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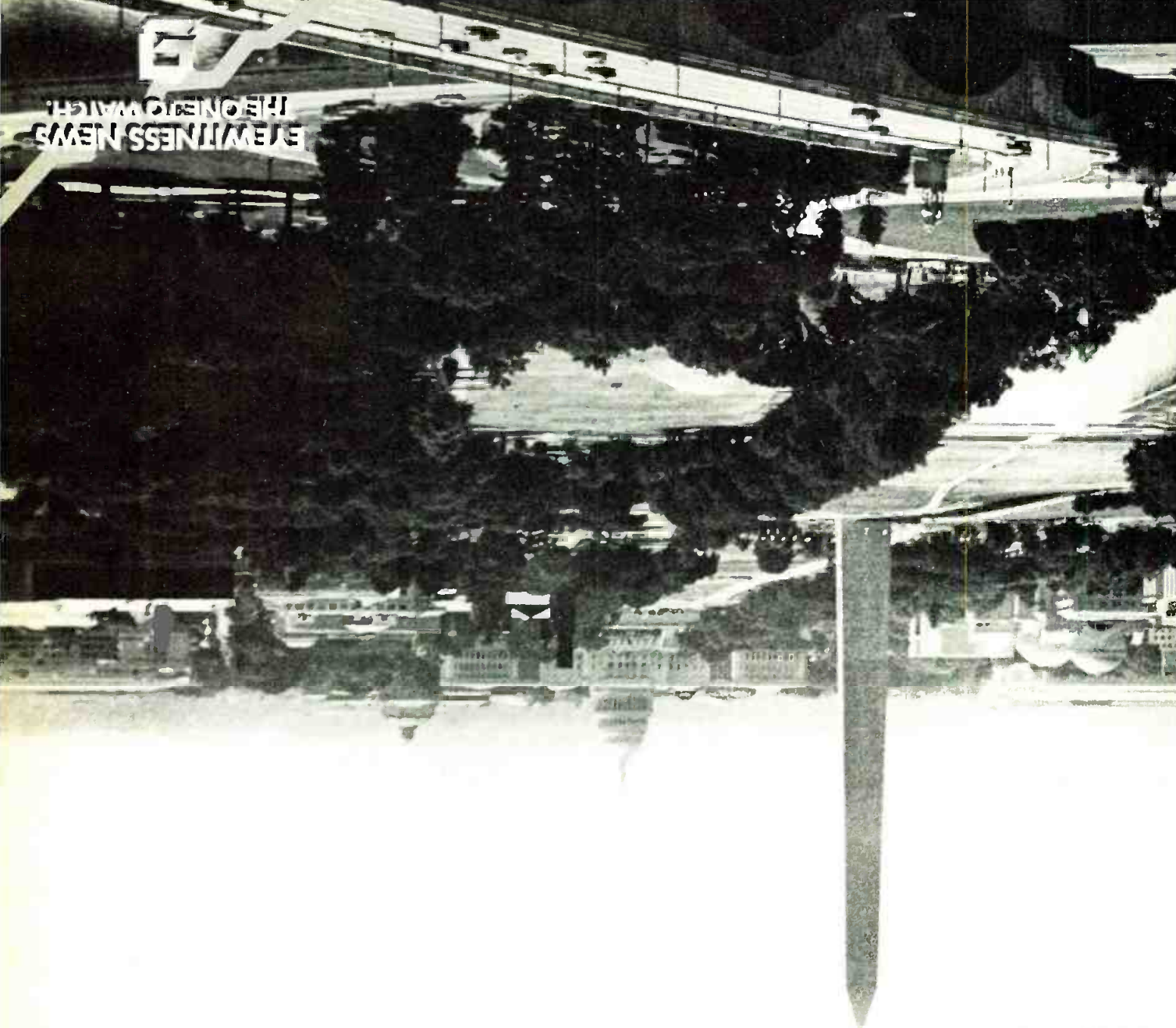


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Upfront buying season under way ABC shuts down TeleFirst □ Comparison of S. 66, H.R. 4103 and city-cable compromise

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Higher barriers

FCC Chairman Mark Fowler has directed commission staff to prepare further notice of proposed rulemaking on VHF drop-ins to beef up protection of existing television service. Under original proposal (BROADCASTING, Sept. 22, 1980), short-spaced stations would have been authorized if they provided same protection to existing stations that normally spaced stations would provide and if service gains would outweigh losses. Now staff, at Fowler's direction, is looking for criteria that would protect as much established service as possible. Proposed change in direction was felt to differ enough from original proposal that further notice would have to be issued to insure legality under Administrative Procedure Act. FCC official said further notice should be ready "around" end of year.

Must-carry in House

National Association of Broadcasters is making some congressional headway. Representative John Bryant (D-Tex.) is planning to introduce bill (possibly this week) to codify FCC's rules requiring cable carriage of local TV stations. Bryant, freshman member of House Telecommunications Subcommittee, has reportedly attracted support from some of his subcommittee colleagues. NAB has been searching for House member to sponsor must-carry bill similar to Senate measure (S. 2539) introduced in April.

Give and take

It's now learned that Commissioner James Quello's vote last year refusing to give teletext must-carry status on cable (BROADCASTING, April 4, 1983) was part of deal. According to unimpeachable source, Quello agreed to vote with FCC Chairman Mark Fowler on teletext must-carry issue with understanding that chairman would not propose rulemaking re-examining need for must-carry rules themselves.

Can't put it off

CBS's decision on whether to join Comsat as partner in Satellite Television Corp., direct broadcast satellite venture, will probably be made by this time next month. CBS is being pressed by FCC's July 17 "due diligence" deadline. If CBS hasn't made commitment by that date to build and launch DBS system, which it

plans to incorporate with STC's, it will lose its construction permit. CBS and Comsat have been exploring partnership, including themselves and others, since last summer. According to industry sources, they have persuaded Paramount, division of Gulf + Western, to join them as third partner.

Dingell unmoved

Remarks of House Commerce Committee Chairman John Dingell (D-Mich.) at hearing on international satellite matters on Wednesday (see page 56) caused Orion Telecommunications Ltd.'s Christopher Vizas II to seek and obtain meeting with chairman on following day. Dingell at hearing said FCC ought to undertake rulemaking to settle questions raised by prospects of introducing competition with Intelsat. Vizas, concerned about length of time, 15 months, Orion has already spent waiting for FCC authorization to build system, did not change Dingell's mind.

Dingell has taken no position on five applications for authority to provide separate international satellite systems, and he is said to appreciate problems delay is causing entrepreneurs, but he also has broader concerns about governmental decision-making inefficiencies that cause delay. He remains skeptical that benefits of competition for Intelsat will outweigh possible detriments. Vizas spent about 15 minutes with Dingell before Dingell had to leave for another appointment. Vizas talked for another hour with Dingell's staff, plans further such sessions.

Briefing

State Department is organizing informal brainstorming session to prepare former FCC Chairman Dean Burch for job as chairman of U.S. delegation to Space WARC next year, in Geneva. Session will be next weekend in resort complex of Wintergreen, Va. Participants will include chairmen of U.S. delegations to four International Telecommunication Union-sponsored conferences since 1979. Purpose, according to spokesman for Ambassador Diana Lady Dougan, State's Office of Coordinator of International Communication and Information Policy, who is putting session together, is to allow former delegation chairmen to compare notes and share views and impressions with Burch. Those scheduled to attend are former FCC Commissioners Glen Robinson, who was at general WARC, in Geneva, in 1979, and Abbott Washburn, who was at direct broadcast satellite conference involving countries of

western hemisphere, also in Geneva, last year: Leonard Marks, who was at high-frequency WARC, in Geneva, earlier this year, and Michael Gardner, who participated in ITU plenipotentiary conference in Nairobi, Kenya, in 1982. Dougan will also attend.

Friendship

Conventional wisdom has it that FCC Commissioner Dennis Patrick, after six months on job, has demonstrated determination to be independent force, not tied to tail of Chairman Mark Fowler's kite. And while Patrick may intend to be his own person, there are some at commission who have observed closeness between Fowler and Patrick that goes beyond what would be expected of chairman's relationship to new member. Fowler, who had recommended Patrick for FCC vacancy, is said to have shared his thoughts on policies more thoroughly—and at earlier stage in their development—than with other commissioners.

Indeed, relationship is perceived by some as indicating that Fowler is grooming Patrick, 32, to succeed him as chairman.

New technology: SAP

Several television set manufacturers are introducing low-priced models aimed at expected Spanish-speaking demand for simulcast programming. Second audio programming (SAP) sets will cost \$400-\$500 but won't have stereo capability of sets, costing \$1,000 or more, introduced at recent consumer electronics show in Chicago. Zenith and Sears each reportedly plan two models, Quasar and Panasonic, one each.

One SAP set manufacturer says it's weighing distribution to Los Angeles, Texas border and Florida. Also appealing to Spanish simulcast audience is SAP radio from Sears, reportedly to be sold for \$80.

Friendly bankers

Radio industry is currently witnessing upswing in financing from banks for purchase of radio properties by "experienced" broadcasters who are either principal investors in stations or part of newly formed group to buy them. Not only are some national banks, which have been involved in this area for some time, such as Chemical Bank, remaining very active, but regional institutions such as Bank of New England, Boston, are now adding radio stations to their loan portfolio.

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Weinblatt departure

Mike Weinblatt gave notice last week that he would step down as president and chief operating officer of Showtime/The Movie Channel Inc. at the end of July. The move is a delayed reaction to the decision of the joint board of the pay cable programmer to install advertising executive Neil Austrian as chairman and chief executive, ahead of Weinblatt in the corporate structure (BROADCASTING, May 21). Austrian, who is in the midst of a two-week vacation, is expected to join Showtime/TMC during the last week of June.

When Austrian's hiring was announced, the board and Austrian said they would try to persuade Weinblatt to remain as the firm's number-two man. In a telephone interview last week, Weinblatt said, he "certainly got the feeling" that he was wanted. "They seemed very anxious for me to stay."

Weinblatt, who turned 55 last week, began his television career at NBC in 1957, rising to the presidency of NBC Entertainment in 1978. He was president of NBC Enterprises when he signed on as president of Showtime Entertainment in June 1980. Showtime Entertainment merged with The Movie Channel in the fall of 1983 to form Showtime/TMC, which is principally owned by Viacom International and Warner Communications. Many in the industry thought Weinblatt's days at Showtime/TMC were numbered at the time of the merger when he was not given the chairman and CEO titles.

Weinblatt guided Showtime through four years of explosive growth and, according to



Weinblatt

Weinblatt, it "has grown beautifully." The service has been profitable since the summer of 1981, he said, and it is the only pay service, other than Home Box Office, its chief rival, that can make that claim.

Since the merger, Weinblatt has had his hands full coping with the added responsibility of The Movie Channel and with nearly 800,000 subscribers the company picked up when Spotlight, a pay service founded by several cable operators, folded last February. And he and the Showtime/TMC's staff have also been trying to make the most of

the company's five-year deal for the exclusive cable rights to Paramount films.

Weinblatt said he had "mixed feelings" about his decision to leave, and said he wasn't sure he would until the week before the National Cable Television Association convention two weeks ago. He said he waited until after the convention to make the announcement because he didn't want it to be "disruptive" to the company at the convention.

Weinblatt, who is in the first year of a three-year contract that allows him to leave should someone else be put ahead of him, didn't want to talk about his severance agreement, except to say: "I feel OK about those arrangements."

Weinblatt seems in no hurry to move on to a new job or enterprise. Having made the decision to leave Showtime/TMC, he said he plans to step back and ponder his next move before making it. "I have a few things kicking around."

A good face

Just before the National Cable Television Association convention (June 3-6) some 25 public relations and public affairs executives, representatives of cable operators and programmers, met to find out if they had any common goals and whether they could work together to achieve them.

According to Dick Holcomb, vice president, public affairs, American Television and Communications, and one of the meeting's organizers, it was a success. The executives emerged with five objectives, which they promised to pursue through smaller working groups. Objectives included setting up a mechanism for regularly exchanging information among public relations professionals; improving the skills and judgments of professionals at the corporate level; improving the skills and judgments of persons at the system level who are responsible for dealing with the press, the public and public officials; increasing the awareness of and support for public relations inside and outside the industry, and establishing a mechanism for concerted action on "broad public policy issues and industrywide public relations projects."

Holcomb is unsure whether the meeting and the informal agreement among his colleagues to work together on a few goals will lead to the formation of a permanent public relations organization with officers and regular meetings. At this point, he said, it's more important that their efforts result in some specific activities than a set of bylaws. For the time being, he said, "We call ourselves the ad hocs."

Frazee takes over

The C-SPAN board of directors has unanimously elected John P. Frazee, group vice president, Centel Video Services, as its new chairman. The 39-year-old Frazee will succeed two-term chairman Ed Allen, presi-

dent of Western Communications Inc., and newly elected chairman of the National Cable Television Association.

"The response from viewers of C-SPAN's election coverage and other programs, as well as widespread acclaim from media critics and journalists, indicates that the network has been enormously successful in providing fair and balanced coverage of our nation's governmental process and other critical public affairs issues," Frazee said in a prepared statement. "The cable industry should be tremendously proud of the public service we have provided in funding C-SPAN. My top priority as chairman will be to see that we, the industry, do everything



Frazee

possible so that more and more Americans have access to, are able to watch, and therefore participate in C-SPAN's programming."

The board has also elected Jim Whitson, president of Sammons communications, its treasurer.

SSS's SSS

Satellite Syndicated Systems intends to lead the cable industry into the pay audio business, which SSS President Ed Taylor believes will generate annual revenues of \$1.5 billion by the end of the decade. SSS formally introduced at the National Cable Television Association convention two weeks ago Star Ship Stereo, satellite-delivered free stereo music formats, covering the gamut from country and western to progressive rock.

At a press conference there, SSS's Sel Kremer promised cable affiliates of Star Ship Stereo 20% penetration and 6% increase in basic subscribers after three years. Kremer said Tribune Cable Communications and three other MSO's, which he refused to identify, had already been signed up, promising to offer the service to a million subscribers. The service would retail, he said, for between \$6 and \$9.

By 1990, revenue from pay audio services will amount to around \$1.5 billion, said Taylor at a panel session that preceded the press conference. The cable operators' cut will be about two-thirds or about \$1 billion. The remaining \$500 million will be divided among SSS and other pay audio programmers.

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Taylor said, conventional analog transmission techniques will be used to pipe the 10 discrete audio signals over the satellite, through the local cable system and into the home. The service will eventually switch to a digital transmission scheme that will improve quality, permit addressability (and "pay-per-listen") and provide more signal security, he said.

Star Ship Stereo's 10 formats: Country & Western, Big Bands, 50's, 60's and 70's, Easy Listening, Adult Contemporary, Rhythm & Blues, Comedy, Classical, Jazz and Progressive Rock.

SSS is not the only company excited by pay audio. At the pay audio panel session, Gerard A. Maglio, executive vice president, marketing and programming, Daniels & Associates, revealed that five MSO's, including Daniels, and three cable programmers, includ-

ing SSS, had formed a cooperative—the Cable Audio Research group—to investigate jointly the market for pay audio. Other members of the group: American Television and Communications, Tele-Communications, United Cable, Warner Amex, CBN and United Video.

The panel session also featured representatives of two other companies that intend to become pioneer pay audio programmers. They were Steve Olsen, The Music Group, and Richard Maul, Western Communications Inc., a Walnut Creek, Calif.-based MSO.

Through basic research and focus groups conducted over the past six months, said Maglio, the CAR group has amassed a wealth of facts about consumer interest in audio services and how much they would be willing to pay. Actual field tests of pay audio

services will be conducted this summer, he said. The CAR group is not permanent, he said. "Once we get the answers, we go our separate ways."

What distinguishes SSS from other companies exploring pay audio is its willingness to plunge headlong into the business before the research is completed. Taylor said SSS plans to learn by doing. "You have to get out there and do it."

Nabu news

Nabu, the Ottawa-based software channel, has announced that field tests of the channel will be completed before the end of the year and a national roll-out of the system will begin next April. Co-founder, chairman and chief executive officer, John B. Kelly, speaking at a press conference during the National Cable Television Association convention two weeks ago, said the company will cease production of its own personal computer and instead will have ready in nine months an adapter that will be compatible with Commodore, "MSX standard" and IBM PC's.

The home personal computer market, Kelly said, is "not unlike the television industry of the past 20 years... It is programming that will determine the market." He said that the channel will give the "typical North American family" easier and cheaper access to home PC programs, thereby benefiting both the cable and home PC industries.

Preliminary marketing results were given for Nabu's U.S. test in Tribune Co.'s Alexandria (Va.) Cablevision system. After a direct mail campaign reaching 1,000 subscribers, approximately 500 were contacted. Of those, 196 were given demonstrations and 104 signed up. All signed for the maximum package, which comprises hardware, basic "family" programs, an educational package, an entertainment package (including games) and a "personal productivity" package that includes word processing, financial home management assistance and stock trend analysis. The full package, normally costing \$32.50 per month, was being offered at \$27.95.

The Alexandria test, only three weeks old, will be followed by others to work out marketing and customer service questions before headend connections are delivered to participating system operators at the beginning of April. Alexandria is also the location of Nabu's U.S. headquarters, where NCTA President Tom Wheeler will take over as chief executive officer of U.S. operations on Aug. 1, after leaving the presidency of NCTA.

The new PC-compatible adapter will also be available as a board, to be inserted into either a converter or the PC itself. Nabu will have to contend with at least three different software standards—Commodore, IBM and MSX—according to Arthur G. Esch Jr., executive vice president of international licensing. If every program were copied in all three standards, that would cut the 500-program capacity of the system to one-third, or 167.

Kelly said he has been contacted by direct broadcast satellite companies about delivery of the channel, saying that for the time being, "our strategy is a cable strategy." A "business tier" of software programs will be added to the channel this summer, with two or three more added in the fall.

"THREE'S COMPANY" DE-STROYS THE COMPETITION IN DE-TROIT.

With its 15 rating and 28 share, THREE'S COMPANY is the highest rated series on WKBD. It delivers 19,000 more Women 18-34 than its nearest competitor in the M-F 7:30-8PM time period. It delivers 2 more rating points than its M*A*S*H lead-in. And it's up 3 rating points from the previous sweep!

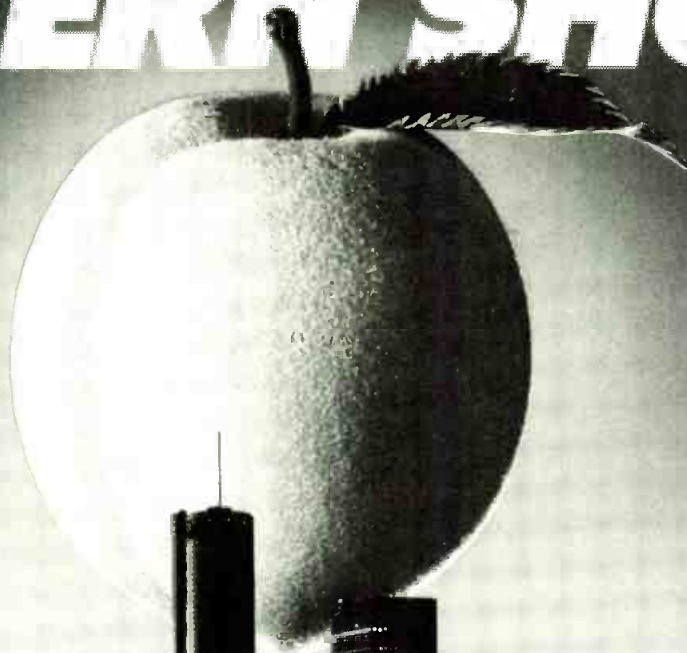
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most innovative trade show in the southeastern United States. Combined with the insight of noted industry leaders, and an opening session highlighted by focus group research and customer feedback, this year's Show is full of juicy tidbits worth digesting. Plus, its broad subject range appeals to everyone...from the largest MSOs to the smallest independent operator.

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Monday Memo

A commentary on women in broadcasting by Ed Joyce, president, CBS News, New York

Progress report

The following comments on the status of women in broadcast journalism were originally delivered by Ed Joyce to American Women in Radio and Television during its annual meeting in Chicago last month.

Like most Americans, I have been an observer of, and an occasional participant in, the women's movement of the past several decades. As is true of most human rights struggles, it has been energetic and noisy and untidy and, ultimately, inspiring. The strides it has made in recent years will not—will never—be rolled back.

And it seems to me that, as part of the larger movement, the cause of women's rights in radio and television is an especially compelling one. Our industry is, after all, a part of America that is more visible than almost any other.

In broadcast news, where I have spent most of my career, the record has been mixed. Broadcast news has always found a place for a few women who were stars. But below that level, our profession from the beginning has had a masculine frame of mind, occasioned perhaps by male dominance of the technical aspects of our work and also by the old belief that journalism is a swashbuckling and raffish pursuit that should be reserved to men alone. It has been particularly galling to women, I am sure, that they have not been readily granted equal access in a profession which is supposed to be more rational than most, more objective than most, and more vigilant than most concerning the principles of a democratic society.

In August of last year, I was on a tour of our bureaus in Europe, and I stopped at our London bureau. While I was there, one of our correspondents, Martha Teichner, took the opportunity to tell me about where her career was going, or wasn't going. She felt she was being locked out of significant hard news stories because she was a woman. In particular, she talked to me about Beirut.

Our London bureau sends correspondents to Beirut on a rotating basis, to cover the fighting there. Martha informed me that the rotation for Beirut coverage included only men, and that, try as she might, she could not break into that rotation. The reason, it seems, was some unwritten feeling that women should not be sent into combat zones. Please understand that this was purely and simply a question of someone doing what seemed to be "the right thing." However, it had reached the point, Martha told me, where some of the male correspondents resented her being able to stay in London and she resented their being able to go to Beirut. A woman producer, Lucy Spiegel, had been trying just as hard to go to Beirut.



Edward M. Joyce was named president of CBS News in September 1983, after 30 years with the organization. During his tenure, he served as general manager of three CBS-owned stations: WBBM-TV Chicago, KNXT(TV) Los Angeles (now KCBS-TV) and WCBS-TV New York. Earlier in his career, he worked in various capacities for both radio and television, including producer, reporter and news director. Joyce was executive vice president of CBS News before being named president.

The unwritten, unspoken feeling that prevented women from covering combat areas was new to me. It was a feeling that I didn't share. So I made sure that Martha and Lucy were both sent to Beirut. That decision had two consequences. One, they did an outstanding job in covering Beirut. And two, women at CBS News are not denied assignments in dangerous areas of the world.

I should add that, since that time, we have had a change of bureau chiefs in Beirut, and the new bureau chief is Lucy Spiegel. That's not tokenism, by the way. Jennifer Siebens is our Paris bureau chief and Kathy Moore becomes our Dallas bureau chief next month. And Lucy, Jennifer and Kathy all succeeded men in their positions.

So what happens when we ignore the stereotypes, violate the unwritten rules about women in news operations? Nothing. No catastrophes. No disarray. No massive breakdowns of the system. Only the welcome event of a woman doing a job as well as a man did it before her, with perhaps a fresh point of view that was absent before.

Our Washington bureau is an example of this.

Take the Pentagon beat. That, if any, would seem to be an exclusive male preserve. But our Pentagon producer is a woman, Roxanne Russell, and she can toss around facts about those weapon systems with the best of them.

Or the assignment desk, one of the pressure points in any news operation. In Wash-

ington our assignment manager is a woman, Susan Morrison, and she fills that slot as well as any of the men that preceded her.

The Washington bureau supplies a great deal of news to *The CBS Morning News* each day. And the Washington producer of the broadcast is a woman, Mary Martin. So for that matter is the executive producer of radio news in Washington, Dee McKinsey. And the Los Angeles producer for *The CBS Morning News* is Roberta Hollander.

I think I can say, truthfully, that at CBS News these days, nothing is ruled out for women. I'm not going to step aside in the interests of sexual harmony. But I sincerely believe that the scarcity of women at the top levels of CBS News is a reflection of the past, not the present.

Women at CBS News may not have moved along as rapidly as they might have hoped. But no such delays are expected today and tomorrow. The women whom I have cited and many others are on track in their career timetables. They can be expected to rise on equal footing with men; if they are capable, they will be promoted. I don't see any reason why we shouldn't expect more women senior executives at CBS News in the future. Indeed, 47% of what might be termed middle-management positions at CBS News are already occupied by women.

And while I'm at it, let me tell you something about the one woman vice president we do have at CBS News today. She is Joan Richman, and she started with the network more than 20 years ago, clipping newspapers for the files. She worked her way up through the ranks, as a researcher, then as an associate producer, then as a producer. Now she is vice president and director of special events.

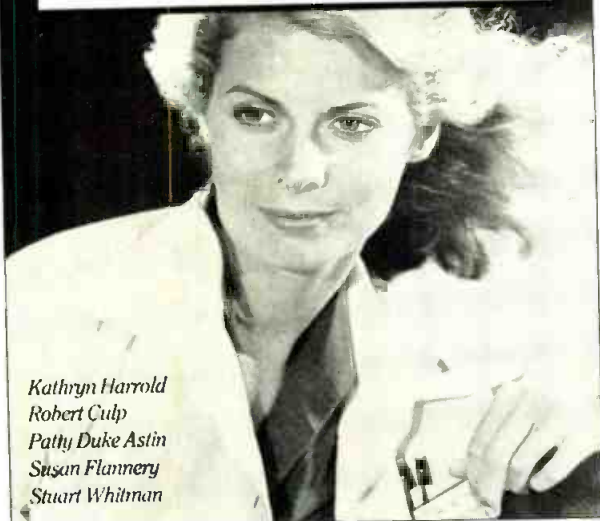
Let me give you a few sample figures: At CBS News, 25% of the anchors, correspondents and reporters—the people who actually broadcast the news—are women. In the writer/editor/researcher category, 43% are women. In the assignment and traffic complex, 31% are women. And 29% of our producers are women, 60% of the associate producers are women, 23% of the directors and associate directors are women, 73% of our production managers are women and 69% of the program assistants are women.

I do not cite those figures in a boastful way, nor am I seeking a pat on the back for something that we should be doing as a matter of course.

I am, however, proud of our record of hiring and promoting women, and of providing women with the opportunities that are their due. Indeed, that record is probably better than many other news organizations. Nonetheless, our record isn't perfect and it probably never will be, not by your standards and not by mine. But we have made strides and we will continue to do so. ■

THESE STATIONS ARE ON THE BEST SELLERS LIST.

WOMEN IN WHITE



Kathryn Harrold
Robert Culp
Patty Duke Astin
Susan Flannery
Stuart Whitman

The Last Convertible



John Houseman
Perry King
Bruce Boxleitner
Debroah Raffin
Edward Albert

John Shea
Michael Nouri
Sharon Gless
Kim Darby

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Star-studded casts, best-selling authors and novels, and powerful storylines...TPS's Best Seller Series, a proven commodity with ten hours of spectacular programming opportunity.

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KTZO SAN FRANCISCO
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WKBD DETROIT
KXTX TULSA

KRIV HOUSTON
WPGH PITTSBURGH
KCPQ SEATTLE
KRBK SACRAMENTO
WPDS INDIANAPOLIS
WXMI GRAND RAPIDS

WYAH NORFOLK
WXXA ALBANY, NY
WGGT GREENSBORO
WPMI MOBILE
WPEC W. PALM BEACH
WNFT JACKSONVILLE

KCBR DES MOINES
KIKU HONOLULU
WCEE MT. VERNON
WGOT NASHUA

TURNER PROGRAM SERVICES

ATLANTA (404) 827-2200

RADIO ONLY

Philadelphia Saving Fund Society □

Two-week flight is scheduled to start this week in Philadelphia, Reading and Allentown, all Pennsylvania, to stimulate savings and loans. Commercials will run in daytime periods during weekdays. Agency: Weightman Advertising, Philadelphia.

Sheraton Hotels □

Three-week flight to advertise company's hotels is scheduled to begin this week in Phoenix and Tucson, Ariz. Commercials will be positioned in all dayparts during weekdays and weekends. Target: adults, 25-49. Agency: Abert Newhoff Burr, Los Angeles.

Circle T Foods □

Various products will be advertised in eight-week flight set to start in early July in four markets in Texas and Oklahoma. Commercials will run in all dayparts during weekdays. Target: women, 25-49. Agency: Marshall Bateman Advertising, Dallas.

Wine World Inc. □ Producer and importer of wine will start eight-week

flight in late June in about 11 Midwestern markets. Commercials will be positioned in all dayparts during weekends and weekdays. Target: women, 25-49. Agency: Allen & Dorward, San Francisco.

Alaska Seafood Marketing Institute □

Alaska salmon will be promoted in generic campaign in nine markets starting at end of June. Commercials will be scheduled in all dayparts during weekends and weekdays. Target: women, 25-54. Agency: Evans/Pacific, Seattle.

Peter Paul Cadbury Inc. □

PowerHouse candy will be featured in six-week flight beginning in late June in 15 markets. Commercials will run in afternoon and evenings and on weekends. Target: persons, 12-24. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

American Airlines □ Three-week campaign to encourage business travel will break in late June in 70 radio and 13 TV markets. Commercials will appear in

all time periods on radio and television. Target: men, 25-54. Agency: Bozell & Jacobs, Dallas.

Southland Corp. □

Barricini ice cream will be spotlighted in seven-week flight to begin in late June and early July in five markets in Texas. Commercials will be carried in all dayparts on radio and television. Target: adults, 18-34. Agency: Richards Group, Dallas.

Pizza Hut of America □

Four-week flight is scheduled to start this week on radio in San Diego and on television in San Diego and Phoenix. Commercials will be carried in all dayparts. Target: women, 18-44. Agency: W.B. Doner & Co., Los Angeles.

American Dairy Association □

Promotion for milk is scheduled to begin in early July in more than 100 radio and about 20 television markets. Commercials will run in morning periods on weekdays and weekends on radio and in all periods on television. Target: adults, 18-34. Agency: D'Arcy MacManus Masius, Chicago.

TV ONLY

Kentucky Fried Chicken □

Five-week flight is set to start in early July in about 10 Southeastern markets. Commercials will be placed in fringe and prime time segments. Target: adults, 18-49. Agency: Mangan Rains Ginnaven Holcomb Associates, Little Rock, Ark.

Colgate-Palmolive □

Various products will be spotlighted in eight-week flight in about six markets, starting in late June. Commercials will run in all time periods. Target: women, 18-49; 25-49. Agency:

Selling home centers.

Television advertising is not a luxury, or even an option, for the home center industry—it's a necessity. That was the word from Robert H. Baker, local sales vice president, Television Bureau of Advertising, at a June 8 home center conference in New York. Baker cited a consumer survey by *National Home Center News*, a conference sponsor, showing that at least one-third of America's 83.5 million households are involved in major home-improvement efforts but that more than half of the nation's consumers think of discount and department stores before they think of home centers when shopping for home-improvement products. The way to change that, Baker suggested, is with TV advertising.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. Watch for this two-minute, twice-a-day feature in the evening and before morning drive.

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

THE LA EXPERIENCE, 1984—June 25. Get the most out of your trip to the '84 Olympics. Get news about side trips and travel tips in AP's 5-part series. Scripts move in advance June 16.

BASEBALL—All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

PATRIOTISM ALIVE AND WELL—July 4. America's return to patriotism is chronicled in AP's 5-part series of 90-second features during the week of July 4.

THE OLYMPIAN—July. AP captures all the tension and excitement the athletes experience as they train during the final weeks before the Summer Games begin. Scripts for our weekday series, *The Olympian*, are delivered in time for morning drive and include spot breaks.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Diff'rent Strokes

144 Episodes Available This Fall.

Over 100 Stations
Now Sold!*

WNEW New York
 KCOP Los Angeles
 WFLD Chicago
 WPHL Philadelphia
 KBHK San Francisco
 WXNE Boston
 WKBD Detroit
 WDCA Washington, DC
 KTVT Dallas-Ft. Worth
 WCAB Cleveland
 KHTV Houston
 WPGH Pittsburgh
 WCIX Miami
 KSTW Seattle
 KMSP Minneapolis
 WGNX Atlanta
 WFTS Tampa
 KDNL St. Louis
 KWGN Denver
 KOVR Sacramento
 WTTV Indianapolis
 WJZ Baltimore
 WETG Hartford-New Haven
 KPTV Portland, OR
 KPHO Phoenix
 KUSI San Diego
 WXIX Cincinnati
 WZTV Nashville
 WTVT Milwaukee
 KSHB Kansas City
 WDBO Orlando
 WSOC Charlotte
 WVUE New Orleans
 WIVB Buffalo
 WCMH Columbus, OH
 WFBC Greenville-Spartanburg
 WOTV Grand Rapids
 WBRC Birmingham
 WREG Memphis



WTVD Raleigh-Durham
 KWTV Oklahoma City
 KTVX Salt Lake City
 WDRB Louisville
 WJAR Providence
 KSAT San Antonio
 WYAH Norfolk
 WGAL Harrisburg

WNYT Albany-Schenectady
 WJTM Greensboro
 WHIO Dayton
 WNEM Flint
 KTAL Shreveport
 WRLH Richmond
 KATV Little Rock

WATE Knoxville
 WALA Mobile
 KGSW Albuquerque
 WFLX West Palm Beach
 KMPH Fresno
 WTLV Jacksonville
 WLRE Green Bay
 WSET Roanoke-Lynchburg
 WUHF Rochester
 KAYU Spokane
 WPSD Paducah
 KITV Honolulu
 WKYT Lexington
 KTVV Austin
 KOLR Springfield
 WLBT Jackson, MS
 KZAZ Tucson
 WRBT Baton Rouge
 WHNT Huntsville
 WLTX Columbia, SC
 WICS Springfield, IL
 WCTI Greenville-New Bern
 KWTX Waco
 WILX Lansing
 KVVU Las Vegas
 KATC Lafayette
 WJBF Augusta
 WJCL Savannah
 WCIV Charleston, SC
 WKAB Montgomery
 WLTZ Columbus, GA
 KGBT McAllen-Brownsville
 KFDX Wichita Falls
 KRIS Corpus Christi
 WECT Wilmington
 KBCI Boise
 WMGT Macon, GA
 WTVB Columbus-Tupelo
 KSFM Fort Smith
 WTSG Albany, GA
 KTVL Medford
 KXII Ada-Ardmore
 WXVT Greenwood-Greenville
 WBBJ Jackson, TN
 KJAC Beaumont-Port Arthur



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AdVantage

Good omen. Spot TV availability requests in first quarter were up 20% over comparable period of 1983, Katz reported last week. Rise, according to George Feldman, vice president, management services, substantiates what industry has projected: "1984 will be a strong year for broadcast advertising." Katz Television's latest demographic study also showed that women, 25-54, remained most requested demographic, followed by women, 18-49; men, 25-54, and adults 25-54.

Union campaign. American Federation of State, County and Municipal Employees (AFSCME) is using television in its effort to win union elections and attract new members. In what they called unprecedented approach by major union, AFSCME said 30-second commercials are being used in six Ohio and Illinois markets and will be extended to others as elections approach. Commercials, by Beber Silverstein & Partners, New York, emphasize that "AFSCME gives public employes a powerful voice that is respected by the public and management."

Audience research, now and later. Expanded measurement of individual viewing is number-one need in audience research, both for today and future. That was consensus of some 44 executives from broadcasting, cable, advertising and audience research in conference conducted by Electronic Media Ratings Council and in follow-up survey, also by EMRC. Conference dealt with "Electronic Media Ratings—The Next 10 Years" and was held Jan. 23-25 at Boca Raton, Fla. Among other high priorities: larger sample sizes; more precise demographic breaks (including pay cable/basic cable/noncable breaks and more income, geographic and life-style breaks) and development of commercial ratings as opposed to program ratings. EMRC conference and follow-up survey were part of continuing project, second phase of which—conference to further define needs and consider how to meet them—was held last week (June 11 to 13) in Southampton, N.Y.

On the road. Clairol is sponsoring production of 4.6 million "Radioguides," free comprehensive listing of over 1,400 AM and FM stations in more than 300 cities indexed by interstate highway routes, according to The Radioguide People Inc. of Southfield, Mich. Sponsorship is part of Clairol's marketing campaign for its Summer Blonde hair product as well as the "Search for the Summer Blonde" contest.

N TV SALES TODAY, BEING SMART AND AGGRESSIVE S NOT ENOUGH.

Companies all over the country are realizing a third ingredient is necessary.

Professional training. To raise performance to the higher levels demanded in today's competitive world. That's why companies all over the country are turning to Martin Antonelli. He knows how to train TV salespeople who produce.

Every person trained at the Antonelli Media Training Center has completed an intensive, individualized program which creates knowledgeable sales professionals who can produce immediate results.

And there are courses for more experienced people all the way up to manager. Vital areas covered include presentations, time management, and group motivation.



ANTONELLI MEDIA TRAINING CENTER

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ANTONELLI MEDIA TRAINING CENTER, INC.

The programs work. Some of the industry's leading firms send sales people for training. Former students now successfully sell time for firms and TV stations like TeleRep, Blair, Petry, Katz, WPIX/New York, KT'TV/ Los Angeles, WSB/Atlanta and WNEV/ Boston (a full list would fill this ad).

You can use the Antonelli Media Training Center when you're trying to fill a job. You'll get more, better-trained people than you thought existed. And you can raise the productivity of your current TV sales staff with the Center's advanced training.

For more information, call or write today. After all, in these times you have to make the most of your resources.

William Esty Co., New York.

Gold Seal Co. □ Window Wonder cleanser will be promoted in eight-week flight to start in mid-August in four markets. Commercials will be placed in daytime and early and late fringe. Target: women, 25-54. Agency: Geers Gross Advertising, New York.

George Hormel & Co. □ Old Smokehouse sauce will be spotlighted in 11-week flight to begin in early August in approximately 25 markets. Commercials will be placed in daytime, early fringe, news and prime-access slots. Target: women, 25-49. Agency: BBDO, Minneapolis.

Travelers Insurance □ Fourth-quarter campaign is being planned to begin in early September for seven weeks in about 20 markets. Commercials will air in prime time, sports and news segments. Target: adults, 25-54. Agency: Ally & Gargano, New York.

RepReport

KSTU(TV) Salt Lake City: To Blair Television from TeleRep.

WSTG-TV Providence, R.I.: To Seltel (no previous rep).

WDLT(TV) Chickasaw, Ala.: To Selcom from Masla Radio.

WCZY(FM) Detroit: To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

WAOK(AM) Atlanta: To Masla Radio from Hillier, Newmark, Wechsler & Howard.

KOXY(FM) Beaumont, Tex.; WLCS(AM)-WQXY(FM) Baton Rouge: To Christal Radio Sales from McGavren Guild Radio.

WPOZ(AM)-WKKW(FM) Clarksburg, W. Va.: To Masla Radio from Savalli/Schutz.

WZRO(FM) Champaign, Ill.: To Weiss & Powell (no previous rep).

WCPK(AM) Chesapeake, Va.; KGIM(AM) Aberdeen, S.D.: To Masla Radio (no previous rep).

KCFM(FM) Florissant, Mo.: To Weiss & Powell (no previous rep).

KSAL(AM)-KYEZ(FM) Salinas, Kan.: To Christal Radio from Blair Radio.



THE BEST

Warner Bros. Television Distribution
A Warner Communications Company



Cleveland. We've got it!

SELTEL is now the National Sales Representative for WCLQ-TV 61... Cleveland's fastest growing television station. As an independent, Channel 61 offers the best in children's programming, local and national sports, popular and classic movies, as well as, action-packed series and specials.

The winning combination - SELTEL, WCLQ-TV 61, and Cleveland... we're proud to be together.



The Arcade, Cleveland, Ohio.
Photography Courtesy of Convention & Visitors Bureau of Greater Cleveland.

This week

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

June 17-19—National Association of Farm Broadcasters summer meeting. Omaha.

June 18—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Sports Fever and the Olympics." Copacabana, New York.

June 18-21—Fourth annual Wharton Sales Management School, sponsored by *Radio Advertising Bureau*. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 599-6666.

June 18-22—National Association of Broadcasters board meeting. NAB headquarters, Washington.

June 19—New York chapter, *Women in Cable*, meeting. Viacom conference center, New York.

June 19—Television Bureau of Advertising regional

sales training conference. Sheraton National Airport, Washington.

June 19—Southern California Cable Television Association luncheon meeting. Speaker: Ed Allen, incoming NCTA chairman and president of Western Communications. Los Angeles Airport Hilton. Information: SCTTA, (213) 684-7024.

■ **June 19**—Media Institute luncheon, "The Press and Its Critics." Speaker: William Rusher, publisher, *National Review*. Mayflower hotel, Washington.

June 20—Women in Cable, Philadelphia chapter, cable seminar, one in series. University of Pennsylvania, Philadelphia.

June 20—New York chapter, National Academy of Television Arts and Sciences, luncheon. Speaker: Marc Levinson, president, Picture Music International. Copacabana, New York.

June 21—Federal Communications Bar Association annual meeting luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Touchdown Club, Washington.

June 21—Women in Cable, Chicago chapter, "Council for Cable Information: A Progress Report by Kathryn

Creech, president." Lawry's Prime Rib, Chicago. Information: (312) 399-2250.

June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21-24—Ninth annual Upper Midwest Communications Conclave. Sheraton Midway hotel, St. Paul.

June 21-24—North Carolina Association of Broadcasters summer meeting. Hotel Meridian, Montreal.

June 22-23—Texas Association of Broadcasters "Radio Day." Crowne Plaza-Holiday Inn, Dallas.

