazine at new PBS station on campus. Advanced degree desired, professional broadcast experience required. Prefer someone who has major TV market experience in reporting, editing, writing, producing, on-camera work. Salary and rank for this tenure track position will depend on experience and qualifications. Send resume and three references to Warren Lerude, Chairman, Search Committee, Department of Journalism, University of Nevada, Reno NV 89557. AA/EOE. Deadline 3-15.

News producer. Top notch news producer needed in major market. Applicant should have a minimum of 2 years news production experience with strong news judgement and state-of-the-art production skills. Good writer a must. Please send tape and resume to Gary Long, V.P./News, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An equal opportunity employer.

Our meteorologist is leaving for a top ten market. WIS-TV is a leader in South Carolina with a new weather center featuring 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. Write: Gary Anderson, P.O. Box 367, Columbia, SC 29202. EOE.

Meteorologist - for NBC affiliate, NE. 2 yrs. experience. Salary and benefits pkg. above average. Resume to Box M-37. EOE.

Anchor: Ratings leader in very competitive market seeks weekend anchor with strong writing and reporting skills. Must be able to handle political, economic and feature stories with equal competence. Send tape and resume to Leo Greene, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

Growth opportunity. Group looking for news people. Entry level & some require experienced professionals. We operate seven TV stations, several news bureaus. Require self-starters, hardworking people who want to grow within our system. Send letter outlining your strengths & weaknesses & resume to Box M-40.

Anchor: Major Western market seeks strong, dominant, but pleasant anchor for two major newscasts per day. We are looking for an anchor who can dominate the market and who can also report. Resume to Box M-54.

Reporter-photographer. Competitive central Texas network affiliate. Minorities and women encouraged to apply. Resume to Box M-66.

Personable weatherperson. Well equipped, network affiliate in midsize Texas market. EOE. Resume to Box M-67.

Assignment editor. Number one news station in central California is looking for an experienced person to supervise all operations of assignment desk. Must have prior television news experience, and must be able to coordinate live shots and satellite feeds. Must have a college degree. Send resume to News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an equal opportunity employer. No phone calls.

Hard news reporter: Our station is a solid No. 1 in this medium Southeastern market. We put a premium on writing and reporting skills. At least two years experience on the street required. No beginners. Send resume and cover letter to Box M-72. EOE.

Meteorologist/producer/reporters. Expanding staff. Reporters must have strong TV experience. Able to shoot, edit and report with substance and depth. Producer must have experience in live-oriented format. Meteorologist, backup with the ability to handle number one slot. Very competitive Southeastern coastal market. EOE. Resume/salary requirements to Box M-78.

News expansion: WCIX, Miami, the Taft station, is growing. Creative, enterprising reporters and photographers send resumes only to Larry Lyle, WCIX, 1111 Brickell Ave., Miami, FL 33131. EOE, M/F.

Weathercaster. Experienced. (Meteorologist preferred). Must know computer graphics and have flair/personality with on-air presentation. Send tape and resume to Lois Matheson, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. No phone calls. EOE.

Sports director. Strong on-air delivery, creative packaging, thorough knowledge of major sports, as well as ability to create recreational and participation sports features. Southeastern coastal market. EOE. Resume/salary requirements to Box M-79.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Punch in the sun. South Florida affiliate looking for director to punch snappy weekend news shows. Must have one full year full time directing experience. Salary open. Send resume to Box M-24. EOE.

Major market Pennsylvania video production/post production company is expanding staff and has an immediate need for the following individuals. Staff director with a minimum five years commercial production experience. Editor/technical director with three years commercial production background, knowledge of CMX-340 or BVE-5000 helpful. Sales representative with three years experience and overall understanding of the production process. Facility is 1-inch with location and studio origination facilities. On and off-line edit suites and ADO. All positions to be filled by April 30. Please send salary requirements, position of interest and resume to Box M-38.

Promotion manager: medium market midwest affiliate seeks aggressive self-starter with proven track record. Send resume and salary requirements to Box M-41. EOE, M/F.

WHNS-TV 21, Western Carolina's newest and most dynamic television station, is looking for a producer/director with minimum three years experience. Must be skilled in writing, editing, producing. Experience in copywriting and production is required, as well as the ability to train and supervise. State of the art equipment. Send resume (plus 1/2" or 1" tape) to: Mr. Gary Marshall, General Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607.

In its continuing program of recruiting outstanding potential candidates for possible open positions in the future, WOI-TV maintains an active file of qualified candidates from which to draw. All candidates must meet minimum qualifications including having current full-time commercial TV experience. Positions as follows: TV production specialist: 1-2 years TVeng. production experience. TV production assistant: 1 year TV studio camera, floor experience. TV news cine I: 2 years TV news cine experience. TV news cine II: 3 years TV news cine experience. TV/Radio tech I: 2 years tech diploma and 2 years radio/TV engineering experience. TV/Radio tech II: 2 years tech diploma and 3 years Radio/TV engineering experience. TV/radio tech III: 2 years tech diploma and 5 years radio/TV engineering experience. Specific detailed position descriptions available on request. All applications meeting minimum qualifications used to fill appropriate open positions during following year unless withdrawn by applicant. Starting salaries based upon pertinent labor market, experience and training. Send complete current resumes to Janis E. Marvin, WOI-TV, Ames, IA 50011. AA/EOE.

Sr. CMX editor. For commercial production house. Experience required. Southern Productions, Inc., P.O. Box 121583, Nashville, TN 37212. 615-248-1978.

Commercial Production Manager for America's first full-powered circularly-polarized independent television station in the 36th market, Western Carolinas. We're station number one for Panasonic 1/2" M format YIQ system. Strong background required in "film style" production techniques. Creative excellence a must. Five years minimum experience in television production. Additional agency or production house experience helpful. If you want to build and run a first-class commercial production operation, give us a call. 803-288-2100. Send resume (plus 1/2" or 1" tape) to: Mr. Gary Marshall, General Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607.

Top 100 station looking for assistant production mgr. with experience in directing 6 & 10 PM newscasts and switching. Commercial production experience a plus. Salary \$15,000 - 18,000, DOE. Contact: Roger Floyd, Production Mgr., 605-996-7501, or send resume and demo tape to KDLT-TV, Box 1200, Mitchell, SD 57301. EOE.

Major Southwest production house needs a creative editor with CMX 340 hands-on experience. We do the shooting, and you'll be editing commercial, corporate, music, and broadcast productions. Digital effects and ADO experience helpful. Competitive salary plus benefits. Send resume to Box M-71.

Television production specialist: Completion of standard college program with major study in broadcasting or TV and one year of experience. Fully qualified individual in production television work using portable camera equipment. Requires specific knowledge in other audio visual technology. Salary range \$15,213 to \$17,800, depending upon qualifications and experience. Submit application, resume, transcripts, 3 letters of recommendation to Ms. Glenda Boswell, Danville Community College, 1008 South Main Street, Danville, VA 24541, by April 25. An equal opportunity/affirmative action employer

Director/producer specialist I - assists in the development and execution of the instruction of all functions of the instructional television facility. Be able to write production scripts. Supervise, train and direct staff members and students in the standard operating techniques of the production center. Knowledge of current state of the art television techniques and equipment. Send resume to Northwest Arctic School District, Box 51, Kotzebue, AK 99752. 907-442-3472. EOE.

SITUATIONS WANTED MANAGEMENT

Chief financial officer/controller: strong background in financial management at the station and group level. Desires position with a growing company that needs an individual who can make a real contribution and be dedicated to the company's future. Currently employed. Contact Box M-11.

20 years of successful broadcast management, sales, news & programming experience. 41 year-old people-oriented professional. High morale equals high profits. Seeking new challenge. Box K-120.

Chief financial officer seeks comparable position in broadcasting management in challenging environment. Seventeen years experience in TV/Radio. Ability to plan, organize, and communicate effectively. Proven success in cost controls, bottom-line maintenance. Seek firm commitment through team effort. Northeast preferred. Paul, 617-893-1730.

SITUATIONS WANTED SALES

Sales problems solved. Let my figures do the talking. Affiliate or independent. General sales manager. Box M-52.

SITUATIONS WANTED TECHNICAL

Technical director: Experienced with Grass Valley 300 with dual channel DVE. National credits with ABC. Past experience as director, master control, and videotape. First class radiotelephone license. Presently technical director of 6 and 11 newscasts of top 20 network affiliate. Anthony Robinson, 3119-A Colonial Way, Chamblee, GA 30341. 404-451-6043; 404-897-7000.

Maintenance engineer available. 7 years experience. ACR and BVU training. Prefer the West. 702-826-0151.

SITUATIONS WANTED NEWS

ENG photographer/editor/videotape operator seeks fulltime position. Call Charles Rakestraw, 615-272-4625.

Small market managing editor seeks position in larger market as assistant news director or assignments editor. Box M-1.

Versatile anchor/reporter/producer. Experience with news anchoring, features, mini-docs, documentaries. Award winner. Strong writer, creative producer, good interviewer. Seeks challenging role for female anchor and/or reporter with top quality news, public affairs or magazine program on East Coast. Reply Box M-21.

Experienced and personable TV meteorologist seeking medium or large market. MS degree. Box M-23.

Entertainment editor, reporter, producer, with successful track record in 25th market, Entertainment Tonight, Warner-Amex Cable. Extensive entertainment industry contacts. Gregg, 602-899-0377.

Financial editor. Recently hosted daily financial program in 5th market. Business background. Anchor experience. 415-856-6602.

Sportscaster with solid credentials and ability. Would rather send tape and resume than elaborate. Box M-42.

Major West Coast daily commentary page editor and writer looking for comparable position in television. Excellent credentials. Box M-62.

12 year pro. Strong writing, producing, reporting skills. Can do it all. Call Dan, 704-333-6295.

Broadcast meteorologist. Eager, ambitious, and seeking a small or medium market position. Degreed, considerably qualified. Call Larry, 612-831-4371.

Creative, outgoing TV news reporter seeks change of scenery. 3 1/2 years experience as reporter/anchor/producer. Excellent writer. Box M-75.

Meteorologist: AMS, NWA seals. Computer graphics experience. Seeks weather commitment. 216-235-8330.

Bilingual anchor/reporter seeking larger market. Well-traveled. Wants to use language skills. Box M-81.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent graduate from top midwest broadcasting school seeking entry level position in production. Thoroughly trained and experienced in camera, editing, lighting and audio. Mature. Hard worker. Call Tom, 319-354-0554.

Professional Woman. Now employed as mid-manager in TV publicity, seeks well-connected senior mentor in communications field to provide new and challenging opportunities for expansion of professional and creative skills. Some travel, but prefers working and living in New York. Reply Box M-55.

Post-production pro; CMX, ADO, GV, more. Top 10 market. Seeking career track with facility or station similar market. Reply Box M-60.

Looking for a talk show host? Insightful, creative producer (experienced in field & studio) seeks new challenges. 2nd language fluency. Box M-80.

Director/technical director from #42 market available. TD for newscasts watched by more people per capita than anywhere else in the nation. 8 years experience. Call Brad, 801—261-0494.

Attn. gen. mgrs. and new stations: trouble shooters and start up specialists. Full crew-production, traffic, programming, station management. Ready to relocate in Midwest. Apply in confidence to Box M-85. Package deals only!

CABLE

HELP WANTED PROGRAMING PRODUCTION, OTHERS

Production assistant, account executive positions, local advertising sales. Excellent entry opportunity. Outstanding company and benefits. Resume to Box M-74. EOE/AA. Minorities and females encouraged to apply

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director, Video Services. Southeast Missouri State University. Director to coordinate video services program to enhance university's planned giving program by increasing public awareness of the university through use of video taped magazine/news features on a weekly basis and aired through the local media. Bachelor's degree with emphasis in telecommunications and/or mass communications required. Three years experience in a position where production and promotion skills were stressed in radio and television media services. Ability to use creative talents to research, write and produce outstanding promotional video taped feature articles in a magazine/news format. Familiarity with southeast Missouri area desired. Salary commensurate with experience. Application deadline: April 2, 1984. To apply, send letter of application, resume, and tape to Director of Personnel Services, Southeast Missouri State University, Cape Girardeau, MO 63701. AA/EEO/AF.

HELP WANTED SALES

Broadcast TV equipment salespersons needed for southern California and Midwest areas. Send resume to Gordon Peters, National Sales Manager, Vital Industries, Inc., P.O. Box 912, Arlington, TX 76010.

Major jingle company seeks experienced traveling rep. Great potential for aggressive person. Resume to Box M-20.

HELP WANTED INSTRUCTION

Director/instructor in radio/television: assist developing communications major, develop professional relationship with commercial station, instruct some courses. Develop student practice. Master's degree in communications or related field. Minimum five years professional experience in electronic media, three years administrative experience preferred. College teaching experience preferred. Salary commensurate with credentials and experience. Send resume to Dr. James A. Reaves, VPAA, Jacksonville State University, Jacksonville AL 36265. AA/EEO.

Assistant/associate professor, broadcast management and/or news. Doctorate and 3 to 5 years media experience required; salary competitive; job begins 9-1-84. Apply by March 20. Send letter, resume and references to Dr. Marlan Nelson, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. OSU is an EOE.

University of Texas at Austin. Department of radio-television-film. Faculty positions in new technology development, applications, and effects, and in media production/writing. Tenure/non-tenure tracks available, starting August, 1984. Salary competitive, based on education and experience. Application closing date: April 1. Affirmative action/equal opportunity employer. For full description and hiring criteria, contact Robert E. Davis, Chair, Department of Radio-Television-Film, University of Texas, Austin TX 78712.

Reporter seeking advancement? College graduate? Take a year out to move up. Limited number of internships - print and broadcast - with Illinois statehouse press corps through Sangamon State University's Master's degree public affairs reporting program. Stipend and tuition waiver. Application deadline April 1. Write Bill Miller, PAR director, Sangamon State University, Springfield, IL 62708.

Broadcast journalism: anticipated tenure-track assistant professorship, department of communication. Strong emphasis on broadcast journalism: writing, production, and management. Preference given to those whose wide educational and professional experience would qualify them to teach graduate as well as undergraduate courses. Ph. D. degree preferred; demonstrated teaching, advising, and research capability expected along with professional media experience in the television industry. Send letter of application and resume to Dr. Deryl R. Leaming, Chairman, Department of Communication, Georgia State University, University Plaza, Atlanta, GA 30303. Application deadline: March 15, 1984. Georgia State University, a unit of the university system of Georgia, is an equal educational opportunity institution and an equal opportunity/affirmative action employer.

Broadcasting: assistant or associate professor, tenure track. Ph. D. preferred; M.A. required. Proven teaching ability & professional experience a must. Teaching areas: broadcast news & other writing, production, on-air programming. Salary competitive. 9-month appointment; begin Fall 1984. Send applications by 4-23-84 to Broadcast Search Committee, College of Journalism, University of South Carolina. Columbia, SC 29208. An AA/EEO.

Saint Mary's College - located in beautiful Winona, MN seeks an outstanding person to teach mass communication courses and head new mass communication department beginning August 1984. The successful applicant will be a generalist with a commitment to teaching and have a background in such areas as journalism, public relations and/or electronic communication. Salary and rank open. Advanced degree required; PhD preferred. Committee will review applications April 1, 1984, until position is filled. Send letters of interest, vitae, and references to Peggy Meinders, Mass Communication Search Chair, Saint Mary's College, P.O. Box 1529, Winona, MN 55987. SMC is an equal opportunity employer committed to affirmative action.

The department of speech, Metropolitan State College, Denver, Colorado, announces an opening for a full-time faculty position in broadcasting-telecommunications-speech beginning August, 1984. Deadline for receipt of applications is March 26, 1984. Duties include: teach undergraduate courses in basic and general speech communication, including two sections of fundamentals of speech each term. Teach non-theory-oriented broadcasting-telecommunications, including radio, television, telecommunications, radio-TV production and workshop courses. Advise and assist the department chairman on matters related to broadcasting-telecommunications. Supervise production of locally produced radio and television programs. Assist in management of departmental studio facilities and equipment. Engage in academic advising of departmental majors and minors in speech-communication, broadcasting, telecommunication, and electronic media, and other duties as assigned by administration. Requirements: doctoral degree, or Master's degree and minimum of six years relevant experience in broadcasting-telecommunications in the commercial and/or non-commercial (public) phase of the industry as well as some college level teaching experience in practical "hands-on" telecommunications and speech courses. Knowledge of and experience with technical aspects of telecommunications equipment is very desirable. Part-time teaching experience will be counted as a factor in meeting teaching requirements. Desire to teach in a non-research-oriented program and FCC 1st class license is desirable. Some background in public address & teaching experience in oral communication. Salary commensurate with degree, training and experience. Applicants must submit written resume, letter of application stating compliance with the education and experience requirements listed above with statement of applicant's philosophy of oral communication. At least three current, confidential letters of reference, portfolio containing written, audio, video, film and/or other examples of the applicant's qualifications. College transcripts may be submitted in advance but will be required of all finalists. Mail materials to: W. Thomas Cook, Speech Dept. Chairman, Metropolitan State College, 1006 Eleventh Street, Box 34, Denver, CO 80204. An EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

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.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813—685-2938.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404—324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404—324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404—324-1271.

Video cameras - Ikegami HL79A with 14:1 Fujinon lens and remote camera control unit. \$16,000 or best offer. Ikegami HL79A with 17:1 Fujinon lens and Ikegami MA 79A multicore base station. \$17,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th St., New York, NY 10011. 212—691-1300.

UHF transmitter. 1 - 200kw transmitter consisting of the following: 5 - high voltage power supplies, 5 - heat exchangers, 5 - klystrons and magnetic assemblies, 2 - diplexers, 2 - exciters. For more information, call 301—462-4500. WBFF-TV, Channel 45, David Smith, Director of Engineering.

AM Harris MW-1A—mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215—379-6585.

FM Collins 830G2 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent: M. Cooper, 215—379-6585.

Six inch rigid coax in 19.5 lengths. Priced reasonably. J.S. Belts Co., 404—964-3764.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317—962-8596, ask for copper sales.

AM broadcast tower - 190', excellent condition, disassembled. 918—256-7224.

Hitachi FP21, 2-line enhancer, Fujinon lens, 12x.w/2.2ext., macro, 2 PEP batteries w/chargers, \$8500. Call Gray Productions, 303—377-3329.

RCA BTF-10E1 10KW transmitter, easily converted to 20KW. Mint condition, currently in service. Pending power increase and need space. Call Joe Warner, 919—977-6810.

Country cart library: mono, over 2000 selections, all the big time hits, complete list available, \$3600. 818—791-4836.

Gates BC-5B (5KW) transmitter, currently operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919—723-4353.

Like new ITC770 playback decks (2), \$1250 each. IGM Ram carousel, triple audio, and multiple audio boards, \$250 each. Fred Thompson, 918—335-3533.

For sale: 5 RCA TK-44 studio cameras (serial #8086-8090) with 30mm plumbicons and Varotal 30 (16mm, f 2.2) lenses and manual zoom. Asking \$10,000 each. Call Joe Berini, Chief Engineer, KRON-TV, 415—561-8636.

ABC 32 pulse AGC electronics network alert receiver. Perfect. Manual and schematic. \$150. Call Mike, 203—446-1980.

Two Ediphor video projectors. Used-good condition. Sell/trade. Skip Blake, 619—461-1342.

VHF transmitters. RCA "F" line, like new. Available now. Ch.4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404-324-1271.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Drop-ins, giggles, weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

MISCELLANEOUS

Freshen those formats with outside ideas! "Feed-back" tells what others are doing — promotions, contests, talk shows, documentaries, quips, brainstorming. Three pages monthly. Three-month trial, \$10. Newsfeatures, Box 14183, St. Louis, MO 63178.

Turn unsold radio — television commercials into cash! No telephoning, rip-offs. Fantastic for all size markets! No cost to try. Contact: John Fuller, Astroradio, 401-539-8502.

Free catalog! promotional merchandise. Below wholesale prices! Discounts! Fully guaranteed: Specialties, Box 1137(61) Buffalo, NY 14211.

CONSULTANTS

If you have wanted your own station, contact us now. Frequency searches only \$100. AM-FM-TV-LPTV-cellular. Keith E. Lamonica & Associates, P.O. Box 484, Silvertown, CO 81433.

RADIO

Help Wanted Announcers



Personalities wanted for America's newest format. Stations across the country are ready to air GAMERADIO, and they need talent now! If you always wanted to be a game show host, send tape/resume to: Bill Klaus, National Marketing Director, Media-Com, Box 629, Kent, OH 44240. 216-673-2323. EOE.

TOP FLORIDA MARKET Announcers and Newspeople

Leading adult-oriented south Florida station looking for announcers with big voices, plus the ability to project enthusiasm with few words. Experience and references required. Also, newspeople with minimum 2 years experience. Tapes and resumes only, no calls. Write Ray Schilens, Program Director, JOY 107 FM, P.O. Box 5333, Ft. Lauderdale, FL 33310. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Sales

ON MARCH 19

The Sillerman Morrow Broadcasting Group will hold a training/indoctrination class for salespeople. Openings are available for salespeople in Middletown, New York; Morris County, New Jersey; Poughkeepsie, New York and Cape Cod, Massachusetts. The Sillerman Morrow Broadcasting Group is an aggressive, sales oriented organization offering top compensation and benefits and the opportunity for advancement. Contact Richard C. Bell, Vice President Sales, One Broadcast Plaza, Middletown, NY 10940.

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

LOCAL RETAIL SALES MANAGER

wanted for major market radio station. Experience and skills required in: developing retail sales effort, including co-op program; managing sales staff; training sales staff (preferably familiar with Greenwood's SPS and S-4 systems). Send resume to: Personnel Department, P.O. Box 12430, St. Louis, MO 63132. Include the source of this ad in your response. We are an equal opportunity employer.

Help Wanted Programing, Production, Others

EXPANDING SUBURBAN NEW YORK

Broadcasting group is seeking an experienced promotion coordinator. Applicant must be fully versed in small market radio promotions and will be working directly with the President and a New York City advertising agency. Written applications and resumes should be forwarded to Box M-45.

Help Wanted Management

MANAGEMENT/ SALES RADIO

A southeastern based radio group is putting together an aggressive/management team. If you have a proven record in sales and want to move ahead in your career, consider these opportunities:

■ **DIRECTOR, RADIO** - Must have a minimum of 5 years experience in sales and management. Degree in broadcasting or equivalent helpful. Emphasis will be on sales but must have good overall business acumen for success. Responsible for up to five locations in various markets.

■ **GENERAL MANAGER** - five positions exist. Must have minimum of 3 years experience as sales manager with a strong sales background. Must be flexible on location.

We offer you the challenge and rewards for excellence. What can you offer us? EOE/MF. Submit resume, including salary history, to: **BOX M-29.**

For Fast Action Use BROADCASTING'S Classified Advertising

**Help Wanted Management
Continued**

**GROUP
PRESIDENT**

No easy chair. Need hard working hands-on executive to lead well established FM group to maximum potential. A/C formats. Proven medium-large market GM experience with sales, program and bottom line success. Profit sharing, equity potential. Have you got the "right stuff" to explore this rare leadership opportunity? Write Box K-147. EOE.

Situations Wanted Management

SOLD OUT

Station/sales Mgr. for one of the most successful radio stations in the Southeast. Station being sold. 30 years experience up through ranks. Announcer, program director, sales manager, general manager. Prefer Southeast. Box M-46.