June 22-24—American Meteorological Society 14th conference on broadcast meteorology. Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

June 22-24—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

June 23—Washington chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Wax Museum, Washington.

June 23—San Diego chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Intercontinental hotel, San Diego.

June 23-26—Georgia Association of Broadcasters annual convention. Ironworks Convention Center and Hilton hotel, Columbus, Ga.

Major Meetings

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 and Programming Conference," combined conventions of National Radio Broadcasters Association and National Association of Broadcasters Radio Programming Conference. Westin Bonaventure and Billmore hotels, Los Angeles.

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

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

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

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

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

Nov. 17-20—AMIP '84, American Market for International Programs, second annual program marketplace, organized by Perard Associates with 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. 10-14, 1985**—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—Radio Advertising Bureau's Managing Sales Conference. Amlac hotel, Dallas.

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

Feb. 3-6, 1985—National Religious Broadcasters 42nd annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by Country Radio Broadcasters Inc. Opryland hotel, Nashville.

March 26-27, 1985—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton Center, New York.

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

May 7-11, 1985—American Women in Radio and Television annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—Broadcast Financial Management Association 25th annual conference, Chicago. Future conference: April 27-30, 1986, Los Angeles.

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

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

■ **June 5-9, 1985**—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: 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.

June 8-12, 1985—American Advertising Federation national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Also in June

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

June 25-28—Seventh annual Visual Communications Congress. New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

June 26—National Press Club luncheon. Speaker: Frank Biondi, chairman, HBO. NPC, Washington.

June 26—National Association of Broadcasters seminar on television acquisition. Sheraton Center, New York.

June 26—Women in Cable, Philadelphia chapter, cable seminar, one in series. University of Pennsylvania, Philadelphia.

■ **June 27**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Lee Polk, executive producer, *WonderWorks*, on "New Opportunities for New York Talent." Copacabana, New York.

June 27-30—Florida Association of Broadcasters 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—National Press Photographers Association "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

June 28—"Minority Ownership of New Broadcast Stations," seminar sponsored by FCC, National Telecommunications and Information Administration and Minority Business Development Agency. J.W. Marriott hotel, Washington. Information: Zora Brown Kramer, FCC, 1919 M Street, Washington 20554.

June 28—"Is There a Liberal Media Elite in America?" symposium sponsored by American Enterprise Institute. Mayflower hotel, Washington.

June 28—Women in Cable, Philadelphia chapter, cable seminar, one in series. University of Pennsylvania, Philadelphia.

June 28-29—"New Telecommunications Opportunities for Non-Telephone Utilities: Electric/Gas/CATV," sponsored by Public Utilities Reports Inc. Capital Hilton hotel, Washington.

June 29-30—Radio-Television News Directors Association region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

June 30—Deadline for entries in Radio-Television News Directors Association regional awards. Information: RTNDA, (202) 737-8657.

June 30—Cleveland chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Cleveland Playhouse Square. Cleveland.

July

July 8-20—National Association of Broadcasters' 14th management development seminar. University of Notre Dame. South Bend, Ind.

July 9—Deadline for entries in Maggie Awards, presented by Planned Parenthood Federation of America for "outstanding media projects dealing with the issues of contraception, abortion, sexuality, education, teenage pregnancy or other family planning concerns." In-

formation: PPFA, 810 Seventh Avenue, New York, 10019.

July 10-12—Cable '84, international exhibition and conference on satellite and cable TV, organized by Online Conferences Ltd., in cooperation with Cable Television Association of Great Britain, Society of Cable Television Engineers and International Alliance for Distribution by Wire. Wembley Conference Center, London. Information: Online, Pinner Green House, Ash Hill Drive, Pinner HA5 2AE, Middlesex, U.K.; telephone: 01-868-9933.

July 11—California Public Radio program director's workshop. Glorietta Bay Inn, Coronado, Calif. Information: Tom McManus, (619) 265-6431.

■ **July 11**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Robert Weisgerber, president and co-founder, Modern Telecommunications Inc. Topic: "East Coast Production: Alive, Well and Going on the Satellite." Copacabana, New York.

July 12-13—California Public Radio annual business

meeting. Glorietta Bay Inn, Coronado, Calif. Information: CPR, (805) 541-1295.

July 12-14—Montana Broadcasters Association annual convention. Outlaw Inn, Kalispell, Mont.

July 12-14—Montana Cable Television Association annual meeting and convention. Huntley Lodge, Big Sky, Mont.

July 14-17—28th annual Television Programming Conference. Hyatt Regency Austin, Austin, Tex. Information: Warren Jones Jr., Air University Television, Building 1402, Maxwell Air Force Base, Alabama. 36112.

July 15—Deadline for nominations for historic sites in journalism, to be marked by Society of Professional Journalists, Sigma Delta Chi, in 1985. Sites nominated should honor journalists as well as physical locations. Information: Larry Lorenz, department of communications, Loyola University, New Orleans, 70118.

July 15-18—New York State Broadcasters Association 23rd executive conference. Rye Town Hilton, Rye, N.Y.

July 15-18—Fifth annual Penn State Conference for Minority Journalists. Penn State Sheraton Inn, State College, Pa. Information: Conference for Minority Journalists, 215 Carnegie Building, University Park, Pa. 16802 or Mrs. Templeton, (814) 865-6597.

July 16-18—Community Antenna Television Associ-

DEALERS

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Part One — Murder and Mayhem in America.

The stories of Al Capone, John Dillinger, Bonnie & Clyde, Pretty Boy Floyd and more.

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IN DEATH

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PRODUCED BY
NUMIX

Errata



List of National Cable Television Association award winners in June 11 issue (page 44) inadvertently excluded **Brian Conboy**, vice president, Time Inc., winner of one of six **President's Awards**. □

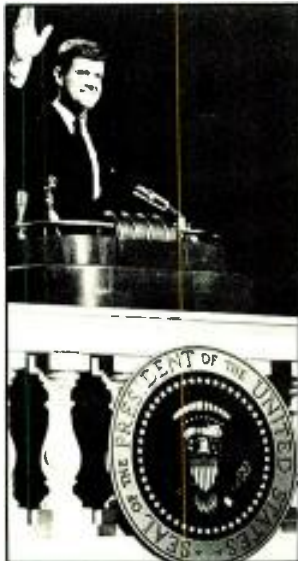
In coverage of National Cable Television Association convention panel (BROADCASTING, June 11), word "not" was inadvertently dropped from quote by **James McKinney**, FCC Mass Media Bureau chief. McKinney actually said that **one objective the FCC could not gain for the cable industry was guaranteed renewal**. □

In "Rep Report" of June 4, Weiss & Powell was listed as former rep of **KKCW(FM) Portland, Ore.**; station had **no previous rep**. □

In June 11 story concerning competition between cable and telephone companies over data transmission revenues (page 62), MCI's H. Brian Thompson was quoted as saying cablephone revenues might be \$2 billion to \$10 billion annually (as opposed to \$21 billion for telephone companies). **Correct figure for cablephone is \$100 million**.

Stay Tuned

A professional's guide to the intermedia week (June 18-24)



Farrell as Kennedy

Network television □ ABC: *The Love Report** (informational series), 11-11:30 a.m. weekdays, beginning Monday; *ABC Rocks** (music video series), Fridays midnight-12:30 a.m., through July 20; *Directions** (seven-part public affairs series), Sunday 12:30-1:30 p.m. (to continue during year). CBS: *America's Junior Miss*, Wednesday 8-9 p.m. PBS (check local times): *JFK—A One Man Show*, Wednesday 9-10:30 p.m.

Cable □ Arts & Entertainment: *Bloodlines: MacKenzie** (dramatic series), Tuesdays 8-9 p.m. *C₂H₅OH* (drama), Tuesday 9-10:15 p.m. HBO: *Sakharov* (drama), Wednesday 8-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *Lucille Ball: First Lady of Comedy*, 90 minutes of programming aired three times per day, now through Sept. 13. *Metromedia and the DuMont Legacy*, 90 minutes of programming aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684. ;

* indicates premiere episode

ation annual "Community Cable Operator's Seminar (C-COS). Marriott's Tan-Tar-A Resort and Golf Club, Osage Beach, Mo. Information: (703) 823-6522.

July 17—Southern California Cable Association roundtable, "Urban Marketing Strategies for the Southern California Cable Operator." Speaker: Ed Bennett, executive vice president. Viacom Cablevision. Los Angeles Airport Hilton hotel, Los Angeles.

July 17—"Channel Switching and Commercial Zapping," symposium sponsored by *Media Research Club of Chicago*. Hyatt Regency, Chicago.

July 17-19—Fourth annual WOSU broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus. Columbus, Ohio.

July 18—Caucus for Producers, Writers and Editors third annual general membership meeting. Chasen's, Los Angeles.

July 19-20—Broadcast Financial Management/Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.

July 19-21—National Federation of Local Cable Programmers annual conference, "Community Programming: Managing the Hidden Resources." Sheraton hotel, Denver Tech Center, Denver. Information: (303) 484-6300.

July 19-22—Colorado Broadcasters Association summer convention. Beaver Run, Breckenridge, Colo.

July 20-22—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 22-24—Louisiana Association of Broadcasters radio-television management session. Sheraton hotel, New Orleans.

July 24-27—Florida Cable Television Association annual convention. Breakers, Palm Beach, Fla.

July 24-27—Southern Educational Communications Association Center for Instructional Communications summer conference, "High Tech-High Touch," hosted by North Carolina department of public instruction and University of North Carolina Center for Public Television. Chapel Hill, N.C. Information: Jan Surratt, (803) 799-5517.

July 25-26—Wisconsin Broadcasters Association summer convention. Abbey, Lake Geneva, Wis.

July 27-29—South Carolina Broadcasters Association summer convention. Wild Dunes and Racquet Club, Isle of Palms (Charleston), S.C.

July 29-31—California Broadcasters Association summer convention. Hyatt Del Monte, Monterey, Calif.

July 30-31—"Home Satellite TV Conference," sponsored by University of Wisconsin-Extension. Wisconsin

Center, UW-Extension, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

July 30-Aug. 1—New England Cable Television Association annual convention and exhibition. Sheraton Sturbridge Inn, Sturbridge, Mass.

August

Aug. 2-4—Idaho Broadcasters Association annual convention. Sun Valley Lodge, Sun Valley, Idaho.

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

Aug. 15—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by National Commission on Working Women. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036.

Aug. 15-19—National Federation of Community Broadcasters ninth annual conference. Mount Vernon College, Washington.

Aug. 16-19—West Virginia Broadcasters Association 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 17—"Cable TV: Color It Rosy," seminar, sponsored by Kelly, Scott & Madison Inc., advertising agency. Hyatt Regency O'Hare, Chicago.

Aug. 21—Southern California Cable Association luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Los Angeles Airport Hilton hotel, Los Angeles.

Aug. 22-25—Michigan Association of Broadcasters annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 28—Ohio Association of Broadcasters sales managers' conference. Dublin Stouffers, Dublin, Ohio.

Aug. 28-30—Satellite Communications Users Conference, SCUC '84. Louisiana Superdome and Hyatt, New Orleans.

Aug. 29—Ohio Association of Broadcasters sales school for novice salespersons. Dublin Stouffers, Dublin, Ohio.

September

Sept. 6-8—Eastern Cable Show, sponsored by Southern Cable Television Association. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

■ **Sept. 8-10**—Minnesota Broadcasters Association fall convention. Kahler Inn, Hibbing, Minn.

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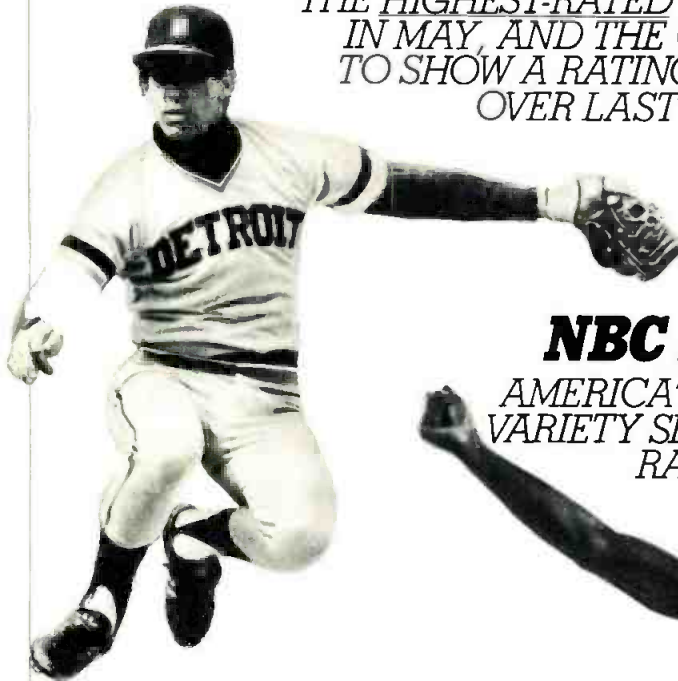
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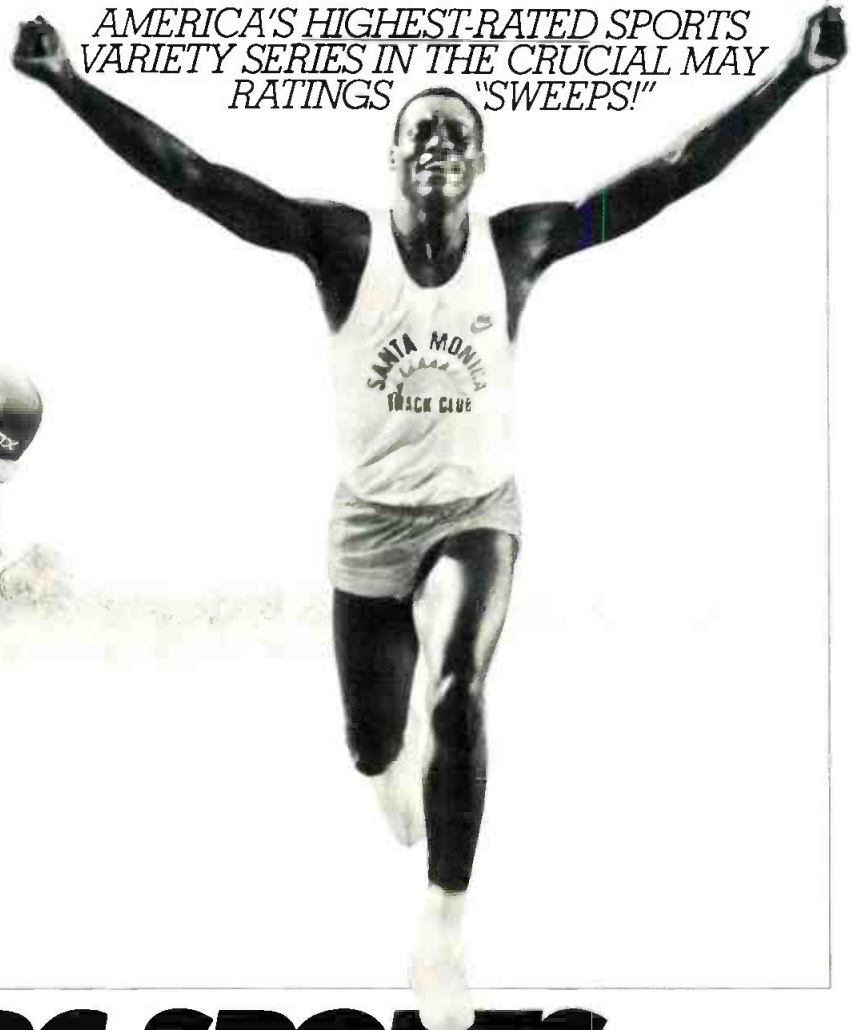
MAJOR LEAGUE BASEBALL GAME OF THE WEEK

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NIelsen TELEVISION INDEX. SUBJECT TO QUALIFICATION UPON REQUEST.

Broadcasting Jun 18

Vol. 106 No. 25



Dress rehearsal. It was a time for reminiscences about service in the public interest, as present and former FCC commissioners gathered for a dinner party given by former commissioner and chairman, Robert E. Lee, on Thursday, June 14, 24 hours in advance of a dinner held by the Federal Communications Bar Association and the Broadcast Pioneers on the 50th anniversary of the Communications Act.

Those attending the event, held at Washington's Georgetown Club, were (seated, l-r): Charlotte Reid (1971-76), Kenneth A. Cox (1963-70), Margita White (1976-79), Anne Jones (1979-83), Benjamin Hooks, now

executive director of the NAACP (1972-77), Joseph Fogarty (1976-83), Lee Loevinger (1963-68) and current Commissioner Mimi Dawson.

Standing, l-r (asterisk indicates service as chairman for all or part of the term): Dean Burch* (1969-74), Fred Ford* (1957-64), Lee* (1953-81), Richard E. Wiley* (1972-77), current Commissioner Henry Rivera, current Chairman Mark Fowler, Thomas Houser (January-October, 1971), Stephen Sharp (1982-83), Abbott Washburn (1974-82), Robert Wells (1969-71), E. William Henry* (1962-66) and Rosel Hyde (1946-69, was chairman twice).

Upfront market erupts

Buying takes off amid network and agency estimates that spending may top \$1.8 billion spent last year

The upfront prime time network advertising sales season took off last week as network sales executives, agency buyers and their clients all braced themselves for what many believe will be the largest upfront market in television history.

"To say it's perking is an understatement," said a jubilant Jerry Dominus, head of network sales at CBS-TV. "it's a volcanic eruption and probably will be over by the Fourth of July." Exclaimed NBC-TV's senior vice president, sales, Bob Blackmore—after two straight days of nonstop selling: "the marketplace is very strong... we've just had the two biggest days in NBC history." Related ABC's sales chief, H. Weller (Jake) Kever:

"It's the same type of momentum news and daytime had, and you know how well that did."

Hyperbole aside, the advertising community confirmed the networks' reports. Although they tended to downplay the frenzy of the pace, agency buyers agreed a great flurry of activity had begun and they said ABC and NBC were the networks most aggressive in opening the market.

Several upfront commitments had been made before last week's burst, sources reported. Among them was the traditional first buy placed by Ralston Purina through its agency, Paul Schulman Co. Also reportedly committed were Coca-Cola and Cosmair

through McCann-Erickson. Chicago-based Leo Burnett placed upfront prime time buys for clients, including Pillsbury, Heinz, McDonald's, Oldsmobile, Starkist and United Airlines.

(Chevrolet was reported to have bought one-quarter of the time available in the CBS 13-hour mini-series *Space* for \$10 million.)

NBC's Blackmore volunteered that by the close of business on Friday (June 15) he expected NBC to top \$400 million in upfront prime time sales to advertisers "across all categories," although he declined to list precisely which advertisers had committed. "People are optimistic about the vitality of our economy," explained Blackmore.

But the image of harried network buyers with loosened ties cradling three phones on each shoulder as messengers dart back and forth to the networks carrying proposals did

Top of the Week

not appear to fit last week, at least according to the agencies. Instead, "it's going to be an orderly marketplace," predicted Robert E. Igiel, senior vice president and manager of network programming at N. W. Ayer. Igiel, who noted he was speaking with a "vested interest," explained that "it's not going to be like the runaway [upfront] market of two years ago."

Supporting Igiel's thesis was Arnold Serny, executive vice president and director of media and programming at BBDO International, who noted that "it's not going to bust in the 'panic' sense."

The networks are not panicking, either. According to at least one network sales chief, the total dollars available in the upfront market for the 1984-85 season have increased to nearly \$2.3 billion—and could go higher still. Agency buyers dispute how much money is actually in the marketplace and tend to think the network-supplied esti-

mates err on the high side, although all agree it will be greater than the \$1.838 billion believed to be spent on the upfront season last year.

One agency source, who had already made some deals, believed ABC-TV had already written about \$200 million in upfront sales by the middle of last week and perhaps another \$300 million had been shared between CBS-TV and NBC-TV, which would account for just under 25% of the estimated total upfront marketplace as of Wednesday (June 13). None of the networks would confirm these estimates.

Most buyers were reporting that the networks were looking for increases in the 10%-15% range which were getting a less than enthusiastic response from the buying community. "The networks are coming in with low double-digit increases," reported Robert E. (Bucky) Buchanan, executive vice president and U.S. media director at J. Wal-

ter Thompson U.S.A., "and advertisers are in a tighter frame of mind than last year." He said high single-digit increases might be "acceptable" among some advertisers, but not all.

But the consensus was that ABC was pushing the hardest to get the upfront buying spree underway. Reason: ABC wants the upfront season done and over with before executives there pack for the summer Olympics which begin July 28. This was confirmed by a high-level ABC source who said the network hopes to have its prime time upfront business completed by July 17, if not a week earlier.

One aspect all three networks were agreeing upon: They suspect some advertising money was moving out of scatter market budgets and into upfront buys, which, they said, may explain in part the estimated 24% increase in the dollars available in this year's upfront market. □

NAB board set for 'cakewalk' in Washington

Few burning issues on agenda as association leadership meets for twice-annual review of bidding

It's been five months since the National Association of Broadcasters joint board of directors met and instituted a new management plan they felt certain would be a success. This week, at the board's annual summer meeting in Washington, the directors are expected to continue in that vein as it charts NAB's legislative and regulatory course.

For many of the directors the summer gathering will be their first. Eighteen new radio and TV directors were elected in March and four more members were appointed to the board's newly created seats for women and minorities. While the board tended to keep the focus of its winter meeting on internal issues, the sense now—with NAB's house supposedly in order—is that it's time to concentrate on broader industry-related issues.

A sense of what lies ahead for the NAB may have been summarized best by one of the radio board's newly elected members, William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. "I think the relationship between the board and staff is better in sync than it has been in years. I see everybody pulling in the right direction, in a progressive and forward direction. Furthermore, I see the board becoming greatly enriched by the addition of women and minorities," O'Shaughnessy said.

The point may have been made more succinctly by Radio Board Chairman Martin Beck of Beck-Ross Communications, Rockville Centre, N.Y.: "It's going to be a cakewalk."

During the past year and a half NAB has experienced a series of unsettling events which culminated in a number of key staff vacancies and an ongoing assault on its reputation in Capitol Hill. However, the board took charge in Maui, Hawaii, and appointed

the executive vice president and general manager, John Summers, to be executive vice president for government relations, the association's chief lobbyist. Summers's appointment solved two problems: it filled the vacancy left by Steve Stockmeyer's resignation last October, and moved Summers out of a role in which—the board had come to feel—he was an impediment to President Eddie Fritts's full assumption of control.

The issue of Fritts's presidency, which continues to be a matter of discussion among the board and the association at large, will be addressed formally on Friday, when the board is required to reelect him—a vote of confidence required by a recent by-laws change. It is anticipated that he will receive unanimous backing. An informal poll of some board members by BROADCASTING last week showed NAB officials pleased with their Hawaiian handiwork. "I feel the members are satisfied NAB is running efficiently. It's time to get back to solving the problems that face our industry," said Jerry Holley, NAB TV board chairman and vice president, broadcasting, Stauffer Communications, Topeka, Kan.

Holley didn't foresee any "burning issues" that might arise this week and believes board discussions will center on Capitol Hill and the FCC. The TV board will concentrate on several key legislative initiatives. At the top of its list is codification of the FCC's must-carry rules. The TV directors will anxiously look forward to hearing more about NAB's progress in the Senate, where Senator Paul Trible (R-Va.) has introduced a measure that would protect the rules.

The composition of NAB's TV board will fall under self-examination. Holley plans to present a proposal that would assign TV directors, currently elected to fill at-large seats, districts of responsibility. This latest alteration of the board's makeup arose from a concern that some regions of the country were not represented on the TV board. West Coast broadcasters, particularly, felt they

were underrepresented. The board's three TV network representatives will not be involved. Holley will work with each member to determine an area of responsibility.

Copyright is another legislative agenda item likely to dominate the TV board's attention. Efforts underway in the House to move cable copyright legislation were temporarily stalled last week (see "In Brief").

NAB's lobbying strategy as a whole may come under some tough scrutiny by the board. One TV board member said he hoped the boards would "set two or three major legislative priorities, and lay the groundwork to go about them properly next year."

The boards are not expected to unleash a great amount of criticism. In fact, many directors expect the tone will be upbeat and positive. "I expect this meeting to be quieter than Maui. I am not aware of any serious areas of discontent," said Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., and radio board vice chairman.

Internal politics also will add to the mix this week when each board elects new officers and a new joint board chairman is chosen. Snider is running unopposed for the radio board chairmanship. (Snider will succeed Martin Beck.)

Only one race is being contested this year. The radio board vice chairmanship left vacant by Snider's move is considered a "toss up" between radio directors Edward Giller, WFBG-AM-FM Altoona, Pa., and Clyde Price, president and general manager, WACT-AM-FM Tuscaloosa, Ala. On the TV board, Holley is seeking re-election to the chairmanship and Bill Turner, KCAU-TV Sioux City, Iowa, TV board vice chairman, is also seeking a return to office. Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla., and joint board chairman, is also unopposed in his bid for re-election.

For the radio board, meeting Wednesday, there are a number of issues that will undoubtedly crop up. The NAB directors will likely discuss plans for the Radio Conven-

tion and Programing Conference that is being sponsored jointly by NAB with the National Radio Broadcasters Association, Sept. 16-19 in Los Angeles. Docket 80-90, FM subcarriers and the FCC's rulemaking for daytime broadcasters are among the issues the board will study.

Moreover, NAB's bylaws committee (several of the association's committees will meet Monday) is going to discuss the possibility of overhauling election procedures for the radio board. It seems members have expressed some frustration with the election process. More specifically, this spring NAB experienced some difficulties with getting the election ballots out on time, when the post office mislaid the ballots, consequently delaying the entire process.

There also is a chance that a proposal to include a radio network representative as a fixed member on the executive committee, or simply to put all network organizations into the rotation now shared solely by three major network organizations—also may crop up. It is hard to gauge how much support there is behind this proposal, which has already been rejected by NAB's executive committee. Still other internal issues are expected to surface during the week-long meeting. The boards are likely to discuss a plan that would call on radio and TV directors to limit their membership on the more than 25 standing committees. At present, TV board members serve on up to three committees apiece and radio up to two. However, some directors feel that board members might restrict their membership in order to open up committee seats to more industry figures.

In the area of budgetary news, the boards will have for discussion the projected \$265,000 deficit facing the association. Losses are attributed to a number of unbudgeted projects including, among other things, expenses incurred by the NAB's radio allocations task force, engineering studies conducted in conjunction with the task force, engineering support involved in the bilateral talks with Mexico and Canada and additional costs for the winter meeting in Hawaii.

Is broadcast deregulation dead? That's a question the boards may hear answered this week. There is no doubt it is a topic about which most directors will have plenty to say. To assist the boards in assessing the situation will be two of NAB's chief congressional allies, Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), who are scheduled to address the joint board meeting Tuesday morning.

Other highlights of the week-long meeting, include a dinner Wednesday on the cruise ship *First Lady* while sailing along the Potomac, a cabinet-level briefing Thursday at the Old Executive Office Building (at which President Reagan may make an appearance. Transportation Secretary Elizabeth Dole is slated to address the group Friday as part of NAB's continuing commitment to combating drug and alcohol abuse. NAB plans to air an 18-minute film it has prepared on what broadcasters can do to fight drunk driving and drug abuse.

Appeals court remands Geller case to FCC

Court rules that FCC didn't follow its own precedents in denying him renewal

Simon Geller, the owner and sole staff of WVCA-FM Gloucester, Mass., whose dedication to radio, as the medium, and classical music, as the message, has made him something of a folk hero in his service area, has been issued a new life in his effort to hold on to his license. A three-judge panel of the U.S. Court of Appeals in Washington, in a unanimous opinion that was sharply critical of the FCC, sent the case back to the agency for further consideration.

Geller's victory, in a battle initiated in 1975, when a competing application was filed by Grandbanke Corp., is by no means complete, however. The court affirmed the commission's critical holding that Geller's record does not warrant a renewal expectancy. As a result, the contest is, for purposes of analysis by the commission and the court, one between two new applicants. Furthermore, the court affirmed the commission's conclusion that Grandbanke's proposed programming is more in the public interest than Geller's.

Where the commission erred, according to the opinion written by Judge Abner Mikva, was in ignoring its own precedents regarding some of the factors to be compared in conducting the necessary comparative analysis. Indeed, in a criticism that is ironic in view of the stress the current commission places on the need to preserve broadcasters' First Amendment rights, Mikva said the commission's approach raises "serious First Amendment concerns."

The agency decision, adopted in May 1982 by a 4-2 vote (BROADCASTING, May 24, 1982), attracted considerable attention. Broadcasters who play symphonic music to the exclusion of almost everything else—including commercials—are rare. And, when challenged at renewal time by a company whose principals own two radio stations in New England (WNCJ[FM] Montpelier, Vt., and WINQ-FM Winchendon, Mass.), Geller took on all of the trappings of an underdog who was being kicked around. The national media covered the story, fascinated by a man whose long hours at the turntable paid him a reported 58 cents an

hour in 1980. A number of Gloucester residents testified in Geller's behalf at the commission hearing on the competing applications, and two ad hoc committees were formed to take up Geller's cause after the commission issued its decision.

Essentially, Geller's problems turned on the fact his entire broadcast day is made up almost exclusively of symphonic music. There were very few commercials and, as Mikva noted, even "more significant," very little nonentertainment programming, a category to which the commission traditionally has paid considerable attention. Grandbanke proposed to devote 28.7% of its broadcast week to such programming. The administrative law judge who heard the case recommended renewal of Geller's license.

But the commission reversed. It held that Geller's record did not entitle him to the renewal expectancy incumbent licensees normally enjoy. Despite the listener support he enjoyed, the commission went by the book and noted he had not programmed to meet ascertained community needs. Indeed, he had not ascertained those needs, even under the relaxed standards brought about by deregulation, according to the commission. "Thus," Mikva said, "it was reasonable for the commission to conclude that Geller's previous service did not warrant a renewal expectancy."

And the court—whose panel included Judges Patricia Wald and Kenneth Starr—found no reason for disagreeing with the commission's conclusion that Grandbanke's proposed programming was entitled to "a substantial preference." Mikva said it was not unreasonable or arbitrary for the commission to hold that Grandbanke's programming was more in the public interest than was Geller's since Grandbanke had "ascertained community needs and had proposed substantial programming to meet those needs." That kind of factual conclusion based on a comparative analysis is one best suited for the commission's "expertise and one that we are most hesitant to upset." But the court did not feel that way about the manner in which the commission dealt with the issues of diversification of ownership of mass media and integration of ownership and management.

It was the commission's handling of the

DBA-NAB merger in limbo

The Daytime Broadcasters Association merger with the National Association of Broadcasters, formally agreed to at the NAB convention last month, has been put on indefinite hold so that the DBA can fight off attempts by other broadcasters to gut gains the DBA made at the FCC in expanding the broadcast hours of daytimers.

DBA President Jim Wychor, of KWOA-AM-FM Worthington, Minn., told reporters in the Washington offices of DBA legal counsel Greg Skall via a conference call that the merger agreement was written to allow the DBA to back out if the FCC's April 11 decision to boost the power of daytimers between sunset and 6 p.m. was challenged by other broadcasters. And, as it happened, the Association of Broadcast Engineering Standards and others petitioned the FCC for a stay and reconsideration of the action on May 29. By maintaining its independence from the NAB, Wychor said, the DBA can continue to fight ABES and other opponents of the new rules. The NAB understands DBA's decision, Skall said, and is willing to bring DBA into the fold when its battle with the other broadcasters is over.

diversification issue that the court felt raised First Amendment concerns. The ALJ in the case, John Conlin, had granted Geller a substantial plus on the issue because Geller has no other media interests. But the commission gave him diminished preference on the ground that, since Geller proposes no news, editorializing or public affairs, Gloucester would not hear "a separate information voice." To the court, such an evaluation of the diversity of views presented is a departure from what Mikva said is the traditional commission practice of making ownership "the touchstone" of simply assuming that, "as diversity of ownership increases, diversity of viewpoints expands." Mikva noted that, in an earlier comparative renewal case—*Central Florida I*—when the commission had looked behind that presumption to evaluate the programming proposed, the court had said, "...the prospect of inquiry into the content of programming... raises serious First Amendment questions."

As for the integration factor, the ALJ had said that Geller must be preferred because of "the totality of his commitment." But the commission said Geller was entitled only to a slight preference because his "technical superiority under the integration standard must be weighed against his poor record of response to community needs." To the court, this was a departure from past commission decisions in which the time an owner was to spend as a manager was of critical importance.

Although the case, now in its 10th year, still is not over, Geller, reached at the station, where he says he spends 13 hours a day, seven days a week, said he feels "pretty good" as a result of the court's decision. He is, he said, still offering a steady diet of symphonic music. "That's what it will be as long as I'm here," he said. Then, in what sounded like a message to a commission devoted to marketplace regulation: "That's what the public wants." □

FCC authorizes 2-channel sets

It grants Sanyo request to market receivers designed for cable; action opposed by broadcasters as violation of All-Channel Act; commission also rejects CBS request for DBS slots

Over-the-air broadcasting—low-power television in particular—got a kick in the teeth at the FCC last week: The commission, in a 3-2 vote (with Commissioners James Quello and Henry Rivera dissenting), OK'd plans by Sanyo Corp. to market a two-channel-only TV receiver designed for cable television reception and other nonbroadcast uses.

In other action, the FCC refused to grant direct broadcast satellite service orbital slots and frequency assignments to CBS and Dominion Video Satellite. And it voted 4-1 (with Commissioner Henry Rivera dissenting) to permit KIFM(FM) San Diego (formerly KDIG)—which was denied renewal in 1980 and has since exhausted its legal appeals—to continue operating while the commission

searches for an interim operator.

■ At issue over Sanyo Corp.'s television receiver, which presumably can be manufactured at a lower cost than receivers equipped to carry the full panoply of VHF and UHF signals, was whether the All-Channel Receiver Act of 1962—and the appropriate commission rules implementing that act—prohibited the commission from permitting the Japanese electronics firm to place its product on the American marketplace. Robert Ungar, policy and legal adviser to the FCC's chief scientist, argued, however, that the All-Channel Receiver rules did not apply because the Sanyo receiver, apparently capable of tuning in only channels 3 and 4—and apparently to be marketed without an antenna for picking up over-the-air signals—was not "intended, and not designed, and it's not reasonable to expect it to be used to receive signals over the air," he said. As a result, Ungar argued that Sanyo would not even need the waiver it had originally requested from the rules. With a converter, the Sanyo can receive all channels on a cable system.

In his dissent, Quello argued that even if the commission's action did not violate the letter of the All-Channel Receiver Act, it "certainly violates" the law's "spirit." In a separate dissent, Rivera contended that LPTV, already denied must-carry status on cable, would be a major victim of the ruling because the receivers would not be capable of picking up the LPTV stations unless those happened to be carried on cable. "It [LPTV] is already hobbling around because it didn't get must-carry status," Rivera noted.

Chairman Mark Fowler, however, endorsed the commission's action. Fowler said the "average" TV household has three television sets anyway. "If people want to watch LPTV, they can use [the other] sets in their house or buy one to do so," Fowler said.

After the meeting, Barry Umansky, deputy general counsel of the National Association of Broadcasters, said the association felt the commission's action amounted to an "erosion" of the All-Channel Receiver Act. "The intent of Congress was that when a consumer purchased a TV receiver that they be assured of receiving all TV channels, not just a handful," Umansky said.

■ In other action, the commission approved some of the changes CBS and Dominion Video Satellite want to make in their DBS plans. But the commission also said that neither company had come far enough along in its satellite-construction plans to warrant orbital slots or frequencies. □

ABC zaps TeleFirst

Explosive growth of VCR's seen as chief reason for service's demise; project's losses estimated in millions

When ABC announced last week it was discontinuing TeleFirst, its six-month-old experiment in middle-of-the-night program recording, it pulled no punches in describing what went wrong. Arthur I. Cohen, TeleFirst president, pointed to the proliferation of VCR's and videocassette rentals.

"When the data started coming in from the

Chicago experiment we started to see that our two reasons for being, price and convenience, were disappearing," Cohen said.

"I would say the company had the foresight to sense the boom in VCR's. They sensed it a year and half before they hired me [in September 1982] and they had a lot of confirmation of their judgment on VCR's in research. I had an opportunity to give it a first shot and what happened was that during the period of the last year and a half or so the VCR market went berserk. When I started this thing I used to go to Soho [in New York] to rent a tape and it used to cost me \$5 or \$6. Now I can rent a tape two blocks from my house and it costs me 99 cents. Every cab driver and his brother-in-law went into the tape rental business." Cohen also noted that the absence of copyright protection and illegal tape duplication had fueled the reduction in rental prices.

Chicago was chosen as the experiment site because it already had a higher percentage of VCR penetration than the national average (17% vs. 10% in January, according to ABC). Cohen said that he did not think starting the experiment in a less sophisticated VCR community would have produced better results, because of the dependence of the system on those who already owned VCR's. "We didn't sell VCR's very successfully. We tried to, but it's too much of a 'touch me' to sell over the phone remote."

There were those who said the TeleFirst system had inadequacies. One example cited was that four of the movies shown during a month would automatically be added on to the \$17.95 basic subscription fee, at \$2 a film, unless they were canceled by postcard or telephone. Other comments were that if the VCR timer was off a little and missed the code at the end of the program, none of the material would be descrambled, and when playing back material, if the VCR was put on fast forward or reverse, the decoder needed 20 or 30 second seconds to catch up, which proved aggravating when skipping around in instructional or other programming. TeleFirst's president, Cohen, defended the system: "We didn't get back that it was difficult to use. Because the decoder is on all the time you don't even have to push the one switch if you don't choose to. It's not a problem of getting to know the decoder, it's a question of getting to know the VCR. Twenty-five percent of the people who have a VCR never learn to use the timer... People who say it's difficult must have been talking with those people."

ABC has said the number of Chicagoans who signed up for the service during the six months was under 5,000; a more informal estimate came from a salesman at the Chicago department store that retailed the decoders: "It wasn't that many because there are a lot of boxes still in the back." A network spokesman noted that the network could have made a "harder sell," but that it was also looking for information. One question, or concern, apparently still unannounced, was that raised by some ABC affiliates, who said that viewers might be playing back TeleFirst movies instead of ABC's prime-time programming. Cohen responded: "We didn't ask questions about when it was played

back. We were more interested in how often it was recorded and what was recorded. We found that people took between 12 and 20 programs in the course of a month. If you studied the guides, you would see a de-emphasis over the months on nonmovie product. People only wanted an occasional special and a very rare instructional program, like exercising with Jane Fonda. We found the best movie to put on is one that you sort of heard about but that you never actually made the effort to get in line to see."

It has been reliably estimated that the experiment had cost ABC at least several mil-

lion dollars in each of the first two quarters of this year, in addition to start-up costs, and the \$15 million the company said would be designated on the books for closing down the operation at the end of this month. Of the just over 100 employees, more than a third were nonsalaried marketing reps. Cohen said he was, "going to spend most of the summer making sure most of the employees get a good shake." ABC also intends to take care of those who took the TeleFirst plunge with ABC. The network will refund their June subscription charge, allow those who have a library of tapes to keep the decoder,

and refund money for those who want to return the boxes.

Cohen concluded saying: "I think that ABC behaved pretty well. They took a clear shot and when the information came in everybody bellied up and made a choice." An ABC spokesman added, "There were not surprises in what we anticipated spending; our costs were going according to plan. This particular construction of a system with its fixed costs...it just didn't prove to be a venture. What we found was that the convenience we had to offer didn't have value to subscribers." □

BROADCASTAP goes after its next \$5 million

Rounding out its first five years, broadcast industry's campaign to fund minority ownership entry seeks to replenish its resources

Don Thurston is getting ready for another full-court press in behalf of BROADCASTAP, the small business investment company he spearheaded for the National Association of Broadcasting, and of which he remains the chairman. The target this time: \$5 million in contributions by broadcasters on the inside of the medium to help minorities on the outside in coming aboard.

The BROADCASTAP target date is yearend, which closes out the first five-year cycle for the nonprofit endeavor. Initially, the goal was to achieve \$15 million in funding, and half of that was provided by the three major network organizations—ABC, CBS and NBC—with contributions of \$2.5 million each. The understanding was that a similar \$7.5 million would come from the industry at large. So far, only \$2.5 million has—not for want of industry generosity but because BROADCASTAP had to divert its energies away from fund raising and into organizational and legal concerns as well as the initial distribution of funds. (Over 20 station investments will have been successfully concluded by the end of the year—and will have virtually emptied BROADCASTAP's larder in the process.) Now it's time to close out the books on that first commitment, Thurston believes.

Part of the magic of BROADCASTAP is that its contributions are leveraged four-for-one by the Small Business Administration—a mathematical marvel that will elevate BROADCASTAP's \$15 million to \$60 million in eventual broadcast investments. And that total, in turn, can leverage to perhaps \$300 million in broadcast acquisitions. Moreover, because loan repayments are plowed back into the organization's asset base, and because contributed funds are themselves put to work earning interest, BROADCASTAP is within reach of becoming administratively self-sustaining (covering a budget of \$500,000 a year). It has "made money" every year and continues to operate at a surplus. When it does reach the break-even point between revenues and overhead it will be "fully institutionalized," Thurston says. "When that happens, we will have a business ongoing and permanent."

Thurston and BROADCASTAP President John

Oxendine and others on the organization's board will make a concerted effort to call on broadcast groups and others in the next few months—looking for pledges, not cash, they emphasize, and over a five-year period at that.