TELEVISION

Help Wanted Sales

**ACCOUNT
EXECUTIVE**

For Wilkes-Barre/Scranton, PA market. Opportunity to take over an existing list. Three years of broadcast and/or agency experience preferred. EOE. Rush resume and requirements to Tom Rosing, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773.

Help Wanted Technical

**STUDIO
MAINTENANCE
MANAGER**

WATL-TV, in Atlanta, is interviewing for a working maintenance manager, reporting to station GM. Require strong, proven skills to keep studio operating in top condition. Station has Grass Valley, Vital, Sony, RCA equipment. Competitive salary and benefits offered. Contact Edward H. Herlihy, VP/GM, 404-892-3636 to discuss. WATL-TV is a Sillerman-Morrow Group station. EOE.



Telecommunications Engineering and Technical Professionals

LONG-TERM TEMPORARY POSITIONS IN SATELLITE NETWORK MANAGEMENT AT NBC

NBC is now offering the following opportunities in satellite system development, installation, maintenance and operations.

SR. DEVELOPMENT ENGINEER, SATELLITE SYSTEM

Assist in the development of a computer system designed to switch the NBC Satellite System (remotely) from network Skypath facilities and television affiliates. Document software programs utilized by the system. Background should include heavy involvement with two or more software-hardware applications to real-time operations; significant exposure to systems design; extensive knowledge of real-time and process control hardware-software (especially automated television switching systems or packet switching networks). Require familiarity with General Automation and Intel equipment; FORTRAN, ASSEMBLY, FLECS, PLM programs; and SPLC, HDLC, ADCCP protocols. A college degree is preferred.

FIELD ACCEPTANCE ENGINEER, SATELLITE SYSTEM

Inspect and approve on location for NBC, 178 K-band satellite ground stations being installed at NBC television affiliates by COMSAT/Harris, and the major electronic components being manufactured and tested for NBC's satellite distribution system. Respond to any affiliate problems in siting their ground station, and coordinate the training of affiliate personnel, on location, in the operation of their ground station. Position requires thorough knowledge of maintenance procedures on: audio/video broadcast equipment; microprocessors and data communication equipment; mini-computer systems and test equipment. Exposure to computer programming is essential. Extensive travel.

ON-AIR TECHNICAL MANAGER

Assume responsibility for the day-to-day operations of Skypath control and the resolution of the problems encountered by affiliates utilizing NBC's KU Band satellite system. Make switches affecting network arrangements and supervise technical activities, facilities and personnel. Monitor programming to insure compliance to both NBC and FCC standards, and conformance with terms/conditions of NABET and DGA agreements. Make on-the-spot decisions involving last minute changes in operations. Ideal background will combine thorough experience in video and audio testing procedures; broadcast management or technical supervision; and Knowledge of industry collective bargaining practices. A Bachelor's degree in engineering, business or communications is preferred.

NBC offers salaries commensurate with experience. Qualified individuals are invited to submit resume and salary requirements in confidence to:



NBC

MS. VAL BRANKER/TTS
SUITE 1678
NBC

30 ROCKEFELLER PLAZA
NEW YORK, N.Y. 10020

AN EQUAL OPPORTUNITY EMPLOYER

Team Up With the Network That's Teamed Up With America Vacation Relief Positions

ABC, the broadcast network for the 1984 Olympic Games, is actively seeking experienced broadcasting professionals for summer Vacation Relief Positions at our ultra-modern, state-of-the-art production center in Los Angeles.

Transmitter Engineers

Requires a minimum of two years television transmission experience and thorough knowledge of microwave technology and related equipment such as pumps and airflow apparatus. Experience in transmitter installation and maintenance is also desired.

NTC Maintenance Engineers

Requires in-depth knowledge of T.V. and digital systems with prior experience maintaining complex test, editing, transfer, satellite, and character generation equipment. An A.A. in electronics or equivalent trade school/military certification is also required.

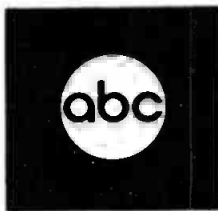
Studio Theatre Maintenance

Requires at least 2 yrs. experience in the repair and maintenance of cameras, switchers, audio consoles, video monitors, record and playback systems, and distribution equipment. Knowledge of digital systems preferred. Candidate must also be self-directed in bench test and related activities. Special hours, including overtime and limited travel may be involved.

Microwave Engineer

Requires at least 2 yrs. experience in the installation, operation and servicing of satellite, dish, and microwave transmission technology. Familiarity with digital-based systems preferred.

Excellent wages plus overtime are offered for these select Vacation Relief Positions. For immediate consideration, please forward a resume or letter of qualifications in strict confidence to:



ABC Personnel
4151 Prospect Ave.
Los Angeles, CA 90027

An Equal Opportunity Employer M/F/V/H

EDITOR

Full service teleproduction facility seeking videotape editor. Minimum 5 years experience. Experience on CMX 340X system required. Knowledgeable in commercial and show production. Resume, reel, and references required. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215. 617-267-6400.

MAINTENANCE ENGINEER

Full service teleproduction facility seeking Maintenance engineer. Minimum 5 years teleproduction facility maintenance required. Should be well versed in 1" videotape repair, studio camera repair, and all aspects of R & D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215. 617-267-6400.

TECHNICAL DIRECTOR

WCVB-TV, a Boston, ABC affiliated, metromedia owned station, requires a technical director experienced in the use of the Grass Valley 300 switcher and Quantel digital effects. This challenging position will require extraordinary creative skills and abilities.

Qualified candidates should contact:

Dave Folsom
Chief Engineer
WCVB-TV
5 TV Place
Needham, MA 02192
(617) 449-0400, ext. 241

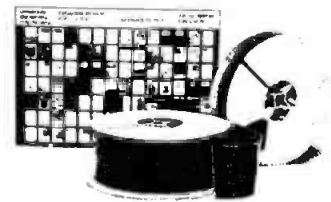
An Equal Opportunity Employer, M/F

Help Wanted News

PRODUCER/WRITER

Northeast powerhouse still seeking best in the business to produce fast-paced, highly visual #1 rated cast. Send resume, NO TAPES, to: Nancy Sanders, Assignment Manager, WKBW-TV 7 Broadcast Plaza, Buffalo, NY 14202. An EOE. No phone calls, please.

**this
publication is
available in
microform**



Please send me additional information.

University Microfilms International

300 North Zeeb Road
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Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

**Help Wanted News
Continued**

In **AMERICA'S FINEST CITY**
we're premiering the only 10 pm newscast in the market and searching for:

- **NEWS DIRECTOR**
- **REPORTERS**
- **MALE & FEMALE ANCHORS**
- **PRODUCERS**
- **PHOTOGRAPHERS**

Send complete information, including tape & resume to:
KUSI-TV
3777 Carway Court
San Diego, CA 92111
(No phone calls please)

SAN DIEGO'S 57
An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**

**PROMOTION
WRITER/
PRODUCER**

Turner Broadcasting System has an immediate opening for an experienced promotion producer. Must have a variety of experience in both entertainment and news promotion. Very creative writer with a proven knowledge of state-of-the-art production equipment.

Position offers national exposure and opportunity to develop creative skills in a trend-setting environment. Send resume and reel to:

**Promotion Department
1050 Techwood Drive, NW
Atlanta, GA 30318
An EOE.**

TELEVISION NEWS DIRECTOR

WKBW-TV, Buffalo, is seeking an experienced television journalist for market's dominant news operation. Looking for a leader with solid background in producing, ENG, and administration. Contact Philip Beuth, General Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**Help Wanted Programing,
Production, Others**

EDITOR

CBS/FOX VIDEO, located on the northwest fringe of suburban Detroit, is a multi-faceted international company. A career opportunity for a seasoned Editor is available at our state-of-the-art production/post production facility.

The successful candidate will have 5 years' experience including responsibility for operating an ADO. Good interpersonal skills, particularly the ability to perceive client's needs are required, and a related Bachelor's degree is preferred. This position is accompanied by the opportunity to operate the QUANTEL/MIRAGE system and contribute to the growth of our studio.

Farmington Hills offers close proximity to numerous cultural, educational and recreational opportunities. Qualified applicants are invited to forward a resume or phone in strict confidence to:

Suzanne Cutler
Senior Personnel Administrator
CBS/FOX VIDEO
23640 Industrial Park Drive
Farmington Hills, MI 48024
(313) 478-0172

Equal Opportunity Employer M/F/H



PM Magazine producer needed. Network affiliate, attractive university community. PM Magazine experience required. Must be well organized/creative, with solid production/people management skills. Summer or fall start date. Resume to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

DIRECTOR/PRODUCER

High rated, top 100 Midwestern affiliate needs director for newscast and commercial production. Good equipment, beautiful facilities, creative environment. Experience helpful in operating Grass 300, ADO, Vidifont V, and CMX. Include salary history/requirements. Resume to Box M-94.

EFP Photographer/Editor

Must have thorough knowledge of field (remote) production, including shooting and editing 3/4 inch and 1 inch video tape, remote audio and lighting. Minimum of two years experience is required. Send videotape and resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

**Help Wanted Programing,
Production, Others
Continued**



**GRAPHICS OPERATOR/
COORDINATOR**

ESPN, "THE TOTAL SPORTS NETWORK", has an immediate opening for an experienced and talented graphics operator/coordinator. This position requires a minimum of 4 years of diversified television production experience acquired in a major market or at a medium to large size independent production facility. Sound knowledge of all televised sports and the ability to program and operate state-of-the-art character generators are essential recruitment requirements. The individual must possess the capability to utilize a full range of special effects, inherent in machines, to creatively and tastefully enhance both taped and live programming. The successful candidate will possess the ability to react quickly and efficiently under fire in varied and critical production situations and anticipate related graphic needs. We will offer a competitive salary and benefits package to the qualified professional who can fulfill our requirements. Please send resume and salary history in confidence to:

**ESPN
ESPN PLAZA
Bristol, CT 06010
ATTN: H.R. Dept. 184**

No phone inquiries, please. An equal opportunity/affirmative action employer.

Situations Wanted News

TV & COMPUTERS

Four years of on-air and producing experience, coupled with computer programming background. Seek position as TV reporter specializing in computers and high-tech. Box M-56.

WANT MEMORABLE FEATURES

for your newscast or magazine? Award-winning reporter with network exposure looking for show interested in quality production and writing. I'll find the interesting, unusual, funny and moving subjects in your viewing area and make a good idea into a great story. Box M-65.

Public Notice

NOTICE OF ANNUAL MEETING

The annual meeting of the National Association of Public Television Stations will be March 28-30, 1984, at the Crystal City Hyatt Hotel, Arlington, VA. The NAPTS will convene March 29, at 8:00 a.m. The agenda will include review of current industry developments, discussion of government relations, and planning for 1984-85 activities of the Association. The NAPTS Board of Trustees annual meeting will convene at 8:00 p.m., March 30. The agenda will include the election of officers, and will focus on the Association's plans for 1984-85. Except for an executive session, the board meeting is open to the public.

**ALLIED FIELDS
Help Wanted Sales**

**RF SALES
ENGINEERS**

Midwest Corporation, the nation's leading video systems company, is expanding its RF products sales force. Applicants must have experience with microwave systems, television transmitters or satellite receiving equipment. Midwest represents Harris Satellite, Microwave Associates, Townsend Associates, Andrew, Bogner, and other high quality RF equipment suppliers. Locations currently available include: Miami, Atlanta, Virginia Beach, Cincinnati, Detroit and Cleveland. Travel radius is approximately 150 miles. Customers include: TV, LPTV, CATV, and SMATV operations. Contact Roy Williams, 606-331-8990, for details, or send a confidential resume to One Spert Drive, Edgewood, KY 41017.

Consultants

EMERY VIDEO SERVICES

Technical consulting, system troubleshooting, facilities design, planning, installations.
BROADCAST-CATV-POST PRODUCTION
617-678-0196
413 Ocean Grove Ave., Suite 2, Swansea, MA 02777.

Employment Service

RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, P.O. BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

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University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and 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. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886

MUSIC BINGO
COUNTRY OR CONTEMPORARY
No boring numbers. New Two level sales plan **MAKES MORE MONEY.**
BILL TAYLOR - 213 791 4836
200 S. Laurel, Ontario, Ca. 91761

LIKE TO VISIT CHINA?

JOIN US: Escorted and hosted by Radio Peking. Most comprehensive 21 day tour. Inquire cost and details.
**Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907**

Business Opportunities

INVESTOR WANTED

Small market group operator seeks investment group or partner for further expansion. Currently have stations in IL and LA with excellent potential for expansion. Management has extensive experience in large and small markets. Investment of \$750,000 cash and management buy-out contract required for controlling interest. Contact William J. Clark, WJEO-FM, 1506 E Jackson, Macomb, IL 61455.

Wanted To Buy Stations

SOUTHEAST STATIONS WANTED

Class C FM, AM/FM combos. Any size market. Have clients ready to buy. Buying or selling, let Paul E. Reid, with 35 yrs. broadcast experience, help you. **PAUL E. REID CO.,** Box 2669, LaGrange, GA 30240. 404-882-1214.

For Sale Stations

N. CALIF.

Coastal class C FM. Moderate turnaround. Perfect for owner/operator. Asking \$425K, \$75K down. Elliot Evers, 818-366-2554.



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nationwide mergers & acquisitions



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

NC	Small	AM/FM	\$1,600K	Terms	Mitt Younts	(804) 355-8702
TX	Metro	AM/FM	\$6,100K	\$1000K	Bill Whitley	(214) 680-2807
NB	Medium	FM	\$1550K	\$450K	Brian Cobb	(404) 458-9226
FL	Small	AM	\$950K	\$225K	Randy Jeffery	(305) 295-2572
OR	Metro	AM/FM	\$900K	\$250K	Elliot Evers	(818) 366-2554
NB	Small	AM/FM	\$790K	\$180K	Corky Cartwright	(303) 740-2224
AZ	Small	AM/FM	\$750K	Terms	David LaFrance	(303) 534-3040
NY	Small	FM	\$700K	\$210K	Jim Mackin	(207) 623-1874
MN	Small	AM	\$550K	\$100K	Peter Stromquist	(312) 580-5778
OH	Small	AM/FM	\$440K	Terms	Ernie Pearce	(615) 373-8315
TN	Metro	AM	\$425K	\$25K	Bob Thorburn	(404) 458-9226
ID	Small	AM/FM	\$290K	\$65K	Greg Merrill	(801) 753-8090

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341. (404) 458-9226.



**Wilkins
and Associates**
Media Brokers

MO	FM	\$375,000	15%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
NC	AM	\$20,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
OR	AM	\$35,000	downpayment

South 10KW AM station
South 5KW Gospel station
Florida Class C FM

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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Media Brokerage & Appraisals

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(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

NORTHEAST

We have several new listings including AM/FM combos and FM only. These stations will be offered FIRST to clients on our mailing list. If you would like to be on our mailing list, call or write.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963. OR GEORGE WILDEY:
207-947-6083; 207-827-5581.

TOP 10 AM

- Suburban Spanish Language Station Covering Metropolitan Area.
- Showing Constant Increased Billings in Heavy Spanish Population.
- Presently Under Absentee Ownership.
- Price At \$1,500,000.
- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!



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COMPANY**

with seven figure cash flow will acquire immediately profitable Eastern seaboard or off-shore TV, radio, cable, or advertising related properties. Top prices paid with reasonable allocation, non-compete, consulting, etc. Absolutely need in-place management, depreciable assets and growth. Write Box J-165.

\$150,000 CASH

Class A network affiliate in PA. Easy terms for low balance. You will own 83+ % of this go-getter & have an established station in a great area. Box M-44.

**EXCELLENT
GROWTH OPPORTUNITY**

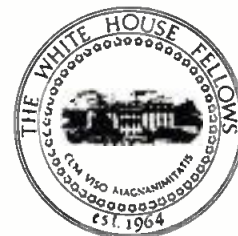
New daytime AM. Price includes real estate and new building facilities. Presently leader in small south-central market. Ability to go 5KW and full time hours. High potential in solid growth area. Price: 2-1/2 times gross. Contact: Jeff Cosgrove, Norrick, Morrow & Wood, 217-446-3080.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
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Class A FM with AM. Sunbelt, top 100 market. Excellent real estate. \$1.6 million, terms.

John F. Hurlbut
PO Box 1845
Holmes Beach, FL 33509
813-778-3617



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Powerful full-time AM located in single station Southeastern market. \$450,000, with \$100,000 down.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
 809 Corey Creek - El Paso, Texas 79912 915-581-1038

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

H.B. La Rue

Media Broker

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

FULLTIME AM

Growing North Carolina medium market. Includes valuable real estate, excellent equipment, good billing and cash flow. Asking \$1.1 million, up to \$1 million can be financed. Contact P.O. Box 260, Altavista, VA 24517.

ILLINOIS FM

Class A FM: located in town with university and rich farm economy. Station enjoys excellent market acceptance and potential for further growth. Professional staff in place. Good possibility for upgrading to class B1. Priced at 2.2X 1983 billing, \$850,000. Cash. Box M-48.

Select client list
 requires major market
 stations ...NOW

Horton & Associates, Inc.
 MEDIA BROKERS • CONSULTANTS
 SERVING SINCE 1953
 16255 Ventura Boulevard, Suite 219
 Encino, California 91436
 Area Code 213 986-3201

Horton & Associates



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YOU'LL ♥ NEW YORK!

We have several attractive Empire State stations available—exclusive listings in several market sizes. For details, call the "New Yorkers"
 Dick Kozacko or Keith Horton.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

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 England

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 Institution _____
 Street _____
 City _____
 State _____ Zip _____

PRICED FOR QUICK SALE

\$125K, SC recreational lake station. 1000 watt-AM/CP 24 hr. Cash or 35 down with loan assumption. Call Wayne, 803-496-5352.

Class C FM

West population 45,000. 2x gross terms Contact David LaFrance 303-534-3040, or Corky Cartwright 303-740-2224.



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RALPH E. MEADOR

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 816-259-2544

**For Fast Action Use
 BROADCASTING's
 Classified Advertising**

For Sale Stations Continued

Two Colorado AM/FMs

Two markets. \$1,090,000 for both. Very low down. Contact David LaFrance, 303-534-3040, or Corky Cartwright 303-740-2224



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(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

TEXAS

Fulltimer, small stable market, profitable, owner retiring. \$150,000, \$50,000 down. Financials in first reply to Box M-93.

ORLANDO, FLORIDA

Daytimer. Superb metro coverage & valuable real estate available from retiring absentee owner. All equipment new or in excellent condition. Low overhead coupled with tremendous market growth assures profitability now & in the future. Priced to sell. Only \$575,000. Write Box M-57.

OPPORTUNITY KNOCKS

AM station, local service, ideal first investment/mom-pop operation. C/W in heart of beautiful north Idaho. Strong local news/sports. FM available. \$160,000. Box M-68.

GOLDEN OPPORTUNITY

for Albuquerque and/or Santa Fe AM station. 70% long term assumable. Write on your letterhead: Don McIntosh, 333 Perry Brooks Bldg., Austin, TX 78701.

FOR SALE BY OWNER

Full time 1,000 watt AM in mid-Atlantic metro area. Will discuss terms. Box M-92

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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.)

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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



Crump

Harold Crump, executive VP and general manager of KPRC-TV Houston has been named president of licensee, H&C Broadcast Group, effective April 1. He succeeds Jack Harris, who leaves active management to become coordinator of acquisitions for H&C ("Fates & Fortunes," Feb. 20). H&C, which recently sold *Houston Post*, owns KPRC-AM-TV Houston; WTVF(TV) Nashville; WTOK-TV Meridian, Miss., and KVOA-TV Tucson, Ariz.

William Dilday, general manager, WLBT-TV Jackson, Miss., since 1972, and active in industry affairs (see "Profile," BROADCASTING, Aug. 15, 1980), was fired by Frank Melton, president of Buford Broadcasting, which has minority interest in Civic Communications, which recently purchased station. Melton, who said move was in "best interest of the business," is acting general manager until replacement can be found. Dilday said action came as "surprise," but speculated it might be economic move, replacing him with someone "already on the payroll."

Milton Mason, operations director, KCRC(AM) Enid, Okla., named VP, operations, of parent, Chisholm Trail Broadcasting Co. there.

Robert Fishman, general manager, WIXT(TV) Syracuse, N.Y., joins WANE-TV Fort Wayne, Ind., as president and general manager, succeeding **Reid Chapman**, retired.

Richard Schaller, general manager, KIKU-TV Honolulu, joins KITV(TV) there in same capacity.

Anna Ryan, business manager, WEZG-AM-FM Syracuse, N.Y., named general manager.

Cliff Shilling, from WKBN-AM-FM Youngstown, Ohio, joins WVFM(FM) Lakeland, Fla., as station manager.

Diane Jacklyn, traffic coordinator, WBBM-FM Chicago, named operations director.

Rod Runyon, news and sports director, KMYC(AM)-KRFD(FM) Marysville, Calif., joins KODL(AM) The Dalles, Ore., as operations manager.

Clay Conrad, assistant systems manager, Continental Cablevision of Cook County, Ill., named regional business manager.

Kevin Maguire, territorial sales representative, Greater Boston Cable Corp., Woburn, Mass., named sales manager.

Eric Trefz, sales manager, Cablevision of Collier and Lee County, Fla., joins Continental Cablevision of St. Louis County, Belleville, Ill., as district sales manager.

Linda Daileader, from Katz Radio, New York,

and **Kirk Stirland**, from NBC's young adult network, *The Source*, New York, join ABC Radio Networks there as account executives, special program sales.

John Storrer, controller, defunct Satellite News Channel, Stamford, Conn., joins Lexington Broadcast Services, New York, as VP, business affairs.

Maria Dansby, in charge of payroll and personnel, WPVI-TV Philadelphia, named assistant business manager.

Janice Klabouch, business manager, WNJR(AM) Newark, N.J., joins WJDM(AM) Elizabeth, N.J., in same capacity.

Marketing

John Bruemmer, senior VP, management supervisor, D'Arcy MacManus Masius, St. Louis, named director of account services.

Elected VP's, BBDO, New York: **Janet Campuzano** and **Mary DeFazio**, local broadcast buying supervisors; **Len Fiore** and **Frank LaRonca**, account supervisors; **Gene Lofaro** and **Nancy Perez**, executive producers, and **George Miller**, associate creative director.

Judith Hofscher, VP, media director, Ketchum Advertising, Pittsburgh, named senior VP and member of office's management committee.



Hofscher



Novick

Stephen Novick, senior VP, director of broadcast production, Grey Advertising, New York, named executive VP.

William Marx, senior VP, N W Ayer, New York, named director of newly established training department. Appointments, AyerDirect, New York: **Carrie Hoodkiss**, senior account executive, to account supervisor; **Ed Lehman**, account executive, to senior account executive, and **Lorna Campbell-Seely**, traffic supervisor, to business manager.

Lauren Berger, **Nancy Bretl** and **Bob Jeffrey**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

John Davis, VP, creative director, Gurasich, Spence Darilek & McClure, Dallas, named VP, senior creative director. **Ted DeBosier**, associate creative director, GSD&M, named VP, creative director.

John Momeyer, management supervisor, McCann Erickson, Detroit, joins Campbell-

Ewald there as senior VP, management supervisor. **Michael Tuite**, manager of marketing communications, B.F. Goodrich, Cleveland, joins Campbell-Ewald, Pittsburgh, as VP, account supervisor.