"We're going to lose one, one of these days," Thurston says in describing the BROADCASTAP investment process. "We haven't so far, but we're still in a high-risk business and there will be a failure or two. Interestingly, if there isn't, it will indicate to me that we have not taken sufficient risks. This business of entrepreneurship, at any level, doesn't have any racial barriers. Anyone can succeed or fail."

Emphasizing the pride he feels broadcasters can take in the BROADCASTAP concept, Thurston noted that, "to my knowledge there is

no other industry group in the United States that has ever sought to do what the Broadcast Capital Fund is doing for minorities in the broadcast industry. Certainly the cable industry has not done it. The newspaper industry has not done it. The machinists haven't done it. No other identifiable group has contributed of its own funds to fund, in effect, sometimes very direct competition, in order to broaden the ownership base and to provide the same kind of experience for members of the minority communities of the country that the majority has enjoyed over the years."

Measured against gross revenues for the broadcast industry as a whole, the contribution BROADCASTAP is seeking "is really a tiny amount," Thurston says. At one time he calculated that donations of four-tenths of one



BROADCASTAP business. BROADCASTAP, the private nonprofit venture capital company created in 1978 by the National Association of Broadcasters, announced a new business investment during its quarterly board of directors meeting last week. (BROADCASTAP provides low-interest and guaranteed loans for the acquisition of new or existing radio and television stations by minorities.) The latest investment went to Millenium Communications Inc., Charleston, S.C., for the purchase of wwwz(fm) Charleston, which brings the total figure for BROADCASTAP commitments to \$6.5 million.

The board plans to pull together four more deals before the year is up. Several training activities are also planned, including a sales management workshop, a broadcast ownership seminar and a training seminar for the companies in the BROADCASTAP portfolio.

BROADCASTAP board members in Washington last week were (seated, l-r): Donald Thurston, Berkshire Broadcasting Co., North Adams, Mass.; John Oxendine, BROADCASTAP president; John Dille Jr., Federated Media, Elkhart, Ind., and Alvin Puryear, Baruch College, New York. Standing (l-r): Hector Salvatierra, Phoenix certified public accountant; Nancy Marquez, Barnett Bank of Maimi; Erwin Krasnow, Verner, Liipfert, Bernhard & McPherson, Washington; William Dilday, former general manager, WLB-TV Jackson, Miss.; Paul VanHook, Heritage Capital Corp., New York, and Charles Beard, Foley, Hoag & Eliot, Boston.

percent of gross revenues, spread over a five-year period, would meet BROADCASTING's promise to the minority communities. He is nevertheless realistic about the difficulties that may be in store in collecting it. Among the competing causes: the NAB's own political action committee solicitations, the productivity campaign and all the various local causes to which stations are asked to contribute.

On top of that, "not all broadcasters agree with the project philosophically, which is perfectly understandable," Thurston says. "I don't expect everybody to agree. But for those that do, we think that the objective is correct, that the broadcasting industry will be substantially stronger in the United States if all of the communities represented in this society are represented in its ownership. It's worthy of pursuit, and we invite those who agree with that philosophy, and agree with the private enterprise initiative, to join us." □

Packwood's FEA fails first test

Watered-down version of Freedom of Expression bill that would have lifted content regulations for radio is voted down by his committee

The Senate Commerce Committee voted 11 to 6 last week to defeat a compromise measure that would have lifted content regulations for radio broadcasters. All the committee's Democratic members and three Republicans rejected the measure despite an attempt by Committee Chairman Bob Packwood (R-Ore.) to fashion a compromise he hoped would satisfy members' concerns.

The compromise represented a diluted version of Packwood's Freedom of Expression Act (S. 1917) which would free both TV and radio broadcasters from federal restrictions in the First Amendment area.

Packwood, who recognized that the bill had strong opposition, proposed repealing the fairness doctrine and equal time rules for

radio only and including a sunset provision that would terminate the act after five years. Furthermore, Packwood noted that the compromise would not touch current provisions granting all candidates the lowest unit rate for purchased time and guaranteeing candidates for federal office the right of "reasonable access" to broadcast time.

"We'll see how it works with radio before we extend it to television," Packwood said. Radio, he maintained, is too diverse to be described as scarce. "You cannot call it scarce unless you mean everything is scarce," Packwood said.

(S. 1917 would repeal the fairness doctrine, equal time rules and lift the lowest unit rate and reasonable access provisions for radio and TV. It would also remove all FCC content regulations for cable, satellites or new telecommunications technologies. It would expand Section 326 of the Communications Act, which prohibits censorship. And it would bar the FCC from examining a station's record of past programming to determine if it has met a government-defined test of acceptability.)

A Packwood aide noted that the senator had hoped to move the more moderate measure but knew that there was strong opposition. Packwood, the aide said, will continue to discuss the matter with committee members. "If it's possible to bring it up again, he will; if not, he'll wait," the aide said.

Packwood attempted to move his bill last month but postponed a vote after the committee lost its quorum and several members voiced serious reservations. This time after a half-hour debate (the committee had 17 items on its agenda) Packwood called for a vote. Siding with the chairman were: Barry Goldwater (R-Ariz.), Larry Pressler (R-S.D.), Slade Gorton (R-Wash.), Ted Stevens (R-Alaska) and Bob Kasten (R-Wis.).

Voting against the measure were: John Danforth (R-Mo.), Nancy Kassebaum (R-Kan.), Paul Trible (R-Va.), Ernest Hollings (D-S.C.), Russell Long (D-La.), Daniel Inouye (D-Hawaii), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.), J. James Exon (D-Neb.), Howell Heflin (D-Ala.) and

Frank Lautenberg (D-N.J.).

Kassebaum, who is part owner of five AM's and four FM's in Kansas and Colorado, originally planned to abstain from voting because of her involvement in the radio business. However, a Kassebaum aide said, the senator decided to vote against the measure because she believes there is a need for the regulation particularly in light of what has occurred at KTLT(FM) Dodge City, Kan., whose licensee is being challenged for among other things its broadcast of programming containing ethnic and racial slurs.

Despite stiff resistance to the compromise, Packwood convinced two of his more reluctant colleagues to back his proposal. Gorton and Pressler were leaning against S. 1917. During the markup, however, they announced their support for a radio-only compromise.

But others remained steadfast in their opposition. "It seems to me the issue is not scarcity. It's an issue of power," Danforth said. He disagreed with the argument that broadcasters should be afforded the same full First Amendment rights as newspapers. "It's very important that a diversity of opinions be communicated," Danforth added.

Long and Hollings also attacked the measure. Hollings insisted that the premise that broadcasters own the airwaves is wrong. The public, he maintained, owns the airwaves.

The fairness doctrine, he continued, "is not causing a problem; that's really what the best of the broadcasters will tell you." Hollings also stressed that regulation of the airwaves is necessary to preserve freedom of speech.

Moreover, Hollings cited testimony prepared by Fred Friendly, former CBS News president, for a hearing in 1982 on the subject. Friendly's testimony was never officially included in the hearing record and neither did he testify. (At the time, Friendly claimed he was "uninvited" to testify because he did not support Packwood's proposal [BROADCASTING, Nov. 29, 1982]). Hollings said that Friendly supported preservation of the fairness doctrine. □



First try. Last week, members of the Senate Commerce Committee rejected a measure that would have freed radio broadcasters from most

content regulation. Pictured during the bill's markup are (l-r): Long, Hollings, Packwood, Goldwater, Danforth, Kassebaum, Pressler and Gorton.

Tartikoff: 'I see us getting out of third place'

NBC Entertainment head tells press tour his network's fall lineup and replacement shows should spell success next season

NBC Entertainment President Brandon Tartikoff last Wednesday (June 13) announced NBC has ordered three midseason replacement series and plans to have "another four or five" ready to reveal within the next month. The network executive made the announcement during a Consumer Press Tour news conference at the Century Plaza hotel in Los Angeles.

Purchased as back-ups are: *Berrenger's*, a one-hour drama from Lorimar Productions and starring Sam Wanamaker, Anita Morris, Ben Murphy and Yvette Mimieux in the story of a family-owned department store and the people who work for it; *Making Out* (working title), a one-hour drama about high school students and teachers produced by Lorimar and using an ensemble cast; *Michael Nesmith in Television Parts*, a half-hour comedy from Nesmith's Pacific Arts Television and blending "music and comedy in the new video style." Tartikoff said that the Nesmith program, from one of the originators of the music video form, may be produced in stereo.

"If there's any failure these things will be ready to go," Tartikoff said, referring to the replacement programs, "even at the start of the season."

He noted that NBC's aggressive posture on back-ups is a switch from previous years when the network waited for results from new season entrants before revealing their replacements.

"We're going to take a different tack this season, primarily because we are dedicated to one thing, which is to not repeat what happened last fall and to very quickly address our problems so that we don't have to live with them and the ratings we may be getting," Tartikoff explained. "We're quite confident that we have a strong schedule," he added. "It doesn't hurt to have a little insurance and a lot of insurance could really help."

Tartikoff insisted that NBC had good development this spring, claiming "our highest-testing shows are on our schedule (for fall)." He said NBC's new season will formally begin Sept. 24, although about one-fourth of its new series will have been broadcast by then. "It's going to be a much more competitive season," he vowed. "I see us moving out of third place. I don't know who will be in third place, but we have a strong enough schedule to get out."

Asked about how the Soviet boycott might affect ratings for ABC's summer Olympic coverage, Tartikoff said he believes "there will be some impact of the pull-out,"

adding that the 1984 event could have drawn the largest audience in Olympics history.

"The barometers of interest I have seen in the Olympics [this year] have not been great," he said, citing ABC's Olympic trial ratings and the small audience tuning in NBC's mini-series, *The First Olympics*, in May.

NBC is taking advantage of the disruption of ABC's daytime schedule during the games to introduce a new big-budget serial, *Santa Barbara*. The program debuts the first Monday of the Olympics, July 30, in the 3-4 p.m. NYT slot. It stars Dame Judith Anderson in her first television series role and is developed, written and executive produced by Jerome and Bridget Dobson, formerly head writers for such popular soap operas as *General Hospital*, *Guiding Light* and *As the World Turns*. The Dobsons claim NBC has committed \$30 million to the series.

Santa Barbara, Tartikoff said, will take advantage of a "once-every-four-years opportunity" and the expectation that daytime Olympic coverage will not involve the caliber of events seen in prime time.

The NBC executive assessed last year's



Tartikoff

performance, saying that the network was probably "overly noble and overly risky" in some of its scheduling. "These shows [for 1984-85] are just much more commercial," he emphasized. "We're more in touch with what the audience seems to want from television." Among affiliates, Tartikoff said, "there's frustration, there's impatience and there's annoyance" about NBC's continuing also-ran status. "Maybe we gave the audience too much credit" last season, he said. "They never really came to see a lot of our shows."

Tartikoff said he is hopeful that NBC's decision to introduce replacement series quickly may improve affiliate clearances, which he said were a problem last year, particularly in Sunday and Friday night time slots. "We will not have to vamp for four or five weeks," he promised.

Asked about NBC's policies regarding drug abuse, Tartikoff said the network "has a very stringent policy" about such behavior extending to all NBC employees. If such activity were uncovered at a production company doing business with NBC, he said that firm would be asked to police itself. Tartikoff said alleged drug abuse occurring among cast members of *Saturday Night Live*, described in Bob Woodward's recently published book on John Belushi, "Wired," took place before he had responsibility for that NBC-produced series. Producer Dick Ebersol, Tartikoff, said, "runs a much tighter ship than was run before" at the New York-based program. "The approach at NBC has always been very much antidrug," Tartikoff added.

On another topic, Tartikoff said NBC plans to repeat at least four hours of the mini-series *V* beginning in late August and delay original episodes of the series version of the program until after the baseball playoffs and the World Series, which will be aired this fall on NBC. For production reasons, he said, the new Friday night program needs all the lead-time it can get.

Tinker predicts better results for fall season programming

"We know that last fall we just flopped dismally," admitted Grant Tinker, NBC's chairman and chief executive officer, during a question-and-answer session with television reporters last Wednesday (June 14) in Los Angeles. Last fall's NBC program entries "were really very serious failures," Tinker told his Consumer Press Tour audience. "The problem obviously started with us. We selected all the wrong shows. It didn't mean that the creative people doing them weren't working as hard as they possibly could; they just all failed."

Tinker sees NBC's fall lineup in a much more positive light and predicts a shift in the network's standing as a result.

"It's certainly our intention to be out of third place," he declared. "This year's shows have a great deal more potential."

Responding to questions from the assembled television critics, Tinker conceded he has "sort of modified" his feelings about how NBC should be programmed.

"In the past, I may have been singing that MTM-quality song perhaps a little too loud," he said, referring to the Emmy

Award-winning production company Tinker headed before joining NBC in July 1981. His more "democratic" approach to programming, Tinker said, allows for a broader spectrum of programming wherein he is no longer apologizing for series that earn 35 or 40 shares. Audiences, he continued, may be harder to please because two-thirds of them have never been without the medium. "They just treat it like another piece of furniture," Tinker noted. The NBC executive said he personally feels television programming is, overall, better than it has ever been.

"I'm willing to abide by the vote of the audience," he added. "I mean, we're dealing with a mass medium here." Tinker confessed some disappointment in not being able to reach more viewers with high-quality, sophisticated shows, but contended that NBC's demographic appeal continues to be upscale. "We do attract a better group of people," he claimed. Specifically, Tinker said, these are the affluent 18-to-49-year-olds "that are more attractive to advertisers."

Turning to other matters, Tinker said NBC "will be aggressive in a very sensible way" in bidding for the television rights for the 1988 summer Olympics. He said a figure of \$300-\$400 million for the games would be realistic. (Bidding for the rights has been put on hold until after this summer's games are completed.)

In a post-news conference interview, Tinker told BROADCASTING clearances for NBC's daytime schedule—a problem in past years—have improved markedly since the announcement that *Santa Barbara* would be added this summer. He said 172 affiliates have already promised to clear the late afternoon series, compared to only 155 that have been clearing *The Match Game* during NBC's late morning schedule. Many stations, he speculated, are hoping *Santa Barbara* will serve as a strong lead-in to local news programs that begin at 4 p.m. NYT.

Speculating about his own future, Tinker said he doesn't intend to begin thinking seriously about a career change before NBC "reaches parity and perhaps something more" vis a vis its competitors. That will probably take at least two more years, he said.

Earlier, an NBC press representative distributed to reporters a table showing NBC's pre-tax profits for the past seven calendar years. During Tinker's tenure, the report said, profits have risen from \$47.1 million in 1981 to \$107.9 million in 1982 to \$156.2 million last year.

Tinker attributed the improvement to "behaving prudently" and "the demographic appeal of the NBC schedule." During the tenure of Fred Silverman, Tinker's predecessor, profits declined from \$122 million in 1978 to \$105 million in 1979 to \$75 million in the 1980 election year. □

Grossman vows to lead ratings with his regular news shows

In his first major news conference since taking over as NBC News president, Lawrence Grossman, former Public Broadcasting Service president, told television writers taking part in the semiannual Consumer Press Tour



Grossman and Ellerbee

last Tuesday (June 12) that his first priority at the network is to "become number one... with all of our regularly scheduled NBC News programming." Speaking at the Century Plaza hotel in Los Angeles, Grossman said NBC News is determined "to be competitive, and not to be beaten on any major breaking story."

In a departure from conventional network thinking, the recently appointed Grossman said he does not favor expansion of the *NBC Nightly News* from one-half to one full hour. "I'm not sure that we are ready, or the world is ready or the nation needs a nightly full hour news program," he confided, adding that PBS's *MacNeil-Lehrer NewsHour* (a one-hour nightly news series launched under Grossman's guidance) "performs a very important mission." Grossman said that, in part as a result of talking to NBC reporters, he believes that "less spot news and more news context is needed" at the three commercial networks.

The NBC executive said he expects to take delivery of research results from news consultant Frank Magid by the end of June, but ruled out "changes in [*The Today Show*] lead talent" as a result of Magid's study. Citing what he termed "very heartening developments" in *Today's* performance, Grossman said the research would be used "to develop the character and quality of the program." He added, "I myself have no ambiguity and no diffidence about using consultants... I think it's always useful to get an outside perspective."

Grossman disclosed details of *Summer Sunday USA*, the nine-episode, prime time, one-hour news series that NBC News will premiere July 1 at 7 p.m.

"It's an unabashedly experimental program service," Grossman declared. "It should basically be a reporter's program." In fact, he noted, a memo was circulated among virtually all NBC News reporters for suggestions concerning the program's content. Grossman stressed that the program would not be renewed after its run is completed in September, and said "it will be considered a success if we come out of it with ideas for our regular news programs."

Grossman said *Summer Sunday USA* will originate live from locations throughout

the U.S., relying on a Ku-band mobile satellite uplink that can feed the series into NBC's national distribution system. He said it would "definitely" originate from San Francisco, St. Louis and Dallas during the course of the summer, and "probably" be fed from Washington, Los Angeles and other locations as well.

Linda Ellerbee, the NBC News correspondent who will co-anchor the broadcast with White House correspondent Andrea Mitchell, was on hand at Grossman's news conference and stressed *Summer Sunday USA* "is not a magazine show in any way. It is a place to experiment... to show off what NBC News can do."

Confirmed elements in the program, Ellerbee said, include: "Face-Off," a segment during which politicians or policymakers can "go at each other"; "Trading Places," an opportunity for those in the news to ask reporters covering them about the content of that coverage; "N-TV," a news video interlude deliberately excluding narration to tell a story visually, and a "perspective" piece that summarizes events of the previous week and how they relate to the week upcoming. Grossman mentioned a possible "news game" segment, perhaps similar to radio's *Information Please* or *Who Said That?*, involving current events "in interesting ways," and a "vox pop" segment, allowing randomly chosen members of the public to speak out on issues of concern to them.

On other summer news programming, Grossman said NBC News plans "comprehensive, full-scale coverage" of the Democratic and Republican political conventions, "regardless of whether there is or is not a [National Association of Broadcast Engineers and Technical] strike." NABET has threatened to strike against NBC by late June unless progress is made in current contract talks with the network. Tom Brokaw will anchor convention coverage at both conventions, with Roger Mudd serving as podium correspondent and John Chancellor as commentator. According to Grossman, NBC convention coverage will begin at 9 p.m. NYT and continue as long as news warrants.

As for election coverage, Grossman asserted there is "absolutely no evidence" to support claims that reporting of voting

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MEMPHIS / WREG (CBS) 11PM #1 in Rating, Share and both Men & Women 18-49 and 25-54!



trends has a negative impact on voter turnout in areas where the polls have not yet closed. "My own sense is that most of the concern about projections is more in the manner in which they are made than the substance of what we put on the air," he continued. "We are not predicting winners before the polls close in a given state and we have not done that." Grossman said NBC would continue to report trends, voter turnout figures, and the results of surveys and exit polls.

Finally, the new NBC News president said

one of his "major priorities is the development of new programming." To that end, the news division will begin producing pilots and developing treatments for NBC News programming in all dayparts. "We are determined to become competitive with the entertainment division to fill any vulnerable time periods," he said, predicting that one day NBC might have two or more prime time news programs on the air. NBC News, he added, is "determined to get [its] fair share of spots on the air" from the promotion department for its programming. □

tives and anybody that works for CBS," Leahy asserted. "Our policy deals with CBS property." Although he was vague about policies relating to drug usage off CBS property, Leahy said "it would be very difficult to return [an actor] to an important role model position [in a CBS program] if there was a history of illegal activity" surrounding him. He defended the casting of comedian/actor Richard Pryor in an upcoming CBS children's series, arguing that "children believe people who have 'been there'." The program will have antidrug-abuse elements within it, according to CBS.

"I read every single word of that *TV Guide* article and I would say 98% of it was new," said B. Donald Grant, president of CBS Entertainment, also present at the news conference. "I knew that we had creative problems (on *Square Pegs*), but I certainly had no awareness whatsoever of drug usage on the set as indicated in that article." Grant said there "is no question" that CBS is concerned about drug abuse involving its productions. "It is dealt with when found," he added.

In addition to the announced midseason replacement series (see story, below), Grant disclosed that CBS has ordered five episodes of a one-hour comedy series, *Comedy Zone*, produced in New York and scheduled for broadcast this summer on dates to be announced. He told BROADCASTING that CBS Entertainment has no plans for in-house productions other than a recently revealed development agreement with independent producer Philip de Guere, who produced *Whiz Kids* for CBS last season. "If we found the proper script, concept, and so on, we would consider [more] such projects," Grant said. DeGuere has a commitment from CBS for production of a fall, 1985, prime time series.

"There is room for improvement" in CBS's prime time performance this coming season, Grant allowed. "We have a terrible problem on Wednesday nights" with ABC programming. That, coupled with NBC's *A Team* lead-in on Tuesdays, leads Grant to predict that his network will not win either night next year.

Grant, who is also senior vice president for entertainment of the CBS/Broadcast Group, declined to predict the fate of *American Parade*, the CBS News program that rejoins the network in an eight-episode run with a new title and format.

"I don't think *American Parade* is any different from other shows that have started out slowly," he said. "If there is enthusiasm for the show, it continues."

CBS entertains press in Phoenix

Ratings, controversial programming and drug use at network among topics addressed at press conference by CBS's Leahy

A senior CBS executive found himself defending the network on topics varying from drug abuse policies to controversial made-for-television movies during a Consumer Press Tour news conference in Phoenix on June 9. Thomas Leahy, executive vice president of the CBS/Broadcast Group, also argued that CBS did better in the May ratings book than it might have appeared at first look.

"If you look at what happened in May in series programming, CBS did a 15.3 [rating] against a 13.9 on ABC," Leahy maintained during the news conference at the Arizona Biltmore hotel. Advertising agencies, he continued, "massage that book by removing unusual programming from it, so that if you run programming that will never exist again, they withdraw that programming and the effect of that programming. What they end up with is a book that is more conventional in terms of what ordinarily is programmed." (ABC won the May sweeps, according to rating service estimates).

Nevertheless, CBS Entertainment senior vice president of programming, Harvey Shephard, told reporters the previous day that CBS is planning to air 46 hours of mini-series programming in the 1984-85 season, plus 45 individual made-for-television movies.

Leahy acknowledged there is "a serious problem" confronting the networks insofar as "third party arbiters of good taste" are attempting to pressure CBS and other net-

works into broadcasting what Leahy termed "seven nights of vanilla."

Sensitive programming should have a place on the network schedule, Leahy contended, but "there are self-imposed and self-designated arbiters of good taste [who] claim that they know what is good for the American public, and they threaten advertisers that if they don't withdraw their support for that particular forum that they will respond economically. They have been impotent in every attempt to do this, but they are still very loud." Although he did not specify any programs or pressure groups, Leahy said "historically there have been experiences where [advertisers] have withdrawn [from sponsorship] because they did not want the grief that would be incurred if they didn't. They understand now that the process is at stake and they do not want to diminish the strength of the network marketing tool."

Responding to a question posed by a reporter, Leahy said there is also "a serious problem" confronting the networks in the form of barter syndication of first-run programming, mostly to independent stations.

"I think it will cycle down," he added. "It is probably at its peak right now. It is serious because it is network dollars [that are being diverted] and we're working very hard against it and it's a full thrust by, I suspect, all three networks."

Reporters also asked Leahy to respond to questions raised by a recent *TV Guide* article alleging wide drug usage on the set of *Square Pegs*, a CBS sitcom (recently canceled) in the 1983-84 season.

"We do have a set of policies with respect to drug use on premises that affects execu-



At the tour. On hand for CBS's press tour in Phoenix with Broadcast Group executive vice president Thomas Leahy (second from right) were CBS stars Donna Reed, Jon-Eric Hexum, Jennifer O'Neill and Angela Lansbury.

Shephard outlines midseason replacements and next season's mini-series prospects

CBS-TV has ordered two of its midseason replacement series and intends to add three other programs to that list, according to Harvey Shephard, senior vice president, programs, CBS Entertainment. Shephard told reporters on June 9 during the Consumer Press Tour in Phoenix that CBS has picked up two one-hour spring pilots for midseason introduction: a light comedy-mystery called *Crazy Like A Fox*, from Columbia Pictures

Television, and *Other Worlds*, "a family science-fiction adventure" from Universal Television. The Columbia series, which was CBS's highest-testing pilot this spring, stars Jack Warden as a private detective and John Rubenstein as his lawyer's son. The second program, which was not tested, is "about a family which is transported into space and finds itself in an alien world," Shephard said. He told BROADCASTING that five mid-season programs will be ordered by CBS for the 1984-85 season, all but "possibly one" taken from spring pilots.

The CBS executive also disclosed that the network will air 46 hours of mini-series next season, a record number for CBS. The first mini-series, the eight-hour *Mistral's Daughter*, based on Judith Krantz's novel of the



Shephard

same name, has not been scheduled but could go against baseball programming on the other networks this fall. Other mini-series on tap are: *Christopher Columbus* (six hours), *Space* (13 hours), *Ellis Island* (seven hours), *R.F.K.* (seven hours) and *The Atlanta Child Murders* (five hours). Shephard said that *The Gambler III*, a made-for-television movie starring Kenny Rogers, will run five hours, but will not be available before the 1985-86 season.

Responding to a reporter's question in reference to ABC's and NBC's head-to-head mini-series competition last month, Shephard said: "We will never do that, because it's destructive. You don't put all those resources into a project and then use it in that sort of fashion; it's not serving the public that way."

Shephard added that CBS has "really scaled down" its acquisition of theatrical films "because of their overexposure on cable. Theatrical films really don't perform all that well [on broadcast networks]. There's been a precipitous drop in the prices you pay for them, but we find that we're better off making movies and mini-series." He added that CBS does not intend to take theatrical films out of sweep periods, noting that "Rocky III" will air during a sweeps period next season.

Shephard described Tuesday and Wednesday as CBS's two "problem nights," specifi-

cally *Dynasty* and *Hotel* on ABC on Wednesday, and NBC's *A Team* on Tuesday. "I'm not a believer in taking everything and putting it all on at once," Shephard declared, maintaining that the four new programs introduced by CBS at 8 p.m. next fall "represent a fair amount of risk." Another source at CBS said Shephard deliberately held back some of the network's highest-testing pilots to take advantage of the changing schedule next fall and winter. Last season, only three-and-a-half of CBS's five hours of new programming were introduced at the beginning of the fall.

Shephard said CBS has not abandoned the situation comedy, even though "comedies are having a hard time" at present. "The pendulum swings back and forth and we're just completing that cycle now," he said. Part of the problem, Shephard continued, is the growing use of comedy elements within dramatic series and the success of off-network comedies on independent stations.

CBS has no current plans to record any of its prime time series in stereo, Shephard told BROADCASTING. He said the network is looking into the technology, but does not believe there will be significant multichannel broadcasting capability before 1986.

Shephard dismissed recent reports of rampant drug use within the Hollywood creative community as overstatements of the problem. "You have people building headlines," he said, adding that CBS was "never aware of any drug use" on the set of its 1983-84 series *Square Pegs*, subject of a recent *TV Guide* article. □

Joyce says media are increasingly becoming target of 'ambulance chaser' suits, CBS News chief says

Libel suits against aggressive news organizations may have become "a form of taxation" that those groups must expect to cope with as a cost of doing business, warned CBS News President Ed Joyce in a news conference during the Consumer Press Tour in Phoenix.

"If we're going to be in the business of aggressive journalism we are simply going to be sued, sued on a lot of grounds," Joyce told television critics and columnists on June 9. "I would think that would be of concern not only to us at CBS News but to all of you [reporters]." Joyce said he is disturbed that "what's being attracted to this field—I'm not specifying any individual—is the kind of lawyer who used to handle accident insurance and medical malpractice cases. The great amounts of money and publicity are very attractive" to them.

Responding to questions, Joyce reiterated his belief that "the basic thrust" of the network's controversial 1982 documentary, *The Uncounted Enemy: A Vietnam Deception*, was accurate and predicted that CBS will prevail in the libel suit filed after the broadcast by General William Westmoreland. CBS has asked the judge in the case to dismiss the action. That decision is expected by the end of summer and if not granted, Joyce said he does not expect a trial to begin before the fall of 1985.

"We wish that it hadn't happened," Joyce

said of the incident. "I think that perhaps the only beneficiaries from this whole brouhaha will be the historians of the Vietnam war period, because through the depositions they are getting access to material that they would not have had access to otherwise."

Joyce also defended CBS's public relations campaign contesting the account of the documentary's production authored by Don Kowet. A public relations firm has been assigned to work on the Westmoreland case full-time because of CBS's belief that Kowet's book "challenged the integrity of our news organization... We thought we had every right to make available information that argued the other side of that." He acknowledged that CBS is paying the expenses of George Crile, the documentary's producer, while Crile is making public appearances challenging Kowet's assertions. Crile has been suspended from editorial duties at CBS News but remains on its payroll while, according to Joyce, "devoting 95% of his time to working on preparations for this trial."

Asked if CBS had considered filing suit against Kowet for "the string of untruths" Joyce said are contained in his book, the news executive replied: "I think that would carry this whole case to the point of actual absurdity that it is rapidly approaching."

Joyce said that there is a greater awareness of CBS News guidelines within the network as a result of the Westmoreland suit, noting ongoing efforts to discuss and modify those guidelines to better serve CBS. He said CBS News had learned several things from its experience.

"I'm thinking that the fact that we had to release the Benjamin [internal investigation by CBS News] notes—and again I'm thinking that that would be something that would be disturbing to anybody in this room [of journalists]—it seems to me that journalism ought to be practiced by journalists, investigated by journalists, and lawyers ought to be brought in only when they're actually in the setting. I think that if something of this nature came up again, any investigation that took place would take place with a lawyer so that it would be privileged," he said.

"If we start settling these things out of court, we're just going to be bait for the sort of individual I made reference to earlier," Joyce added.

CBS News announced last Tuesday (June 13) that the name of *American Parade*, its prime time news series broadcast this spring, has been changed to *Crossroads* and will premiere under the new title Wednesday, June 27, at 8 p.m. NYT. Nine episodes of the one-hour series are scheduled to be aired through September. On most weeks, according to CBS, co-anchors Charles Kuralt and Bill Moyers will each contribute two reports to the broadcast. *American Parade* has been on hiatus since May 8.

Joyce revealed that three *CBS Reports* documentaries are in production and another three or four programs in development. Correspondent Bill Kurtis will host a program on organ transplants, while Walter Cronkite will preside over a one-hour program on "the plight of the blue collar family in America" and a retrospective on the life of former President Harry Truman. He noted that documentary production at CBS had slowed as a

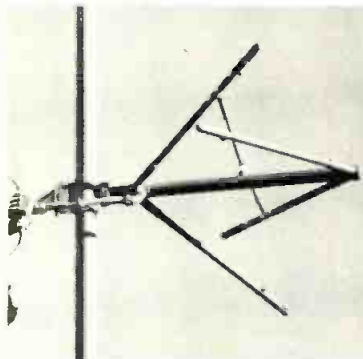


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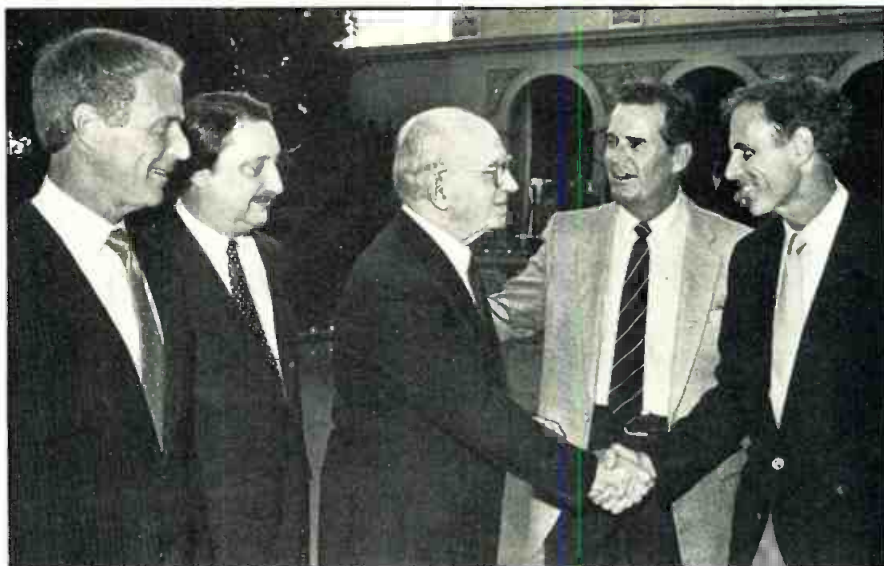


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Space program. CBS-TV kicked off production of *Space*, a 13-hour mini-series scheduled for an early 1985 broadcast, with a party on June 10 on the grounds of the Robinson Gardens in Beverly Hills, Calif. Heading the guest list of more than 300 was James A. Michener, author of the book on which the show is based. Also in attendance were some of the program's stars and five former astronauts who will serve as consultants. On hand were (l-r): Commander Scott Carpenter; Bud Grant, CBS Entertainment president; Michener, and actors James Garner and Bruce Dern.

The script is written by Dick Berg and Stirling Silliphant. Dick Berg/Stonehenge Productions and Paramount Network Television Productions are producing the program whose stars include Garner, Dern, Susan Anspach, Beau Bridges, Blair Brown and Melinda Dillon.

result of staff shifts for *American Parade*.

Negotiations are currently under way regarding Cronkite's role in the CBS coverage of the 1984 political conventions. Joyce announced that Dan Rather will anchor those broadcasts, with Bill Moyers providing commentary and correspondents Andy Rooney and Charles Kuralt contributing features at both conventions. Bruce Morton will report from the podium at both conventions, with Ed Bradley, Diane Sawyer, Bob Schieffer and Lesley Stahl serving as floor correspondents at the Democratic convention. Bill Kurtis, Schieffer and Stahl will report from the floor during the Republican convention.

Joyce said that there are no plans to shift Kurtis or Sawyer away from their co-anchor duties on the *CBS Morning News*, but conceded that "[60 Minutes producer] Don Hewitt would very much like to have Diane as part of 60 Minutes and indeed if we ever reach a point where we add a fifth person to that broadcast she would certainly be a leading contender." Joyce added that "a lot of work is going into [the weekday morning] broadcast, and we are planning another promotional onslaught this fall."

CBS News would have no objection to Cable News Network's proposed live broadcast of the Westmoreland trial, Joyce said, and said the final consensus within CBS on CNN's coverage of last year's *Galloway v. CBS* trial "was that it was a good thing." Joyce conceded some concern about live broadcast of trials involving rape or other sexual crimes, but said CBS News has no specific guidelines about trial coverage. He said that network has no immediate plans to initiate live courtroom coverage. □

Elton Rule forming production firm

He resigns from ABC board to start movie, TV show and theater company with former co-worker, Martin Starger

Elton Rule is going into show business. The former president and vice chairman of ABC Inc. told the ABC board of directors last Monday (June 11) that he would resign his directorship and \$100,000-per-year consultancy on Sept. 1 and join with Martin Starger, a former ABC programing execu-



Starger

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tive, to form a new company that will produce motion pictures, television programs, legitimate theater productions "as well as various ventures in the fields of communications and broadcasting." The new firm is called the Rule/Starger Co. and will be equally owned by the two principals.

The move is not unexpected. It was reported earlier that Rule would announce his resignation from the ABC board to pursue interests in television production ("Closed Circuit," May 7) and that his stepping down after serving 14 years on the ABC board was necessary to avoid conflict of interest.

Rule and Starger go back a way together. Starger joined ABC from BBDO in 1967 as vice president in charge of programs, East Coast (Rule was vice president and general manager of the network's KABC-TV Los Angeles at the time). By 1969, when Starger

was vice president in charge of programming and Rule was president of the ABC-TV Network, they began to work closely. It was in 1975, after Starger had become the first president of ABC Entertainment and Rule was president of ABC Inc. that the former left to form his own production company with an exclusive ABC television contract.

In an interview, Starger said the first thing Rule/Starger will concentrate on is the development and production of feature motion pictures, but he expects television productions to follow soon. This time, he said, there is no exclusive arrangement with ABC, and the company is free to produce for all three networks. Eventually, Starger added, the company may become involved in radio and television station ownership, but there is "nothing specific at this time."

Starger's exclusive production deal with

ABC produced the three-hour made-for-TV movie, *Friendly Fire*; a one-hour special, *Rock Follies*, and 13 episodes of a one-hour series titled *West Side Medical*. He also served as executive producer of the ABC Theater presentation of "The Elephant Man," and was the executive producer of motion pictures "On Golden Pond," "Sophie's Choice," "The Muppet Movie" and "Autumn Sonata." Starger said his current company, Marstar Productions, will continue its current ventures, but all forthcoming projects will come out of Rule/Starger.

And although Rule/Starger has no exclusive arrangements with ABC, it seems likely that the network (which has a motion picture division) could be a future client or partner. As one ABC source put it: "[Rule] is not going to have any trouble with his productions getting a reading at ABC." □

CBS, NBC tie for ratings week

The NBA championship games on CBS and a strong Monday and Tuesday night on NBC caused those two networks to tie in the prime time ratings for the week ended June 10. It was the second consecutive tie for NBC, which tied for first place with ABC the week before with an average 13.4/24. According to Nielsen's National Television Index, CBS and NBC each earned an average rating of 12.3 and an average share of 23 while ABC pulled an average 11.1/21.

Despite its loss, ABC won more nights than either of the other networks: Wednesday, Friday and Saturday. CBS won Thursday and Sunday while NBC took Monday and Tuesday.

It was a week characterized by a heavy load of series repeats on all three networks—the second such week since the networks went full throttle into the rerun season following the end of the May sweeps. Excluding specials and sports, CBS and NBC each ran only an hour and a half of new programming, compared to ABC which ran three hours.

The combined three-network average rating/share was 35.7/67, down from 36.3/71 for the comparable period a year ago. Despite a slight increase in TV households in 1984 over 1983, the net loss was 321,000 TV households per average minute.

Highlights of the week, night by night:

■ A special doubleheader *ABC Monday Night Baseball* kept that network in third place all night, never climbing above a 10.1 rating. NBC won the night with a repeat of *Bloopers and Practical Jokes* followed by a repeat broadcast of the 1981 TV movie, *Born To Be Sold*, starring Lynda Carter. At a 16.2/27, it was the third ranked show of the week.

■ Tuesday night went to NBC based on repeats of its regular lineup of *A-Team*, *Riptide*, and *Remington Steele*. And despite ABC squeeze-

ing ahead of CBS in the 8-9 period with repeats of *Foul Ups*, *Bloopers & Blunders* and *Three's Company* against a *CBS Reports* documentary by less than one rating point, CBS pulled ahead with a repeat of its *Tuesday Night Movie—Two Lives of Carol Letner* at 9-11.

■ ABC had its first of three nightly wins Wednesday as a special *ABC Wednesday Night Movie*, a 1978 theatrical titled "Moment by Moment" and starring Lily Tomlin and John Travolta, outdrew the fourth game of the NBA championship on CBS by 1.9 rating points. NBC was still able to come in second place ahead of CBS, despite a close race most of the night, by virtue of an extra rating point garnered from a repeat of *Facts of Life*.

■ Thursday night was an easy win for CBS as *Magnum, P.I.* and *Simon & Simon* dominated the 8-10 block. But CBS fell back to third place at 10-11 as *Knots Landing* had to give way to *20/20* on ABC and *Hill Street Blues* on NBC.

■ Friday night belonged to ABC as repeats of its regular series lineup swept the 8-9 period, and *Blue Thunder* and *Matt Houston* kept close and eventually overtook the fifth game of the NBA championship in the 9-11 period on CBS. NBC remained in a distant third for the entire night, averaging a 9 rating.

■ ABC won Saturday night with repeats of its regular lineup of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS came in third for the night with an average 6.4 rating due to a poor lead-in from *Mama Malone* and a weak performance by a repeat of the theatrical "The Jazz Singer."

■ CBS took Sunday night with its regular series lineup—*60 Minutes* had a 36 share. NBC's *Knight Rider* dominated the 8-9 period. ABC came in third with a repeat of the theatrical "The Bad News Bears Go To Japan" which at 7-9 pulled an 8.1/17.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.4/32	23.	Night Court	NBC	13.8/24	46.	D-Day & Eisenhower	CBS	10.6/20
2.	Trapper John, M.D.	CBS	17.4/31	24.	Two Lives of C. Leather	CBS	13.5/23	47.	Four Seasons	CBS	10.5/21
3.	Born To Be Sold	NBC	16.2/27	25.	One Day at a Time	CBS	13.3/23	48.	Skeezzer	NBC	10.4/20
4.	60 Minutes	CBS	16.1/36	26.	Fantasy Island	ABC	13.2/27	49.	Monday Night Baseball	ABC	10.4/18
5.	Alice	CBS	15.9/27	27.	NBA Championship Game #4	CBS	13.1/24	50.	Hart to Hart	ABC	10.3/18
6.	20/20	ABC	15.3/28	28.	Ramify Ties	NBC	13.0/25	51.	Benson	ABC	10.2/23
7.	Magnum P.I.	CBS	15.2/30	29.	Fall Guy	ABC	13.0/24	52.	Different Strokes	NBC	10.0/23
8.	Joe Dancer	NBC	15.2/27	30.	St. Elsewhere	NBC	13.0/23	53.	Mama's Family	NBC	9.7/20
9.	A Team	NBC	15.0/29	31.	Gimme A Break	NBC	12.5/26	54.	Hardcastle & McCormick	ABC	9.7/17
10.	Moment By Moment	ABC	15.0/26	32.	Duck Factory	NBC	12.2/21	55.	Dukes of Hazzard	CBS	9.5/21
11.	TV Bloopers and Practical Jokes	NBC	14.8/27	33.	T.J. Hooker	ABC	12.1/27	56.	People Are Funny	NBC	8.8/17
12.	Love Boat	ABC	14.7/30	34.	NBA Championship Game #5	CBS	12.1/23	57.	Rousters	NBC	8.6/17
13.	Cagney & Lacey	CBS	14.6/24	35.	Webster	ABC	11.9/25	58.	Baseball Pre-game	ABC	8.2/17
14.	Hill Street Blues	NBC	14.5/27	36.	Blue Thunder	ABC	11.9/23	59.	Bad News Bears In Japan	ABC	8.1/17
15.	Matt Houston	ABC	14.5/27	37.	Lions of Etosha	CBS	11.9/22	60.	Crossed Swords	ABC	6.9/13
16.	Jeffersons	CBS	14.5/26	38.	D-Day Plus 40	NBC	11.7/22	61.	The Jazz Singer	CBS	6.7/14
17.	Scarecrow & Mrs. King	CBS	14.4/27	39.	Knight Rider	NBC	11.5/23	62.	Olympic Boxing Trials	ABC	6.5/12
18.	Facts of Life	NBC	14.2/24	40.	Knots Landing	CBS	11.5/21	63.	Homemade Comedy Special	NBC	6.1/13
19.	Remington Steele	NBC	14.1/25	41.	Hotel	ABC	11.5/20	64.	Mama Malone	CBS	4.6/11
20.	Riptide	NBC	13.9/24	42.	Three's Company	ABC	11.3/21	65.	Father Murphy	NBC	3.8/9
21.	Newhart	CBS	13.9/23	43.	AfterMesh	CBS	11.2/23				
22.	Cheers	NBC	13.8/25	44.	Silver Spoons	NBC	11.1/24				
				45.	Foulups, Bleeps & Blunders	ABC	10.8/21				

*Indicates premiere episode

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Probing the public on the press

'Public Opinion' finds incestuous effects between polls and reporting, less disenchantment with media than had been generally supposed

What is the state of the news media in America? Kind of a mixed bag, it seems, according to the current issue of *Public Opinion*, the bimonthly publication of the American Enterprise Institute, a Washington think tank. A number of articles in the April/May issue suggest the media are in robust financial health, even if (or maybe because of) generally suffering from a stubborn case of centrism, and are held in higher regard by the public than they might have dared hope. But the political reporting still seems geared to polls and to be too quick to draw conclusions from results of early primaries and caucuses, no matter how insignificant the number of voters involved. If there is one discouraging note for those who write and broadcast the news, it is struck in a piece entitled "Teflon Politics": Information published and broadcast does not seem to stick.

Edwin Diamond, who as adjunct professor in the political science department at Massachusetts Institute of Technology heads the News Study Group there, makes it clear that reports of the death, even the impending death, of the newspaper business, are premature. True, there are fewer newspapers today than in 1974, but overall circulation is up. And with advertising gains and the conversion to new electronic technology, profit percentages for newspaper companies, Diamond says, "nearly double the average for the *Fortune* 500 corporations." He also notes that the three major networks—ABC, CBS and NBC—"continue to enjoy healthy profits" despite competition that is reducing their share of the audience.

But the overall product of the media, print and electronic, does not fill Diamond with enthusiasm. He says the "good news about the news" is that "the whole world isn't reading or watching... one consistent line." But "the bad news is that the range of opinion is still too limited."

As Diamond puts it, "The centrist establishment still lives (it never went away)." But he sees hope for greater diversity, in the op ed page of *The Wall Street Journal*, for instance, in print, and in the emergence of the 24-hour Cable News Network, in electronic journalism. "The same open wire that brings sex-and-sensation courtroom drama into homes was also capable of bringing an eye-opening special like the Soviet Ministry of Defense's news conference from Moscow after the downing of KAL flight 007," Diamond says, adding: "The existence of CNN has allowed the three networks to move their evening newscasts a little away from the traditional hot-off-the-wires approach."

The conclusion that the media may be more highly regarded by the public than conventional wisdom suggests was reached by David Gergen, former director of communications for the White House, who is now an AEI visiting fellow in communications and a fellow at Harvard's Institute of Politics. It's true that the pile of surveys he has reviewed indicate that "a majority of Americans" harbor reservations and even resentments about the press, apparently because of the public's "diminishing faith in the accuracy and fairness of the press and a widespread view that the press emphasizes too much bad news." But Gergen adds that "the press is still respected relative to other institutions."

Indeed, Gergen finds that the public believes the press is contributing more to the "public good" than government, business or labor. "And one conclusion of more than passing interest is that the local media—newspapers and television stations—receive higher marks from the public than the national press, both for the quality of reporting and contributions to the public good."

William C. Adams, an associate professor of public administration at George Washington University, in what is termed "a preliminary report" on media coverage of the 1984 campaign, suggests a kind of circularity in political reporting. Polls—which are affected in the early months of a campaign largely by name recognition—dictate the apportionment of media attention which in turn dictates the rise or fall of candidates in subsequent polls. He notes that throughout 1983, news of the Democratic contest for the presidential nomination "was apportioned so that it almost perfectly paralleled candidate standings in the polls." If that raises questions about the perceptiveness of political journalism, so do Adams's findings regarding the inspiration for reporters once voters actually start voting: "The pecking order is set by the results of the last caucus and primary—no matter how small and unrepresentative they may be." The Democratic caucuses in Iowa were his Exhibit A: Only 85,000 people, or fewer than one-sixth of the voters who normally vote Democratic in Iowa, participated, and while Gary Hart finished far behind Walter Mondale—receiving

15% of the vote while Mondale got 45%—his second-place finish was a stunning surprise. As a result, Adams says, the journalists covering the event promptly elevated Hart to the status of a leading contender for the Democratic nomination—and one week later, "Hart demolished Walter Mondale in the New Hampshire primary."

"The power to confer status and mold images," Adams concludes, quoting political scientists Paul Lazarsfeld and Robert Merton, in a 1948 study, "does determine... who 'really matters.'"

But it is the piece by Michael Jay Robinson, a visiting scholar at AEI and director of the Media Analysis Project at George Washington University, and Maura Clancey, a provost fellow in the Arts and Humanities Division of the University of Maryland, that seems to raise questions about the significance of all surveys of readers' and viewers' attitudes toward print and broadcast news. In "Teflon Politics," they report that their own studies indicate the issue before the house may not be "the public's right to know" as much as it is "the public's right *not* to know." The authors' survey in April of 366 adult Americans asked, among other things, the news event in the preceding 12 months that respondents most remembered. Almost one-fourth of the sample (23%)—the largest percentage—responded: "Can't remember."

As for stories that were remembered, the Soviet downing of the Korean airliner, one of the most heavily covered events in recent years, was recalled by only 3% of the respondents. And despite the attention given the troubles of President Reagan's would-be attorney general, White House counselor Edwin Meese III, in the month before the survey, "the Meese mess, no matter how generously defined, failed to penetrate the cognitive map of even four Americans out of 10," the authors report.

Their study convinces them that the public knows less about politics than journalists or politicians think it knows—and that "for the mass audience, news is not necessarily politics. Violent crimes are more memorable as news events than all but the most dramatic political occurrences." What's more, they note that while President Reagan is ahead of the press and his advisers in the degree of his Teflon coating, there is a larger truth—"that politics itself is Teflon coated." □

More protection. New York's highest court last week appeared to give media in that state new protection against libel suits in a decision holding that the press can best judge what news is "of legitimate public concern." The court threw out a \$1.25-million libel suit against the *New York Daily News* filed by a woman mentioned in an article about the transfer of 50,000 patients from state mental hospitals to nursing homes.

In a unanimous ruling, the Court of Appeals said the story, written in 1977 by *Daily News* reporter Marcia Kramer, "was not grossly irresponsible." And in an earlier opinion, the court had held that, when "an article is arguably within the sphere of legitimate public concern," the plaintiff in a libel suit could not prevail without showing "gross irresponsibility" in the preparation of the article. In the case last week, the appeals court said the press is the best judge of what meets the "legitimate public concern" standard.



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**The
Family
Entertainer**

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
June 13 June 6 (000,000)
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BROADCASTING

N ABC	58 7/8	60	- 1	1/8 -	1.88	11	1,727
N Capital Cities	152 3/4	153	-	1/4 -	0.16	18	2,048
N CBS	76	75 5/8		3/8	0.50	12	2,255
N Cox	51	49 3/8	1	5/8	3.29	19	1,444
A Gross Telecast	70	70 1/8	-	1/8 -	0.18	16	56
O Gulf Broadcasting	7 7/8	7 1/2		3/8	5.00	97	347
O LIN	21 1/8	21 1/2	-	3/8 -	1.74	20	443
O Malrite Commun.	9	8 7/8		1/8	1.41	8	76
N Metromedia	36 5/8	37	-	3/8 -	1.01	31	1,024
O Orion Broadcast	1/16	1/16					827
O Price Commun.	6 1/8	6 1/4	-	1/8 -	2.00		20
O Scripps-Howard	24 3/4	25 1/2	-	3/4 -	2.94	15	256
N Storer	37 1/8	36 3/8		3/4	2.06	22	609
O SunGroup Inc.	4 3/4	4 1/4		1/2	11.76	2	3
N Taft	60 1/2	60 1/8		3/8	0.62	15	550
O United Television	15 1/4	13 5/8	1	5/8	11.93	21	169

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	17 7/8	17 3/4		1/8	0.70	16	108
A Affiliated Pubs	43 3/8	42	1	3/8	3.27	17	352
N American Family	17 1/2	16 1/2	1		6.06	10	286
O Assoc. Commun.	10	9 1/4		3/4	8.11		48
N A.H. Belo	44 1/2	42 1/2	2		4.71	14	508
N John Blair	34 5/8	33 7/8		3/4	2.21	15	274
N Chris-Craft	29	27 1/2	1	1/2	5.45	34	183
N Cowles	35 3/4	34 1/2	1	1/4	3.62	34	142
N Gannett Co.	40 7/8	40 1/2		3/8	0.93	17	3,271
N General Tire	32 1/2	32 1/4		1/4	0.78	11	698
O Gray Commun.	62 1/2	59	3	1/2	5.93	14	31
N Harte-Hanks	29 5/8	29		5/8	2.16	18	650
N Insilco Corp.	14 3/4	15 3/8	-	5/8 -	4.07	7	250
N Jefferson-Pilot	41 1/2	42	-	1/2 -	1.19	9	882
O Josephson Intl.	9	8 1/2		1/2	5.88	6	44
N Knight-Ridder	27 1/2	27 5/8	-	1/8 -	0.45	15	1,798
N Lee Enterprises	22	22 1/4	-	1/4 -	1.12	13	295
N Liberty	23 3/4	23 3/4				14	238
N McGraw-Hill	41 1/4	42 1/4	- 1		2.37	17	2,067
A Media General	54 1/4	54 1/2	-	1/4 -	0.46	11	377
N Meredith	42 1/4	43	-	3/4 -	1.74	12	397
O Multimedia	39 1/2	39 1/4		1/4	0.64	18	657
A New York Times	28 3/4	29 3/8	-	5/8 -	2.13	7	1,122
O Park Commun.	23 1/4	24	-	3/4 -	3.13	19	214
A Post Corp.	62 1/4	61 1/2		3/4	1.22	23	114
N Rollins	19 5/8	19 3/8		1/4	1.29	24	508
N Schering-Plough	38 3/8	39 1/8	-	3/4 -	1.92	11	1,938
T Selkirk	14	13 1/2		1/2	3.70	30	114
O Stauffer Commun.	52	52				5	18
A Tech Operations	35 1/2	36 1/2	- 1		2.74	15	33
N Times Mirror	38 5/8	39 3/8	-	3/4 -	1.90	15	5,305
N Tribune	26 1/4	25 3/4		1/2	1.94	12	1,075
O Turner Bcstg.	23 1/2	23 1/2				67	479
A Washington Post	75 1/2	74 1/2	1		1.34	17	1,070

SERVICE

O BBDO Inc.	39 1/2	38	1	1/2	3.95	14	253
O Compact Video	5	5 5/8	-	5/8 -	11.11	23	20
N Comsat	21 1/2	23 1/4	- 1	3/4 -	7.53	7	387
O Doyle Dane B.	18 1/4	19	-	3/4 -	3.95	15	111
N Foote Cone & B.	48 1/4	48 1/2	-	1/4 -	0.52	12	140
O Grey Advertising	123	112	11		9.82	10	730
N Interpublic Group	30 1/2	31	-	1/2 -	1.61	7	326
N JWT Group	34 1/2	34		1/2	1.47	12	204
A Movielab	5	5				5	8
O A.C. Nielsen	47	47 1/4	-	1/4 -	0.53	21	1,059
O Ogilvy & Mather	26	25	1		4.00	8	117
O Sat. Syn. Syst.	7 3/4	7 3/4				16	44
O Telemation	5 3/4	5 1/2		1/4	4.55	6	7
O TPC Commun.		5/8					1
A Unitel Video	7 1/8	7 3/8	-	1/4 -	3.39	10	16
N Western Union	23 7/8	24 3/8	-	1/2 -	2.05	11	59

Closing Closing Net Percent P/E Market
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June 13 June 6 (000,000)
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PROGRAMMING

O Barris Indus	4 7/8	4 1/2		3/8	8.33	26	28
N Coca-Cola	56 7/8	56 5/8		1/4	0.44	14	7,743
N Disney	49 1/8	65 1/4	- 16	1/8 -	24.71	18	1,699
N Dow Jones & Co.	42	41 3/4		1/4	0.60	23	2,691
O Four Star	6	6				6	5
N Gulf + Western	31 1/4	33 5/8	- 2	3/8 -	7.06	9	2,417
O Robert Halmi	0 7/16	1 5/16	-	7/8 -	66.68	9	7
O Lorimar	10 1/4	9 3/4		1/2	5.13	6	52
N MCA	41 1/2	42 1/4	-	3/4 -	1.78	13	2,000
N MGM/UA	13 5/8	14	-	3/8 -	2.68	24	677
N Orion	11 3/8	12	-	5/8 -	5.21	13	106
O Reeves Commun.	6 1/2	6 1/2				10	81
O Telepictures	13 7/8	13 3/8		1/2	3.74	23	90
O Video Corp.	13	12 3/4		1/4	1.96	23	22
N Warner	22 3/4	23 1/4	-	1/2 -	2.15	3	1,488
A Wrather	13 5/8	40 1/2	- 26	7/8 -	66.36	15	30

CABLE

A Acton Corp.	5 7/8	5 5/8		1/4	4.44	20	33
O AEL	26	25 1/2		1/2	1.96	20	53
O AM Cable TV	3 5/8	3 7/8	-	1/4 -	6.45	18	13
N American Express	26 5/8	28	- 1	3/8 -	4.91	11	5,667
N Anixter Brothers	17 3/4	17 1/2		1/4	1.43	25	323
O Burnup & Sims	5 1/2	5 7/8	-	3/8 -	6.38	6	49
O Cardiff Commun.	7/8	13/16		1/16	27.63	88	4
O Comcast	20	19 3/4		1/4	1.27	19	164
N Gen. Instrument	21 1/2	21 7/8	-	3/8 -	1.71	16	677
N Heritage Commun.	16 1/2	16 5/8	-	1/8 -	0.75	34	122
T Maclean Hunter X	17 1/2	17 1/2				24	645
A Pico Products	7 3/4	8 3/8	-	5/8 -	7.46	25	22
O Rogers Cable	6 3/8	6 3/8				8	141
O TCA Cable TV	12 1/4	12 1/4				25	82
O Tele-Commun.	18 5/8	17 5/8	1		5.67	19	802
N Time Inc.	38 1/4	38 1/8		1/8	0.33	14	2,246
N United Cable TV	22 3/4	22 3/8		3/8	1.68	15	251
N Viacom	28 1/4	28 1/4				17	362

ELECTRONICS/MANUFACTURING

N Arvin Industries	22 3/8	22 1/2	-	1/8 -	0.56	9	168
O C-Cor Electronics	8 3/8	8 1/4		1/8	1.52	8	30
O Cable TV Indus.	3 3/4	3 3/4				19	11
A Cetec	8 1/4	7 7/8		3/8	4.76	16	18
O Chyron	17 3/4	17 3/8		3/8	2.16	25	109
A Cohu	8	8 1/8	-	1/8 -	1.54	18	14
N Conrac	12 3/4	13 7/8	- 1	1/8 -	8.11	11	78
N Eastman Kodak	65 1/2	66 3/8	-	7/8 -	1.32	16	10,844
O Elec Mis & Comm.	9 1/2	9		1/2	5.56	29	28
N General Electric	53	53 1/4	-	1/4 -	0.47	12	24,073
O Geotel-Telemet	1 3/8	1 1/2	-	1/8 -	8.33	20	4
N Harris Corp.	26 7/8	28	- 1	1/8 -	4.02	15	1,061
N M/A Com. Inc.	17 7/8	17 1/2		3/8	2.14	60	770
O Microdyne	8	8 1/4	-	1/4 -	3.03	26	37
N 3M	75	76 1/2	- 1	1/2 -	1.96	13	8,803
N Motorola	31 7/8	34 3/8	- 2	1/2 -	7.27	5	1,252
N N.A. Philips	31	31 1/4	-	1/4 -	0.80	5	445
N Oak Industries	4 1/8	3 3/4		3/8	10.00	1	67
A Orrox Corp.	2 5/8	2 7/8	-	1/4 -	8.70	3	6
N RCA	31	33 5/8	- 2	5/8 -	7.81	15	2,532
N Rockwell Intl.	28	27 5/8		3/8	1.36	11	4,326
N Sci-Atlanta	8 7/8	9 1/2	-	5/8 -	6.58	444	212
N Signal Co.s	25 1/8	26 3/4	- 1	5/8 -	6.07	25	220
N Sony Corp.	14	14 1/4	-	1/4 -	1.75	25	3,232
N Tektronix	55	57 1/4	- 2	1/4 -	3.93	21	1,054
A Texscan	12 1/8	12 5/8	-	1/2 -	3.96	14	76
N Varian Assoc.	41	39 1/2	1	1/2	3.80	20	878
N Westinghouse	21 5/8	22 3/8	-	3/4 -	3.35	8	3,785
N Zenith	24 1/2	26 5/8	- 2	1/8 -	7.98	10	536
Standard & Poor's 400	173.09	176.27	-	3.18			1.80

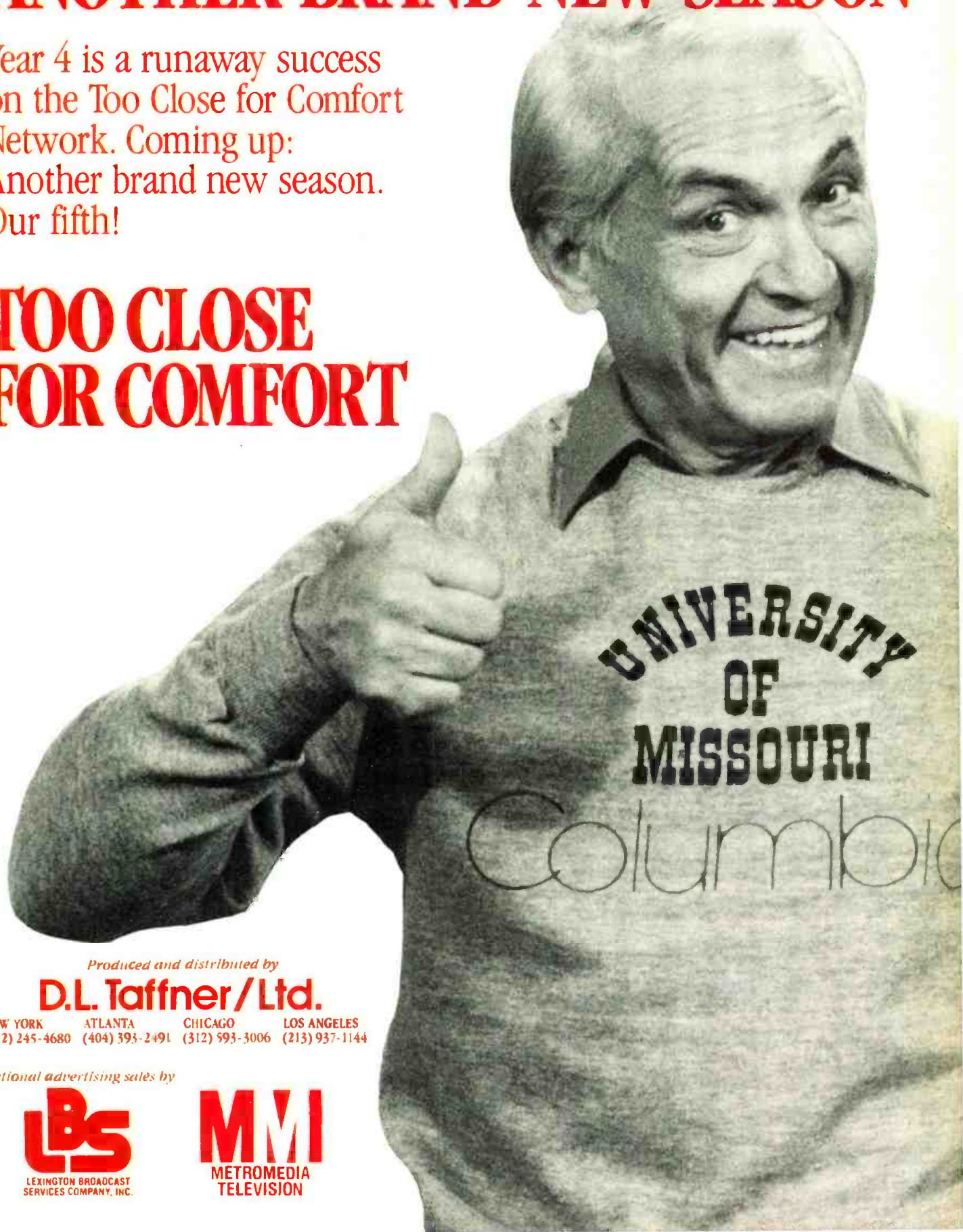
T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the

previous 12 months as published by Standard & Pools or as obtained by Broadcasting's own research. Footnotes: * Wrather stock split 3-for-1.

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Cable dereg and the compromise at a glance

A comparison of key provisions of the two cable deregulation bills (S. 66 and H.R. 4103) with each other and with those of the compromise reached by the National Cable Television Association, the National League of Cities and the U.S. Conference of Mayors, makes it clear that the Congress has its work cut out for it. The compromise is intended to amend H.R. 4103.

While the bills share many similarities, the differences are striking. The House bill, H.R. 4103, for instance, contains provisions concerning leased access and equal employment opportunity standards that are not found in the Senate bill, S. 66. And the bill's author, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), is unlikely to let go of the leased access or EEO

provisions. Moreover, such key provisions as franchise renewal and regulation of rates, which are similar in the bills, are markedly different from the language of the compromise.

H.R. 4103 is slated to be marked up by the House Energy and Commerce Committee later this month. If the House approves H.R. 4103 as amended, a House-Senate conference on the bill would follow to iron out the difference between it and S. 66. Senate Commerce Committee Chairman Bob Packwood (R-Ore.), chief sponsor of S. 66, has not indicated where he stands on the compromise or on provisions contained in H.R. 4103, but not in S. 66.

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S. 66

H.R. 4103

Compromise

FRANCHISE RENEWALS

Would require the franchising authorities to grant a franchise renewal unless it finds that the cable operator "has not substantially complied" with terms of the franchise and other laws or has been convicted of a felony; that there has been a "material change in the legal, technical and financial qualifications of the... operator that would substantially impair" the operator's ability to continue to provide service; that the facilities to be provided "are unreasonable in light of community need and cost"; that the signals delivered by the cable systems do not meet FCC-established technical standards, or that the proposals contained in the operator's renewal application are "otherwise unreasonable." If the franchising authority denies renewal, the operator may obtain "de novo" judicial review, in which the court would hear evidence and decide the case according to a "preponderance of evidence" standard, unless the operator has been afforded a fair and adequate hearing under state and local administrative procedures.

Same as S.66.

Would direct the franchising authorities to base their decisions on a defined set of criteria: whether or not there has been a material breach of the franchise; whether the quality of the operator's service has been reasonable in light of community needs; "whether the operator has the financial, legal and technical ability to provide the services, facilities and equipment proposed, and whether the operator's proposal is reasonable to meet future cable-related community needs and interests, taking into account the cost of meeting such needs and interests." Would create a due process environment for the renewal proceeding and permit a cable operator to appeal the decision in state or federal court. Does not permit de novo review but the reviewing court must apply "preponderance of evidence" standard in all instances. Cable operators may also seek court intervention via an interlocutory appeal at any point during the franchise renewal proceeding if they feel they are being denied due process.

REGULATION OF RATES

Would prohibit franchising authorities from regulating basic service rates of cable systems in areas served by four television stations, including affiliates of each of the three commercial broadcast networks. Rate regulation of lowest cost tier of service under current franchises, regardless of the number of broadcast signals, is grandfathered for five years or half the remainder of the franchise terms, whichever is greater. Even when rates are regulated, due to grandfathering or too few broadcast signals, operators may increase rates each year by the regional consumer price index, unless they have agreed to a frozen rate for a specified period.

Same as S.66.

Would free most cable systems from rate regulation after four years. (The FCC would be authorized to ultimately determine if rate regulation is permissible in areas where cable systems are "not subject to effective competition." The FCC would be required to submit a report to Congress on rate regulation based on a study of the effect of competition in the marketplace, six years after the bill is enacted.) Would permit cable operators to increase rates immediately by no more than 5% annually unless rates are frozen under a franchise. Franchising authorities would be allowed to continue regulation of rates for basic cable service for four years where existing franchises permit and basic cable service would be redefined as "tiers of service which include local broadcast signals." Would require the franchising authority to take final action on a request for a rate increase exceeding 5% within 180 days unless there is an agreement to extend the period.

REGULATION OF SERVICES

Would prohibit government at any level from regulating or restricting the provision of or nature of cable services.

Same as S.66 except that it would allow franchising authorities to require particular cable services on basic tier.

Franchise authorities could not enforce agreements to provide particular services in any particular fashion except on basic tier during the four-year period when rate regulation is continued under existing franchises.

Continues on page 52

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S. 66**H.R. 4103****Compromise****SERVICES AND FACILITIES CHANGES**

Would allow a cable operator to replace or remove services in any case in which there has been "a significant change in circumstances" since the cable operator offered to provide the services. Would also allow a cable operator to renegotiate with the franchising authority any franchise provision requiring facilities or equipment that the operator shows are "economically, technically or otherwise impracticable." If the operator and authority cannot come to terms on a revised provision within 45 days, "the matter shall be submitted to binding arbitration."

Same as S.66 but the changed circumstances provision for facilities or equipment does not apply to public, educational or governmental access channels.

Would permit cable operators to obtain modifications in facility and equipment requirements through negotiations with the franchise authority, and upon showing that maintaining the particular facilities or equipment has become "commercially impracticable." If the franchising authority rejects the request for modification, the cable operator may take his request for a change to a court of general jurisdiction.

Would permit a cable system to remove services for which it is required to pay a copyright royalty payment "substantially in excess" of the amount the system was required to pay on the date "of the operator's offer to provide such service and which has not been specifically compensated for through a rate increase or other similar adjustment." Would permit systems to substitute particular services with comparable ones if the "mix, quality and level of service" required by the franchise are maintained.

Would enable franchising authorities to establish minimum facility and equipment requirements in the RFP (request for proposal) but may not require the provision of information services in the RFP.

FRANCHISE FEES

Would allow franchising authorities to require franchise fees ("any tax, fee or assessment of any kind") of up to 5% of gross revenues. Franchise fees could be used for any purpose. Would grandfather fees in current franchises intended for support of access funds. Would permit cable operators to pass on franchise fee increases to subscribers and to designate the entire franchise fee as a separate item on their bills.

Same as S.66.

Would place a 5% cap on franchise fees. Franchise fees could be used for any purpose. Would grandfather fees in current franchises intended for support of access funds. Like H.R. 4103 and S. 66, it would permit systems to itemize the amount of the franchise fee as a separate item on subscriber bills and permit franchise fee increases to be passed on to subscribers.

DATA TRANSMISSION

Would limit regulation of local data transmission services by cable operators to requiring filing of "informational tariffs," which would specify rates, terms and conditions for provision of services. Would mandate that states deregulate local data transmission services offered by telephone companies if the states find that the services are subject to "effective competition." Would prohibit government at any level from regulating cable as a common carrier.

Would prohibit the regulation of local data transmission services by cable operators.

Not specifically addressed

POLE ATTACHMENTS

No provision

Would prevent states from regulating the "rates, terms and conditions for pole attachments" unless the state has already established "rules and regulations implementing the state's regulatory authority over pole attachments."

In addition to H.R. 4103, it would enable cable operators to "petition the FCC for the purpose of challenging the reasonableness of a state public utilities companies regulation of pole attachment fees for the use of any pole other than a publicly or cooperatively-owned pole."

ACCESS TO APARTMENTS

No provision

Would prevent landlords from blocking tenants from receiving cable services unless "equivalent" SMATV or MATV service is provided.

Would subject satellite master antenna television systems that cross public rights of way to the same regulations as cable and prohibit landlords from blocking tenants from receiving cable service even if comparable services are available.

OBSCENITY

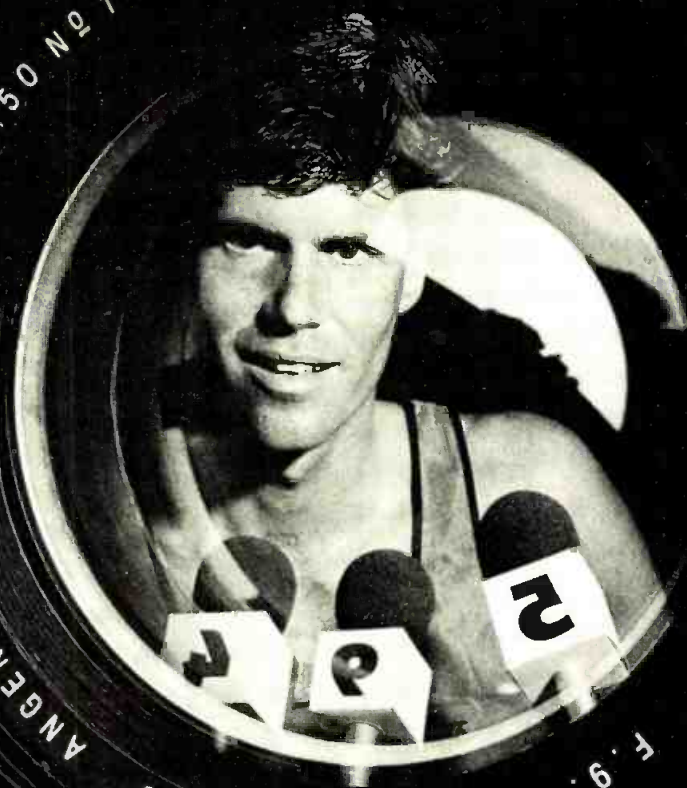
Would not prohibit franchising authorities and cable operators from specifying in franchise agreement that certain services "shall not be provided or shall be provided subject to conditions, if such cable services are obscene or are otherwise unprotected by the United States Constitution."

Same as S.66

Not addressed.

Continues on page 54

ANGENIEUX-200M TYPE 15X9.50 N° 748



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Now, local television stations can cover local hopefuls in the 1984 Olympic Games through Bonneville Telecommunications' on-site services.

Bonneville can help you bring the Olympics home

ABC may have live coverage of the Olympics under contract, but that doesn't stop aggressive local stations from providing the behind-the-scenes coverage their viewers demand. If you have home-town competitors or other strong local interest in the 1984 Olympics, Bonneville can arrange a full-spectrum of transmission and production services. It's as easy as A, B, C!

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B ■ All Required Facilities

Our Southern California facilities provide everything you'll need for quality Olympics coverage. We have portable microwave equipment for live coverage adjacent to the venues. We also have remote production facilities and a two-camera insert stage for flexible interview situations. And we control an exclusive, well-known, rooftop camera position overlooking Los Angeles.

C ■ Services You Need, When You Need Them

All you need worry about is getting there. Bonneville can provide

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S. 66**H.R. 4103****Compromise****EEO**

No provision

Would require the FCC to certify annually that a cable system or headquarters is in compliance with EEO standards. It would not mandate that any cable system or headquarters achieve any specific numerical level of minority and female employment. However, they must establish affirmative EEO programs. In 1987 the FCC would issue certificates of compliance to all cable systems and headquarters meeting certain guidelines. The guidelines include: those systems with six to 10 full-time employees achieving minority and female employment equal to 50% of their presence in the available workforce; systems with 11 or more full-time employees achieving 60%, and those with minority and female employment in each of the top four job categories equal to 50% or 60% (whatever is appropriate) of their presence in such positions in the available workforce. (There is no requirement for certification where there are five or fewer full-time employees.)

Would provide that a franchising authority can enforce any EEO requirements included in an existing franchise and establish and enforce more stringent EEO requirements comparable to those which apply to other businesses.

OWNERSHIP

Would prohibit franchising authorities from imposing crossownership restrictions on broadcasters, newspaper publishers, programmers or other providers of "printed or electronic information service." Would empower the FCC, however, to "conduct inquiries" on foreigners seeking to build or operate cable systems in the U.S to determine whether their countries are open to U.S. cable companies and to submit results of inquiries to the U.S. Trade Representative.

Would prohibit the crossownership of cable systems by local television stations and newspapers. Would prohibit the crossownership of a cable system by local telephone companies except in rural areas.

Same as H.R. 4103

BUY BACK

Would permit franchising authorities to buy cable systems pursuant to franchise agreements at the end of franchise terms "at not less than fair market value." If the authorities and operators cannot agree on a price, the matter would "be submitted to binding arbitration." If a municipality assumes ownership of a cable system, it may not control programming except through an independent board or company.

Same as S.66

Municipal acquisition at fair market value is allowed if a renewal is denied, unless a provision of the franchise requires a different valuation.

LEASED ACCESS

No provision

Would require cable operators with systems of 36 or more activated channels to set aside some of their channels for lease to "unaffiliated" companies. The operator would have no editorial control over these channels. According to the bill, systems with 36 to 54 activated channels must reserve 10% of usable channels; systems with 55 to 100 channels must set aside 15%, and any system with more than 100 activated channels must designate 15%. Furthermore, the FCC or federal district court can dictate the terms for use of the channels if the cable operator's terms are "unreasonable."

Not addressed

P.E.G. ACCESS

Would allow franchising authorities to require public, educational and governmental access channels. Would give authorities and operators power to set rules for use of access channels. If access programming is slow to develop, would allow operators to use access channels for other purposes.

Would grandfather existing franchise agreements concerning public, educational and governmental access channels. Would permit the franchising authority to establish "minimum PEG access requirements in the request for proposals. Franchising authorities would also be required to establish rules and procedures for the use of unused access channels.

Same as H.R.4103

PIRACY

Would establish criminal liability for unauthorized reception of cable services.

Would establish civil and criminal penalties for unauthorized reception of cable services.

Would essentially follow H.R. 4103 provisions. However, states and franchising authorities can establish and enforce theft of service prohibitions which are consistent with federal law or establish more stringent requirements.

Continues on page 56

ROLLINS- BIGGER

isn't always better

Rollins is a nationwide diversified services company offering

- termite and pest control services
- intrusion and fire security
- media (cable TV, broadcasting, outdoor advertising)
- oil and gas field services.

Two new companies—Rollins Communications, Inc. and RPC Energy Services, Inc.—will be created from the company's media and oil/gas services operations respectively, under a recently announced realignment plan. Holders of Rollins, Inc. common stock on or about June 15 will later be issued .6 share in each of the two new companies for each Rollins, Inc. share held.

New York Stock Exchange trading in each new company on a "when distributed" basis began June 11.

Rollins, Inc. has been built on the principle of maximizing shareholder value. Over almost 24 years as a public company, we have achieved compound growth rates of 21% in stockholders' equity and 24% in dividends. Record earnings have been achieved in 22 of 23 years, a mark broken only in fiscal 1983 as a result of extremely depressed conditions in the oil services industry.

The objective of increasing shareholder value is now best served by farming separate publicly-owned business entities for our media and oil/gas service operations.

The three resulting companies will each have assets of more than \$100 million. Each offers excellent long-term growth prospects. And while they share a high service component, their management challenges and opportunities are significantly different. By operating as independent units, the management of each company will be entirely focused on the development of business within its own sphere. Capital allocation for growth will be enhanced.

Pro Forma

For the Nine Months Ended March 31

\$ thousands	Rollins, Inc. (NYSE: ROL)		Rollins Communications, Inc. (NYSE: ROC)		RPC Energy Services, Inc. (NYSE: RES)	
	1984	1983	1984	1983	1984	1983
Revenues	\$186,273	\$173,049	\$ 67,304	\$59,983	\$ 64,202	\$ 97,809
Operating Income	19,862	16,724	12,749	14,437	(8,754)	(6,375)
Net Income	8,424	6,321	7,704	9,044	(4,941)	(3,201)
Cash Flow	13,047	11,227	16,005	15,280	11,168	19,791
Identifiable Assets	106,186	121,784	105,339	88,255	114,148	155,672

For further information write or call:

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489 Fifth Avenue
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Rollins, Inc.

Orkin's leadership position and the growth of Rollins Protective Services' security systems and Orkin Lawn Care give a strong foundation for the future. We believe the opportunities for services that secure and enhance property values and those that ensure personal well-being will become even more evident in the future.

Rollins Communications, Inc.

Our pioneer media businesses consist of television and radio broadcasting and outdoor advertising. Their cop-

ital contributions have played a significant role in funding the sizable investment needs of our very promising CATV operations. We see a fine future, with many avenues that can be taken toward continued growth.

RPC Energy Services, Inc.

Results of our oil and gas services business have reflected the extreme softness in the domestic energy industry over the past two years. We took the responsible steps: writing down good, but underutilized equipment to a value based on current market conditions. We made

deep cost cuts, but kept our fine management team intact so that we would be ready for the inevitable industry turnaround. A positive cash flow has been managed over its entire Rollins history and earnings are approaching break-even. Our Patterson Services and Cudd Pressure Control operations are highly respected in the industry and we are enthusiastic about profit prospects with the continued recovery in domestic drilling activity.

S. 66

Would prohibit cable operators, programmers or other service providers from collecting "personally identifiable information" about a subscriber without prior written consent or court order, except for purposes of billing or to determine whether there is unauthorized reception of services.

H.R. 4103**PRIVACY**

Same as S.66

Compromise

Would also allow states and franchising authorities to enforce privacy protection requirements that are consistent with federal law.

Telcomsubcom takes up Intelsat competition question

Dingell says FCC should begin rulemaking proceeding when White House makes recommendations

For 15 months, the question of whether the U.S. should authorize the establishment of private international telecommunications systems that would compete with the International Telecommunications Satellite Organization has been one associated principally with the executive branch of the government. Last week, a powerful member of Congress, Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, began moving into the picture. In a hearing that the committee's Telecommunications Subcommittee held on a variety of international satellite matters, Dingell sat in long enough to make it clear he has a number of questions on the alternative-systems issue—and that he believes the FCC should hold a rulemaking proceeding as a means of establishing the "coherent" policy he says is needed for deciding whether to approve the applications seeking authority to establish such systems. It is the commission, he noted, that "alone has the statutory authority to grant or deny" the applications.

Much of the hearing on Wednesday (June 13)—the first of what Subcommittee Chairman Timothy Wirth (D-Colo.) said will be a series on the issue—was devoted to arguments by those seeking changes in policy or law to enable competition in the international telecommunications area to flourish. There were representatives of two of the applicants seeking to enter the international telecommunications satellite market, and officials of three companies who claim the Communications Satellite Corp., as the U.S. representative to Intelsat and the International Maritime Satellite Organization (Inmarsat), has an unfair advantage in the competitive markets in which it operates. They supported at least the thrust of two bills introduced by subcommittee members that would either break up Comsat (H.R. 4464) or require Comsat's competitive activities to be conducted through a subsidiary (H.R. 5714). Both would provide for close supervision of Comsat's role in Intelsat. Comsat

President Irving Goldstein, another witness, said neither is necessary. He opposed both.

Dingell's remarks at the hearing were his first on the issue which surfaced in March 1983, when Orion Telecommunications Ltd. applied to the FCC for authority to establish an international satellite system. Since then four other companies have filed. And while other members of Congress have expressed their views on the issue, in letters to the State and Commerce Departments, Dingell is the first to have called on the commission—he had FCC Chairman Mark Fowler before him as a witness—to initiate a rulemaking as a preliminary to deciding on whether to grant the pending applications. Dingell said he was not expressing an opinion on the merits of the applications. But the questions he said should be addressed—foreign policy, possible economic harm to Intelsat, antitrust (the kind of questions he also feels should be examined in congressional hearings)—reflected concern with a change in the existing policy providing for a single global system. He reinforced that impression when he said he subscribed to the theory of "if it ain't broke don't fix it."

Those comments appear to put Dingell at odds with Wirth and Representative James T. Broyhill (R-N.C.), ranking minority member on the Energy and Commerce Committee. They wrote to the President in April expressing support for the concept of competition in international satellite market. They said the benefits of additional systems would outweigh the risks (BROADCASTING, April 16). Despite the prodding by Dingell, Fowler would make no commitment. "No determination has been made as to the procedure to be followed," he said. "But how can you consider broad questions on a case-by-case basis?" Dingell persisted. "I'm not sure we would," Fowler responded. But at that point he invoked concern about violating *ex parte* rules—which apply to the proceeding—as a reason for declining to discuss the matter further. "I've got to be careful," he said. But he did indicate the commission would at least invite comment on the executive branch recommendations, once they are received. "They should be subject to com-

ment," he said.