Appointments, Katz Television Continental, New York: **Bob Levenstein**, VP, national sales manager, silver stations, New York, to newly created position of VP, market development; **Ardie Bialek**, New York sales manager, bronze team, succeeds Levenstein; **Karen Lane**, account executive, succeeds Bialek; **James Gilmore**, from Sportsvision, Chicago, to account executive there.

Appointments in restructuring of Blair Radio following announced planned acquisition of Group W Radio Sales by parent John Blair & Co. (BROADCASTING, March 5): **Robert Ferraro**, senior VP, West, San Francisco, to senior VP, general manager, East, New York; **Brian E. Robinson**, senior VP, Midwest, Chicago, to senior VP and general manager, and **Kenneth Miller**, VP and manager, Los Angeles office, to senior VP, general manager, West.

Appointments, Carmichael-Lynch, Minneapolis: **Leslie Whitney**, VP, manager, broadcast services, to VP; **Lyn Meyers**, associate media director, Bozell & Jacobs, Minneapolis, to VP, associate media director, and **Janice Olson**, from Bozell & Jacobs, Minneapolis, to media planner.

Appointments, SSC&B, New York: **Stuart Chalem**, from Muller, Jordan & White, New York, to art director; **Phyllis Golodetz**, from Grey Advertising, New York, to media planner; **Linda Stotter**, from D'Arcy MacManus Masius, New York, to account supervisor; **Elizabeth Server**, from BBDO, New York, to casting director; **Michael Vines**, from Ogilvy & Mather, New York, and **Peter Lish**, from law firm of White & Case, New York, to copywriters, and **Raymond Hamilton**, from Grey Advertising, New York, and **Jonathan Runge**, from Compton Advertising, New York, to account executives.

Samuel Carleo, broadcast advertising manager, Joslin department store chain, Pueblo, Colo., joins Jefferson-Pilot Retail Services, Denver, as head of new office there. JPRS works with broadcasters and retail advertisers to organize vendor-supported marketing programs.

Rose Carpinelli, director of spot radio and television buying group, Doyle Dane Bernbach, New York, joins Concert Music Broadcast Sales there as account executive.

Gary Gluck, account executive, Foote, Cone & Belding, New York, named account director.

Susan Meier, assistant art director, Kenrick Advertising, St. Louis, named art director.

Richard Grant, account supervisor, BBDO, Chicago, joins D'Arcy MacManus Masius there as account group supervisor. **Stephen Rodems**, marketing planning manager, Flair Communications, Chicago, joins D'Arcy

MacManus Masius there as account executive.

Rick Heller, director of research, McGinley Marketing Research, Philadelphia, joins W. B. Doner & Co., Detroit, as market research manager.

Amy Rosen, sales assistant, Group W Television Sales, Philadelphia, named account executive, succeeding **Karl Douglass**, who moves to New York office in same capacity.

Bill Hansen, art director, Naegele Outdoor Advertising, Des Moines, Iowa, joins WarrenAndersonAdvertising, Davenport, Iowa, as art director.

William Dunn, from Creamer Inc., New York, joins Needham, Harper & Steers there as account supervisor.

Deborah Shay, account executive, ABC-TV Spot Sales, New York, named manager of new Atlanta sales office.

Lynn Rubenson, account executive, Creamer Dickson Basford, Providence, R.I., named senior account executive. **Nancy Bedard**, secretary, CDB, named account administrator.

Susan Weems, from BBDO, Atlanta, joins Weiss & Powell there as account executive.

Robert Kraus, general sales manager, WQTV(TV) Boston, named VP.

Colleen Cool, manager of research, radio division, Greater Media, East Brunswick, N.J.-based owner of five AM's and seven FM's, named director of research.

Edward M. Shea, from Metromedia's WNEV-TV New York, joins co-owned WTTG(TV) Washington as VP, general sales manager.

Peter Schruth, local sales manager, Storer Communications' WSBK-TV Boston, joins co-owned WAGA-TV Atlanta as general sales manager.

Lila Saindon, sales manager, WGAN-FM Portland, Me., named general sales manager, WGAN-AM-FM there.

Thomas Walsh, general sales manager, WLBT-TV Jackson, Miss., resigned following change in station ownership.

Barbara Weimer Rumpel, national sales manager, WALK-AM-FM Patchogue, N.Y., named general sales manager.

John Reiplinger, from WFTE(AM)-WAZY-FM Lafayette, Ind., joins WYNG(FM) Evansville, Ind., as general sales manager.

Drew Horowitz, regional manager, RKO Radio, Chicago, joins WUSN(FM) there as general sales manager.

Mark Biviano, general sales manager, WKSW(FM) Cleveland, assumes additional duties as national sales manager of co-owned WGAR(AM) there.

Bruce Barrett, local and regional sales manager, KPVI(TV) Pocatello, Idaho, named general sales manager. **Mike Tracy**, account executive, KPVI, succeeds Barrett as local sales manager.

John Thompson, account executive, WWW(FM) Detroit, named national sales manager.

Kevin LeRoux, Saginaw, Mich., area manager, KEYI-TV Flint, Mich., named local sales manager.

Sherry Collins, account executive, KSLM(AM)-KSDK(FM) Salem, Ore., named local sales manager.

James Mittal, account executive, WRAU-TV Peoria, Ill., named local sales manager.

John Fusco, local sales manager, WOWK-TV Huntington, W.Va., joins WXII(TV) Winston-Salem, N.C., in same capacity.

Olivia Gillick, financial analyst, CBS-Fox Studios, Los Angeles, joins CBS-owned KNXT(TV) there as manager, sales and financial analysis.

Peter Hennessey, account executive, WNEV-TV Boston, joins WXNE-TV there as regional sales manager. **Elissa Albertelli**, from Ackley Communications, Boston outdoor advertising firm, joins WXNE-TV as account executive.

Jeff Cash, account executive, WCMH-TV Columbus, Ohio, named local sales manager.

Warren Lewis, account executive, KOLA(FM) San Bernardino, Calif., joins KLOS(FM) Los Angeles in same capacity.

Stacey Braun, account executive, WIND(AM) Chicago, joins WBBM-FM there as account executive.

David Duron, from KLAC(AM) Los Angeles, joins KFWB(AM) there as account executive.

Mike Ichniowski, from KISR(FM) Fort Smith, Ark., joins KKYK(FM) Little Rock, Ark., as account executive.

Kim Winthers, from KMEG(TV) Sioux City, Iowa, joins KTIV(TV) there as account executive.

Jim Grisham, from Advertising Inc., Oklahoma City, joins KEBC(FM) there as co-op research coordinator.

Lynne Kogut, media buyer and planner, Kolon, Bittker & Desmond Advertising, Troy, Mich., joins WDIV(TV) Detroit as sales research assistant.

Tom Robson, broadcast sales executive, Associated Press, Des Moines, Iowa, joins WOWT(TV) Omaha as account executive.

Scott Heath, account executive, Oak Tree Enterprises, San Diego, joins XETRA-AM-FM Tijuana, Mexico, as account executive.

Michael Damsky, from WFYR(FM) Chicago, joins WXRT(FM) there as account executive.

Stacey Braun, account executive, WIND(AM) Chicago, joins WBBM-FM there in same capacity.

Joe Heinz, from WLUP(FM) Chicago, joins WLS-AM-FM there as account executive.

Tina Huttoe, from WWVL(FM) Miami Beach, joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

James Reilly, account executive, WADB(FM) Point Pleasant, N.J., joins WJDM(AM) Elizabeth, N.J., in same capacity.

Programing

David Drellinger, VP, general counsel and secretary, Viacom International, New York, named VP, Viacom Entertainment Group there.



Award winner. Senator Bob Packwood (R-Ore.) received Thomas Jefferson award, given annually to elected or appointed public official by Texas Association of Broadcasters, Texas Tech University and Texas Press Association. Packwood was cited for "continuing efforts to stop any erosion of First Amendment guarantees to the media and public." Shown presenting the award to Packwood (r) at ceremonies at Texas Tech University is Texas Association of Broadcasters president, William Moll.

J. Larre Barrett, director, sports sales, ABC-TV, New York, named VP and director, sports sales.

Sid Kalcheim, VP, business affairs, Columbia Pictures Television, Los Angeles, joins Playboy Video Enterprises there in same capacity.

Mark Reitman, account supervisor, Jordan, Case & McGrath, New York, joins Playboy Video Corp., New York, as VP, advertising, promotion and marketing.



Goit

Whitney Goit II, VP of advertising sales for Warner Amex Cable Communications in New York, is joining Hearst/ABC-RCTV there as VP, advertising sales and marketing.

Robert King, president, King World Productions, New York, syndication firm that was founded by his father, late Charles King, resigns to pursue other interests, but will continue to serve as consultant to company. Robert King's brothers, Michael and Roger, will remain VP, development and acquisition and West Coast sales director, and VP, sales, respectively. No successor has been named.

Appointments, Embassy Home Entertainment: **Alan Kaupe**, senior VP, Embassy Home Entertainment Europe, to president, Europe, with offices in London and Munich; **William Mooney**, VP, finance and administration, Los Angeles, to executive VP, chief financial officer; **Robert Cook**, VP, sales and marketing, to VP, general manager, strategic business development, and **Sanford Friedman**, senior account manager, Citibank, New York, Marina Del Rey (Calif.) division, to credit manager, Los Angeles.

Peter Kane, business affairs associate, CBS Entertainment, Los Angeles, joins MGM/UA Television Productions, Culver City, Calif.,

as director of business affairs. **Steve Ayres**, from MCA, London, joins MGM/UA there as managing director, MGM/UA Home Video, United Kingdom.

Keith Williams, head of television plays, British Broadcasting Corp., London, joins RKO Productions International there as drama consultant.

Wayne Luteran, treasurer, Children's Television Workshop, New York, named VP.

Appointments, The Bennett Group, Los Angeles: **Marla Schulman-Migdal**, post-production coordinator, and **Daniel Kutt**, post-production editor, to associate editorial producers; **Shelley Herman**, assistant editorial producer, to studio script writer, and **Jeff Melby**, manager, on-air promotion, WXYZ-TV Detroit, to staff writer.

Reid Davis, Midwest sales manager, Lorimar Productions, Chicago, joins Colbert Television Sales there as Midwest division manager.

Paul Cadieux, executive producer, Les Productions du Verseau, Montreal, joins CBC Enterprises/Les Enterprises Radio-Canada, international marketing arm of Canadian Broadcasting Corp., Montreal, as assistant general manager.

Jim Francis, West Coast sales representative, Golden West Television, Los Angeles, joins ITC Entertainment there as Western division sales manager.

Marcia Skolnick, manager of research, WW Entertainment, New York, named director of research.

Larry Madison, acting branch manager, Analysts International Corp., Syracuse, N.Y., joins USA Network, Glen Rock, N.J., as director, management information systems. **Michael Alexander**, from MCA, Los Angeles, joins USA Network as chief financial officer.

Lou LaMonte, from own commercial production firm, Movie House, New York, and **Colin McClaren**, from TDF Films, Toronto, join Century III Teleproductions, Boston, as commercial film directors.

George Chirogene, marketing development manager, Group W's KYW-TV Philadelphia, joins Group W Satellite Communications, Chicago, as Midwest sales manager.

Jean Banks, associate director, writer relations, Broadcast Music Inc., New York, named executive director, writer relations.

Rick Jacobs, executive producer, *Joy of Gardening*, nationally syndicated television series produced by Garden Way Broadcast, Troy, N.Y., named head of new division, based in North Ferrisburg, Vt., where program is taped.

J. Michael Weeks, program director, KCRC(AM) Enid, Okla., named program director for parent, Chisholm Trail Broadcasting there.