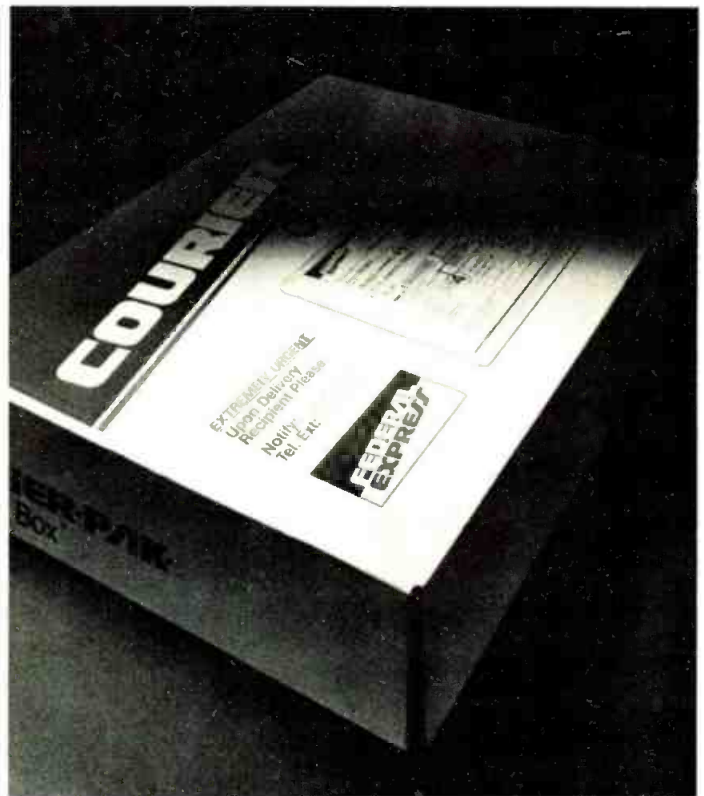
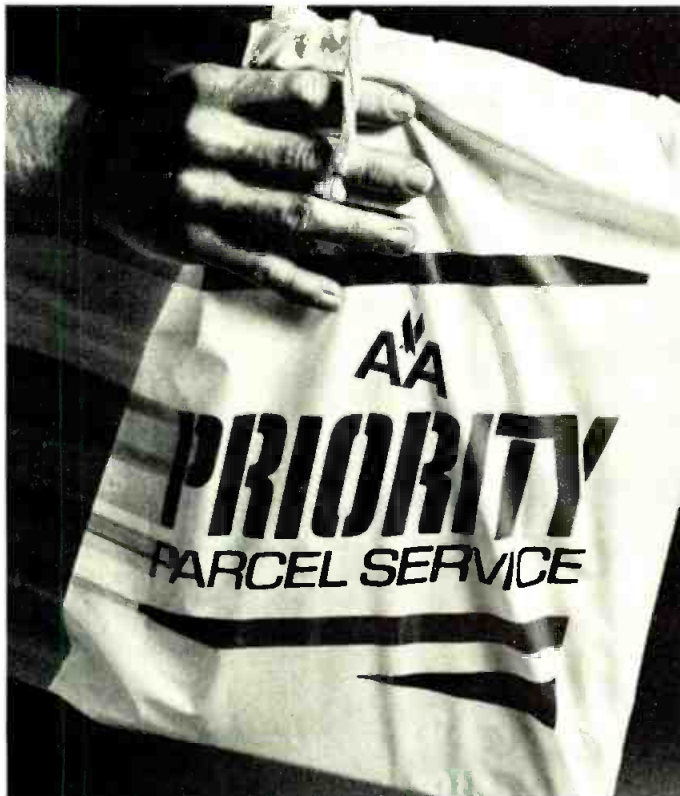
The commission faces a political problem of some delicacy regarding those recommendations. At present, it—and all interested parties—are awaiting a presidential decision on the basic policy issue. A Senior Interagency Group, chaired by the State Department, and the Commerce Department have sent separate but basically similar recommendations to the White House that look to the establishment of non-Intelsat systems. Once the President acts on the recommendations, the commission would consider the applications. As an independent agency, it presumably would not be bound by the President's determination. But as a practical matter, the commission would feel bound. Dingell indicated he was aware of the problem. He said that "while in no way bound by them, the FCC is well advised to wait for executive branch policy recommendations." But he also said that the commission "alone has the statutory authority to grant or deny petitions for entry into the international satellite market." And he said that, "as a purely procedural matter, a general policy might best be formulated in the public forum provided by an independent FCC rulemaking, rather than behind closed doors in the executive branch."

Dingell was not alone in proposing a rulemaking. Goldstein did, too. He said the SIG process "has been a restricted intra-executive branch endeavor...not an adequate substitute for a public proceeding where all interested parties are permitted to participate." He made no secret of his feelings regarding the establishment of multiple separate satellite systems. "It would be disastrous for the U.S.," he said. It would adversely affect the U.S.'s balance of payments, set it back technologically and "play into the hands" of the Soviet Union by giving a boost to its presently puny Intelsat competitor, Intersputnik, which serves the Eastern Bloc.

But the most vigorous call for a commission rulemaking—or a similar fact-finding proceeding conducted by the executive branch or by a special subcommittee of Congress—was issued by former FCC Commissioner Abbott Washburn, whose interest in Intelsat matters is long-standing. In 1969-71, he was deputy chairman and later chairman of the U.S. delegation to the conference that wrote the definitive Intelsat agreements. He said "a broad inquiry is the necessary first step" to the development of "a fully informed context" within which the applications can be considered. For those who say

Attribution study. FCC staff survey conducted as part of commission's rulemaking on attribution rules for broadcast licensees has found that 67% of licensees surveyed had majority owner, 8% had 50/50 ownership while remaining 25% were owned by several stockholders with no majority owner. Survey was conducted among 375 licensees from pool of 5,500 closely held licensees, those with fewer than 50 stockholders. Results from companies with 50 or more stockholders showed that majority had no investment greater than 1% from mutual funds, insurance companies or "brokers/investment advisers."

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such a review and analysis would be time consuming and unnecessary, he said, "There is too much U.S. leadership on the line here—too many other countries depending on our commitment—for a rush to judgment that international communications will be improved through a policy change allowing separate transoceanic satellite systems."

And the arguments Washburn said would be heard were expressed. Indeed, representatives of applicants for international satellite service expressed concern about what they considered the dawdling pace of the government in dealing with their applications. The executive branch essentially completed its study of the policy questions in January, but differences over procedural matters between the State and Commerce departments prevented a prompt referral of the recommendations to the President. Those differences remained unresolved when two sets of recommendations were submitted to the White House late in March. Now, the White House is attempting to bring the two departments into agreement.

Against that background, Christopher J. Vizas II, executive vice president of Orion, noted that its application was filed in March 1983 but that government action continues to be delayed—and at a time, he said, of the emergence of competition from abroad. "That concerns us," he said. "It could eliminate our lead. We appreciate the need for public review, but it should be completed quickly. Continued delay will penalize U.S. entrepreneurs." Under questioning by Representative Michael G. Oxley (R-Ohio), he said the French are completing work on an international satellite system that will have the capacity to serve the eastern U.S. Although the French have not announced plans to provide a transAtlantic link, Vizas said, "The system cost millions of dollars, and you don't spend that much money on something you're not going to use." The French system will be operational in the fall. Vizas said if Orion received authorization that day, it would be three years before it could provide service.

William L. Fishman, counsel for International Satellite Inc., the second to file for authority to provide international satellite service between the U.S. and Europe, said the six-month delay in government action does "no credit to the U.S. government" and leads "to unnecessary and unproductive expenditures of time, money and personnel resources for both the public and private sectors." He also said that the "degree of confusion and uncertainty" already exhibited by the government "works only to the advantage of those who seek to delay or frustrate the development of a pro-competitive U.S. stance." And he indicated that, as a former FCC staff member, he regards with dismay the prospect of "a full-blown" commission rulemaking on the issue. "That would take anywhere from one year to two years," he said.

What's more, he said such a proceeding is unnecessary: "The commission has before it a full and complete record." He noted that a series of comments and replies—"25 adversarial pleadings" in all—were filed with the commission in connection with the applications themselves. He also noted that the SIG process had been detailed in the trade press.

"I don't know what else could be dragged into the rulemaking," he said. And while Goldstein had complained of the SIG process as a "closed" one, Vizas and Fishman said they were satisfied with the degree of participation they were permitted in that process.

The Comsat bills—H.R. 4464 was introduced by Representative Edward J. Markey (D-Mass.) and H.R. 5724 by Representative James T. Broyhill (R-N.C.), ranking minority member on the subcommittee—provided a vehicle for sharp criticism of the manner in which Comsat operates. Markey appeared particularly concerned with what he said was Comsat's cross-subsidization of unprofitable competitive enterprises from profits of its monopoly services. He said the competitive operations had lost \$100 million since 1980. "I don't think the competitive side could survive without the profits from the regulated operations," he said, in questioning Goldstein. The Comsat president replied that the company had "reduced its rates six times, four times in the last seven years." He also described Comsat as "the most closely regulated company in the country."

Alleged cross-subsidization was a concern of representatives of manufacturing companies—M/A COM Inc. and Magnavox Advanced Products and Systems Co.—that have found themselves in competition with Comsat subsidiaries established since 1980.

There were other complaints, too, principally about the lack of "timely" information regarding matters pending before Intelsat and the lack of public participation in the process by which the government instructs Comsat on decisions to take within Intelsat. "We must open up the channels of information flow regarding Intelsat decision making," said Steven A. Levy, regulatory and policy affairs counsel for International Relay

Inc., the first carrier authorized by the commission to compete with Comsat in delivering Intelsat services to the public (although through a space segment obtained from Comsat). He said Intelsat documents of interest to IRI that were distributed within the organization between Feb. 10 and March 5, in advance of a Board of Governors meeting, were not available from Comsat until several weeks following adjournment of the meeting.

Fowler noted that in large measure the Broyhill bill, requiring Comsat to offer competitive services through subsidiaries, codifies the "separations requirements" the commission adopted in its Comsat structure rulemaking and the changes Comsat voluntarily made in its structure as a result of a commission study and the rulemaking. However, he indicated some uneasiness about the provisions regarding a more open instructional process. He said public disclosure of the instructions could "compromise" the U.S. position in both Intelsat and Inmarsat.

He noted that an interagency task force is studying the question. Goldstein's view of the need for legislation was direct: There is none. He said Comsat's corporate structure is "the subject of considerable scrutiny by the FCC, and the FCC is fully capable . . . of appropriately dealing with this subject."

The subcommittee will resume the hearings on a date or dates to be set in July. The focus will be on the substantive issue of U.S. authorization of satellite systems that would compete with Intelsat. Officials of the State and Commerce departments will testify, and it is likely the hearing will also explore the jurisdictional dispute between those two departments that has fouled the government's machinery for making policy in the international telecommunications area. □

Washington Watch

Zoning request. In petition for declaratory ruling, United States Communications Inc. has asked FCC to pre-empt certain local zoning regulations restricting placement of receive-only earth stations on residences. Comments and oppositions are due July 16; replies are due Aug. 6. □

Some move, some don't. General Services Administration has agreed to sign new multi-year lease for FCC at 2025 M Street in Washington, where commission currently houses about 400 employees, FCC official said last week. Commission, however, has agreed to move out of 1200 19th Street, where it houses about 100 employees. Employees displaced will be relocated in commission's remaining three headquarters buildings. Lease at 2025 M Street, N.W., expires in November. □

Partial reconsideration asked. American Council of Life Insurance has petitioned FCC to reconsider in part its decision loosening attribution benchmarks for media crossownership. Council said FCC should have included telephone-cable crossownerships, which were omitted in revisions applying to broadcast, cable and newspaper ownerships. According to council, "highly restrictive" benchmark triggering cable-telco crossownership prohibition is still 1% ownership (3% for investment companies). □

Common carrier appeal. Telocator of America, association of radio common carriers, has appealed two FCC decisions. It has asked U.S. Court of Appeals in Washington to review commission decision, released on May 2, pre-empting state regulation governing entry of common carrier services on FM subchannels. And it asked that court review commission order, released April 23, adopting general rules allowing TV aural baseband to be used for TV stereophonic sound, second-language programming and any other broadcast or nonbroadcast use.

Commerce complains State Department misinformed Congress

In continuing disagreement between agencies over responsibilities for international telecommunications, Commerce's Baldrige objects to letter Shultz sent to Fascell, asks OMB to side with Commerce

There was another skirmish last week in the bitter turf war between the State and Commerce Departments over their respective jurisdictions in international telecommunications policy making. Secretary of Commerce Malcolm Baldrige wrote to David Stockman, director of the Office of Management and Budget, accusing Secretary of State George Shultz of misinforming Congress on the issue and asking Stockman, in effect, to take Commerce's side in the dispute. Stockman, however, was reported to be sidestepping the request—to be deferring to the President who, an OMB official noted, will be confronted with the jurisdictional issue.

Baldrige wrote to Stockman after learning of the letter Secretary of State George Shultz had written to Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee, complaining of language in a House Appropriations bill (H.R. 5497). The language describes Commerce's National Telecommunications and Information Administration as the "the executive branch agency principally responsible for the development and presentation of domestic and international telecommunications policy" ("Closed Circuit," June 11). Shultz, who sent a similar letter to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, said the language was contrary to a provision of the executive order creating NTIA in 1978 that says, "With respect to telecommunications," the secretary of State has primary responsibility in the conduct of foreign policy.

Baldrige, in his "Dear Dave" letter, said he was "extremely disturbed" by Shultz's letter—and not only because of the content. He said the letter was sent without going through the "established clearance procedures." (A State Department official noted that the letter to Fascell was sent in response to his request for State's views on the possible impact of H.R. 5497 on the conduct of foreign affairs and did not "forge new policy." As a result, he said, OMB clearance was not required.)

As for the content, Baldrige said: "The State Department has submitted misinformation to the Congress. It has greatly understated the responsibilities of this agency to our own authorizing committee [Energy and Commerce]. Its action has the practical effect of inviting jurisdiction-conscious congressional committees to overturn organizational issues that the President himself has decided upon. The ultimate effect can only be to reduce the President's power to assign telecommunications responsibilities as he sees fit."

Baldrige said the language to which

Shultz objected—language that was added to the authorization bill by the Energy and Commerce Committee—accurately describes the role NTIA was assigned by the executive order that created it in 1978 and "precisely reflects the understanding reached by the Commerce and State Departments as to how that order is to be implemented." The executive order describes the secretary of Commerce as the President's principal adviser on telecommunications policy and makes that official responsible for developing plans and policies relating to international telecommunications issues. The understanding, signed on Aug. 31, 1983, does not refer specifically to "domestic" and "international" policy making. Instead, it says "the Department of Commerce is responsible for the development and presentation of telecommunication and information policy for the Executive Branch"—language Commerce officials have always said supports the department's view as to its responsibilities in international telecommunications policy making.

In Baldrige's view of the relationship with State, Commerce develops and sets forth the policy, and State makes sure it is factored into "overall foreign policy making and [is] properly weighed against other, and possibly competing, foreign policy considerations. Obviously," he added, "we have to work together." But, he said, "contrary to what the State Department may wish to believe," enactment of legislation creating an Office of Coordinator for International Communication Policy in the State Department—as Congress did last year (BROADCASTING, Nov. 28, 1983)—does not alter that division of responsibility. The coordinator's job, he said, "is to help State perform its own telecommunications duties."

And Baldrige said he would "appreciate it" if Stockman would transmit that message to Congress "to correct the misimpression that the State Department's letter may have created." For Stockman's convenience, Baldrige included a suggested draft letter to Fas-

cell and Dingell putting the administration on record as endorsing Baldrige's version of the division of responsibilities between Commerce and State and supporting retention in the authorization bill of the language that drew Shultz's fire.

An OMB spokesman said Stockman would not make use of the suggested letter.

"This [jurisdictional issue] is going to the President, so Dave won't send a letter until the President's decision," the OMB spokesman said. "An option paper [on the issue of nonIntelsat systems] is being prepared for the President. This is a classic case where only the President can decide." And with the "flareup" over the language in the authorization bill, the spokesman added, "there is a move afoot to include the issue in the President's decision." □

Vietnam memorial group threatens libel suit over TV news reports

It demands that WDVM-TV Washington apologize for stories of alleged improprieties in fund raising

Alleging libel and hinting that unless its demands are met a lawsuit may be filed, the Vietnam Veterans Memorial Fund (VVMF), the nonprofit organization authorized by Congress to erect the Vietnam Veterans Memorial in Washington, has asked WDVM-TV Washington to apologize, on the air, for news coverage last year that rubbed the organization the wrong way.

According to Jan C. Scruggs, VVMF president, the organization also is asking that the station make a "contribution" to help defray the approximately \$100,000 the VVMF

Building the plank. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) recommended last week that the Democratic party platform include a plank advocating children's television programming quotas. Wirth's pitch for children's programming was part of a telecommunications policy statement submitted to the Democratic platform committee. A statement discouraging the use of early election projections by the broadcasting networks ("Closed Circuit," June 11) also was presented to the committee.

Wirth and Representatives Al Swift (D-Wash.) and Don Edwards (D-Calif.) suggested the Democrats ask the networks and "all other media" to voluntarily refrain from projecting or characterizing winners of national and state elections while any polls are open in the country.

Wirth is a member of the Democratic platform committee. Swift and Edwards are authors of two House resolutions that ask the networks to refrain from making early projections. Wirth is the chief sponsor of a controversial House bill (H.R. 4097) that would require TV broadcasters to air a minimum of one hour of educational children's programming five days a week.

The chairman's statement on the development of a Democratic telecommunications policy stresses the role television can play in educating children. He said: "Added to the traditional institutions of family, school and church, television has enormous promise as a teacher. But we have scarcely scratched the surface." He called television a "wasteland for children," and cited a study, released last year by the National Science Board, recommending that TV stations be required to air science programming for children.

In addition to children's programming, Wirth suggested the Democrat's plank on telecommunications emphasize "diversity—the availability of a wide choice of information services and sources, as intended and promoted by the First Amendment; access—the ability of all Americans, not just a privileged few, to take advantage of this growing array of information services and sources, and opportunity—a commitment to education that will give every American the ability to use the full range of information that is available because of the computer and telecommunications revolution."

says it has spent to rebut the news coverage. "We really haven't asked for anything but some fair treatment from them [the station]," Scruggs said in a telephone interview last week. "The ball is in their court; what we do depends on them."

Ed Pfeiffer, WDM-TV vice president and general manager, said the station had acted "responsibly" in handling the story and its sequels. "We really have no plans at this point to follow up on this story in any way," he said.

At issue is a four-part series, "Vietnam Memorial: A Broken Promise," that the station aired last November. Among other

things, the series, by former station reporter Carlton Sherwood, questioned the fund-raising activities of the memorial fund. (Pfeiffer said Sherwood left the station shortly after the series had aired, but declined comment on whether Sherwood had quit or was fired.) After the series, the VVMF alleged that the coverage contained "libelous material" and did "serious damage" to the fund, its officers and directors.

The General Accounting Office audited the fund. And in a report released last month, GAO concluded that the fund's financial operations had been conducted properly and that "the numerous allegations re-

garding the fund were not valid."

According to Pfeiffer, the station's series only reported allegations that others were making about the fund. "We have never aired anything that we knew to be other than the truth," he said. The station, moreover, had presented news stories on its 6 and 11 p.m. newscasts—on two consecutive nights—on the GAO report, which Pfeiffer said "apparently" indicated that the allegations presented in the series were without foundation. "We feel in thoroughly airing the findings of the GAO, we did what, hopefully, Mr. Scruggs will recognize as a clearing up of the matter," Pfeiffer said. □

TELECASTINGS

Syndicist gets 'Woman'

Syndicist Services president Len Koch said that he has a "handshake" deal with Pat Mitchell and Woman to Woman Productions to pick up distribution of the female-oriented talk strip, *Woman To Woman*. Koch said the deal is contingent on *Woman To Woman*'s picking up enough station renewals for a second season of first-run episodes. Last month, Golden West Television, the distributor of *Woman To Woman* for the past season, announced that it would not distribute a second season of the show (BROADCASTING, May 7) and instead would offer *The Intimacy File*, a Donahue-style talk/interview show that also features a female host. (Golden West subsequently pulled that show too from syndication). Koch said present plans call for keeping *Woman To Woman* in "principally" the same shape, although production would move off the Golden West-owned KTLA-TV Los Angeles lot to another location in the city.

In the marketplace

Syndicist Services' *Lou Rawls Presents The Black Gold Awards* aired in 83 television markets representing 77% coverage. The two-hour rhythm and blues, straight-barter special was principally sponsored by Anheuser-Busch, which had four minutes of national barter spots. Coca-Cola had two minutes, and stations retained 10 minutes for local advertising. The program cleared in all of the top 10 markets and 18 of the top 20. Syndicist, in association with Alfred Haber Inc., has also sold 13 off-network hours of *Barbara Mandrell & The Mandrell Sisters* to 104 stations representing 75% coverage. Nine of the episodes are original off-network product and four are repeats. The barter series, which began airing June 4, keeps five minutes for national advertising and six for local. ■ Warner Bros. Television Distribution has sold Volume 24, its latest collection of 18 theatricals, in 61 markets. Titles include "Arthur," "Body Heat," "Private Benjamin"

and "The World According to Garp." Top 10 market stations to sign up include WPX(TV) New York, KCOP(TV) Los Angeles, WGN-TV Chicago, WPVI-TV Philadelphia and WDCA-TV Washington. ■ Primetime Entertainment, New York-based syndicator, has sold *Primetime One*, its package of 17 theatricals, in 35 markets, including seven of the top 10. Features in the package include "The Gay Blade," "My Bodyguard," "An American Christmas Carol," "On The Right Track" and "That Lucky Touch." Stations picking it up include WOR-TV New York, KHJ-TV Los Angeles, WFBN-TV Boston and WPHL-TV Philadelphia. ■ Orbis Communications has cleared 90 markets representing almost 80% coverage for its half-hour breakdancing special, *Graffiti Rock*. The barter special began airing in a two-week window on June 16 with a lineup that includes WPX(TV) New York, KNBC-TV New York and WGN-TV Chicago. Two-and-a-half minutes of national advertising availabilities have been sold to the U.S. Army and Wrigley's, according Orbis President Bob Turner. Stations get three-and-a-half minutes for local sales. Turner said the special, if its ratings hold up, will serve as a pilot for a weekly *Graffiti Rock* series beginning in October and targeted for teen-agers. ■ Centerpoint Distribution has now hit 100 markets with *Special Friends*, a half-hour barter special hosted by Bruce Jenner, sponsored by Ralston Purina and featuring celebrities and their pets. ■ Centerpoint has cleared almost 60 stations representing 55% coverage for its half-hour entertainment trivia game strip, *Flash Frame*, since the pilot was completed on May 17, reported Michael Thompson, president of MT Productions, producer of the show. Thompson said that, based on current clearances, about half the stations are clearing *Flash Frame* in daytime with the rest in early fringe/access periods. Centerpoint is distributing the show on a barter basis with two-and-a-half minutes withheld for national advertising and four minutes given to the stations. The show is scheduled to debut Sept. 24 in 75-80 markets representing nearly 70% coverage. Thompson

added that Centerpoint is scheduling a test run for *Flash Frame* in late June or early July in up to a dozen markets. The six pilots, with Bob Eubanks as host, were produced at Chris-Craft's KCOP-TV Los Angeles. ■ Advanswers Media Programming Inc., subsidiary of St. Louis, Mo.-based Gardner Advertising, has so far cleared 70 stations for its weekly half-hour barter series, *That Nashville Music*. The show, which is going into its 15th season, is cleared by between 120 and 130 stations. Ralston Purina is the principal sponsor of the two minutes withheld in each program for national advertising. An obstacle Advanswers faces is the lack of major market clearances. *That Nashville Music* has never played in New York and only intermittently in Los Angeles and San Francisco. Advanswers has commissioned a new set designer to help make the show more appealing to major urban markets. Thirteen episodes will be produced this summer and 13 more next fall to keep the musical performances contemporary. ■

Tatum Communications, a Hollywood-based production company, has made a new one-year agreement with Metromedia for production of 12 half-hour sports programs. The segments continue Metromedia's *Recreation Network Sports Series*. □

Annual telecasts of the Emmy Awards presentations will continue on each of the commercial television networks through 1986 under a new contract signed with ABC, CBS and NBC by the Academy of Television Arts and Sciences, sponsor of the awards. The Hollywood-based organization will receive a total of \$750,000 for the prime time broadcasts and another \$75,000 per year for its judging panels. The new agreement represents an increase from the \$650,000 for broadcast and \$50,000 for judging paid during the last three-year cycle. The networks take turns originating the ceremony, held in prime time at the Pasadena, Calif., Civic Auditorium. CBS will televise the 36th annual event beginning at 8 p.m., Sept. 23.

Behind the UA-GE cable deal

Is it a GE way station to build equity before leaving business?

Mergers sometimes bring together strange bedfellows, and the recently announced merger of UA Cablesystems Corp. and General Electric Cablevision is an example. UA, just 10 months ago, exercised its option to disband a partnership with Rogers Cablesystems. And GE, the \$26-billion-a-year electronics giant, decided to keep a minority piece of an industry which is not among its core businesses; just as it has so far kept its Denver TV station, KOA-TV, after selling its 10 other broadcast properties last year.

Westport, Conn.-based UA came to the merger with slightly more subscribers, 360,000, and will own 63% of the merged company. For its 12 systems and 340,000 subs, Schenectady, N. Y.-based GE will receive the remaining 37% of equity and \$132 million.

With \$3 billion in recently reported liquid assets and another \$2 billion expected from the pending sales of certain subsidiaries, GE didn't appear to need an additional \$132 million. So why did it not go in as a more or less equal partner? Bob Rosencrans, president of UA Cablesystems, who will retain that title in the new UA Cablesystems, said:

"I think they were looking at two options fundamentally. They were in our range, a relatively modest player in the industry. The Cox deal years ago was their shot at becoming a major factor but that didn't materialize. So they had two choices, they felt. One was to go out and make some major acquisitions; they were certainly capable of doing it. And I think they concluded that the price of systems would put their cost level very high and the rate of return didn't seem to be that attractive in relation to other things they might do. The other option was to sell out the company completely, and there were a lot of people who were anxious to acquire their properties. Then we dropped in a third suggestion which was in effect to sell some of their interest and then ride a little bit to see if we could, together, build a strong company and make the other part of their equity that much more valuable."

Rosencrans said he couldn't answer why the \$26 billion-revenue-a-year electronics manufacturer didn't take the second option, getting out completely, but Dennis Leibowitz, president, media and entertainment analysts group, Donaldson, Lufkin & Jenrette, suggested the merger may only be temporary for GE: "I think they decided they could maximize the price by letting UA develop it for a while, and they would then get out."

Sam Belanger, GE Cablevision vice president and general manager, said consider-

ations of clustering and adjacency did not apply: "For the most part they are heavily concentrated in the Northeast; we are heavily concentrated in the Midwest; their West Coast systems are up in Oregon and Washington, ours are in California; their southern systems are in Arkansas and Florida, and ours are in Mississippi. They're all already big systems."

Both Rosencrans and Belanger discounted the possibility that GE might derive some benefit from system ownership as it continues developing headend equipment and converters utilizing a bandwidth compression system called Comband. The GE vice president also could not illuminate GE's reasons for staying as a minority equity partner, at a time when many major companies, such as ABC and RCA are divesting themselves of properties not among their core businesses: "I don't know what all the considerations were that led to the configuration of the deal."

United Artists ownership of its cable systems has been through several recent changes. In 1981 UA was the 28% owner of UA-Columbia Cablevision Inc., a publicly held corporation. The shareholders of that 425,000-subscriber MSO decided to sell the company near the end of that year to an equal partnership of United Artists and Rogers Cablesystems for about \$215 million. That partnership lasted only until February 1983 when UA invoked its right to divide the systems. Only four months after the break-up, completed only last summer, UA began talks with GE about a merger.

Rosencrans said the GE deal differs from the Rogers deal, which was an outright purchase accomplished through borrowing. "We are doing a combination, which does not strain the company or its owners... You always have a possibility when you have two major players that you may have disagreements. I think the fundamental plan here is to leave the operational decisions in the hands of management. It should leave the owners with a very comfortable result and the absence of any tension. I don't know how much of the story [Rogers/UA] was written, but there were obviously disagreements up and down the line. Here, we are two companies that have operated very much in the same vein. We have not gone after very difficult franchises. I think the philosophy, equipment, marketing and all those things are fairly comparable between GE and ourselves, and I think it will all work out very well."

Belanger said that as part of a larger entity, both MSO's will benefit from economies of scale, primarily when negotiating with pay services and, less important, with equipment manufacturers. Leibowitz added, "You don't need double the number of executives for a company twice the size. You wouldn't have to add more people as the company grows." □

Disney buys out Steinberg; ends threatened takeover

New York-based financier Saul P. Steinberg sold his 4.2 million shares of Disney Productions Inc. back to the company last week for \$325.3 million. Buy-back negotiations began Sunday, June 10, following Friday's tender offer by Steinberg and several partners for a controlling interest in the company ("In Brief," June 11). Twenty-eight million dollars will go to Steinberg for legal and brokerage fees and obligations to partners; the remaining \$297.3 million is for his stock (\$70.83 per share). Steinberg made a profit of \$31.7 million in the stock, which he began purchasing three months ago. (In April he sold his holdings in Quaker State Oil Refining Corp., acquired over 10 months, back to that company for a profit of \$11 million.)

Sunday's agreement calls for an end to all litigation between Disney and Steinberg, who also pledged to refrain from purchasing any Disney stock for 10 years. Disney shares dropped 11 points on Monday and another 3 1/2 on Tuesday, closing at 50 3/4, approximately where it was March 9 when the stock began a nine-day rise to 63 on the initial success of the company's film "Splash" and takeover rumors spurred by the resignation of Roy E. Disney from the board of directors.

A Disney spokesman said the company planned to conclude a definitive merger agreement to buy the Cincinnati-based greeting card company, Gibson Greetings Inc., for \$310 million in stock. Earlier in the month, Disney concluded the purchase of Arvida Corp., a Florida-based real estate company, for \$200 million in stock. Many following the developments at Disney felt both acquisitions were corporate maneuvers to dilute Steinberg's stock holdings and put additional shares of Disney stock in "friendly" hands, in case of a takeover bid.

Noreen Williams, assistant vice president of industrial ratings at Standard & Poor's noted that the company is now, "moving into two businesses (real estate and greeting cards) that are quite a bit different from the two businesses they are familiar with," and said that S&P has added Disney to its CreditWatch list "with negative implications." Williams said that both acquisitions and stock buy-back will increase the long-term-debt-to-capital ratio from 20% to 35%.

Clifford Miller, spokesman for Roy E. Disney, said he had no comment on whether the owner of about 4% of the company's shares would take legal action against the favorable buy-back terms Steinberg received or the two recent corporate acquisitions. Disney, son of co-founder Roy O. Disney, had previously criticized both acquisitions as a "waste of corporate assets." □

AAF puts it all together in Denver

Annual meeting features taped address by Reagan, assurance of end of FTC as agency for social reform, formation of new political action group

It's a "rallying point" for members of the American Advertising Federation, in the words of its president. The annual convention, said Howard Bell, is a chance to bring together AAF's diverse membership. This year's meeting (June 2-6) in Denver took place under the banner, "Putting It All Together," and focused on regulatory issues, such as a possible ban on alcohol advertisements, and on the establishment of a new advertising political action committee: AD-PAC.

The meeting, held at the Fairmont hotel, logged in 540 attendees (down from last year) and featured a taped message from Ronald Reagan. The President lauded AAF, which he called "the only advertising federation to represent every segment of the industry." He praised the AAF for its "firm support of volunteerism and private sector initiatives." Reagan added that "this is a good time to be an American advertiser, because this is a good time for America."

Federal Trade Commission Chairman James C. Miller III underscored Reagan's message when he said the FTC, under the Reagan administration, has given "greater emphasis to traditional efforts to eradicate fraud and deception" and has "paid less attention to those who would use government as an instrument for social reform. . . . Rather than spin our wheels over industrywide rules to ban certain types of [truthful] advertising," Miller said, "we have gone after those who have engaged in deception."

Miller said the "Reagan team at the FTC has put a great deal of emphasis on economic analysis and careful assessment of evidence." He said the FTC should be "a little more empirical about how consumers process information and how competition responds to changes in consumer preferences" in making law enforcement decisions.

Bell said that despite the favorable climate between government and business, however, there are still "a lot of important government issues that can affect our business." Among the areas of "growing concern," he said, are ad taxes, the increased activity at the state level and restrictions on the advertising of alcohol. The last will be a "major battleground for the advertising community" because it "cuts across all lines"—advertising agencies, local accounts, state governments and the Supreme Court, he said. "We're certainly gearing up to respond to that issue."

The convention also provided an opportu-



Miller

nity to discuss AAF's new political action committee—ADPAC—which will receive funds to support "various candidates" for federal office, Bell said, and should provide "additional clout" for AAF.

Also addressing the convention was James Duffy, president of the ABC Television Network and member of the AAF board, whose report was generally upbeat.

Duffy said "sales records are being broken," and that the "advertiser-supported system of television in general" is in good health. He said split 30-second commercials (which he termed "mini-commercials") can have short-term advantages, but there is a danger the advantages could become "a losing proposition. . . if the effectiveness of advertising is diluted by brevity and clutter." Duffy also spoke against advertisers shying away from programs that "they believe are too controversial." Specifically, he referred to two ABC productions—*The Day After*, which depicted the aftermath of a nuclear attack, and *Something About Amelia*, which dealt with incest. Both, he said, "made television history" with "the huge audiences they drew and the overwhelming approval of them by the public."

Also announced at the meeting was the 1985 National Student Advertising Competition case study, to be sponsored by the Burger King Corp. of Miami. Teams of five students each will prepare total marketing/advertising campaigns within a media budget of \$100 million for Burger King, including research, media selection, budget, creative examples and campaign rationalizations. The primary target market will be 18-to-49-year-olds and the secondary market will be family groups. The 1984 NSAC was sponsored by the Tandy Corp./Radio Shack Co. of Fort Worth.

This year's winners of the ADDY Awards, presented for creative excellence in radio, television, print and self-promotion advertising, were honored at a black-tie event at the Paramount Theater. Winning ADDY advertisements were featured in an audio-visu-



Duffy

al show in which they were linked with vignettes of old movie clips. Among those recognized were Young & Rubicam, winning six ADDY's; J. Walter Thompson, with five; Needham, Harper & Steers, four, and BBDO, four. □

80's alternative to fountain of youth

Radio's 35-64 Committee contends mature market is attractive and growing

A light bulb went on two years ago in the head of WGAY-AM-FM Washington's vice president and general manager, Ted Dorf. At a Radio Advertising Bureau conference, he and other radio station executives from stations programing beautiful music, news and personality/MOR were trying to figure out how they could get a piece of the lucrative 18-34 market. Then Dorf realized: "Hey, this isn't a programing problem these stations have, it's a sales problem." And the 35-64 Committee was born.

Last Wednesday the committee brought together approximately 70 Washington area advertisers and agency and radio representatives for a conference at the University of Maryland's Center of Adult Education. Titled "The Growth Market of the 80's," the conference left the message that the integers of the 80's—at least in radio—comprise a 35-64 spread.

Organizers of the conference included six area stations catering to that audience: WGAY-AM-FM, WMAL(AM) and WTOP(AM), all Washington, and WLIF(FM), WBAL(AM) and WCBM(AM), all Baltimore. Subjects discussed at the conference ranged from the radio market in general to profiles of Americans to the particulars of 35-64-year-olds. Speakers also represented a wide variety of disciplines: a University of Maryland sociologist,

Dr. Leslie A. Morgan; Ted Bolton, president of Ted Bolton Associates, the media and marketing research firm; Barbara Caplan, vice president of Yankelovich, Skelly & White Inc., the consulting and marketing research firm; Arbitron's vice president of radio sales development, Rupert (Rip) Ridgeway, and the keynote speaker, Maurie Webster, president of the Radio Information Center in New York.

"Radio has a lot of features it can offer," said Arbitron's Ridgeway. "Radio is a companion. It's a source of information. It's a friend that you can turn on when you want to. It's entertainment. It's music." According to RIC's Maurie Webster, 95% of all people in America listen to radio weekly, and radio's strength at night is approximately equal to television's daytime strength. Arbitron's figures show that 92% of all men and women are reached during drive time (Monday through Friday, 6-10 a.m.). And Ted Bolton describes the resulting changes in the industry: "Lots of radio stations are becoming very, very sophisticated in marketing. . . . These radio guys are out on the street fighting it out, and the competition is incredible."

But today's Americans are becoming a different breed. "People no longer believe in unlimited personal or national growth," said Yankelovich's Barbara Caplan. They "believe that they cannot have it all, they cannot be it all, they cannot do it all." But "they are very upbeat in their ability to make the most out of what they've got." According to Caplan, today's Americans are smart shoppers who are in search of "usable, accessible, valuable" information. They are committed to health and fitness; they pay more attention to wisdom and experience; they have a sense of community; they are interested in theater, special events and reviews of products, and they are beginning to accept the aging experience. And the younger part of the baby boom, she said, spend more time at home because they are "exhausted from upward mobility."

According to Dr. Leslie Morgan, today's adult is still defined in terms of the adult of the 1950's—and that comparison is erroneous. "We've used age as a means of trying to predict an individual's interests, their activities, their behaviors, their goals, their orientation toward life," she said. But whereas

National spot radio continues climb

National spot radio expenditures for April soared 23.4% to \$83,626,400 ("Closed Circuit," June 4), according to data released by Larchmont, N.Y.-based Radio Expenditure Reports (RER). Spot business activity in all of the top 10 markets was up, with Dallas-Fort Worth leading the pack with a 31% increase. New York registered the smallest increase—8.8%. In addition, the top 10 markets accounted for 51.2% of all radio ad expenditures in the top 50 markets. The chart below highlights monthly spot billings for January through April.

Spot Radio Expenditures				
	1984	1983	% of change	% of change (YTD)
January	\$39,953,400	\$39,173,600	+2.0	
February	\$47,473,500	\$45,550,800	+4.2	+2.9
March	\$58,038,300	\$54,401,900	+6.7	+5.9
April	\$83,626,400	\$54,193,900	+23.4 *	+11.8 *

* April percentages have been adjusted to account for five-week billing month as compared to standard broadcast billing month of a year ago.

that older group—the 60-plus adults, the parents of the baby boom—were shaped by the Great Depression, "socking a lot of money away in savings because of their experience," the baby boomers became adults in the era of Vietnam and Watergate, and thus are skeptical, questioning, more highly educated and affluent than their parents, and more consumer-oriented. They are also, according to everyone at the convention, quickly becoming the largest market in the country.

As a whole, the 35-64 age group makes up 31.3% of U.S. population overall, Morgan's statistics say. And over the next 10 years approximately 39.5 million more persons will enter this age group. Why is this important? Because 73 million of them listen to radio. And, said Ridgeway, "the key to this dynamic age group is to understand how they use radio. When they listen, what they're listening to, where they are when they're listening, what kinds of services they need." There are, he said, "more 35-64's listening during every quarter-hour from 5 a.m. to 2 p.m. than any other demographic." AM-FM differences "are not a worry. This is the only demographic where this is not a worry." Said Barbara Caplan: "They have been neglected precisely because they have

been misunderstood."

And there are many misconceptions about the 35-64 age group. They are not passive victims of poor health with low incomes, impervious to advertising, said Webster. And they often are not brand loyal, he continued, although some advertisers seem to believe that "brand loyalty is something like hardening of the arteries: It sets in and it never changes." Caplan defined the 35-64-year-olds as consumers with new values who live in the present because the future is uncertain, "unlike your grandfather, who only wanted to be the richest man in the cemetery so he could pass on the money to his children." Yet, she said, she is asked by clients interested in the demographic: "Should we have ramps? Should we have early-bird specials? Should we put lights on the table so they can see?"

The message of the 35-64 Committee's conference was obvious: 35-64-year-olds are out there, and they have money to spend. Said Maurie Webster: "What we have today is an older America, and it is slowly being recognized." And it is calling attention to itself. At one of the day's sessions, an audience member described a sign he had seen on the back of a motor home. It said: "We're enjoying our children's inheritance." □



Bolton



Webster and Dorf



Ridgeway

Another slot for Netcom

Netcom International has expanded its satellite inventory, having signed a five-year lease for a full-time transponder on AT&T's Telstar 302, which is set for launch in August.

William Tillson, chairman and chief executive officer of Netcom, said the transponder will be used to provide a variety of ad hoc and regular transmission services for Netcom's clients, including the dissemination of syndicated programming. According to Netcom, many broadcasters will have earth stations aimed at the satellite. It will be the primary program distribution satellite for CBS, it said, and a backup satellite for ABC.

Netcom's current inventory includes three transponders on RCA Americom's Satcom IV, two on Satcom I-R and one on Westar V.

The bird that made cable

RCA Americom's Satcom I, the domestic communications satellite that helped spark the enormous growth of cable television in the late 1970's, has been retired after eight-

and-a-half years of service. The satellite was launched on Dec. 12, 1975.