Gerald Anderson, assistant program director/production manager, KRSI(AM)-KJJO(FM) St. Louis Park, Minn., named program director, succeeding **Don Michaels**, resigned. **T. L. Griffin**, air personality, KRSI, named program coordinator there.

James (Jed) Duvall, program director, WIBC(AM) Indianapolis, joins WHO(AM) Des

Moines, Iowa, in same capacity.

Alison Cooperstein, program coordinator, KNXV-TV Phoenix, joins WQTV(TV) Boston as programing production coordinator.

Glenn Blackwood, air personality, WKQS(FM) Boca Raton, Fla., and member of Miami Dolphins professional football team, named sports director for station.

Dianne Bartlow, senior researcher, *2 on the Town*, KNXT(TV) Los Angeles, named associate producer.

Jerry Landay, senior producer and managing editor, *Why in the World*, co-production of Satellite Educational Services, noncommercial WNET(TV) New York and noncommercial KCET(TV) Los Angeles, named executive producer, Satellite Educational Services. SES is nonprofit organization founded by former CBS anchor Walter Cronkite.

Stephen Alvis, sports producer-director, WPLG(TV) Miami, joins Nebraska Educational Television Network, Lincoln, Neb., as senior producer, sports and development unit.

James D. Moran, program manager and assistant station manager, noncommercial WFSU-TV Tallahassee, Fla., joins noncommercial WHRS-TV West Palm Beach, Fla., as program director.

Bob Cummings, morning drive air personality, WLTT(FM) Bethesda, Md., named manager, audience development. **Dave Arlington**, from WASH(AM) Washington, joins WLTT, succeeding Cummings.

Danny Williams, host, *Dannysday*, KTVY-TV

Oklahoma City, joins KEBC(FM) there as air personality.

Glenn Dickey, sports columnist, *San Francisco Chronicle*, joins KCBS(AM) San Francisco as sports commentator.

John Burns, editorial director, WINS(AM) New York, retires.

News and Public Affairs

Richard Yelen, management associate, operations and technical services, NBC, New York, named unit manager, NBC News.

Al Buch, from KPNX-TV Phoenix, joins WTVJ(TV) Miami as manager of news operations.

Evelyn Starnes, reporter, WRC(AM) Washington, named news manager.

Richard Scott, news director, KCRC(AM) Enid, Okla., assumes additional duties as news director for co-owned KNID(FM) there.

Graham Crow, news director, KBCI-TV Boise, Idaho, joins KOMO-TV Seattle as assignment manager.

Angela Riley, engineer-producer, Metro Traffic Control, Washington, joins Westinghouse Broadcasting & Cable as editorial associate, Group W Radio's Washington news bureau.

Thomas Searson, assignment manager, KHJ-TV Los Angeles, joins KNXT(TV) there as senior assignment editor.

Appointments, WJXT(TV) Jacksonville, Fla.:

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

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 No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Jim Foy, assistant news director, WESH-TV Orlando, Fla., to same capacity; **Nancy Shafran**, producer, to executive producer; **Steve Crosby**, assignment editor, to managing editor, and **Larry Richards**, producer, to election coordinator.

Helen Oh, freelance reporter, Associated Press Radio, Washington, joins Capitol Connection News Service, Washington, as field producer. **Warren Yeager**, recent graduate, George Mason University, Fairfax, Va., to operations assistant.

Lisa Barry, news director, WVIC-AM-FM Lansing, Mich., joins WCLS(FM) Detroit (formerly WABX) as morning news anchor.

David Paulson, reporter, WJZ-TV Baltimore, named head of investigative team.

Sheila Detrick, anchor-reporter, KREM-TV Spokane, Wash., joins noncommercial KAMU-TV College Station, Tex., as news director. **Jack Groh**, from WBZ-TV Boston, joins KREM-TV, succeeding Detrick.

Jim McGaffin, public affairs director, WOWT(TV) Omaha, retires after 33 years with station.

Dave Roberts, weather anchor, noon and 5 p.m. news, WPVI-TV Philadelphia, named weather anchor and reporter, 5, 6 and 11 p.m. news.

Miles Muzio, from KENS-TV San Antonio, Tex., and **Mike Modrick**, from WRAL-TV Raleigh, N.C., join WWL-TV New Orleans as weather anchors.

Ann Hedreen, news writer, KIRO-TV Seattle, named news segment producer. **Jim James**, from Lockheed Shipyards, Seattle, joins KIRO-TV as news photographer.

Wes Sarginson, anchor and investigative reporter, WSB-TV Atlanta, joins Group W Broadcasting & Cable, New York, in June to work on special assignments and report on national events for all Group W stations.

Elaine Busby, co-host, *PM Magazine*, KHQ-TV Spokane, Wash., joins KATU(TV) Portland, Ore., as reporter.

Technology

Art Greene, director of operations, Mid-Atlantic region, MCI, Washington, named VP, network operations. **Frank Siskowski**, director of accounting and financial reporting, MCI, named VP and controller.

C.R. Sensney, president and chief operating officer, Dalsat Inc., Dallas-based satellite communications firm, named chairman and chief executive officer. **Charles Willingham**, director of transmission systems engineering, Rockwell International, Dallas, succeeds Sensney.

Louis Arpino, VP, Ampere Electronic Corp., Slatersville, N.Y., wholly owned subsidiary of North American Philips Corp., New York, named president of newly established Philips Home Interactive Systems Inc.

Stephen Hofflich, VP, information systems, Warner Amex Satellite Entertainment Co., New York, joins Satellite Television Corp., Washington, as VP, information systems.

Mark Fehlig, manager, automation sales sup-

port, broadcast studio division, Harris Corp., Melbourne, Fla., named broadcast sales manager, satellite communications division.

John Barraclough, regional sales manager, satellite systems division, Bonneville Telecommunications, Los Angeles, named operations coordinator and sales liaison, relocating to Bonneville's Salt Lake City headquarters.

John Grant, manager of advanced technology, connector systems, Texas Instruments, Attleboro, Mass., joins Augat Inc. there as new product development engineering manager, interconnection systems group.

Roland Boucher, manager, audio-visual services, Millipore Corp., Bedford, Mass., joins Lake Systems Corp., Newton, Mass., as industrial television systems sales representative.

John Stephen Crowley, manager, Eastern division cable sales, Associated Press, New York, joins Ameritext Inc. there as executive VP. Ameritext is promoting World System Teletext in United States.

Eric Sass, VP, pay TV initiatives, Public Broadcasting System, Washington, named VP, pay TV, engineering and technology development.

Jack Schuster, chief engineer, WPMT(TV) York, Pa., named director of engineering. **John Sterling**, assistant chief engineer, succeeds Schuster.

Gloria Burner, engineer, WTSP-TV Tampa-St. Petersburg, Fla., joins WPTF-TV Raleigh-Durham, N.C., as engineering maintenance supervisor.

Promotion and PR

Dick Hammer, director of advertising and promotion, WOR-TV New York, joins Stone/Hallinan Associates, Los Angeles public relations consultant, as senior associate.

David Halverson, promotion manager, KFVS-TV Cape Girardeau, Mo., joins WDVM-TV Washington as senior on-air promotion producer.

Jim Denney, art director, noncommercial WYES-TV New Orleans, joins WPVI-TV Philadelphia in same capacity.

Allied Fields

Robert Heald, partner, Fletcher, Heald & Hildreth, Washington communications law firm, retires. **James Ennis**, associate with firm, named member. **Kathleen Quinn** and **Dan Alpert**, communications attorneys, have become associated with firm.

Appointments, National Association of Broadcasters, Washington: **Stephen Jacobs**, legislative assistant, Congressman Thomas Luken (D-Ohio), to director, congressional liaison; **Theresa Gibson**, partner, Diversified Consultants Ltd., Oklahoma City, and **Howard Woolley**, director, employment services, minority and special services department, NAB, to managers, congressional liaison.

Thomas Stanley, chief, technical planning staff, FCC, Washington, named deputy chief scientist, operations.

Michael Boscoe, account manager, A.C.



Novel selection. Author, native Pennsylvanian and broadcaster (part owner, WBUX(AM) Doylestown, Pa.) James Michener (r), receives the Pennsylvania Association of Broadcasters Gold Medal of Honor from PAB President David Dodds (WGAL-TV Lancaster) at the annual Gold Medal banquet held Tuesday, March 6, at the Washington Hilton, Washington. The award recognizes Pennsylvanians "who have distinguished themselves through significant contributions to their state and nation."

Nielsen, Northbrook, Ill., named VP, account manager, Marketing Research Group USA.

Stephen Frank, freelance filmmaker, joins United States Information Agency, Washington, as producer in newly created news and current events division of USIA's television and film service.

Elaine Baker, VP and general manager, WOMC(FM) Detroit, named president of Detroit Radio Advertising Group, succeeding **Joe Kelly**, resigned. She is first woman to hold that office.

Don Silcott, managing editor, Capitol Connection News Service, Washington, assumes additional responsibilities as adjunct professor and faculty adviser, communication department, George Mason University, Fairfax, Va.

Deaths

Howland Sargeant, 72, former assistant secretary of state, president of Radio Liberty and member of board of directors, Radio Free Europe/Radio Liberty, died of heart attack Feb. 29 at his home in New York.

Roger White, 84, pioneer radio producer who worked on such programs as *Fred Allen Show* and *Stage Door Canteen*, died of heart attack at Peninsula General hospital, Far Rockaway, N.Y. He is survived by his wife, Hene, and son, Steve, who is director of affiliate services, NBC Radio Networks.

Helen Hall, 69, network news correspondent and syndicated local television and radio personality, died of lung ailment Feb. 15 at Lenox Hill hospital, New York. She began her broadcasting career in 1948, working for NBC-TV and for WCBS(AM) and WOR(AM), both New York.

Steven L. Hatley, 37, program director and air personality, KOB-FM Albuquerque, N.M., died Feb. 28 at Albuquerque hospital of injuries suffered in automobile accident. He is survived by his wife, Linda, and daughter.

Gaylord's Crawford Rice Drummer for the spirit of independents

Crawford Rice could entitle his autobiography "The Summer of 1944." That's when his career started to come together.

Last week, the executive vice president of Gaylord Broadcasting, Dallas, offered a flashback: World War II was at its height. More than a quarter of the nation's radio station and network employees were in the armed forces.

Down in Alabama, Julien Smith, general manager of WHBB(AM) Selma, didn't need a national workforce survey to tell him that. Rice remembers how Smith attempted to staff the 100 watt, the town's only radio outlet, with the young, old and anyone else not recruited for service.

Small wonder then that 16-year-old Crawford Rice caught Smith's attention when Rice's high school speech class arrived at the station to produce a weekly 15-minute drama program.

"I had no acting talent," Rice recalls, "so the class made me the announcer." So did Smith, who promptly recruited him as a summer substitute announcer. "I loved it," Rice adds. "Within two weeks I knew this was the career I wanted."

If the draft indirectly put the young Alabamian into a broadcast career, it blew him off course in 1946. With a high school diploma came the familiar "greetings" from General Lewis B. Hershey, director of selective service. Rice chose to enlist in the Navy where, in 1947, he received a fleet appointment to the Naval Academy.

However, when the rules were revised to considerably lengthen the requirement for post-Annapolis service, the young plebe resigned.

Four years at the University of Alabama earned Rice a BA degree in "radio arts." Another four years at WAPX(AM) Montgomery, Ala., honed his skills as an announcer and newsman. Especially since Montgomery then was a center in the growing storm over civil rights and integration.

The late Frank McGee, later to reach journalistic heights at NBC, was then news director of WSFA-TV Montgomery. He hired Rice as reporter-anchor. It was the beginning, in April 1955, of the latter's 29-year association with Gaylord Broadcasting. In 1955, WSFA-TV was licensed to WKY Radio-Phone Co., owned by E.K. Gaylord's Oklahoma Publishing Co.

Rice took over as news director after McGee's departure and, in 1958, moved to the same position with the Gaylord-owned WTVT(TV), in the burgeoning Tampa-St. Petersburg, Fla., market. At that point career doubts began to surface. Frequently, he would talk by phone to McGee, who prod-



Crawford Phillips Rice—executive vice president, Gaylord Broadcasting Co., Dallas. b. June 12, 1928, Selma, Ala.; BA, University of Alabama, 1951; summer announcer, WHBB(AM) Selma, 1944; announcer-newsman, WAPX(AM) Montgomery, Ala., 1951-55; reporter, anchorman and news director, WSFA-TV Montgomery, 1955-58; news director, WTVT(TV) Tampa, Fla., 1958-60; director of programs, news and public affairs, WTVT, 1960-62; assistant general manager, KTVT(TV) Dallas-Fort Worth, 1962-66; general manager, KHTV(TV) Houston, 1966-74 (elected vice president and director of Gaylord Broadcasting in 1969), vice president and general manager, KSTW-TV Seattle-Tacoma, Wash., 1974-77 (elected executive vice president of Gaylord Broadcasting in 1976); executive vice president and general manager, WTVT, 1977-1981; has also served as vice president of Gaylord Production Co., Hollywood-based subsidiary, 1979 to present; executive vice president of Gaylord at Dallas corporate headquarters, 1981 to present; m. Lydia Putnam, 1951; children—Anne, 29; Cathryn, 27; Susan, 25.

ded: "Get yourself up to Washington. The TV news business is about to break open. They're hiring, expanding and the chance is there to get into something big!"

On the other hand, Rice was wrestling with the question of whether his ultimate goal could be reached through the business end of broadcasting. He decided it could.

Rice remembers warmly the understanding of Gaylord executives after he told WTVT Manager Eugene Dodson of the inner conflicts and his decision "to go another way."

Given that rein, Rice since then has assumed continually increasing responsibilities at Gaylord stations around the country and ascended in the corporate ranks. He also has emerged as a national figure in the Fifth Estate.

Today, he serves on the National Association of Broadcasters television board and chairs its Children's Television Committee. Add to that the boards of the Television Bureau of Advertising and the Association of Maximum Service Telecasters and service on the steering committee of Operation Prime Time, the consortium of TV groups dedicated to production of quality, first-run, prime time programming for station use.

Rice says OPT is integral to Gaylord TV's operations. Since Oklahoma Publishing's inception at the turn of the century, it has been a private company without the financial resources of many larger publicly held companies. Accordingly, says Rice, "We have expanded our TV station holdings by buying in promising growth markets and by seeking stations that were not realizing potentials, [situations] we felt could be turned around by our management." In that process, Gaylord has become more oriented to independent stations, so much so that five of its seven TV outlets are of that genre.

The spirit of independents motivates Gaylord and Rice to continually search for fresh programming sources. "For too many years," he declares, "independents thrived through the use of off-network programming as a prime source. But now things are changing. The networks are going more and more to long-form programming, reducing the number of regular series on the air. And the networks now change programs more quickly, so that there is a dwindling supply of programs that (1) have been successful and that (2) have stayed on the networks long enough to have the 100 to 120 episodes essential for syndication."

Rice is upbeat about Gaylord's purchase last year of the Opryland properties from American General Corp. (The portion involving the takeover of WSM-AM-FM Nashville still pends FCC approval. It would raise Gaylord's radio portfolio to three stations.)

New turf for the company is the Nashville Network, which Rice calls "the upside of the Opryland purchase." Right now, he concedes, "like all advertiser-supported cable systems, the Nashville Network is way behind on revenues. But we hope to develop that with a variety of programs that have a homespun or rural flavor. We think there's a niche there for it."

To other 16-year-olds—in Selma or elsewhere—who may be contemplating a career in the Fifth Estate, Rice offers counsel: Be prepared to adapt to change and be willing to try new approaches. "There are going to be a lot more competitors, and the ballpark is going to have a lot more players," he says.

But the veteran Crawford Rice adds a caveat against selling short any existing media:

"Those entering our industry today can look forward to a long and fruitful career in free over-the-air broadcasting. It's a long way from approaching its sunset." ■

Executive council of Writers Guild of America overruled their negotiating committee last Thursday (March 8) and **rejected the tentative agreement committee had struck with CBS News**. Executive council found agreement unacceptable because of concessions granted regarding union control in writing and graphic arts and areas regarding use of temporary employees. Negotiating committee, at executive council's instruction, returned to bargaining table Friday and was scheduled to meet Saturday as well. Council has also called for membership meeting for tonight (March 12).

Forcing CBS to disclose how it investigated its *Vietnam: The Uncounted Enemy* documentary has created a "Catch-22" libel dilemma, two prominent journalists stated last week. "The better the research, the greater our vulnerability," *Philadelphia Enquirer* executive editor Eugene L. Roberts told a two-day **New York libel conference**. He and AP executive vice president Louis Boccardi noted that although checking and questioning before publication or broadcast is simply what good editors ought to do, libel plaintiffs can use such notes and memoranda to argue that the editors should have doubted the story's accuracy. Plaintiffs' lawyers in broadcasting's largest pending cases argued that they're out to protect reputations, not to chill freedom of expression. Washington lawyer Dan M. Burt, representing General William Westmoreland in his \$120 million suit against CBS, said media have "the ability to contract fraud" and therefore have "a very real license to do wrong." New York lawyer Jonathan W. Lubell, representing Colonel Anthony Herbert in his decade-long suit against CBS, said he seeks outtakes and pre-production memoranda only to try to determine whether the network failed to air information that contradicted its documentary, not to violate reporters' rights.

FCC has proposed to permit TV stations to transmit nonteletext services on vertical blanking interval. In notice of proposed rulemaking released last week, FCC noted that its order authorizing teletext had been limited to permitting transmission of textual and graphic data intended for display on viewing screens. Proposed change would permit VBI to be used for paging, utility load management purposes—or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext. Comments are due April 16; reply comments May 1.

Donahue, originating from Chicago for past 10 years, will be **changing its home base to New York**, starting in January 1985. Multimedia Entertainment, program's producer and syndicator, is negotiating with WNBC-TV New York, NBC-owned station, to originate talk show from its studios. Move to New York could permit show to



More paper. To say there is still interest in low-power television would be a serious understatement. According to Barbara Kreisman, chief of the FCC's low-power TV branch, about 50,000 competing LPTV applications were filed last week in response to 3,395 put on a cut-off list last month (BROADCASTING, Feb. 13). Kreisman declined to speculate on when the commission would be able to get a handle on the applications. "We're just going to move along as best we can," she said. Above, LPTV branch staffers Alma Hughes and John Livingston examine some of last week's applications.

be distributed live by satellite, instead of its current taped distribution, which leads to air-date delays of between two days and five weeks. Spokeswoman for *Donahue* also said move will permit program to "better utilize" time of its host, Phil Donahue, who commutes weekly to New York where his wife, Marlo Thomas, resides.

CBS News has bought U.S. rights to 90 minutes of recently completed interviews with former President Richard Nixon. Interviews will be broadcast in April on **60 Minutes** and new **American Parade** series. CBS News will select 90 minutes from among 38 hours of interviewing with former President by Frank Gannon, former Nixon White House aide. CBS News acquired rights from Historic Video Productions, N.V., which is marketing all 38 hours worldwide. Under terms of agreement, CBS News can freely select 90 minutes it wants to use from total 38 hours. Interviews were unrehearsed, but topics were agreed upon before hand so former President could prepare.

FCC Mass Media Bureau last week ruled that **CBS program, The American Parade**, which is scheduled to premiere on March 27, appears to be **bona fide news interview program exempt from equal opportunities obligations**. According to CBS, program will focus on "various aspects of the American scene, including political and social subjects." In petition for declaratory ruling, CBS said program should not be precluded from exempt status just because it has no history of being regularly scheduled show.

Beginning April 1, **CNN will be carried** (17 1/2 hours daily) by **Japan Cable Television in Tokyo**, which supplies 20,000 hotel, apartment building and embassy dwelling units with English-language programming in city. CNN signal will be transmitted to Japan via Intelsat satellite system.

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

a.k.a Pablo, ABC-TV's new sitcom created and written by Norman Lear, averaged 14.9 rating/22 share in its first outing at 8:30 p.m. Tuesday, just slightly underperforming its lead-in, *Foul-Ups, Bleeps and Blunders* (15/23), but **outperforming its competition on CBS-TV, Mississippi** (10.8/16). NBC-TV's *A Team* (22.8/34) helped it to 17.8/27.8 for night overall, against ABC's 14.2/22.4 and CBS's 14.9/23.7.

CBS-TV won daytime ratings for seventh consecutive week, averaging 8.1 rating/26 share for week ending March 4, compared with ABC-TV's 7.1/22 and NBC-TV's 5.5/18. During that week, CBS's *Price is Right* averaged 11.7/42, highest rating for any daytime show in two-and-one-half years. In **morning news race**, however, **CBS had its lowest ratings average since August 1983**, averaging 3.5/15. **Front-runner Good Morning, America** averaged 6.3/26 and NBC's *Today* show, co-hosted by Jane Pauley for the first time since her three-month maternity leave, averaged 4.8/20. *Today's* average was up 20% over its average from the week before and was highest it has captured since April 1982. For first 10 weeks of first quarter, averages are *GMA*: 5.6/25, *Today*, 4.2/18 and *CBS Morning News*, 3.8/17.

Daytime Broadcasters Association board met in Washington last week, but **did not get around to taking vote on proposals to merge with National Association of Broadcasters or National Radio Broadcasters Association**. According to Ray Livesay, president and general manager of WLBB(AM) Mattoon, Ill., board members heard presentations from NAB and NRBA, then started discussing subject when word came that Senator Larry Pressler (R-S.D.) had scheduled more hearings on S. 880, daytimer relief bill, for April 3. Livesay said board members then started planning for hearings instead. Livesay added that board hopes to get back together in Washington for hearings on April 3 and take up merger vote then.

CNN Beirut bureau chief Jerry Levin disappeared last Wednesday (March 7), with no news as to his fate or whereabouts by week's end. CNN President Ed Turner flew to Beirut Friday (March 9) to



oversee effort to locate Levin, who had been in Beirut since December 1983. There were no signs of struggle at Levin's apartment, where he was last seen by his wife, Lucille, Wednesday night. There was no word that Levin had been abducted by kidnapers. Mark Dulmage, supervising producer at CNN based in Atlanta, has been dispatched to Beirut to oversee news operations there at least until Levin is found.

Limited advertising on public broadcasting was said to be "dead" issue—for time being. Temporary death knell was sounded at Public Broadcasting Service executive committee meeting and followed hearing before Senate Communications Subcommittee to discuss selling advertising time on public television (BROADCASTING, Feb. 27), and subsequent meeting Feb. 27 among National Association of Public Television Stations, station managers and directors of regional public television organizations. At second meeting consensus was reached to work toward increased federal funding authorizations for public broadcasting and to defer idea of three-year advertising experiment. From another front, endorsement for legislation "permanently authorizing limited advertising" was given in statement to Subcommittee by National Telecommunications and Information Administration Director, David J. Markey. However, Representative Timothy E. Wirth (D-Colo.) and Senator Barry Goldwater (R-Ariz.), gave FCC go-ahead to "re-examine its underwriting acknowledgement policy" for public broadcasting. In letter to FCC Chairman Mark S. Fowler, March 8, two made it clear that "there is a major distinction between full-scale advertising" and enhanced underwriting. Any FCC "action on the advertising issue would be completely unwarranted," they said.