Shortly after the satellite's launch, Home Box Office began using it to distribute its package of movies and specials to cable affiliates throughout the country. The distribution medium was so cost-effective that cable systems lined up to become HBO affiliates and cash in on the latent consumer demand for pay television. To take advantage of the growing number of earth stations that were installed to receive HBO, Ted Turner's superstation, WTBS(TV) Atlanta, and other programmers congregated on Satcom I and, by late 1979, it was virtually filled with cable services. Cable operators with earth stations could offer many nonbroadcast services, making their total service highly attractive not only to homes beyond the reach of broadcast stations, but also to those wanting something more than broadcast service.

Although 22 of Satcom I's 24 transponders were still working, RCA Americom said it had to be retired because the hydrazine fuel used to keep the satellite on station—properly positioned and oriented toward earth—was running out. On June 4, therefore, RCA Americom boosted the satellite into higher orbit where it would not interfere



When you need it fast. Steven Ratner, director of photography, WJL-TV Boston, shoots a slide that, thanks to Polaroid's new instant film and processing system, could be ready for broadcast within minutes. The system includes three different types of 35 mm film—daylight color (ASA 400); high-contrast black-and-white (ASA 400) and "continuous tone" black-and-white (ASA 125)—and a small Auto-Processor that will develop dry slides in about three minutes without a darkroom. The processor, about the size of a loaf of bread, weighs less than a pound and a half. "It's faster, easier and generally less expensive to shoot Polaroid instant slide film than to send conventional 35 mm color film to a processing lab by special courier," said Ratner, who has used the instant slides for news, promos and commercials. "And there's the added advantage of knowing what you've got immediately, which can be both reassuring and time-saving in our business."

with satellites in the increasingly crowded geostationary orbital arc.

Western Union's Westar I was the first domestic satellite to be launched—it took flight on April 13, 1974—but Satcom I was the first with 24 transponders. Westar I and Westar II, launched in October 1984—had just 12 transponders apiece.

Get ready for 19 mm

Tomorrow's digital videocassette recorders, which will be used for everything from ENG to program production, will probably use cassettes with 19 mm tape. The reason: The working group on digital recording of the Society of Motion Picture and Television Engineers settled on 19 mm as the appropriate tape width at a meeting following the National Association of Broadcasters conven-

RADIO

State of the Art: A Special Report Coming in BROADCASTING in our July 23 issue, a report on what's new in the industry's premiere medium. Advertising closing date is July 13.

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Full and complete coverage of this first combined convention of the NAB and NRBA beginning with the September 17 issue which will be distributed at the convention site. Advertising closing date is September 7.

Reserve space in both issues now while good positions are still available.

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tion last month. According to SMPTE, the group is now organizing a series of experiments that are necessary to complete the 19-mm format specification. The decision to adopt 19 mm puts SMPTE in agreement with the European Broadcasting Union, which earlier settled on the parameter.

That SMPTE agreed on 19 mm appears to be a standards victory for Sony, which is far along in the development of 19-mm machines and which has pressed for the tape width in meetings of the working group. At the NAB convention, it demonstrated at its hotel suite two 19-mm digital recorders—an open reel machine and a videocassette unit. With the videocassette machine, Sony demonstrated a 32-minute cassette and a much smaller 10-minute cassette.

Cetec grows again

Cetec Corp. has agreed to acquire Ivie Electronics, an Orem, Utah-based manufacturer of professional sound equipment, which has been in Chapter 11 bankruptcy. Cetec was not releasing financial details, except to say the deal included cash and assumption of tax liabilities and "minor lease and equipment purchase obligations." In a prepared statement, Cetec President Robert A. Nelson said the Ivie products would supplement the current Cetec audio product line, which includes loud speakers and wireless microphones. Cetec also makes and markets broadcast antennas and computer systems for billing, traffic, accounting and program automation.

Sooners on bird

Add the Oklahoma News Network Inc., Oklahoma City, to the growing list of regional radio networks that have dropped their landlines and shifted to satellite distribution of their programming. According to ONN, it has been feeding one or more of its five services to its 86 affiliates since April 1. ONN's services: state news, ABC American Information Radio Network, Agrinet, the Sooner (Oklahoma University) Football Network and the Sooner Basketball Network.

Gateway to the sky

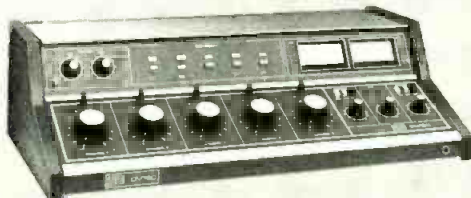
Another way of getting a satellite signal in or out of New York is through Satellite Gateway Communications Inc.'s satellite teleport in Carteret, N.J., 14 miles southwest of New York's World Trade Center. The teleport, which maintains microwave links with the city, now comprises two 10-meter earth stations, but the number of dishes is expected to grow as demand increases. (Satellite Gateway has already applied to construct two earth stations to relay signals to Intelsat satellites over the Atlantic.)

Founded by satellite industry veterans George Milne, Don Quinn and Bill Kopacka, Satellite Gateway has been handling satellite feeds for a variety of broadcasters, cable programmers and satellite networking firms. Its big contract, announced last month, is with United Video. Under terms of the contract, for the next five years, it will pick up the signal of New York's WPIX(TV) and uplink it to transponder 19 of Satcom IV, making the independent station a cable superstation.

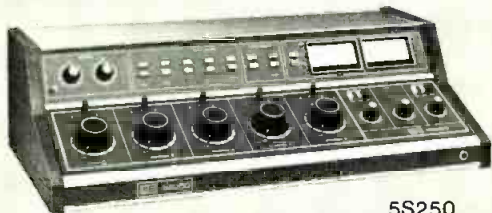
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Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ± 0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in.

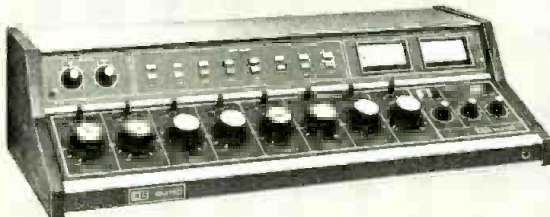
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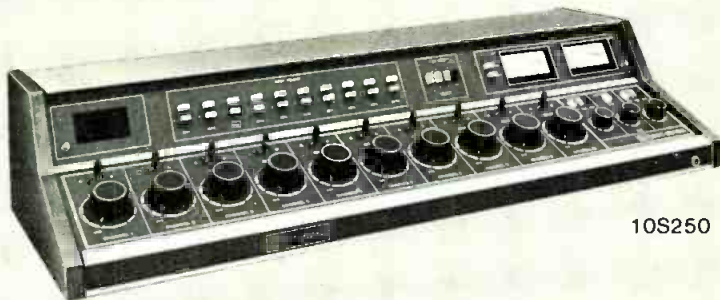
5S250



8M150



8S250



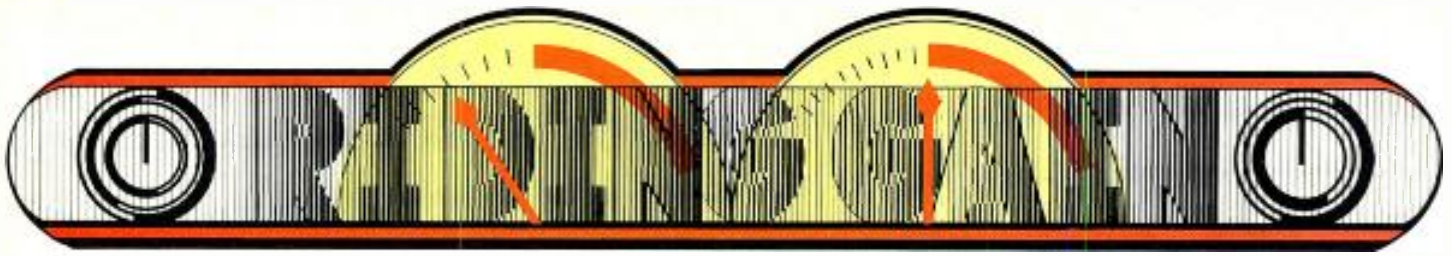
10S250

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The week's worth of news and comment about radio

RADAR report

Radio's weekly cume audience (Monday to Sunday, 24 hours) in the U.S. equals 95.6% of all persons, 12 and older. That percentage translates into 182,743,000 persons nationwide.

For network-affiliated stations (including first-time measurements of NBC Talknet, Satellite Music Network and Transtar Radio Networks), the weekly reach totals 156,321,000 persons or 81.8% of the 12-plus population.

These are just some of the findings in the spring 1984 RADAR 29, volume 1, report released last week by Westfield, N.J.-based Statistical Research Inc. (SRI).

Other data shows FM's share of the listening audience, based on average quarter-hour statistics, continuing to climb. It now stands at 68%—up from 65% last spring and 66% in the fall 1983 report. The AM share slipped from 35% of the 12-plus audience last spring to 32% in the new book. In addition, FM's weekly cume rose 0.8% from the fall report to 153,618,000 while the AM cume audience fell 3.1% to 114,585,000 over the same period. (Some duplication occurs when respondents note listening to AM and FM.)

According to RADAR, only in the 50-plus age group was there more AM than FM listening (56% to 44%). The group 12-24 preferred FM to AM, 88% to 12%; the 25-34 group, 77% to 23%, and the 35-49 group, 64% to 36%.

The spring RADAR is based on 48 weeks of continuous measurements from April 1983 to May 1984. During that time, telephone interviews were conducted among a randomly selected sample of approximately 6,000 persons, 12 and older.

Black listening

More quantitative information about the black radio listener will soon be available from Arbitron, according to company officials. A new report examines black listening for all formatted stations with some select findings already highlighted in Arbitron's *Radio Today* book, an overall study of radio listening released at the National Association of Broadcasters convention in Las Vegas ("Riding Gain," April 16). Results of the black radio listening study include:

Blacks spend an average of 30 hours per week listening to radio, peaking at 7 a.m. on weekdays. Highest listening levels on weekends (Saturday and Sunday) occur at 10 a.m.

Among black women, those 65 and older listen the most—34 hours a week. For black men, the 18-34 age group registers the most listening per week at 31 hours.

Of all radio listeners, 49% listen to both AM and FM (based on data in *Radio Today*), but more blacks (56%) say they listen to both bands. Twenty-seven percent of blacks listen "exclusively" to FM as compared to 17% for AM.

Nearly one-quarter of all available black radio listeners can be reached between mid-

night and 4 a.m., Monday to Thursday. Their median age is 29.

The report, titled *Radio Today—The Black Listener*, is based on responses from 3,716 radio diaries sent to black households in 10 metropolitan areas that have a significant black population. Arbitron's differential survey treatment (DST) method was employed, giving each diary keeper up to \$2 for keeping a book.

Ratings monopoly

A letter has been sent by Alan Weinschel of the New York-based law firm of Weil, Gotshal & Manges, counsel representing the All Industry Radio Ratings Committee, to the U.S. Department of Justice noting "disappointment" in the department's rejection last month of the committee's proposal seeking permission to negotiate price and terms of ratings services provided by Arbitron Ratings. (AIRRC is under the direction of the Radio Advertising Bureau's board of directors.) "Radio stations continue to be subject to monopoly rates that grow more outrageous with each contract renewal (exceeding 150% in some cases)," said Weinschel's letter, which called upon the department to conduct an "appropriate investigation" into the radio ratings marketplace to determine the extent of a monopoly.

The committee had previously stated that Arbitron had a "natural" monopoly in supplying ratings to radio stations. But J. Paul McGrath, assistant attorney general of the antitrust division for the Department of Justice, said he could not agree that Arbitron had a natural monopoly citing several factors including Birch Radio's progress in the radio ratings business ("In Brief," May 7).

McGrath's response did not sit well with committee co-chairmen Dick Harris, president of Group W Radio, and Fred Walker, president of Broad Street Communications. "We want the Justice Department to help the radio industry obtain relief from monopolistic practices. If they don't know if the situation is a natural monopoly, they ought to move against it on the basis of the Sherman Act," the two committee members said.

Zip code demo

Birch Radio Inc. of Coral Springs, Fla., with the help of Claritas Corp. of Rosslyn, Va., is introducing a new semiannual ratings report, "Profiles On Radio," which utilizes Claritas's Prizm service—a geo-demographic zip code cluster system that groups audiences according to similar life style and socio-economic characteristics.

The first book shows the penetration of weekly, 12-plus, cume ratings for stations in 85 markets that Birch rates monthly. The data is broken down into 12 Prizm zip code cluster groups, which differentiate levels of education, income and residence (suburbs



London calling. The British Broadcasting Corp.'s exclusive contemporary music programming distributor in the U.S., London Wavelength, has engaged The Christal Co., national radio rep firm of Katz Communications, to become the sole sales agent for London Wavelength and all of the BBC's rock programming in the U.S. "The sudden overabundance of radio syndication necessitates an aggressive stance with today's advertisers," said Michael Vaughan, chairman, London Wavelength, in making the announcement. Among Christal's first collaborations with London Wavelength is the BBC's *Hitsville USA*, an 11-hour Labor Day Weekend special tracing the history of Motown Records. Pictured above are (l-r): Harlan Sugerman, vice president of sales, London Wavelength; Vaughan, and Charlie Colombo, president, Christal.

MOTOROLA WELCOMES PIONEER AND TOSHIBA ABOARD THE C-QUAM[®] BANDWAGON.

Pioneer has just announced they will now incorporate the patented Motorola C-Quam AM Stereo decoder chip into their new product line.

At almost the same time, Toshiba made public its plans to produce and market C-Quam decoder chips under a licensing agreement with Motorola.

This means that C-Quam AM Stereo not only rolls on across America but moves out worldwide.

It means that Pioneer and Toshiba agree with Concord, Jensen, Marantz, McIntosh, Samsung and Sherwood — all major receiver makers who have made the Motorola C-Quam AM Stereo system their choice.

On the broadcast side, Potomac Instruments has chosen to build studio monitor receivers for the C-Quam system.

And C-Quam AM Stereo is already established as the choice of the Delco Division of GM and the choice of Chrysler, too.

These major manufacturers as well as many broadcasters all seem to agree with Jack Doyle, president of Pioneer. Announcing Pioneer's decision, he said Motorola seemed the clear choice because of a combination of technical and marketing factors.

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vs. inner city). Future books will contain data that will cross-tabulate cume ratings for persons 12-plus, 18-plus, 18-34, 25-54, 35-plus and teen-agers in the 12 cluster groups, notes Birch Radio president David Gingold.

First radio effort

The Annenberg/Corporation for Public Broadcasting Project, begun in 1981 to explore "new ways to provide opportunities for higher education through telecommunications and the new technologies," introduced its first radio/audio college courses last week: "Contemporary Western Europe" and "The Challenge of China and Japan."

Produced on location by the Global Understanding Project at National Public Radio, each course consists of 15 half-hour audio/print programs that are being offered for use during the 1984-1985 academic year at two-year and four-year colleges. Designed as undergraduate political science courses, students may listen to them at home or at local college campus libraries and learning centers.

"Europe" examines current political life there and contains interviews by European policy-makers, government officials and citizens of England, Germany and Italy on such topics as nuclear energy, social welfare and immigration. "China and Japan" traces the cultural, historical and philosophical roots of the political systems of these two countries and how each deals with its respective political, social and economic problems.

Changing Hands

PROPOSED

WSLR(AM)-WKDD(FM) Akron, Ohio □ Sold by Welcome Radio Associates to O.B.C. Broadcasting Inc. for \$8.9 million. **Seller** is principally owned by Harrison M. Fuerst, Cleveland attorney. He has no other broadcast interests. **Buyer** is owned by Albert J. Kaneb, former owner of Boston-based petroleum distributor. He has no other broadcast interests. WSLR is on 1350 khz with 5 kw fulltime. WKDD is on 96.5 mhz with 50 kw and antenna 440 feet above average terrain. *Broker: Blackburn & Associates.*

WXYZ(AM) Detroit □ Sold by ABC Inc. to Fritz Broadcasting for \$3 million ("Closed Circuit," April 30). **Seller**, one of three national radio-television network owners, owns six FM's and five AM's in addition to WXYZ. **Buyer** is newly formed corporation, owned by Charles Fritz (49%), vice president and general manager of WXYZ, and Jack Fritz (49%), president of John Blair & Co., publicly traded station representative and owner of four AM's, four FM's and four TV's, and William Saxton (2%), managing partner in Detroit-based law firm of Butzel, Long, Gust, Klein, & Vanzile. WXYZ is on 1240 khz with 5 kw fulltime.

KTEW(AM)-KLUP(FM) Poteau, Okla. □ Sold

by Collins Broadcasting Corp. to Audio-phase Communications for \$750,000 note. **Seller** is owned by principally owned by R.D. Collins, who has no other broadcasting interests. **Buyer** is owned by Curt Van Loon who also owns WSQV(AM) Jersey Shore, Pa., and is buying KLXL(FM) Dubuque, Iowa (see below). KTEW is daytimer on 1280 khz with 1 kw. KLUP is on 97.9 khz with 100 kw and antenna 2,000 feet above average terrain.

WZEW(FM) Fairhope, Ala. □ Sold by Shores Broadcasting Co. to All-American Media Inc. for \$675,000, comprising \$100,000 cash and remainder note. **Seller** is owned by D. Kent Anderson (31.4%), Robert L. Clarke (31.4%), Richard E. Oppenheimer (31.56%) and William G. McKay (5.5%). Anderson, Clarke, and Oppenheimer also own four AM's, seven FM's, and one TV. McKay is former general sales manager of those properties. **Buyer** is owned by Sherry Sanders (70%) and Don Keith (30%). Sanders is applicant for new FM in Russellville, Ark., her husband, Mack Sanders, is owner of four AM's and two FM's. Keith is national operations director for Sanders' stations. WZEW is on 92.1 mhz with 3 kw and antenna 288 feet above average terrain.

KENE(AM) Toppenish, Wash. □ Sold by Radio Broadcasters Inc. to brothers, Michael and Steven Martonick, and Thomas Hodgins for \$650,000, comprising \$50,000 cash and remainder note. **Seller** is owned Roger Turnbeaugh and his wife, Beatrice, who are applicants for new FM in Cheney, Wash. **Buyer** is owned by Dr. Michael Martonick (60%), Walla Walla physician, Steve Martonick (20%), special events promoter in Walla Walla, and Thomas Hodgins (20%), general manager of KENE. Hodgins has petitioned FCC for new FM in Walla Walla, Wash. They have no other broadcast interests. KENE is on 1490 khz with 1 kw day and 250 w night.

WZRA(AM) Chattanooga, Tenn. □ Sold by Beacon Broadcasting Inc. to D. Stephen Hollis for \$550,000, comprising \$10,000 cash, \$1,000 noncompete agreement and remainder note. **Seller** is principally owned by William Kitchen and also owns WBJF(AM) Winston-Salem, N.C., and WMOB(AM) Mobile, Ala., CP for WQAC-TV Fort Walton, Fla. It is applicant for low power television in Colorado Springs, Colo., and six AM's and three FM's in Caribbean. **Buyer** is Columbus, Ga., ophthalmologist who has no other broadcast interests. WZRA is on 1450 khz with 1 kw day and 250 w night.

KLXL(FM) Dubuque, Iowa □ Sold by Tower Power Corp. of Idaho to Audiophase Inc. for \$520,000, comprising \$70,000 cash, \$150,000 noncompete agreement and remainder note. **Seller** is owned by J. R. McClure, who also owns one AM and two FM's. **Buyer** is owned by Curt Van Loon who also owns WSQV(AM) Jersey Shore, Pa., and has filed application for assignment of license of KTEW(AM)-KLUP-FM Poteau,

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6/18/84

Okla., from Collins Broadcasting Co. (see above). KLXL is on 102.3 mhz with 2.4 kw and antenna 410 feet above average terrain.

KTEE(AM) Idaho Falls, Idaho □ Sold by Southwest Radio and Television Ltd. to Communications Corp. of Idaho for \$454,000 cash. **Seller** is principally owned by Eugene D. Adelstein and Edward B. Berger. It also owns KZAZ(TV) Nogales-Tucson, Ariz.; KADQ(FM) Rexburg, Idaho, and KGSW(TV) Albuquerque, N.M. Adelstein, with his wife, Ellen, and Berger, with his wife, Barbara, also have controlling interest in KMGX(FM) Fresno, Calif., and KBNY-FM Boise, Idaho. **Buyer** is owned by Bhueland R. Goodwin and his wife, Elaine, and Merlin Farnes and his wife, Kate (25% each). They are previous owners of KTEE which was sold to current owners four years ago. Goodwin owns Idaho Falls construction firm and Farnes owns agricultural concerns in Idaho. They have no other broadcast interests. KTEE is daytimer on 1260 khz with 5 kw.

KWCS(FM) Bridgeport, Tex. □ Sold by Bridgeport Broadcasting Co. to Wise County Broadcasting Inc. for \$460,000, comprising \$175,000 cash, \$213,000 note, and \$72,000 noncompete agreement. **Seller** is owned by Bert F. and Dan Dimock who have no other broadcast interests. **Buyer** is owned by John C. Ellzey (45%), his wife, Sharon (45%), and Johnny C. Moore (10%). They also own KEYE-AM-FM Perryton, Tex. KWCS is on 96.7 mhz with 3 kw.

WLVW(AM) Moncks Corner, S.C. □ Sold by Nuance Corp. to Foremark Communications Inc. for \$450,000, comprising \$221,000 cash and remainder note. **Seller** is owned by I.S. Levy Johnson who also owns WOIC(AM) Columbia, S.C.. **Buyer** is owned by Anthony J. Manafu, who recently sold WPGO(FM) Shallotte, N.C. His son, Mark A. Manafu, is owner of WNBB(FM) Grifton, N.C., 24% owner of KLRR(AM)-KLMC(FM) Leadville, N.C., and applicant for new low power television in Marathon, Fla. WLVW is on 105.5 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: Stan Raymond & Associates.*

KVLE(FM) Gunnison, Colo. □ Sold by Mountain Valley Broadcasting Corp. to High Country Communications Inc. for \$407,380, comprising \$158,380 cash and remainder note. **Seller** is owned by John Smith who has no other broadcast interests. **Buyer** is owned by John D. Brown and his wife, Janet (26.45% each); her father, Charles A. Lee and his wife, Betty (11.8% each); Brown's mother, Carol (5.9%), and David J. Porta (29.4%). Porta is video supervisor at KMGH-TV Denver. Brown is with sales department at Motorola and has no other broadcast interests. KVLE is on 102.3 mhz with 3 kw and antenna 200 feet above average terrain.

KGMT(AM)-KCIE(FM) Fairbury, Neb. □ Sold by Great Plains Broadcasting to Siebert Communications for \$375,000, comprising \$50,000 cash and remainder note. **Seller** is principally owned by M. Douglas Jennings,

who also owns KDGO(AM) Durango, Colo. **Buyer** is owned by Rick Siebert, broadcast consultant with no other broadcast interests. KGMT is daytimer on 1310 khz with 500 w. KCIE is on 99.3 mhz with 2.63 kw and antenna 320 feet above average terrain.

WATN(AM) Watertown, N.Y. and WTOJ(FM) Carthage, N.Y. □ Sold by Inter-County Communications Corp. to APA Communications Inc., for \$365,000, comprising \$190,000 cash and remainder note. **Seller** is owned by Grover H. Hubbell, president, who is app. for low power television and new UHF on ch. 50 in Watertown. **Buyer** is principally owned by Dean Aubol and his wife, Petrina, and Frank Penny and his wife, Grace. Aubol's also own WTHV(AM) Thurmont, Md., and are applicants for new FM's in Bradford and Whitneyville, both Pennsylvania. Frank Penny owns 1/3 of WBO(AM)-WWWT(FM) Oswego, N.Y. WATN is daytimer on 1240 khz with 1 kw. WTOJ is on 103.1 mhz with 1.9 kw antenna 363 feet above average terrain.

WMKR(AM)-WKTR(FM) Millinocket, Me. □ Sold by Katahdin Radio Inc. to Katahdin Broadcasting Inc. for \$210,000 cash. **Seller** is owned by Mabry Keys who has no other broadcast interests. **Buyer** is owned by Mark Oaborne (51%) and his wife, Natalie (49%). They also own WKSQ(FM) Ellsworth, Me. WMKR is on 1240 khz with 1 kw day, 250 w night. WKTR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

Broker: Dave Kimel's New England Media Inc.

CABLE

System serving Deltona, Fla. □ Sold by Acton CATV Inc. to Cablevision Industries of Florida Inc. for an estimated \$4 million. **Seller** is Acton, Massachusetts-based MSO with 44 systems serving approximately 40,000 basic subscribers and 10,000 pay cable subscribers. **Buyer** is owned by Alan Gerry, owner of four cable systems, headquartered in Liberty, N.Y. System passes 4,900 homes with 100 miles of plant and serves 1,900 basic subscribers and 2,100 pay cable subscribers. *Broker: Communications Equity Associates.*

System serving St Charles Parrish, Destrehan, St. Rose, New Sarpy, Good Hope, Norco and Sellers, all La. □ Sold by Charles Lambert to Sunbelt Cablevision Ltd. for approximately \$3.8 million. **Seller** has no other cable interests. **Buyer** is partnership of Vern Milligan and Tom Johnson, both of Golden, Colo., co-owners of cable system in Rancho San Diego, Calif. They recently purchased Bedford, Mich., system from Maclean-Hunter ("Changing Hands," June 4). System passes 6,700 homes with 93 miles of plant and serves 3,800 basic subscribers and 5,500 pay cable subscribers.

For other proposed and approved sales see "For the Record," page 75.

June 1, 1984

Getz Communications, Inc.

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BPA/BDA on creative roll in Las Vegas

Keynote speaker, Post-Newsweek's Chaseman, calls group most adaptable, creative and far-sighted in business; urges it to defend its ethics

"I'm in favor of speaking up when you're asked to promote something that you think is wrong, whether it's a matter of inconsistency with previous campaigns, a fundamental lack of merit, or even a matter of ethics, morality or what you perceive as cheapness or pandering that will bring discredit to your standards or those of the company for which you work."

So said Post-Newsweek Stations President Joel Chaseman last Tuesday morning (June 12) in a keynote address to the Broadcasters Promotion Association/Broadcast Designers Association seminar at Caesars Palace hotel in Las Vegas. The broadcast executive insisted that "protecting our services against a pattern of mindless promotion and worthless material is part of our general job description [in promotion and design], even at those times when others

choose to forget it."

Chaseman told approximately 1,200 promotion and design personnel from the nation's broadcast and cable outlets they have "a crucial role to play in the development and future of electronic communications. That if we care enough and are clear enough about our function and our responsibilities to be catalyst and courier, that we can make a pivotal difference in the way our media are perceived."

In characterizing the design and promotion community as "the single most adaptable, creative and far-sighted group in the electronic communications industry," Chaseman called members of his audience "the essential communicators in an industry of communications." Too often, he argued, the creative people involved in marketing, design and promotion are short-changed in discussions about change in communications that are limited to technology.

"We understand the marketplace and the people who give it life," Chaseman said. "We celebrate our medium every day."



Chaseman

(Chaseman got his start in broadcasting as a promotion man for WAAM-TV [now WJZ-TV] Baltimore.)

The public may have become harder to please as a result of too many dull promotions and empty advertising claims, Chaseman suggested, which should prompt those responsible for marketing and promotional campaigns to add "commitment, fun, passion, innovation and risk" to their campaigns.

"But there's a tougher issue than viewer skepticism out there," he cautioned. "It's our own. Our own concern about putting all this effort, all this technology, all this caring and commitment to work promoting people or programs we think are empty, without merit or even worse—perhaps demeaning to who we are and who we want to be." For these reasons, he concluded, design, promotion and marketing professionals have a responsibility "to be more than technicians and messengers."

A second keynote presentation followed Chaseman, consisting primarily of videotaped highlights of the First Annual Technology, Entertainment and Design Conference held earlier this year in Monterey, Calif. The three-day conference included authorities in those three fields interacting in a brainstorming atmosphere, with "Megatrends" author John Naisbitt acting as opening and closing moderator. The 25 hours of taped proceedings were boiled down to a 35-minute summary shown to seminar attendees.

"Learning is remembering what you're interested in," conference co-chairman Richard Saul Werman advised. The architect, graphic designer and author said he is hopeful the gathering will become an annual event that can facilitate sharing of ideas among leaders in their fields.

Designer and production company executive Harry Marks, a second chairman of the

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TED conference, said the event was "an idea that had to happen." The third organizer, CBS Inc. President Emeritus Frank Stanton, canceled his appearance before the BPA/BDA convention to attend a hastily scheduled meeting with White House officials last week.

Shaun Sheehan, senior vice president, public affairs, National Association of Broadcasters, introduced the first series of NAB-sponsored public service announcements in the association's "You've Got What It Takes" campaign aimed at increasing voter participation. He asked for broadcaster support in what was labeled "a major national effort to facilitate the electoral process."

Finally, the BPA presented a special award recognizing the longest-running continuous program in the history of broadcasting, CBS Radio's weekly transmissions of the Mormon Tabernacle Choir's Sunday performances. □

BPA/BDA broadens scope of sessions

This year's agenda includes panels on new technologies, cable

More than 50 workshops and roundtable discussions were available to the estimated 1,500 participants in the last week's BPA/BDA seminar, on topics ranging from personal computers to radio formats, personal image development to low-power television, and from in-house animation to press relations. In addition, there were five "hands-on" workshops offered by Adda Corp., Aurora Graphics, Grass Valley Inc., Tuesday Productions and Dick Orkin Products. Four in-depth management sessions on performance, communication, decision-making and time management were also offered during the five-day gathering.

BPA seminar chairman, Steve Sohmer, senior vice president of NBC Entertainment, stressed that this year's seminar deliberately broadened the number of issues being addressed because, in Sohmer's view, "all who work in broadcasting ought to think of 1984 as a watershed year.

"The changes taking shape around us are extraordinary: the growth of cable and pay services, diversity of radio, video recorders, laser disks and all manner of computerized technology," Sohmer said in greeting the delegates. "Each of us is hungry to understand these technologies and grasp their implications, for we know that these who do not master computers will be enslaved by them."

There were popular seminar sessions on applications of personal or business computers to communications needs, and for the first time at the conference Apple Computers demonstrated its products in a hands-on work station adjacent to the exhibit floor. Among the 50 exhibitors were more than a dozen firms selling computer-based systems for use in graphics production, animation, and character generation.

Along with radio, low-power television, and public broadcasting, cable expanded its presence at the seminar this year. On Tuesday afternoon, for example, Dean Waite, ex-



BPA President Fred Bergendorff (l) and BDA President Jerry Cappa open the convention's exhibit hall with the group's 1984 \$2,500 scholarship winner, Teresa Parrish.

ecutive director of the Cable Television Administration and Marketing Society, introduced a session on subscriber acquisition and retention tactics by inviting BPA and BDA members to share experiences with CTAM's 1,400 members on common concerns. "We should be willing to educate each other and begin working together more effectively," Waite declared.

During the forum itself, Larry Carlson, Home Box Office senior vice president for affiliate marketing, said that HBO shared "many similarities" with broadcasters in promotion and marketing. He detailed aggressive steps the pay cable service has taken during the last 18 months to bolster its image, increase subscribership and enhance viewer satisfaction. Carlson estimated that

HBO had spent about \$300,000 in an effort to obtain \$3.6-million worth of free marketing during the period. The promotions, which he said involved about 3.7 million persons, included 17 radio simulcasts, eight record-store tie-ins, five book tie-ins and several nationwide contests. Other diverse tactics included merchandising of program-related toys, rock club promotions, an airplane trailer for an HBO mini-series and even a Thanksgiving Day parade float which Carlson noted gave HBO visibility on a commercial broadcast network.

Although HBO now is up to more than 16 million subscribers on 5,500 cable systems, Carlson said retention of subscribers is an important on going concern at the service. He also stressed that a "promotional flash"

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The case for repeal. Journalist-lawyer Ford Rowan makes an eloquent plea for repeal of the fairness doctrine in his new book, "Broadcast Fairness: Doctrine, Practice, Prospects." Funded by The Media Institute and published by Longman Inc. as one of the latter's series in communications, the 213-page hardcover book develops its case by detailing the history of the fairness doctrine, the equal opportunities law and related content regulations. It includes examination of the rationale for fairness and equal treatment, the constitutional issue and the evolution of the FCC's involvement in programing regulation. Rowan also analyzes special cases such as personal attacks, political advertising and issue advertising.

Rowan rebuts the scarcity rationale for regulation of broadcast content, says the fairness doctrine has forced broadcasters to capitulate to demands of special interest groups, explains how the complex regulations have confused the public and broadcasters and contends the fairness doctrine is largely irrelevant to daily news coverage.

Rowan, a former NBC correspondent, is host of the Public Broadcasting Service's weekly *International Edition*. In addition to his law practice, he teaches at Northwestern University's Medill School of Journalism and is on the Media Institute's national advisory council.

The book may be ordered through TMI's publication department, 3017 M Street, N.W., Washington 20007; (202) 298-7512. Price is \$29.95 plus \$1 postage and handling.

in support of the co-owned pay cable service, Cinemax, can be expected in months ahead.

The vice president of marketing for MTV and Nickelodeon, Tom Freston, described approaches taken by the two basic cable services to increase overall awareness and viewing among target audiences. MTV, directed at the 12-to-35-year-old viewer, has focused on "eight to 10" major contests each year. A recent "lost weekend with Van Halen" promotion generated 1.2 million entries, while MTV's current "party house giveaway" should draw as many responses. To date, according to Freston, an estimated 10 million viewers have been involved in MTV contests and promotions. He said the service now is available in 26% of all U.S. households (22 million homes) and that 52% of cable homes with MTV available tune in at least one hour per week. He said MTV was to begin following up its successful "I Want My MTV" campaign yesterday (June 17) with launch of a "Too Much MTV is Never Enough" campaign, designed to create "cult" support for the service and ultimately

improve cable system clearances. Freston said that both MTV and Nickelodeon are deeply committed to local promotion activities with on-air personalities, including MTV VJ's and puppet characters from Nickelodeon's *Pinwheel* series.

Scott Reid, director of creative services for Miami-based Storer Cable, reminded his audience that they must "convince people that you're worth the effort to invite you into their home." Said Reid: "We need a prevailing attitude that says, 'the customer is king.'"

Storer's service orientation has led the company to develop an "inside-out" marketing campaign, where a team effort is carried out, with full management knowledge and support. "Training is a must," Reid concluded, with management, technical, sales, and hardware personnel all sharing the responsibility of understanding and carrying out particular elements of a promo campaign.

"Let's face it," he noted. "Nobody needs cable television. Because of that, a campaign needs to be thought through in advance." □

Turner calls for retention of 7-7-7

"I think there would be greater opportunity if there were more broadcast ownership limits," declared Turner Broadcasting System President Ted Turner in a luncheon presentation last Tuesday (June 12) during the BPA/BDA Seminar. Turner said he is hopeful that the FCC will retain the so-called rule of sevens which limits broadcast station ownership to seven AM's, seven FM's and seven TV's (no more than five of them VHF's).

"In our business there really aren't that many opportunities because all the good properties are owned by group broadcasters," Turner contended. "If the big corporations own everything, where is the competition in this industry?" He said that he was "just barely" able to get into a major market with his purchase of an "almost bankrupt" UHF station, WTBS(TV) Atlanta.

However, Turner noted that there appear to be more opportunities for new entrants in new technologies. Group broadcasters, he insisted, have fought the new communications businesses to protect their own interests.

Cable competition is going to increase as penetration and the number of channels grows, Turner said. He predicted that half of



Turner

all U.S. homes would have access to cable by the end of 1984.

"It's going to put a greater premium on top-flight entertainment in the program marketplace," he continued. "You [promotion people] have got a very bright future" as a result. But the competition, Turner claimed, "will make it more fun."

On a cautionary note, the entrepreneurial executive said it is possible that the public's expectations may have been raised too high by the expansion. "I just wonder if we're going to overhype everything so that everybody's head is going to blow off... It really does concern me." □

Broadcasters reminded of civic duty

ABC chairman says low voter turnout could be increased if broadcasters worked to raise public awareness of problem

Leonard H. Goldenson, chairman of ABC, in a speech before the Missouri Broadcasters Association, called upon broadcasters to "actively and constructively" take it upon themselves to fight the tide of "the huge number of Americans who fail to take part in the selection of our national and political leaders."

In what he termed a "national embarrassment," the ABC chief executive officer noted it is the local broadcasters' close ties to the community which gives them a special opportunity to attack the voting problem. "The most successful local broadcasters are almost always the ones who participate most actively in the life of their communities," Goldenson said. The promotion of voter participation is a challenge local broadcasters are better equipped to handle than the networks because "every community in this nation is unique [and] networks cannot involve themselves in the life of each community."

Goldenson said voter participation has declined in each succeeding election since 1960, "until in 1980, scarcely half of those eligible went to the polls to choose among Ronald Reagan, Jimmy Carter and John Anderson."

At a symposium at the John F. Kennedy School of Government at Harvard University last fall, sponsored by ABC, a consensus emerged among the scholars, political leaders and media representatives gathered that "the largest single reason people don't vote is that they are not registered to vote," Goldenson recalled. And, he added, the Fourth and Fifth Estates "have important roles to play in educating people about the importance of voting and encouraging them to take part in the process."

Goldenson also argued against critics' claims that vote projections made by the news divisions of the networks are the reason people don't vote. Although ABC News has a policy against projecting the winner of an election until after all the polls are closed in that state, Goldenson said, "the real problem is that two out of every five eligible Americans did not register, and therefore could not vote on how they felt on election day."

Goldenson cited material that will be made available by the National Association of Broadcasters and Advisory Committee on Voter Education, the latter including former Presidents Ford and Carter, along with the president of Harvard, Derek Bok; president emeritus of CBS, Frank Stanton, and Goldenson.

Goldenson also asked broadcasters to promote voter education through a more "traditional" method—vigorous news coverage of the issues. The purpose, Goldenson concluded, is not only to create new voters, but to create "informed voters." □

Another episode of lost in space

Rocket fails to boost Intelsat's F-9 into orbit; it's third bird failure this year; insurance rates to rise

So far, 1984 has not been a good year for communications satellites. Last February, Western Union's Westar VI and Indonesia's Palapa B2 fell into useless orbits after they were deployed from the space shuttle orbiter and the rockets that were to have taken them into geostationary orbits misfired. And just nine days ago (June 9), the ninth in a series of Intelsat V satellites (Intelsat F-9), failed to reach geostationary altitude after the second-stage of the expendable (and normally dependable) Atlas-Centaur launch vehicle misfired. In its current low elliptical orbit, Intelsat F-9 is, like Westar VI and Palapa B2, just more high-priced junk in space.

Intelsat did not seem particularly upset by the loss last week. Its 27-member board of governors was meeting in Honolulu at the time of the mishap and, according to Intelsat spokesperson Nancy Grande, was expressing—at least publicly—no more than “disappointment.”

The loss will have no impact on Intelsat's global telecommunications service, which is now provided through 15 satellites, said Grande. Intelsat planners anticipate that a certain number of satellites will go astray between launch pad and geostationary orbit, she said, and so far “we have not had the number of launch failures we had budgeted for.” Prior to June 9, she noted, Intelsat had placed 10 satellites in a row into their proper orbits, dating back to 1977 when an Intelsat IV-A had to be destroyed shortly after launch.

Intelsat F-9's function had not been assigned at the time of its launch, Grande said. As a matter of fact, what to do with the satellite and whether to locate it above the Atlantic Ocean or Pacific Ocean was on the agenda of the board of governors, she said. The satellite contains a maritime communications package that would have allowed it to provide service to Inmarsat in 1985 under terms of an agreement between Inmarsat and Intelsat.

Regardless of the effect on Intelsat, the loss of Intelsat F-9 is another blow to the satellite insurance business, which is still reeling from the twin losses (\$180 million) in February. Intelsat F-9 was insured for \$102 million—\$38 million for the spacecraft and launch services and \$64 million for the launch vehicle, according to Grande—by a group of underwriters assembled by Corroon & Black Inspace Inc., a Washington-based broker. Brian Stockwell, president of Corroon & Black, said Intelsat's premium for the satellite was negotiated long before the February failures as part of a five-launch package. According to the terms of the insurance contract, he said, the failure of one or more of the launches automatically in-

creases the premiums for the subsequent launches. He would not say what the premium for Intelsat F-9 was, just that it was less than the \$10 million reported by *The Washington Post*.

Premiums have risen significantly because of the February losses, said Stockwell, and will probably jump again because of the Intelsat loss. As a result of the February losses, he said, premiums for coverage of shuttle launches have gone from around six cents per dollar of coverage to more than nine cents. And GTE Spacenet had to pay around 11 cents to cover Spacenet I, which was successfully launched May 22 by the European Arianespace Inc.

Despite the massive losses, Stockwell does not believe there will be a shortage of underwriters. Although some are sure to drop out, he said, others will be attracted by the higher premiums. “To write it at 10% may be interesting to people who don't have a loss under their belts,” he said.

(Corroon & Black also handled \$75 million-worth of coverage on Palapa 2B.)

Intelsat F-9, whose orbit has been stabilized with an apogee of around 150 nautical miles and a perigee of about 600 nautical miles, is much larger than the Satcom and Westar satellites familiar to cable programmers and broadcasters. Built by Ford Aerospace & Communications, the 4,400-pound satellite could have handled simultaneously 12,000 telephone calls and two color television signals.

The Atlas-Centaur rocket with its Intelsat payload was launched by NASA from Cape Canaveral, Fla., on schedule—June 9 at 7:03 p.m. NYT—and, at first, everything went smoothly. According to NASA spokeswoman Linda Ellis, the first-stage Atlas rocket went through its two burns as planned. After separating from the Atlas, she said, the Centaur rocket carried the satellite into a “parking orbit” with its first burn of more than five minutes and coasted for 13 minutes—also as planned.