Price Communications Corp. announced Friday its purchase of **WTIX(AM) New Orleans and KOMA(AM) Oklahoma City, Okla., for \$6 million.** New York-based and publicly held group owner, headed by Robert Price, president, also owns **WOWO(AM) Fort Wayne, Indiana** and also bought, within past year, **KIOI(FM) San Francisco and WIRK-AM-FM West Palm Beach, Fla.** Seller, **Storz Broadcasting**, owned by Robert H. Storz, owns four other AM's. *Broker: Blackburn & Co.*

Price tag of \$950,000 has been put on **WGAY(AM) Silver Spring, Md. (Washington)** by owner, **Greater Media.** New Brunswick, N.J.-based group owner of five AM's and seven FM's must sell station to clear way for \$3.5-million purchase of NBC-owned **WRC(AM) Washington ("Riding Gain," Feb. 27).**

National Cable Programming Conference, annual programming conference of National Cable Television Association, which has played to mixed reviews since its inception in 1981, **has been folded into NCTA's annual convention**, slated for Las Vegas, June 3-6. NCPC will take over last day of convention and retain its own identity.

Presentation of ACE cable programming awards will no longer be part of NCPC. National awards will be presented in southern California ceremony in December (probably in tandem with Western Cable Show) and televised by superstation **WTBS(TV) Atlanta**; local awards will be given out at C-SPAN televised ceremony in Washington in September.

Broadcasters' performance on programming for children remained in congressional spotlight last week. Children's television was focus of House press conference (see story, page 46) where industry was rebuked for its record. Few days later, however, **National Association of Broadcasters** defended its record when it circulated "**Guide to Innovative Children's Programs for Television**," on Capitol Hill. Guide, published by NAB, includes listings of regularly scheduled, locally produced children's programs as well as syndicated series and special children's programs.

Edward M. Johnson, sole owner of **Edward M. Johnson & Associates Inc.**, which has prepared FCC applications for new broadcast facilities on behalf of clients, **sold Knoxville, Tenn.-based firm** last week **to one of its attorneys, Stanley G. Emert Jr.**, according to Johnson and Emert. Price was undisclosed, but Emert said it was in "seven figures," and Johnson intimated it was around \$4 million. With closing of deal, Emert said, name of firm was changed to **Omni Communications** and he became president. **Buford Television Inc.** had purchased 20% interest in firm from Johnson for \$1.4 million in late 1982, Johnson said, but sold it back to him year later for around \$800,000. Robert P. Buford, chairman and chief executive officer of Buford, had no comment. Johnson said contract contains 18-month noncompete agreement which prohibits him from setting up shop within 350 miles of Knoxville. But, he said, "I can't imagine me wanting to be back in the application preparation business." He said firm simply became "too big" for him to run. "There's a time to get in and a time to get out." He said he had no definite plans beyond running travel agencies he owns. "Right now I am going to see what the sun is like in Hawaii for a couple of weeks." Emert stressed that operating philosophy of firm would be different under his management. For one thing, he said, no employe of firm will be allowed to file applications prepared by the firm. "That would be a conflict of interest," he said. He said he would dismiss all his pending applications, except one for new UHF (ch. 29) in Charleston, S.C. He also said that Johnson would have "nothing to do directly or indirectly with the company."



Burnett honors. Actor **James Stewart (r)** presented actress/comedienne **Carol Burnett** with the **International Radio and Television Society's Gold Medal Award** on Wednesday, Feb. 28, during a banquet at New York's Waldorf-Astoria hotel. The medal, presented each year for outstanding achievement in radio and TV, was inscribed: "*Despite her enormous success, she remains a warm, gentle, thoughtful and down-to-earth human being.*"

Editorials

Children's hour

The children's television lobby, which is the name Peggy Charren uses when on Capitol Hill, has found a friend in Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee. There was Wirth last week at a carefully staged news conference drumming up support for his bill to force educational programming on the commercial television system. Also present for window dressing were two dozen children, taken from their classes at Washington's Early Childhood Learning Center to see Tim and Peggy run. Enough to tear the heart out.

Why, it's practically nothing to ask of a bloated television system—an hour five days a week “of programing specifically designed to enhance the education of children.” Wirth omitted mention of another section of his bill giving the FCC the power to ratchet up the standards to as many hours as strike its fancy. Why bother the little ones with tiresome details?

For those with longer attention spans, the following selections from Wirth's bill are presented:

“[B]y the time the average student graduates from high school, that child has spent more time watching television than in the classroom.”

“[P]ublic broadcasting continues to provide the only significant educational programing for children broadcast on television.”

If the first observation means anything at all, it can hardly be interpreted as a criticism of television, which has become a pervasive attraction for people of all ages. Is Wirth suggesting that children spend too much time watching TV? He probably has the cure for that in the kind of programing he would force on commercial television. Does it matter that children might tune out the mandated educational stuff in favor of something more interesting? When that question was asked at last week's conference, it was turned aside.

As to Wirth's second observation, well, of course. The public television system is doing no more, and may be doing less, than it was intended to do. The FCC reserved 242 television station assignments for what it labeled noncommercial, educational use and took the action in official recognition that the commercial system was by nature as incapable of providing formal education as the private marketplace of providing public schools.

Wirth will incorporate his bill in the larger measure that he continues to call, with Orwellian persistence, the broadcasting deregulation bill. If perversion of the language is discouraged at the Early Childhood Learning Center, the kiddies should have stayed in class.

Incomplete returns

About three pages of this publication's issue a week ago contained market-by-market reports of television revenues and profits. The data came from the National Association of Broadcasters and will probably prove useful—as far as it goes. It is, however, at best a poor copy of the annual financial data that the FCC used to accumulate for both television and radio.

Of the 140 markets containing three or more television stations each, the minimum criterion for public disclosure of results, the NAB was able to assemble figures for 82 in 1981 and 67 in 1982. That trend line gives little promise of a more comprehensive 1983 report. Still, the NAB is doing about as well in persuading television broadcasters to respond to financial questionnaires as an all-industry committee, including the NAB, was able to do in 1982

when it tried to replace the FCC as the data-collecting agency.

The Broadcasting Industry Revenue Reporting Committee, which also included the Broadcast Financial Management Association, the National Radio Broadcasters Association and the Radio Advertising Bureau, hired the accounting firm of Deloitte, Haskins & Sells to collect and compile information from all operating broadcasting stations. Fewer than half of the television stations and about a fifth of the radio stations responded, despite repeated mailings. The project was abandoned.

Is this an argument for the return of the FCC to the business of financial reporting? Negative. To begin with, the FCC's reports were typically a year or more late, rendering them useless, except as annual benchmarks, especially in markets where cooperative data collection for internal purposes already goes on. Beyond that, there was always a question about the security of all that proprietary information lying around a government agency. And besides, why should the taxpayers support the collection of information that was primarily used by private enterprise?

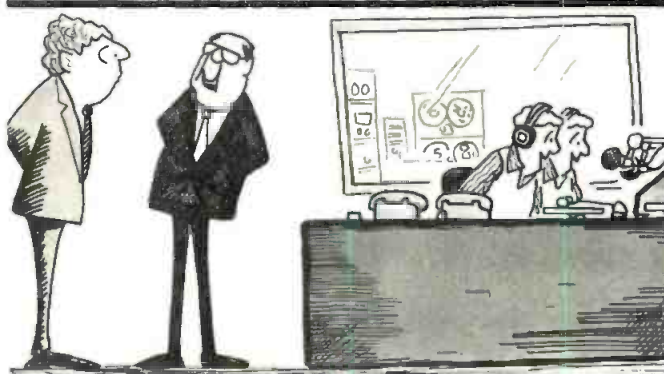
The assumption here has always been that if broadcasters value this sort of information, they will cooperate in its collection. The record of response to the Broadcasting Industry Revenue Reporting Committee suggested that some value it but most don't. It will be interesting to see the returns from the NAB's 1983 survey.

False alarm

Over the objections of their affiliates, who saw a threat to their spot business, the three commercial television networks phased in more commercial positions in prime time beginning a couple of years ago. Advertisers and agencies worried that the addition of commercial units would accentuate the clutter that already troubled them.

Some of those fears have been allayed by monitoring of network commercial time by the Association of National Advertisers and the American Association of Advertising Agencies. As reported to an ANA television workshop by Jack Otter, senior vice president and director of network programing at SSC&B (BROADCASTING, March 5), the monitoring showed no significant increase in nonprogram time after the creation of more commercial units. As promised, the networks cut back promotional material instead of program time to accommodate the added spots.

Around network headquarters these days seldom is heard an encouraging word. They must be thanking Otter.



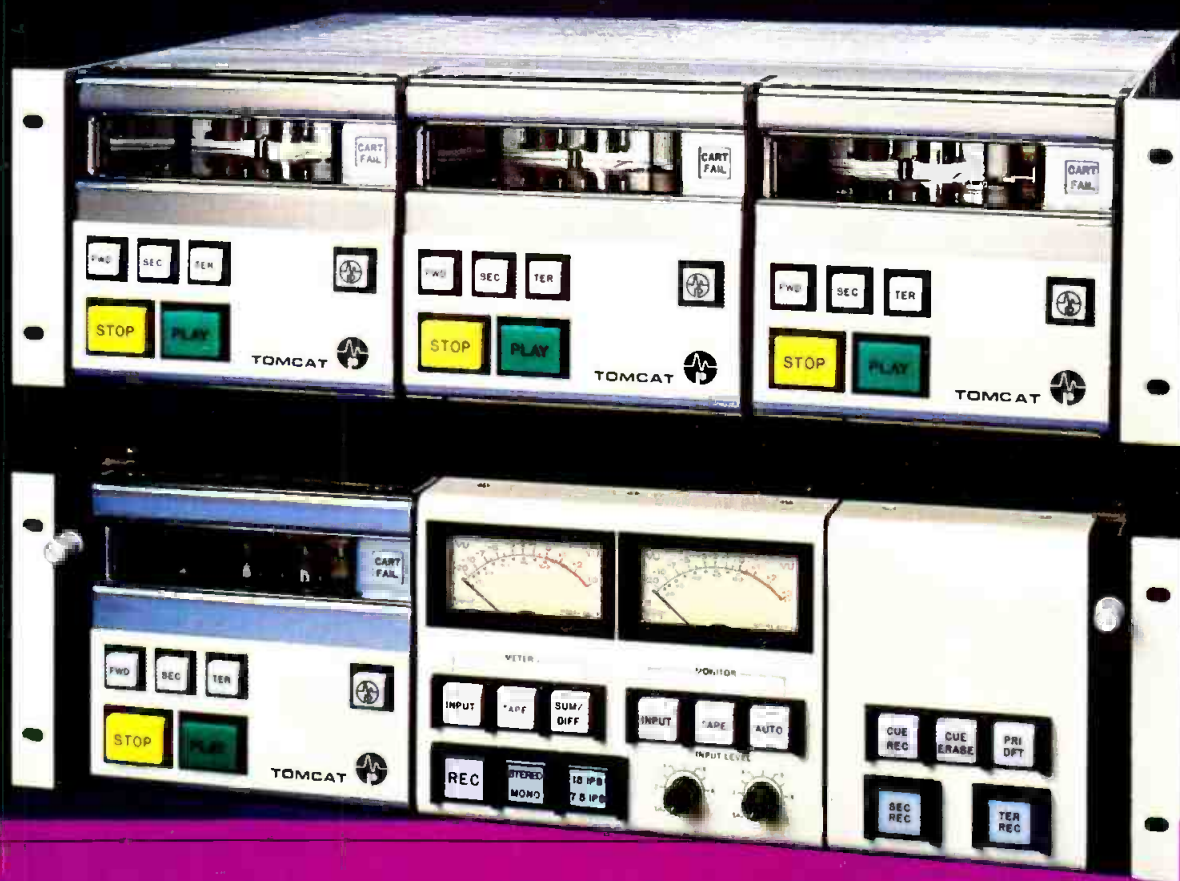
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