Centaur's next burn was to take the satellite into an elliptical “transfer orbit,” whose apogee would have been near the geostationary altitude of 22,300 miles, Ellis said. But instead of the planned 90 seconds, the burn lasted just three or four seconds, she said. It also appeared that the Centaur was tumbling during its coast, she said.

After separating from the Centaur, Ellis said, the satellite ended up in an orbit with an apogee of just 600 nautical miles and a perigee of 96 nautical miles. Intelsat used the satellite's on-board rockets on Sunday to boost the perigee of the orbit, she said, so that the orbit would not decay and the satellite would not burn up in the atmosphere.

NASA is nominally, though not financially, responsible for the failure. As a result, said Ellis, it is convening a “project review board” to figure out what happened.

Goodson-Todman's

FAMILY FEUD

Hosted by
Richard Dawson

#

-IN-
NEW
YORK

-ON-
WNBC
Monday—Friday
7:30—8:00 PM

Family Feud, with a 10.9 rating and 20 share, outpaces Entertainment Tonight by 30% and Wheel of Fortune by 15%.

Source: Nielsen, May 1984


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As compiled by BROADCASTING, June 6 through June 13, and based on filings, authorizations and other FCC actions.

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

New stations

Applications

AM's

■ Juneau, Alaska—Denali Broadcasting Co. seeks 950 khz; 5 kw-D; .5 kw-N. Address: 3933 Geneva Pl., Anchorage, Alaska. 99508. Principal is owned by John Lindauer who owns KLAM(AM) Cordova, and KRXA(AM) Seward, has part interest in KVAK(AM) Valdez, has CP for new AM's in Unalaska, and Kenai, is part app. for Bethel, and has app. for new FM in Ketchikan, all Alaska. Filed June 4.

■ Clewiston, Fla.—Glades Media Co. seeks 590 khz; 1 kw-D. Address: 116 Comercio St., Clewiston, Fla. 33440-2106. Principal is owned by James M. Johnson (50%) and Robert L. Castellanos (50%). They also own WAFC(FM) Clewiston, Fla. App. is mutually exclusive with app. for improvements to facilities of Janus Broadcasting for WDLP(AM) Panama City, Fla., (BP-840203AF). Filed May 30.

■ Indian Head, Md.—Peter V., and Jacqueline A. Gurceks seek 1030 khz; 50 kw-D. Address: 10410 Windsor View Dr., Potomac, Md. 20854. Principals are husband and wife. Peter is broadcast engineering consultant who also owns 10% of WDER(AM) Derry, N.H. Filed June 4.

■ Klamath Falls, Ore.—Western States Broadcasting seeks 1070 khz; 10 kw-D. Address: 12550 Brookhurst St., Garden Grove, Calif. 92640. Principal is owned by William A. Zawila (51%) and Jay Stevens a.k.a. Steven J. Janovick (49%). Zawila owns KOLI(AM) Coalinga, Calif., Stevens is owner of "More Music Programming" format syndication firm. Filed June 6.

■ Shiremanstown, Pa.—Hensley Broadcasting seeks 720 khz; 5 kw-D. Address: 100 South Stoner Ave., Shiremanstown, Penn. 17011. Principal is owned by Carl C. Kuehn II (45%), Myron D. Lebo (45%), and Peter C. Wambach (10%). Kuehn is executive director of Pennsylvania Emergency Management Agency and former owner of KVSL(AM) Show Low, Ariz., and WEND(AM) Ebensburg, Pa. Lebo is owner of broadcast consulting firm based in Youcomstown, Pa. Wambach is spokesman for Pennsylvania Rural Electrical Association. At present they have no other broadcast interests. Filed June 7.

■ Lacoste, Tex.—A.G.A. Inc. seeks 810 khz; .25 kw-D. Address: 3737 Roosevelt Ave., San Antonio, Tex. 78214. Principal is owned by E.O. Allen, Dewey E. Gardner and Ronald O. Allen (33.3% each). Ronald Allen and Gardner are pastors, Faith Gospel Fellowship. E.O. Allen is his father, also former pastor and founder of Faith Gospel Fellowship. They have no other broadcast interests. Filed June 4.

■ Marion, Tex.—Hispanic Community College seeks 1000 khz; 1 kw-D. Address: P.O. Box 39721, San Antonio, Tex. 78218-6721. Principal is owned by Mary E. Wade, Berta S. Cruz, and Jose G. Carrizales (33.3% each). It has no other broadcast interests. Filed June 6.

FM's

■ *Birmingham, Ala.—Southwest Educational Media Foundation seeks 89.5 mhz; 10 kw; HAAT: 272 ft. Address:

Box 6711, Lake Charles, La. 70605. Principal nonprofit foundation directed by T. Kent Atkins, president, his wife, Mary, and Jeffrey Young. It is app. for new FM's in Jacksonville, San Angelo, and Midland, all Texas, and new FM in Lake Charles, La. Atkins is also app. for new FM in Plainview, Tex. Mary is app. for 179 LPTV's, and Young is app. for 132 LPTV's. Filed June 11.

■ *Florence, Ala.—Tri-State Inspirational Broadcasting Foundation seeks 88.5 mhz; 30 kw; HAAT: 600 ft. Address: 3625 Helton Dr., Florence, Ala. 35630. Principal is nonprofit foundation headed by Henry N. Ligon, owner of Florence insurance agency. It has no other broadcast interests. Filed June 8.

■ San Jose, Calif.—Yu-Hay Kong seeks 96.1 mhz; 10 kw; HAAT: minus 272 ft. Address: 41327 Malcomson St., Fremont, Calif. 94538-4810. Principal is individual with no other broadcast interests. Filed June 8.

■ San Luis Obispo, Calif.—Nancy C. Hart seeks 106.3 mhz; 100 w; HAAT: 1,435 ft. Address: 1524 Laurel Lane, San Luis Obispo, Calif. 93401. Principal's brother, Peter E. Baird is app. for new FM in Greenfield, Calif. Her sister, Pauline Richardson is app. for new FM in Golden, Colo. Filed June 11.

■ Santa Margarita, Calif.—Mid-Coast Radio seeks 106.3 mhz; 105 w; HAAT: 1,389 ft. Address: 364 Copperstone Circle, Casselberry, Fla. 32707. Principal is owned by Patricia Witlicki, flight attendant with no other broadcast interests. App. is mutually exclusive with app. of Stephen E. Urbani (BPH-840312CA). Filed June 11.

■ Santa Margarita, Calif.—Santa Margarita Community Broadcasting Inc. seeks 106.3 mhz; 150 w; HAAT: 1,416.36 ft. Address: P.O. Box 224, Santa Margarita, Calif. 93453. Principal is owned by Eric R. Hilding, Joseph H. Miller, Claudia Ward and Cherie J. Chancelliere (25% each). Hilding, Miller and Ward also have app. for new FM in Freedom, Calif. Filed June 11.

■ Santa Maria, Calif.—Randall Kalton and his wife, Kathleen seek 105.5 mhz; 3 kw; HAAT: 76 ft. Address: 961 Donald Way, Santa Maria, Calif. 93454. Principal is owned by Randall (51%) and Kathleen (49%). They have no other broadcast interests. Filed June 6.

■ Panama City Beach, Fla.—Gulf Property and Investment Co. seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: 2855 Hikes Lane, Louisville, Ky. 40218. Principal is owned by Barbara M. Nathan (67.73% voting stock), Gloria D. Donaldson (19.57% VS), Robert L. Rice (12.70 VS), Paul R. Cheaney (40.28% nonvoting stock), Charles E. Paschall (40.28% NVS) and David Schroeter (19.44% NVS). Rice is former owner of Dallas-based advertising firm and is now employed by TBS, computer research firm based in Richardson, Tex. Nathan's husband, James, is promotions director at WTMT(AM) Louisville, Ky. Others have no other broadcast interests. Filed June 11.

■ Panama City Beach, Fla.—Panama City Beach Broadcasters seek 100.1 mhz; 3 kw; HAAT: 300 ft. Address: 124 Palmetto St., Jesup, Ga. 31545. Principal is owned by Jane O'Quinn (75%) and Kim E. Walker. O'Quinn's father-in-law, Farnell O'Quinn, owner of MSO with three AM's two FM's and Cable system in Jesup, Ga. Walker is office worker with no other broadcast interests. Filed June 8.

■ Panama City Beach, Fla.—Bay One Hundred Inc. seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: 1210 Calabria Rd., Panama City, Fla. 32405. Principal is owned by Sally W. Moore (60%), and her husband, Joseph (40%). Sally is reporter and Joseph is news director of WJHG-TV Panama City, Fla. They have no other broadcasting interests. Filed June 11.

■ Springfield, Fla.—Springfield Communications seeks 95.9 mhz; 3 kw; HAAT: 300 ft. Address: 1225 Rolling Acres, Deland, Fla. 32720. Principal is owned by Louis D. Atchely (31%), his brother Wayne (31%), Rudi Gresham (31%), and Sara C. Beaton (5%). Gresham recently sold 33.3% of WXQV(AM) Deland, Fla. ("For the Record," May 28). Atchely owns appliance store in Deland. Filed May 31.

■ *Vero Beach, Fla.—Florida Public Radio Inc. seeks 91.3 mhz; 1 kw; HAAT: 297 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is nonprofit corp. headed by Randy Henry. It also owns WPIO(FM) Titusville, Fla. and is app. for new FM's in Milton, Fla.; New Hartford, Iowa, and St. Charles, Mo. Henry is app. for new commercial FM's in Brooklyn, Iowa, and Sisseton, S.D., his assistant, Harry

Shelter is also app. for new commercial FM in Mary Esther, Fla. Filed June 8.

■ Hilo, Hawaii—Mid-Pacific Broadcasting Co. seeks 92.7 mhz; 3 kw; HAAT: 100 ft. Address: 400 Hualani St., Hilo, Hawaii 96720. Principal is owned by Michael Lynch (98.6%) and his wife, Patricia (1.4%). It also owns KHLO(AM) Hilo. Filed June 4.

■ Decorah, Iowa—K & N Broadcasting seeks 100.9 mhz; 3 kw; HAAT: 125 ft. Address: P.O. Box 118, Payson, Ariz. 85541. Principal is owned by Linda Herlov (34%), C.R. Crisler (33%) and Doris Carroll (32%). It is also app. for new FM in Kingman, Ariz. Herlov is GM of KQST(AM) Sedona, Ariz. Carroll is employee of KCRJ(AM) Cottonwood, Ariz. Crisler owns KKJJ(AM) Cottonwood, Ariz.; KXXX(AM) Lordsburg, N.M. and option to purchase 47% of KKJJ(AM) Payson, Ariz. He also owns Double Eagle Broadcasting Corp., broadcasting consulting firm based in Greenwood, Ark. Filed June 11.

■ Downs, Kan.—John J. Fuller and Jerrel E. Kautz seek 94.1 mhz; 100 kw; 259 ft. Address: Woody Hill Road, Hope Valley, R.I. 02832-0000. Principals also have app. for new TV in Block Island, R.I. Fuller is app. for new AM in Hope Valley, R.I. Kautz owns KBRL(AM) Imperial, owns 40% of KZMC(AM) McCook, and is app. for new FM's in Orchard and McCook, all Neb. Filed May 25.

■ *Henderson, Ky.—Western Kentucky University seeks 89.5 mhz; 3 kw; HAAT: 384 ft. Address: Western Kentucky University 42101. Principal is educational institution headed by Dr. Donald Zacharias. It also owns WKYU-FM Bowling Green, Ky., holds CP for WDCL(FM) Somerset, and is app. for new ed. TV in Somerset. Filed June 8.

■ Pippa Passes, Ky.—Alice Lloyd College seeks 91.7 mhz; 3 kw; HAAT: 100 ft. Address: Purpose Road (Hwy. 899), Pippa Passes, Ky. 41844. Principal is educational institution with no other broadcast interests. Filed May 30.

■ *Somerset, Ky.—Somerset Educational Broadcasting Foundation seeks 90.5 mhz; 15 kw; HAAT: 590 ft. Address: 2034 N. Highway 39, Somerset, Ky. 42501. Principal is nonprofit corporation headed by S. David Carr, pastor. It has no other broadcasting interests. Filed May 29.

■ Appleton, Minn.—Minnesota Public Radio Inc. seeks 91.3 mhz; 75 kw; HAAT: 1,159 ft. Address: 45 East Eighth St., St. Paul Minn. 55101. Principal is nonprofit educational institution headed by William Cling. It owns 2 FM's and one AM. Filed June 4.

■ Armijo, N.M.—Jal R. Washington seeks 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 1008 Vermont St. NW, Albuquerque, N.M. 87110. Principal is announcer for KWXL(AM) Albuquerque, N.M. with has no other broadcast interests. Filed June 11.

■ Wellsville, N.Y.—Betty J. Hogsd seeks 93.5 mhz; 1.5 kw; HAAT: 393.6 ft. Address: 5201 Atlantic Blvd. #49, Jacksonville, Fla. 32207. Principal is individual with no other broadcast interests. Filed June 11.

■ Wurtsboro, N.Y.—Preston M. Pollack and his wife, Susan, seek 100.1 mhz; 3 kw; HAAT: 290 ft. Address: R.F.D. I Box 214, Clements Rd., Liberty, N.Y. 12754. Principals sister, Terri Pollack and her husband, Sanford Cohen have app.'s for six new FM's. Filed June 6.

■ Sarahsville, Ohio—Charles J. Saltzman seeks 104.9 mhz; 2.2 kw; HAAT: 341 ft. Address: 20355 N.E. 34th Ct. #2421, N. Miami Beach, Fla. 33180. Principal also owns 50% of CP for KWDQ(FM) Woodward, Okla. and app. for new FM in Bountiful, Utah. Filed June 7.

■ Elk City, Okla.—Women, Handicapped Americans, Minorities for Better Broadcasting seek 98.5 mhz; 100 kw; HAAT: 505 ft. Address: P.O. Box 57112, Tulsa, Okla. 74107. Principal is owned by Brian Dodge (20%), Nelson (Chico) Morales (40%), Marrian Akley (20%) and Timothy Aaron Big Pond (20%). Dodge and Morales have app. for new FM in Harwichport, Mass. Dodge is 15% owner of WVRS(FM) Waterbury, Vt. Filed June 12.

■ *Eugene, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 88.1 mhz; 100 w; HAAT: 679 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit educational foundation headed by James O. Holder. It is app. for new FM's in Astoria, Coos Bay, and Grants Pass, all Oregon. Filed May 25.

■ Cabo Rojo, P.R.—Maria I. Ortiz Aviles seeks 102.3 mhz; 3 kw; HAAT: 751 ft. Address: 2C7 Boringuen Dev.

Cabo Rojo, P.R. 00623. Principal is sales manager and 45% owner of WEKO(AM) Cabo Rojo, P.R., she is selling her interest in station to her husband, David (see Ownership Changes) and upon FCC approval will have no other broadcast interests. Filed June 11.

■ Cabo Rojo, P.R.—Occidental Broadcasting Corp. seeks 102.3 mhz; 3 kw; HAAT: 798 ft. Address: 366-S P.O. Box 3685. Mayaguez, P.R. 00709-3685. Principal is owned by Fernando L. Sumaza, and his wife, Diana, and Luis Roberto Santos, and his wife, Susan (25% each). They have no other broadcast interests. Filed June 12.

■ Bluffton, S.C.—Inter-Island Broadcasting Co. seeks 107.1 mhz; 3 kw; HAAT: 203 ft. Address: P.O. Box 640, Tybee Island, Ga. 31328. Principal is owned by E.D. Steele (51%) and Andrew H. Christian (49%). Steele owns WGML(AM) Hinesville, Ga. and is app. for LPTV in Hilton Head, S.C. Christian is Manager of Savannah Ice Co. Filed June 5.

■ Mitchell, S.D.—Great Plains Educational Broadcasting Trust seeks 90.8 mhz; 645 w; HAAT: 110 ft. Address: 408 S. Hawthorne Ave., Sioux Falls, S.D. 57104. Principal is nonprofit corp. headed by Dr. Ronald Tottingham. It is app. for 6 new FM's in South Dakota. Filed June 8.

■ Plainview, Tex.—Atkins Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 235 ft. Address: 7146 Bayberry Lane, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is president of Southwest Educational Media Foundation, app. for 5 new FM's (see above). Filed June 11.

■ *Winchester, Va.—Timber Ridge Ministries seeks 91.3 mhz; 300 w; HAAT: 1,350 ft. Address: 114 W. Boscawen ST., Winchester, Va. 22601. Principal is nonprofit corporation headed by Leona F. Choy, with no other broadcast interests. Filed June 5.

■ Long Beach, Wash.—Leverrier Broadcasting Co. seeks 100.1 mhz; 3 kw; HAAT: 300 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Principal is owned by Richard R. Leverrier (49%) and his wife, Leigh (51%). Richard is account executive with WGMS-AM-FM Rockville, Md. It is also app. for new FM in Albany, Minn. Richard also has interest in app. for new FM in Middletown, Md. and Leigh is app. for new FM in Ocean View, Del. Filed June 11.

TV's

■ Mobile, Ala.—Mobile TV 61 Inc. seeks ch. 61; RP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,915 ft. Address: 406 3rd Ave. N., Columbus, Miss. 39701. Principal is owned by Wilbur O. Colom

(90%), Douglas M. Wicks (5%), and Les Range (5%). Colom is owner of CP for new AM in Artesia, Miss., and app. for new TV in Nashville, and Albany, Ga. Filed May 30.

■ Santa Barbara, Calif.—Rainbow Television Group seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 3,016 ft.; ant. height above ground: 100 ft. Address: 6353 Homewood Ave., Hollywood, Calif. 90028. Principal is owned by Rae A. Compton (50%), Mary E. Gjolme (25%), and her mother, M.R. Jackson (25%). Jackson is 23.75% owner, and Compton's father, Ray Webb, also has interest in app. for new UHF in Barstow, Calif. Filed June 6.

■ Santa Barbara, Calif.—Willshire District Broadcasting Co. seeks ch. 38; ERP vis. 21.76 kw, aur. 2.176 kw; HAAT: minus 408.5 ft. ant. height above ground: 142 ft. Address: 1888 Century Park E., Los Angeles, Calif. 90067. Principal is owned by Michael Everling (50%) and Mark Pierce (50%). Individuals with no other broadcast interests. Filed June 7.

■ Fort Pierce, Fla.—Florida Educational Television Inc. seeks ch. 21; ERP vis. 2,285.6 kw, aur. 26.6; HAAT: 973 ft. Address: 1120 S.W. 19th St., Boca Raton, Fla. 33432. Principal is nonprofit corporation headed by Dr. R. William Henkel. It has no other broadcast interests. Filed June 6.

■ Venice, Fla.—Holiday Group, Ltd. seeks ch. 62; ERP vis. 2,951 kw, aur. 295 kw; HAAT: 774 ft.; ant. height above ground: 775 ft. Address: 1700 S. Tamiami Trail, Venice, Fla. 33595. Principal is owned by Ronald L. Courmoyer (2%), Robert A. Groter, and his wife, Elaine (49% jointly), and Ronald D. Davis, and his wife, Janice (49% jointly). It is investor in real estate and broadcast property development. Filed June 8.

■ Albany, Ga.—Albany Broadcasters Inc. seek ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 962.5 ft.; ant. height above ground: 1,023 ft. Address: 406 Third Ave. North, Columbia, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Harold Bowen (4%) and William Dilday (6%). Colom also has app. for new TV's in Nashville, and Mobile. Filed May 30.

■ Pittsburg, Kans.—Family Broadcasting Co. seeks ch. 14; ERP vis. 1,708 kw, aur. 170 kw; HAAT: 480 ft. ant. height above ground: 505 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Sioux Falls, S.D. (see below). Filed June 1.

■ Grand Island, Neb.—Family Broadcasting Co. seeks ch. 17; ERP vis. 1,488 kw, aur. 148 kw; HAAT: 931 ft. ant. height above ground: 934 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Sioux Falls, S.D. and Pittsburg, Kans. (see below and above). Filed June 1.

■ Sioux Falls, S.D.—Family Broadcasting Co. seeks ch. 17; ERP vis. 1,636.3 kw, aur. 163.6 kw; HAAT: 791 ft. ant. height above ground: 630 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Pittsburg, Kans. (see above). Filed June 1.

■ Cleveland, Tenn.—WFLI Inc. seeks ch. 53; ERP vis. 1,530 kw; aur. 153 kw; HAAT: 960 ft. ant. height above ground: 1,023 ft. Address: 621 O'Grady Dr., Chattanooga, Tenn. 37409. Principal is owned by William E. Bennis (47%), Ying Hua Bennis (6.1%), Robert A. Bennis (20.7%), Michael J. Bennis III (17.7%), Patricia B. Komorowski (4.9%) and Harold B. Loyd (4.6%). William, Robert, and Michael also own, in slightly different percentages, WJLY(AM)-WHYW-AM Braddock, Pa. Robert and Michael own WMYK(FM) Elizabeth City, N.C. and with Komorowski have part interest in WZAM(AM) Norfolk, Va. William E. Bennis III is employed at WZAM and WMYK, Loyd is employed by WFLI(FM). Filed May 30.

■ Cleveland, Tenn.—Cleveland Television Inc. seeks ch. 53; ERP vis. 5,000 kw, aur. 500 kw. HAAT: 957 ft. ant. height above ground: 1,023 ft. Address: Rt. 2 Box 375, Cleveland, Tenn. 37311. Principal is owned by Catherine J. Robinson (10% with 100% voting stock) and Valerie S. Dixon (90%). Robinson is app. for new FM in Duluth, Minn., Dixon has small interest in WOAC(TV) Canton, Ohio and app. for LPTV in Rocky Mount, N.C. Her father H. Bernard Dixon has interests in seven TV's, one AM, and is 33.5% app. for same LPTV as Valerie. Filed May 30.

■ McMinnville, Tenn.—Warren County Broadcasters seek ch. 33; ERP vis. 720 kw, aur. 72 kw; HAAT: 305 ft.; ant. height above ground: 291 ft. Address: 309 Edge Wood Dr., McMinnville, Tenn. 37110. Principal is owned by Bryan E. Knight (50%), Paul H. Rigsby (25%), and Carl B. Hillis (25%). Knight is superintendent of Warren County Public Schools, Hillis and Rigsby are McMinnville businessmen with no other broadcast interests. Filed June 7.

Goodson-Todman's FAMILY FEUD

Hosted by
Richard Dawson

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-IN-
MIAMI

-ON-
WPLG
Monday-Friday
7:30-8:00 PM

Family Feud, with a
12.7 rating and 22
share, outpaces PM
Magazine by 49%
and Entertainment
Tonight by 34%.

Source: Arbitron, May 1984

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Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.

■ Nashville—Dove Broadcasting seeks ch. 58; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,497 ft.; ant. height above ground: 1,009 ft. Address: 632 Old Hickory Blvd., Madison, Tenn. 37115. Principal is owned by Jeanetta M. Pollard. She is employed in accounting department of WZXY-FM Fort Lauderdale, Fla. She has no other broadcasting interests. Filed May 30.

■ Nashville—Nashville TV "58" Inc. seeks ch. 58; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,046 ft.; ant. height above ground: 988 ft. Address: 406 Third Ave. North, Columbia, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Harold Bowen (4%) and William Dilday (6%). Filed May 30.

■ Baytown, Tex.—Baytown Community Broadcasting Ltd. seeks ch. 57; ERP vis. 980.39 kw, aur. 98.04 kw; HAAT: 287 ft.; ant. height above ground: 277 ft. Address: 2105 New Mexico St., Baytown, Tex. 77520. Principal is owned by Viola Russell (10%) and William McKnight (90%). They have no other broadcasting interests. Filed May 30.

Ownership changes

■ KENI(AM) Anchorage (550 khz; 5 kw-U)—Seeks assignment of license from KENI Associates to Eagle Broadcasting Group for \$2,150,000, comprising \$538,500 cash, \$425,000 cash for real estate and remainder note. Seller is owned by William L. Simpson, Wally Christiansen, Art Greenfield and Charles Gray, who also own KSPJ(AM) Seattle, Earl Reilly and R.D. Jensen. Reilly, Gray and Christiansen also own KINY(AM) Juneau, Alaska. Jensen has no other broadcast interests. Buyer is owned 25% each by Harry Woodworth, Richard Cattansach, Julian Mead and Van Caragan, Anchorage investors with no other broadcasting interests. Filed June 4.

■ WZEW(FM) Fairhope, Ala. (92.1 mhz; 3 kw; HAAT: 288 ft.)—Seeks assignment of license from Shores Broadcasting Co. to All-American Media Inc. for \$675,000, comprising \$100,000 cash and remainder note. Seller is owned by D. Kent Anderson (31.4%), Robert L. Clarke (31.4%), Richard E. Oppenheimer (31.56%) and William G. McKay (5.5%). Anderson, Clarke and Oppenheimer also own (in slightly different percentages) four AM's, seven FM's, and one TV. McKay is former sales manager of KHFI-FM Austin, Tex. Buyer is owned by Sherry Sanders (70%) and Don Keith (30%). Sanders is app. for new FM in Russellville, Ark., her husband, Mack Sanders, is owner of four AM's and two FM's. Keith is national operations director for Sanders' stations. Filed June 7.

■ KGNU(FM) Fresno, Calif. (102.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from East-West FM Group Inc. to KOSO Inc. for \$2,650,000. Seller is owned by John Q. Tillson and his wife, Renate, and John F. McDonnell. McDonnell is head of McDonnell-Douglas Aircraft, St. Louis. Tillson is president of East-West, which also owns KCCW-FM Beaverton-Portland, Ore. Buyer is owned by S. Walter Richey and F. A. Kosciak. It also has interest in WXUS-FM Lafayette, Ind., and KQUE(AM) Olympia, Wash. Richey also owns WCWC(AM)-WYUR(FM) Ripon, Wis. Filed June 4.

■ KLOM(AM) Lompoc, Calif. (1330 khz; 1 kw-D)—Seeks assignment of license from Golden Coast Broadcasting Inc. to Dorsey Broadcasting Inc. for \$225,000, comprising \$65,000 cash and remainder note. Seller is owned by Ronald J. Giarratano (30%), William C. Andrews and his wife, Rivers (23.3% jointly), Dennis Mandell, and his wife, Kathy (23.3% jointly), and James Keller, and his wife, Marlon (23.4% jointly). Giarratano and the Andrewses are part owners of KAME-TV Reno. Mandell owns Reno advertising agency. Keller owns a Reno trust company. Buyer is owned by Terry L. Dorsey, sales manager and program director at KAFY(AM) Bakersfield, Calif. Filed June 1.

■ KVLE(FM) Gunnison, Colo. (102.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Mountain Valley Broadcasting Corp. to High Country Communications Inc. for \$407,380, comprising \$158,380 cash and remainder note. Seller is principally owned by William E. Pangborn, president. Buyer is owned by John D. Brown and his wife, Janet (26.45% each); her father, Charles A. Lee, and his wife, Betty (11.8% each); Brown's mother, Carol (5.9%), and David J. Porta (29.4%). Porta is video supervisor at KMGH-TV Denver. Filed June 1.

■ KRZD(AM) Hayden, Colo. (1000 khz, 1 kw-D)—Seeks assignment of license from Z Broadcasters Inc. to Radio Colorado Northwest Inc. for \$145,000, comprising \$33,000 cash and remainder note. Seller is owned by Robert D. Zelimer and his wife, Rebecca, who have app. for new FM in Hayden, Colo., and new AM in Granby, Colo. Buyer is owned by Dwight H. Gayer who owns 50% of app. for new FM in Fraser, Colo. Filed June 4.

■ WSCT(TV) Melbourne, Fla. (ch. 56; ERP vis. 1,194, aur. 238.8; HAAT: 1,003 ft. ant. height above ground: 1,000 ft.)—Seeks assignment of license from Broadcast Production & Management to SFN Companies Inc. \$94,000 cash. Seller is owned by Don S. Sandquist, pres. He also owns WTKW(TV) Key West, Fla., which was recently sold to S. Joseph Hoffman, pending FCC approval. Buyer purchased Western Broadcasting Co. (see "For The Record" July 28, 1980) owner of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga.; WTVM(TV) Columbus, Ga.; KCAP(AM)-FM Helena, Mont.; KGVO(AM) Missoula, Mont., and WBC was liquidated. It also owns WFTV(TV) Orlando. SFN Companies Inc. is a publicly held corporation headed by John R. Purcell, chairman. Station is unbuil CP. Filed May 30.

■ WFTS-TV Tampa, Fla. (ch. 28; ERP vis. 2,950 kw, aur. 300 kw; HAAT: 1,045 ft.)—Family Television Inc. to Capital Cities Communications Inc. for \$30 million. Seller is owned by Ian (Sandy) Wheeler (10%) and 12 local investors. Wheeler has applications for new FM in Lexington, Ky., and new TV in Tampa. Other sellers have no other broadcast interests. Buyer is publicly traded, New York-based group owner of six AM's, six FM's and six TV's, publishing concerns and cable systems, Thomas S. Murphy, chairman. Filed June 4.

■ WBBK(AM) Blakely, Ga. (1260 khz; 1 kw-D)—Seeks transfer of control of Radio Blakely Inc. from Wayne C. Woodall (51% before; none after) and O.W. Parnacott (16.33%) to Wayne R. Foster (32.33%) for \$176,750, comprising \$25,000 cash, remainder note. Seller Woodall owns 50.7% of WGSW(AM) Greenwood, S.C. Parnacott has no other broadcast interests. Buyer is GM who also owns 49% of Blakely Cable Television Inc. Filed June 7.

■ WSOK(AM) Savannah, Ga. (1230 khz; 1 kw-D)—Seeks assignment of license from B.C.C. Georgia Inc. to Bay Communications Inc. for \$375,000 cash. Seller is William B. Taylor. Buyer is owned by James S. Love (28.3%) and his sisters; Jo Love Little (28.3%), and Mary E. McMillan (28.275%) and eight others owning less than 6%. It also owns WKXI(AM)-WTYX-FM Jackson, Miss., and WAEV-FM Savannah. Filed June 8.

■ WSYL(AM) Sylvania, Ga. (1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of FAED Enterprises Inc. from Michael Fulgum (50% before; none after) to Donald O. McDougald (25% before; 50% after) and Helen H. Coursey (25% before; 50% after) for assumption of \$26,000 debt. In the transaction McDougald assumes \$10,600 of debt and Coursey assumes \$10,000. Seller has no other broadcast interests. McDougald owns 1/3 of WVOV(AM) Danville, Va., and WKGQ(AM) Milledgeville, Ga. and 11% of Statesboro CATV. Coursey is investor with no other broadcast interests. Filed May 31.

■ KKAI(AM) Honolulu (1310 khz; 5 kw-U)—Seeks assignment of license from Wilson-Tipton Broadcasting Co. to Pathfinder. KKAI for amount not to exceed \$7,500, comprising the costs of legal and engineering fees for app. for CP. Seller is owned Robert S. Wilson and John K. Tipton who have no other broadcast interests. Buyer is owned by Ira Littman who is general manager of KKNW(AM) Mountlake Terrace, Wash. Filed June 8.

■ KTEE(AM) Idaho Falls, Idaho (1260 khz; 5 kw-D)—Seeks assignment of license from Southwest Radio and Television Ltd. to Communications Corp. of Idaho for \$454,000 cash. Seller is principally owned by Eugene D. Adelstein and Edward B. Borgert. It also owns KZAZ(TV) Nogales-Tucson, Ariz.; KADQ(FM) Rexburg, Idaho, and KGSW(TV) Albuquerque. N.M. Adelstein, with his wife, Ellen, and Berger, with his wife, Barbara, also have controlling interest in KMGX(FM) Fresno, Calif., and KBNY-FM Boise, Idaho. Buyer is owned by Bhueland R. Goodwin and his wife, Elaine, and Merlin Farnes and his wife, Kate (25% each). They are previous owners of station, which was sold to current owners four years ago. Goodwin is owner of Idaho Falls construction firm and Farnes is owner of agricultural concerns in Idaho. They have no other broadcast interests. Filed May 31.

■ *KUID(FM) Moscow, Idaho (91.7 mhz; 1.45 kw; HAAT: 1,009 ft.)—Seeks assignment of license from University of Idaho to Washington State University for no consideration. Seller is educational institution headed by J. Clint Hoopes, president. It has no other broadcast interests. Buyer is educational institution headed by R.D. Leary, president. It is app. for KWSU-AM-FM and KZUU-TV Pullman, and KFAE-FM Richland, all Washington. Leary also owns KWNC(AM) Quincy, Wash. Filed May 30.

■ KWEI-AM-FM Weiser, Idaho (AM: 1260 khz; 1 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 185 ft.)—Seeks assignment of license from Mountain Land Broadcasting to Summit Communications Inc. for \$190,000 cash. Seller has no other broadcast interests. Buyer is owned by Norman L. Gunnison (50%) and his wife, Paula (50%). Norman is assignment editor at KIRO(TV) Seattle. Filed June 7.

■ KLXL(FM) Dubuque, Iowa (102.3 mhz; 2.4 kw; HAAT:

410 ft.)—Seeks assignment of license from Tower Power Corp. of Idaho to Audiophase Inc. for \$520,000, comprising \$70,000 cash, \$150,000 noncompete agreement and remainder note. Seller is principally owned by J. R. McClure, who also owns one AM and two FM's. Buyer is owned by Curt Van Loon who also owns WSQV(AM) Jersey Shore, Pa., and recently purchased KTEW(AM)-KLUP-FM Poteau, Okla., subject to FCC approval (see below). Filed June 4.

■ KGMT(AM)-KCIE(FM) Fairbury, Neb. (AM: 1310 khz; 500 w-D, FM: 99.3 mhz; 2.63 kw; HAAT: 320 ft.)—Seeks assignment of license from Great Plains Broadcasting to Siebert Communications for \$375,000, comprising \$50,000 cash and remainder note. Seller is principally owned by M. Douglas Jennings who also owns KDGO(AM) Durango, Colo. Buyer is owned by Rick Siebert, broadcast consultant with no other broadcast interests. Filed May 30.

■ KLLT(FM) Grants, N.M. (95.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks transfer of control of Rainbow Broadcasting Corp. from Michelle S. Elliot (50% before; none after) to Robert S. Hedin and his wife, Maxine (50% before; 100% after, jointly) for \$60,000 cash. Seller has no other broadcast interests. Buyer Hedin is program director at station. Filed June 11.

■ WATN(AM) Watertown, N.Y. (1240 khz; 1 kw-D) and WTOJ(FM) Carthage, N.Y. (103.1 mhz; 1.9 kw; HAAT: 363 ft.)—Seeks assignment of license from Inter-County Communications Corp. to APA Communications Inc. for \$365,000, comprising \$190,000 cash and remainder note. Seller is owned by Grover H. Hubbell, president, who is app. for LPTV and new UHF on ch. 50 in Watertown. Buyer is owned by Dean Aubol and his wife, Petrina (50%), Frank Penny and his wife, Grace (45%), and Frank's brother, Richard. Aubol's also own WTHV(AM) Thurmont, Md., and have app. for new FM's in Bradford and Whitneyville, both Pa. Frank Penny owns one-third of WEBO(AM)-WWWT(FM) Oswego, N.Y. Filed June 4.

■ WYZD(AM) Dobson, N.C. (1560 khz; 1 kw-D)—Seeks transfer of control of Dobson Broadcasting Co. from Samuel C. Cline (100% before; none after) to John W. Comer (none before; 100% after) for \$15,000, plus Duplex apartment and three lots, assumption of station liabilities of \$26,348, assumption of personal liabilities not to exceed \$18,500, and promise of \$90,000 share of future sale of station. Seller has no other broadcasting interests. Buyer has no other broadcast interests. Station is being repurchased after initial sale from buyer to seller, June 12, 1982. Filed Jun 11.

■ WEKO(AM) Cabo Rojo, P.R. (930 khz; 500 w)—Seeks transfer of control of David Ortiz Radio Corp. from Maria I. Ortiz Aviles (45% before; none after) to David Ortiz-Cintron (50% before; 95% after) for \$60,000 cash. Seller is wife of buyer and is selling ownership to pursue application for new FM in Cabo Rojo. Filed June 7.

■ WLWV(AM) Moncks Corner, S.C. (105.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to Foremark Communications Inc. for \$450,000, comprising \$221,000 cash and remainder note. Seller is owned by I.S. Levy Johnson who also owns WOIC(AM) Columbia, S.C. Buyer is owned by Anthony J. Manafa, who also owns WPGO(FM) Shalotte, N.C., which was recently sold to A. Earl Milliken, approved by FCC on May 8, 1984. His son, Mark A. Manafa is owner of WNBB(FM) Grifton, N.C., 24% owner of KLRR(AM)-KLMC(FM) Leadville, N.C., and app. for new LPTV in Marathon, Fla. Filed June 11.

■ WHAL(AM)-WYQC-FM Shelbyville, Tenn. (AM: 1400 khz; 1 kw-D, FM: 102.9 mhz; 100 kw; HAAT: 510 ft.)—Seeks assignment of license from Shelbyville Broadcasting Corp. to Joyner Communications for \$945,000, comprising \$300,000 cash and remainder note. Seller is owned by Tom Strawn who has no other broadcast interests. Buyer is owned by A. Thomas Joyner (80%), David Weil, (10%) and Gregg P. Skall (10%). Joyner and Weil recently sold WISP(AM)-WQDW-FM Kinston, N.C. ("Changing Hands," March 19), and are buying WLOE(AM)-WRSQ-FM Eden, N.C. ("Changing Hands," April 9). Skall is Washington communications attorney. Filed June 4.

■ KWCS(FM) Bridgeport, Tex. (96.7 mhz; 3 kw; —Seeks assignment of license from Bridgeport Broadcasting Co. to Wise County Broadcasting Inc. for \$460,000, comprising \$175,000 down, \$213,000 note, and \$72,000 noncompete agreement. Seller is owned by Bert F. Dimock and his brother, Dan, who have no other broadcast interests. Buyer is owned by John C. Ellzey (45%), his wife, Sharon (45%), and Johnny C. Moore (10%). They also own KEYE-AM-FM Perryton, Tex., where John is general manager, he will also become GM of KWCS. Filed June 8.

■ WHIS(AM)-WHAJ(FM) Bluefield, W.Va. (AM: 1440 khz, 5 kw-D, 500 w-N; FM: 104.5 mhz; 100 kw; HAAT: 1,200 ft.)—Seeks assignment of license from Daily Telegraph Printing Co. to Adventure Communications Inc. for \$2.1-million note. Seller is former Bluefield, W. Va.-based MSO which recently sold its last two stations: WBTW(TV) Florence, S.C., and KIMT(TV) Mason City, Iowa. to Spar-

tan Radiocasting Inc. Buyer is owned by Michael R. Schott, the son of John H. Schott, whose estate owns 49.2% of the assignor. He is general manager of station. Filed May 30.

■ **KOTY(AM)** Kennewick (1340 khz; 1 kw-D); **KHWK(FM)** Richland (106.5 mhz; 25 kw; HAAT: minus 44 ft.); and **KUTI(AM)-KXDD(FM)** Yakima (AM: 980 khz; 5 kw-D, FM: 104.1 mhz; 61 kw; HAAT: 840 ft.), all Wash.—Seeks assignment of license from KUTI Communicators to KUTI/KXDD Ltd. \$2.1 million. Sellers are Don Heinen, president, and Loal Smith and Clarence Jenson, retired lumbermen, who have no other broadcast interests. Buyer is owned by Victor Ives, gen. part. (10%), Homer G. Williams (22.5%), Stephen B. Hill (16.875%) and 10 others owning less than 9%. They also own, in slightly different percentages, **KMJK(FM)** Portland, Ore. Ives is host of syndicated *Golden Age of Radio Theatre*. Filed May 30.

■ **KTMI(AM)** Newport, Wash. (700 khz; 1 kw)—Seeks assignment of license from Michael P. Fontaine to 4K Radio for \$12,500 cash. Seller has no other broadcast interests. Buyer is owned by Eugene A. Hamblin (86.7%) and Michael P. Ripley, who also own **KOZE-AM-FM** Lewiston, Idaho, and **KORT-AM-FM** Grangeville, Idaho. They also own (75% and 25%, respectively) **KORD(AM)** Pasco, Wash., and **KZZK-FM** Richland, Wash. Filed May 31.

■ **KENE(AM)** Toppenish, Wash. (1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of Radio Broadcasters Inc. from Roger Turnbeaugh and his wife, Beatrice (100% before; none after) to Michael Martonick and his brother, Steven, and Thomas Hodgins (none before; 100% after) for \$650,000, comprising \$50,000 cash and remainder note. Sellers have app. for new FM in Cheney, Wash. Buyer is owned by Dr. Michael Martonick (60%), Steve Martonick (20%) and Thomas Hodgins (20%). Hodgins petitioned FCC for new FM in Walla Walla, Wash. Michael Martonick is Walla Walla, Wash., physician, Steve is specialty events promoter in Walla Walla. They have no other broadcast interests. Filed May 31.

Facilities Changes

Applications

AM's

Tendered

■ **WCRT** (1260 khz) Birmingham, Ala.—Seeks CP to change city of lic. to Homewood, Ala., and change TL. App. June 8.

■ **WMAC** (1360 khz) Metter, Ga.—Seeks CP to increase power from 500 w to 1 kw. App. June 8.

■ **KHAM** (1000 khz) Horseshoe Bend, Ark.—Seeks CP to increase power to 1 kw. App. June 12.

Accepted

■ **WKIP** (1450 khz) Poughkeepsie, N.Y.—Seeks CP to incr. pwr. App. June 6.

■ **KSJL** (760 khz) San Antonio, Tex.—Seeks MP to augment daytime standard pattern. App. June 6.

■ **KLIQ** (1290 khz) Lake Oswego, Ore.—Seeks mod. of lic. to chg. SL to Portland, Ore. App. June 8.

■ **WSHO** (800 khz) New Orleans—Seeks mod. of lic. to change SL to Metairie, La. App. June 12.

■ **KHOB** (1390 khz) Hobbs, N.M.—Seeks mod. of lic. to change SL and to operate by remote control. App. June 12.

FM's

Tendered

■ *New (90.9 mhz) Lewiston, Idaho—Seeks CP change freq. to 90.3 mhz and change TL. App. June 6.

■ *New (91.1 mhz) Plainview, Tex.—Seeks CP change to 90.7 mhz transmitter site and changes in ant. sys. App. June 6.

■ **WOCQ** (103.9 mhz) Berlin, Md.—Seeks CP change TL and change HAAT to 328 ft. App. June 6.

■ ***KVCR** (91.9 mhz) San Bernardino, Calif.—Seeks CP to change ERP to 2.65 kw; change HAAT to 1,622 ft. and change TL. App. June 6.

■ **KSCV** (102.3 mhz) Kearney, Neb.—Seeks CP change freq. to 102.3 mhz; change ERP to 3.0 kw; change HAAT to 64.04 ft. and change TL. App. June 6. This supersedes public notice dated May 30, 1984, to show correct call sign.

■ **WLAT** (104.1 mhz) Conway S.C.—Seeks CP change TL. App. June 6.

■ ***WEEE** (89.5 mhz) Cherry Hill, N.J.—Seeks mod. of CP change ERP to 1.95 kw and change to directional antenna sys. App. June 12.

■ **WYMJ** (103.9 mhz) Beavercreek, Ohio—Seeks CP change TL, change ERP to 1.50 kw; change HAAT to 405 ft. and changes in ant. sys. App. June 12.

■ **KEZQ** (100.3 mhz) Jacksonville, Ark.—Seeks CP change TL, change ERP to 44.2 kw, change HAAT to 1,369 ft. and changes in ant. sys. App. June 12.

Accepted

■ ***WSIE** (88.7 mhz) Edwardsville, Ill.—Seeks CP changes in ant. sys. App. June 6.

■ **WIOG** (106.3 mhz) Saginaw, Mich.—Seeks CP change ERP to 2.05 kw, change HAAT to 380 ft. App. June 6.

■ **WMC** (99.7 mhz) Memphis—Seeks CP to install aux. sys. App. June 6.

■ ***WOPR** (90.3 mhz) Oak Park, Mich.—Seeks CP to increase power from 10 w to 20 w. App. June 8.

■ **KSTM** (107.1 mhz) Apache Junction, Ariz.—Seeks CP change ERP to 1.95 kw, change HAAT to 405.0 ft. App. June 8.

■ **KYOU** (92.5 mhz) Greeley, Colo.—Seeks CP change ERP to 100 kw, change HAAT to 562 ft. and request for directional antenna. App. June 8.

■ **WKKZ** (92.7 mhz) Dublin, Ga.—Seeks CP change ERP to 1.8kw and change HAAT to 402.6 ft. App. June 8.

■ **WKJN** (103.3 mhz) Hammond, La.—Seeks CP change HAAT to 1,003 ft. App. June 8.

■ **WMJS** (92.7 mhz) Prince Frederick, Md.—Seeks CP changes in ant. sys. and decrease transmitter power output. App. June 8.

■ **WGER** (102.5 mhz) Bay City, Mich.—Seeks CP change TL. App. June 8.

■ **KWTX** (97.5 mhz) Waco, Tex.—Seeks CP change ERP to 100 kw. App. June 8.

■ **KWWM** (98.3 mhz) Stephenville, Tex.—Seeks CP change TL, change ERP to 100 kw, change HAAT to 800 ft. and change freq. to 105.7 mhz. App. June 8.

■ **KQAI** (98.3 mhz) Childress, Tex.—Seeks mod. of CP change TL and change HAAT to 300 ft. App. June 8.

■ **WENN** (107.7 mhz) Birmingham, Ala.—Seeks CP change TL and change HAAT to 1,092 ft. App. June 12.

■ **KPDJ** (92.3 mhz) Eureka, Calif.—Seeks CP to install auxiliary system. App. June 12.

■ **KYTT** (98.3 mhz) Coos Bay, Ore.—Seeks CP to change freq. to 98.7 mhz, change ERP to 25 kw and change HAAT to 522.3 ft. App. June 12.

■ **WIVI** (99.5 mhz) St. Croix, V.I.—Seeks CP change TL, change ERP to 25 kw and change HAAT to 1,151 ft. App. June 12.

TV's

Accepted

■ **KTBY** (ch. 18) Tucson, Ariz.—Seeks MP change to ERP vis. 2,490 kw, aur. 249 kw, change HAAT to 1,966.2 ft. and change TL. App. June 6.

■ **WDKY** (ch. 56) Danville, Ky.—Seeks MP to maintain its main studio at its transmitter site outside of the corporate limits of Danville, Ky. App. June 6.

■ **WPMT** (ch. 43) York, Pa.—Seeks MP change to ERP vis. 2,159 kw, aur. 215.9 kw. App. June 6.

■ ***KLEP** (ch. 17) Newark, Ariz.—Seeks MP change to ERP vis. 14.9 kw and change HAAT to 530 ft. App. June 6.

■ **KPOL** (ch. 40) Tucson, Ariz.—Seeks MP change to ERP vis. 1534 kw, aur. 153.4; change HAAT to 2,029 ft. change TL. App. June 12.

■ **KWBA** (ch. 12) Pembina, N.D.—Seeks MP change ERP to vis. 158 kw, aur. 15.8 kw, change HAAT to 1,400 ft. and change TL. App. June 12.

Actions

AM's

■ **WTMC** (1290 khz) Ocala, Fla.—Granted AP for mod. of lic. to change SL. Action May 14.

■ **KKOJ** (1190 khz) Jackson, Minn.—Granted AP to make change in ant. sys. by changing parameters. Action May 16.

■ **KHOG** (1030 khz) Farmington, Ark.—Granted AP to retain SL pursuant to sec. 73.1125 of FCC rules. Action 17.

■ **WABG** (960 khz) Greenwood, Miss.—Granted AP for

Goodson-Todman's FAMILY FEUD

Hosted by
Richard Dawson

#

IN SAN
FRANCISCO

-ON-
KPIX
Monday-Friday
5:30-6:00 PM

Family Feud, with an
8.8 rating and 22
share, outpaces ABC's
Channel 7 News by
54% and NBC News
by 38%.

Source: Nielsen, May 1984

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mod. of lic. to change SL. Action May 17.

- KVOZ (890 khz) Del Mar Hills, Tex.—Granted AP to change city of lic. to Del Mar Hills, Tex., change freq. to 890 khz, change powers from 1 kw-day, 250 w-night to 10 kw-day and 1 kw-night and change TL. Action May 25.
- KWSB (840 khz) Seaside, Ore.—Granted AP to changes hrs. of operation to unlimited by adding nighttime service with 500 w, change freq. to 840 khz and make changes in ant. sys. Action May 29.
- KQIN (820 khz) Burien-Seattle, Wash.—Granted AP to change hrs. of operation by adding night service with 5 kw, increase day power to 50 kw, change freq. to 820 khz, change city of lic. to Burien-Seattle, Wash., Change TL and make changes in ant. sys. Action May 29.
- KESR (600 khz) Independence, Calif.—Granted AP to increase power to 1 kw. Action May 30.
- New (940 khz) Pembroke, N.C.—Application returned for freq. 940 khz, power 10 kw, day hrs of oper., TL and SL. Action May 30.
- KTMG (1370 khz) Deer Trail, Colo.—Granted AP to change SL. Action May 16.
- WSAC (1470 khz) Fort Knox, Ky.—Granted AP to change SL. Action May 31.
- KATL (770 khz) Miles City, Mont.—Granted AP to change freq. to 770 khz, increase day power to 10 kw and night to 1 kw, install DA and make change in ant. sys. Action June 1.
- KSKY (660 khz) Balch Springs, Tex.—Granted AP to change hrs. of oper to unl. with 1 kw night serv. and make changes in ant. sys. Action June 1.
- KVON (1440 khz) Napa, Calif.—Granted AP to change TL. Action June 4.
- WLQY (1320 khz) Hollywood, Fla.—Granted AP to change daytime DA pattern.

FM's

- WPCH (94.9 mhz) Atlanta—Granted AP to change HAAT to 968 ft. Action May 25.
- *KSCG (90.5 mhz) Saint Peter, Minn.—Granted AP to change TL, change ERP to 75.0 kw and change HAAT to

708 ft. Action May 25.

- WSBH (95.3 mhz) Southhampton, N.Y.—Granted AP to change ERP to 2.63 kw. Action May 17.
- KAAT (107.1 mhz) Oakhurst, Calif.—Granted AP to change ERP to .28 kw and HAAT 1,070 ft. Action May 30.
- *WMNR (88.1 mhz) Monroe, Conn.—Granted AP to increase ERP to 11 kw using IA as authorized in CP, reduction of HAAT 242 ft. and increase transmitter power output. Action May 30.
- WPLB (107.3 mhz) Greenville, Mich.—Granted AP to change HAAT 492 ft. Action May 30.
- *KMZQ (100.5 mhz) Henderson, Nev.—Granted AP to install aux. ant. sys. Action May 30.
- WDJQ (92.5 mhz) Alliance, Ohio—Granted AP to change ERP 50 kw and install DA. Action May 30.
- WBTT (97.3 mhz) Milwaukee—Granted AP to change ERP to 15.5 kw. Action May 30.
- WKJC (103.9 mhz) Tawas City, Mich.—Granted AP to change freq. to 104 mhz. Action May 31.
- WXPR (91.7 mhz) Rhinelander, Wis.—Granted AP to change ERP to 82 kw. Action May 31.
- KGHI (105.5 mhz) Mountain Home, Ark.—Granted AP to change ERP to 1.72 kw and HAAT to 414 ft. Action June 4.
- WMLQ (97.7) Rogers City, Mich.—Granted AP to change TL and HAAT to 393 ft. Action June 4.
- *WSFP (90.1 mhz) Fort Myers, Fla.—Granted AP to change TL, ERP to 100 kw and HAAT 813 ft. Action June 5.
- New (102.3 mhz) New Carlisle, Ind.—Granted AP for freq. 102.3, ERP 3.0 kw, HAAT 162 ft. and TL. Action June 5.
- KBJM (92.5 mhz) Phillipsburg, Kan.—Granted AP to change HAAT to 149 ft. Action June 5.
- WSBH (95.3 mhz) Southhampton, N.Y.—Granted AP to change ERP to 2.63 kw. Action June 5.
- KGID (101.7 mhz) Giddings, Tex.—Granted AP to change TL and HAAT to 330 ft. Action June 5.
- WGIG (100.7 mhz) Brunswick, Ga.—Granted AP to change ERP 100 kw and HAAT 452 ft. Action June 1.
- *WFCl (89.5 mhz) Franklin, Ind.—Granted AP to change

freq. to 89.5 mhz, decrease ERP .997 kw, increase HAAT 140 ft., change TL and made changes in ant. sys. Action June 1.

- *KDXL (106.7 mhz) St. Louis Park, Minn.—Granted AP to change freq. to 106.7 mhz. Action June 1.
- KJOJ (106.9 mhz) Conroe, Tex.—Granted AP to change TL, change HAAT to 1232 ft. and make changes in ant. sys.

TV's

- KMSO (ch. 17) Missoula, Mont.—Granted AP to change ant. type to Harris TAZ-16UR(DA). Action May 25.
- KRLR (ch. 21) Las Vegas—Granted AP to change ant. above ground to 90 ft. Action May 25.
- WTLN (ch. 63) Richmond, Va.—Granted AP to change ERP to vis. 681 kw, aur. 68.1 kw and change HAAT to 729 ft.
- KAYU (ch. 28) Spokane, Wash.—Granted AP to change ERP to vis. 2400 kw, aur. 120 kw. Action May 29.
- WSWB (ch. 38) Scranton, Pa.—Granted AP to change ERP to vis. 97.5 kw, aur. 9.75 kw, HAAT 1,261 ft. and TL. Action May 25.
- KTBY (chan. 4) Anchorage—Granted AP to change ERP to vis. 20 kw, aur. 4.0 kw and install new transmitter. Action May 31.
- *WCNY (ch. 24) Syracuse, N.Y.—Granted AP to change ERP to vis. 1385 kw, aur. 231 kw, HAAT 955 ft. Action May 31.
- WJET (ch. 24) Erie, Pa.—Granted AP to change ERP to vis. 1120 kw, aur. 112 kw, HAAT 955 ft. Action May 31.
- WLTX (ch. 19) Columbia, S.C.—Granted AP to change ERP to vis. 5000 kw, aur. 500 kw, HAAT 1,749 ft. and TL.
- WGSE (ch. 43) Myrtle Beach, S.C.—Application dismissed to change location of main studio outside of the city limits.

Call letters

Grants

Call Assigned to

New AM

KRLB Real Life Broadcasting. Mount Holly, N.J.

New FM's

KDOG River Bend Radio Inc., North Mankato, Minn.
WJSA Covenant Broadcasting Co., Jersey Shore, Pa.

KNDD Nikki Colvin Hill. Lake Havasu City, Ariz.
WBOX Northlake Audio Inc., Varnado, La.
KTKU Juneau Broadcasters Corp., Juneau, Alaska
KIXR Harwell Broadcasting Corp., Ponca City, Okla.

KNSS Carson City Broadcasting Inc., Carson City, Nev

New TV's

WJTC Carnex TV Inc., Pensacola, Fla.
KSAS Columbia-Kansas TV Ltd., Wichita, Kan.

Existing AM's

KYSE WAZAVision Communcations Inc., Bainbridge, Ga.
KIIO KREX XYZ Television Inc., Grand Junction, Colo.
WITS WSEB Highlands Broadcasting Ltd., Sebring, Fla.
WGMZ WWMN Gencom Corp., Flint, Mich.

Existing FM's

KBGG KIVR New Frontier Broadcasting Inc., Cave Junction, Ore.
KVEE KREX XYZ Television Inc., Grand Junction, Colo.
KYSN KTRW Challenger Broadcasting Corp., East Wenatchee, Wash.
KMJI KLIR Duffy Broadcasting Corp. of Denver, Denver
WCAC WSKP Highlands Broadcasting Ltd., Sebring, Fla.

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RADIO

HELP WANTED MANAGEMENT

General manager of WVBC-FM and instructor/assistant professor of communications. Management experience and Master's degree required; doctorate preferred. Late Summer upgrade from 10 to 1,000 watts planned for student-operated, public service station. Send complete credentials by June 20, 1984, to Dr. Harold C. Shaver, Head of the Communications Department, Bethany College, Bethany, WV 26032. Bethany is an equal opportunity employer.

General manager for aggressive personality, MOR/information station in Idaho. Must have proven track record in sales with good management credentials. Need assertive, energetic, goal-oriented manager responsive to community. Grow with a small dynamic group. Send resume to Box T-27.

NJ top-rated medium market AM/FM seeks heavyweight sales pro with ability to become sales manager. Emphasis on local sales. EOE. Resume and particulars to Box T-44.

Dade County Florida - FM needs sales manager-for-mat change. Must be aggressive/street sales a must. Build sales department from the ground up. Opportunity for self-motivated individual to earn \$\$\$\$. Send your resume & financial expectations to: Fred Jacob, 2900 Sutherland Ave., Knoxville, TN 37919. EOE.

Sales manager or trainee for small market, ten-station group. We will train you in budgets, planning, and general sales management. Upward growth planned. Send resume to: Lee Hall, Box 931, Chadron, NE 69337.

General manager—Experienced sales-oriented manager for AM-FM combo in medium sized Sunbelt market. Resume and salary history required. EOE. Box T-64.

Career move for proven motivator. We want a creative, bottom line oriented, team player, capable of training his/her own staff. Equity position in growing chain possible for a performer. Full particulars and track record to Box T-80.

Winning SM ready to GM. Growing company needs strong leader with high personal goals for outstanding top 100 contemporary C in Sunbelt market. High income and long term career growth for committed professional. Box T-82.

HELP WANTED SALES

Sales manager. KFAM Radio, Utah's first 50,000 watt AM radio station in over 50 years, is accepting applications for the position of general sales manager. Good starting salary, benefits and opportunity to advance. Call 801-531-0700.

Jacksonville, Florida. 100,000 watt FM/5,000 watt AM. New group ownership. Verifiable radio sales ability required. Rush resume and letter, including income history. Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

If you are good enough, come grow with us. Sales position open with ten-station group, small market. Send resume to: Lee Hall, Box 931, Chadron NE 69337.

Unique opportunity. WNIR, Akron, the station the nation is talking about, has an opening for an account executive. Unlimited sales potential including exclusive format, major league sports, aggressive sales promotions. Excellent guarantee, commissions, active account list. Call Bill Klaus, 216-673-2323. EOE.

Sales manager. Beautiful music station on Maryland's Eastern Shore. WKYZ-FM, Naylor Mill Road, Salisbury, MD 21801. 301-546-1055.

We are growing! Need salespeople to replace those promoted from within. Must be hustlers with 2 to 3 years radio sales required. Markets are in Texas, Florida, Tennessee. Only those self-motivated, professional, and dedicated need apply. We pay top dollars and top commission, so we expect the best. Resume to Box T-86. EOE/M/F.

WCOL Radio, an established leader in Columbus, Ohio, is searching for an experienced local sales manager. Applicants must have direct sales management experience, must excel in training retail salespeople, and must be a motivator for a young, aggressive sales staff of 7. Applicants should mail their resume, earnings history and sales philosophy to: Paul Wachsmith, WCOL Radio, 195 East Broad St., Columbus, OH 43215. Strictest confidence will be observed. EOE.

In search of excellence? So are we. Join us in producing results for clients, revenues for us, and income for you. At KEYS, the leading adult contemporary in beautiful Corpus Christi, everything is great except sales. Be our sales manager and build your own staff. Jim Sumpter, VP/GM, 512-882-7411.

Experienced salesperson with management potential for well-accepted station in medium southern California market. Proven record and references required. Salary and commission for properly qualified person. No phone calls. Exceptional opportunity. Resume and references: KCIN, Box 1428, Victorville, CA 92392.

WITS/WCAC, Sebring, FL. Great market, all new equipment. Willing to make the calls, you will make the sales. Six aggressive sales personnel needed. Contact Bob Connelly, 813-385-0714.

WIBX/WIBQ, central New York's most listened-to radio stations, has an immediate opening for a radio advertising salesperson. You will inherit a well established account list. Income from salary and commissions will range in the mid to upper twenties. This is an excellent opportunity for a career-minded individual. Send resume to WIBX/WIBQ, P.O. Box 950, Utica, NY 13503. EOE.

Central Indiana country FM needs aggressive salesperson to build list with good potential. Healthy guaranteed draw for right person. Must have at least 1 year's experience. Send resume to Sales Manager, 5888 East 82nd Street, Indianapolis, IN 46250.

Hitwoman - experienced in radio sales with desire for more money and success in W. central Florida, small-medium fast growth market. Big list, big money, for stable, reliable person. Hitmen also please apply. Box T-100.

HELP WANTED ANNOUNCERS

NC AM/FM looking for announcer/prod skills preferably from Southeast U.S. Females encouraged. Rush T & R to WKBC, Box 969, North Wilkesboro, NC 28659. 919-667-2222.

Announcer for automated small market C & W station. Duties will include: production, sports, PBP, feature news, and remotes. Applicant must have good radio voice and acceptable typing. Qualified entry level applicants considered. Salary based on experience. WSVS is an EOE. Minorities and females are encouraged to apply. Send tape, resume and salary requirements to WSVS, 800 Melody Lane, Crewe, VA 23930.

Morning drive announcer needed. AC format, personality. Tape & resume now to WSER, 192 Maloney Rd., Elkton, MD 21921.

Radio announcer. KETR-FM, 100,000 watt public radio station at East Texas State University, seeks morning host & operations director. Ideal candidate should possess excellent on-air personality, music programming experience, ability to train/motivate student staff, & background with winning operation. Sports experience a plus. Good starting salary. No calls. Tape/resume: KETR, Box BB, ET Station, Commerce, TX 75428. ETSU is an EOE.

HELP WANTED TECHNICAL

Chief engineer. Responsible for maintenance and supervision of Lamar University's NPR radio station, non-broadcast television lab, and electronic media equipment. Prior experience necessary. Must have ability to diagnose, troubleshoot and repair electronic equipment. Salary: \$27,000 — \$29,000. Fringe benefits. Resume to: George Beverley, Lamar University, Box 10064, Beaumont, TX, 77710. Deadline: open until filled. Lamar is an EOE.

Chief engineer. Immediate opening. WBCO/WBCQ, Bucyrus, Ohio. Phone General Manager Thomas P. Moore, 419-562-2222.

Chief engineer. So, Texas FM. Join our #1 team and enjoy the great Gulf Coast life style. Send resume to Chuck Dunaway, GM, KITE-FM, 441 Laguna, Corpus Christi, TX 78401. EOE.

Small but growing group in the South has opening for a chief engineer for 5 KW fulltime AM and 100 KW FM. This is an excellent opportunity for a technically competent self starter with the skills to manage a three person engineering department. We offer stability, excellent benefits, state of the art fully redundant equipment and a chance to grow professionally. Send resume and salary requirements to Box T-49. An EOE.

Colorado AM/FM needs chief engineer. Installing new AM transmitter this Summer. Relocating studios next year. Contact Bob Treadway, KFKA/KGBS, Box K, Greeley, CO 80632.

NC 100K FM/1K daytime AM seeking chief engineer. Experience with automation a must. Send resume & sal. req. to WKBC, Box 969, N. Wilkesboro, NC 28659.

Chief engineer wanted for top 15 market AM/FM, Northeast. Opening late July for full-charge, self-motivated experienced engineer with first/general license, SBE certified. EOE. Box T-90.

Radio/television engineering technologist I. Assists chief engineer in maintaining equipment in university media center. Helps television production staff with their assignments. Min. quals: A Bachelor's degree with a major in elec. or comm. engineering or elec. eng. tech. and FCC gen. radio design, op. or const. of tech. broadcasting equipment and FCC gen. radio te. op. lic., voc/tech training in comm. eng. or elec. Can sub or coll. education can substitute for max. of 2 years, required exp. Salary range: \$14,532.48 - \$20,900.88 Work hours: 2-10:30 P.M., Mon - Fri. Apply at Univ. Pers. Rel., The University of West Florida, Pensacola, FL 32514. AA/EOE.

WDRQ Detroit/Amaturo Group, Inc., is looking for a chief engineer to be an involved member of our organization. FCC license, experience with RF and audio systems required. Please send resume to Chuck Borchard, WDRQ, 20300 Civic Center, Southfield, MI 48076. EOE/M/F.

HELP WANTED NEWS

News director for award-winning department in medium-market state capital. Minimum 5 years radio news experience; journalism degree. We need an aggressive, innovative leader to maintain the edge. Full benefits package with leading Midwest group operator. Resume to Box T-24. EOE.

News person: anchor/reporter, good writing, good voice. Chicago suburbs. Stew Cohen, News Director, WIVS/WXET, 300 Commerce Drive, Crystal Lake, IL 60014. 815-459-7000. EOE/M/F.

Write, voice, edit radio news/features for DC-based PR group. Room for growth. Send brief writing sample, cassette and resume to: The Job, 1012 14th Street, NW, #201, W, DC 20005. Prefer DC-area resident.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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Program director for non-commercial public radio station KTEP-FM. Develop, manage and schedule all local, regional and national programming. Will also teach one course in mass communication. B.A. degree and a Master's or successful equivalent experience required. Minimum of 3 years experience in public radio programming and production and teaching or equivalent supervisory experience required. Minorities and women are encouraged to apply. Send resume and 3 letters of recommendation to David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968-0556. Closing date for applications is July 1, 1984. The University is an equal employment opportunity/affirmative action employer.

Group-owned Newstalk station in growing Tampa market needs program director/afternoon talk host. Strong talk background, on-air and management skills required. Unedited air checks and resume by July 2 to: Vanessa Radcliffe, Operations Manager, WPLP, P.O. Box 570, Pinellas Park, FL 33565. EOE.

Continuity director needed immediately for WRUF AM/FM, a 5000 watt MOR/100,000 AOR combo. Duties include supervision of continuity department, writing creative copy for 18-34 and 35+ demographics. Requires a Bachelor's degree in communications or English and strong production skills and radio continuity experience. Send tape, resume and salary requirements to Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611, by July 2, 1984. AA/EOE.

SITUATIONS WANTED MANAGEMENT

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28 year broadcasting professional looking for general manager's position in small market. Five years experience as general manager at AM/FM Midwestern combo, twelve years experience as sales manager. Willing to relocate. Resume and references upon request. Write or call Bill Kniesly, RR#1, Cutler, IN 46920. 317-258-3329 after 6 pm.

GM does it all — manages, sells, programs, promotes, trains, motivates. 20 years all phases. 316-945-0884.

Successful Operations manager/PD seeks GM opportunity in eastern U.S. Over 8 years' experience in programming, promotions, sales, administration. People-oriented, team leader, proven winner. Leave message at 301-559-7963.

Chief operating officer or broadcast vice president: successful general manager ready to move up. Confidential. Box T-68.

General manager, successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

Minority GM with 4 successful turnaround situations seeks new challenge. Major, medium market experience. 600% sales increase in 2 yrs. Urban, CHR formats. Currently employed. Let's talk now for Fall book. Will put strong sales/programming team together to win. Box T-69.

Professional seeking management position. Medium-small markets. 27 years radio, 12 management. Community-sales-and profit oriented. Write Box T-71.

Florida GSM seeks GM position, strong sales and program background. Currently employed. Marketing innovator. Wants medium market, profit-making challenge. Box T-72.

If you are an owner looking for a manager that's a heavyweight with success based on results, sales and profit oriented, whose expertise includes basic management skills, strong on promotions and programming, 19 years in management as a successful broadcaster, you found him. Write Box T-77.

Profit-making GM who solves problems, motivates people, keeps costs down, is very sales & promotion oriented. Professional, by-the-book operator who provides excellent programming. FCC proper. No negatives. Over 12 yrs. successful mgmt. Credentials, references support my capabilities. Prefer SE sm./med. Box T-103.

SITUATIONS WANTED SALES

Rare combination, Strong street sales and music programmer. Big band, MOR, adult contemporary. Seeking management situation where station needs rebuilding for profit. Integrity. Ron Robie, 709 East 5th Street, Casa Grande, AZ 85222. 602-836-5414.

In depth knowledge of radio ratings, and successful sales experience. Looking for sales position at large market CHR. Box T-102.

SITUATIONS WANTED ANNOUNCERS

British DJ/announcer. Unique style, original ideas, sure fire ratings booster. All formats. For tape/resume, call Steve Palmer, 619-571-6955, (San Diego).

Florida. MOR announcer. Heavily experienced in adult personality programming. Professional. Excellent references. 516-286-9491.

Available immediately! Prefer evenings/overnights. Previous part-time experience. Ohio, nearby state, Alaska. Doug Hendricks, 419-387-7761, evenings.

Experienced, success-oriented announcer, with diverse background, wants fulltime position now! Don Brinkley, 414-284-6983, after 6 PM CDT.

Excellent boardwork, want DJ, sales. Go anywhere. Broadcast school graduate. Jay, days, 319-355-4212; nights, 815-244-9343.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Attention: medium mkts. 4 yrs. experience. Extensive live remote performances, program & promotion director, news & sports director, skilled writer. Drive time jock. Will relocate. Justin, 212-996-4181.

Have exceptional abilities in talk-information radio. Major market experience. Available immediately 216-732-8383.

News/talk professional seeks talk show position. Track record with strong ratings. Experienced programmer. Great production and interviewing skills. Prefer FL or West. Mike Gray, 617-993-1767.

SITUATIONS WANTED TECHNICAL

Highly experienced chief engineer. Currently employed. Seeking position as chief engineer or as technical director of group. Very strong on preventative maintenance & automation. Prefer West Coast. Box T-28.

Young chief engineer, experienced FM, AM-DA, STL, heavy construction, maintenance. Knows FCC rules, has survived inspections. Runs tight ship. Will relocate to station serious about maintenance. PT airshift considered. Call Jim, 482-5594.

Position wanted. Hard working, diligent, engineer seeks long term position with professional broadcast station or group. Experienced in FM, AM directional, microwave, RPU, satellite, & studio operations. Heavy on maintenance & good technical operation. 15 years in business, married, wishing to settle down. Write Box T-83.

SITUATIONS WANTED NEWS

Experienced news anchor seeks Minneapolis - St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328 between 12PM -2PM EDT.

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it's in my blood. Give me a chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

Sports director. Seventeen years experience. Award winner. Looking for upward movement. Currently smaller medium market. Excellent reporting, interview, talk-show, college professional play-by-play skills. Box T-56.

Top notch, sophisticated PBP all sports. Oldies expert can combo with board work. Bob, 201-546-5546.

Award winning PBP, sportscaster, news writer. 9 years experience. Ed Lewis, 714-630-8316.

Great voice. NYU graduate, hardworking newscaster/writer with 4 years experience seeks full-time announcer position. Prefer NY, NJ, CT area. Box T-65.

Have voice, will travel. Sixteen years one station major market. Strong delivery, writing. Will help you win. Box T-78.

Award winning sportscaster, 250,000 Western market, seeks position that includes college football/basketball PBP. I'm presently combining news and sports. Box T-91.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative, dedicated, real programmer with a winning attitude and the ability to motivate a staff seeks situation that requires the same. Substantial OM and PD experience at #1 stations in large and medium markets. AOR, A/C, country, top 40 format experience. Presently at syndicated station, and bored. I want to get back into radio. Box T-101.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. We are looking for an experienced individual to be responsible for all station financial operations in a new independent. Station is owned by a growth-oriented group. Excellent career opportunity for the right person. EOE/MF. Reply: WRGT-TV 45, 45 Broadcast Plaza, Dayton, OH 45408.

Treasurer/controller wanted for broadcast group. Experience in broadcasting preferred. Good benefits, salary negotiable. Write Box T-98.

HELP WANTED SALES

TV sales executives needed by area's newest television station. New programming concept with promotional support offers outstanding sales opportunity for aggressive account executives with media sales experience. Wide open market guarantees high income potential. No phone calls, please. Send resumes to Sam Kravetz, President, WNUV-TV, 3001 Druid Park Dr., Baltimore, MD 21215.

General sales manager—WPTF-TV 28. Rapidly growing NBC affiliate in Sunbelt market seeks an aggressive, positive, dynamic, goal setter to lead local sales department of six, national sales manager, and traffic operations. Applicant should have TV sales experience on local and national levels. Previous sales management desirable. Send resume to: Bob Butler, Vice President and General Manager, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

National sales manager. Small market (130's ADI) group-owned ABC affiliate seeks knowledgeable, skilled NSM. Previous TV station national sales and/or rep. sales experience required. Send resume and compensation requirements to Box T-19. Equal opportunity employer.

Sunbelt Independent in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business as well as handle established list. Must have a minimum of two years TV sales - independent preferred. Send complete resume to Box T-37. EOE.

National sales representative/account executive for New York-Philadelphia-Atlantic City area teen dance show. Immediate opening. Rush resume to Box T-43.

Local sales manager—WIS-TV, Columbia, SC, has an opening for a local sales manager. Applicants must have solid experience in broadcasting sales management, capable of giving directions to and working with an aggressive, high-powered, six-member sales staff. Send resumes to C. Joseph Tonsing, General Sales Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Television sales manager for small market network affiliate. Must be an experienced people handler with enthusiasm, drive, and an ability to hire and motivate a local sales team. Must love to close!! Possibility of stock option for the right team player. Send resume to Box T-50.

Needed immediately - experienced national sales manager with good credentials. Must have substantial experience in calling on N.Y., Chicago, L.A. and other major cities. Must have experience in working with national reps. Must be a real door-kicker. Money is no object. We'll pay whatever it takes to get the right person. Send resume to Ray Davis, WNFT-TV 47, 2117 University Blvd. S., Jacksonville, FL 32216, or call 904-725-4700. EOE.

Local account executive. Needed immediately - individual with media sales experience, preferably television. Aggressive self-starter. A real door kicker. We'll pay whatever it takes to get the right person. Send resume to Gene Reilly, WNFT-TV 47, 2117 University Blvd., S., Jacksonville, FL 32216, or call 904-725-4700. EOE.

National sales manager. California central coast affiliate looking for a dynamic person to head up national sales effort. Applicants must be willing to travel extensively. Prior sales and marketing experience is preferable. This is a chance for an upcoming national salesperson to gain valuable experience on the station side. Excellent salary, bonus and benefits. EEO. Send resume to Box T-97.

Account executive - advertising. Closed circuit, in-hotel programming company is looking for an aggressive salesperson with initiative, self confidence, and a mind for detail. Industry experience and/or 2 yrs. sales experience helpful. Must be able to relocate. Send resume and salary requirements to: Teleguide Chicago, 875 N. Michigan Ave., Suite 3453, Chicago, IL 60611.

Account executive - WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Denis O'Connor, General Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Small, independent Missouri television station seeks operations/sales manager. Write Dept. A, P.O. Box 808, Rolla, MO 65401.

HELP WANTED TECHNICAL

TV maintenance engineer. Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. FCC first class or general a must. Salary commensurate with experience. Send resume to Chief Engineer, WVEC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

Director of engineering. Responsible for the repair and maintenance of television transmitting and studio production equipment. Will supervise operations and maintenance engineers, will work closely with other department managers. Applicants must have experience in supervision and budgetary planning. Radiotelephone general class license and degree in electronics engineering or related field required. SBE certification preferred. Outstanding state-of-the-art facility, a great opportunity for the right person. Salary competitive. Send resume to H. Oliver Gillespie, President and General Manager, WOAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

Asst. chief engineer. Southern California, UHF commercial independent, needs engineer with at least five years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Send resume to: KDOC-TV 56, 1730 S. Clementine, Anaheim, CA 92802, c/o Bill Welty. 714-999-5000. EOE.

Chief engineer for 2.4 megawatt public TV station on channel 28 in Flint, Michigan. Must be experienced in studio, transmitter, microwave and remote operation. Minimum technical administration of 5 years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, budget administration, operation and maintenance of station. Licensee also holds CP for co-located new FM radio station and ITFS frequencies. Excellent fringe benefits. Send resume to: Station Manager, WFUM-TV/Channel 28, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan is an AA/EEO.

Engineer-in-charge for network quality mobile unit. Hands-on maintenance of RCA cameras, Grass Valley switching and terminal equipment, type C 1" VTR's. Resume to Eric Address, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. 215-626-6500.

Audio maintenance engineer needed by expanding public TV station in northern California. Strong technical background in maintenance and operation of audio production equipment including 3 years minimum experience in audio production involving multitrack ATR's, multiple input consoles and computer online 1" editing and sweetening techniques. Salary competitive with market and excellent fringe benefits. Send resume by June 29 to Manager of Engineering, PO Box 6, Sacramento, CA 95801. EEO/AA.

Television engineer- New England network affiliate is seeking an experienced engineer capable of maintaining studio and ENG equipment. Candidate should possess a general radiotelephone license. Knowledge of 3/4", 2" and digital technology a plus. If interested, send resume and salary requirements to Box T-59.

Chief engineer. Small market VHF CBS affiliate on the northern coast of California needs an experienced person with good management skills and experience in studio and transmitter maintenance. Call or send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501. 707-443-3123.

Chief engineer with transmitter and maintenance experience. Send resume to Personnel Director, WGGSTV, P.O. Box 1616, Greenville, SC 29602.

Video services technician to perform gen. maintenance, component-level diagnostics & repair of video production electronics w/high quality equipment. Min. two years formal education + equiv. experience. Requirements & resume: Staff Engineer, United Cable TV of Scottsdale, 3720 N. Marshall Way, Scts., AZ 85251 M/F, AA/EEO.

Operator/engineer. Fulltime. Required experience in the operation of broadcast control room equipment. Send resume and salary requirements no later than June 26, 1984, to Personnel, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Mobile unit maintenance supervisor needed for first class 43 ft. TV production truck. Individual should be familiar with maintenance of Ikegami, Ampex, Grass Valley and Quantel broadcast equipment. Some travel required. Contact: Russ Abernathy, YES Productions, 916 Navarre Ave., New Orleans, LA 70124. 504-486-5511.

Chief engineer - fifteen years' experience in broadcast engineering; or ten years experience in broadcast engineering and Bachelor's degree in electrical engineering. Experience must include five years in a supervisory position. First class or general class FCC license is required. Send resume to Box T-63.

Television and FM radio transmitter supervisor for PTV and NPR affiliated stations in Southwest. Person hired will be responsible for installation, operation, overall maintenance and major repair of transmitter systems. He/She will also perform chief operator functions as defined by the FCC. A BS or specialized technical degree with five-seven years of broadcast television experience required. FCC general radiotelephone license and a working knowledge of FCC rules and regulations also required. Supervisory experience desirable. Must be able to drive a 4-wheel drive oversize vehicle. Write to University of New Mexico Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. UNM is an EOE.

Videographer. For Iowa State University Extension educational programs. Primary camera support for three TV producers. JVC camera system. BA/BS in telecommunicative arts, photojournalism or similar degree plus two years professional videographic experience. H.S. diploma acceptable with six years such experience. Salary minimum \$18,196. Letter of application and resume to L.E. Thompson, Extension Editor, Iowa State University, Ames, IA 50011. Filing deadline: June 29, 1984.

ENG Maintenance technician. Major market VHF station, NE U.S. Minimum three years experience maintaining video recorders, cameras, editors, microwave systems and other news electronic equipment. Must have 1st or general class FCC license. Supervisory experience desired. Resumes to Box T-92.

F & F Productions, an industry leader in mobile television production, is looking for a highly experienced maintenance engineer. The applicant should have thorough knowledge of all aspects of television equipment maintenance, preferably in a mobile atmosphere, and must possess good client relations ability. Travel and some weekend and holiday work required. Competitive salary, overtime and major company benefits. Call or send resume to Lawrence Nadler, Director of Engineering, 10393 Gandy Blvd, St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F&F Productions is an equal opportunity employer, M/F.

Engineer technician with a 3/4", - 1" and TCR-100, maintenance background. So. Cal. location. RF a plus. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102. Start sal. range \$20K up.

Maintenance engineer. Experience and general class license required. RCA equipment. WTVX-TV, P.O. Box 3434, Fort Pierce, FL 33454./

Studio maintenance technician needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley & Sony equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech. school also helpful. Send resume to: Larry Brandt, KCPQ-TV, POB 98828, Tacoma, WA 98499. EOE.

Maintenance technician. Major market VHF station, NE U.S. Minimum four years experience maintaining television studio broadcast equipment and a 1st class or general class FCC license. Resume to Box T-93.

Prominent Chicago film/video production company is looking for a maintenance/operations engineer. Some location shooting will require travel and client contact. Must be experienced in repair of cameras, VTR's, edit systems, etc., with thorough knowledge of digital electronics. This position requires an energetic, responsible self starter. Send resume with salary requirements and references to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

Maintenance engineer for PAs largest teleproduction facility. Experience required. Equipment includes RCA TH200 1" VTR's, RCA TK86's, Grass Valley switchers & DVE, Dubner CBG, Chyron IV, and RCA 2" VTR's. Company produces commercials, broadcast & industrial programs, music videos, animation & interactive video. Competitive salary and benefits. Contact Eric Address or Hal Lipman, E. J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

Take charge chief engineer for new state of the art post-production facility in Denver. Responsible for development, installation and maintenance of latest technology in Ampex equipment. Also responsible for 1" remote truck. References required. Please send resume and salary history to Intermountain Media Corp., 1380 Lawrence, Suite 1250, Denver, CO 80204. Attention: Don Montague.

HELP WANTED NEWS

Producer/reporter/anchor—TVB News in Hong Kong is looking for strong news-oriented professionals with minimum of Bachelors degree and three years experience in small to medium market stations to join its expanding English-language service. Send resumes, references, salary requirements and airchecks by airmail to: Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong.

Weekend anchor/reporter. Must be personable and authoritative anchor; excellent reporter and writer. At least 2-3 years experience. Send letter and resume to Dick Nelson, News Director, KSNW-TV, P.O. Box 333, Wichita, KS 67201. No phone calls, please.

Network affiliate-Rocky Mountains accepting tapes-resumes for meteorologist or weather person for our #1 rated news team. Must be polished, articulate, knowledgeable. State of art equipment. We have strong commitment for news and you must be experienced. Send tapes to News Director, KIFI-TV, P.O. Box 2148, Idaho Falls, ID 83403. EOE.

Executive producer-TV news. Strong Northwest NBC affiliate seeks executive producer for top news department. Responsible for content, blocking, production, and on-air look of news shows. Position requires minimum of three years as assistant news director/executive producer in a top 20 market station, or as news director in a top 20-40 market station. Outstanding production and people management skills a must. Letter and resume to Don Varyu, KING-TV, 333 Dexter Avenue North, Seattle, WA 98109. No telephone inquiries, please. EOE.

We need reporters to join our award-winning news team on Guam. We want your talent, your energy, your nose for news and your commitment to excellence. You should have one to three years experience. A journalism degree is preferred. We produce two daily casts, weekend news and many specials, including our own weekly video magazine show. Send your tape and resume now to Peter Bie, Cablecasting Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Need reporter/photographer. Reporting and some back-up sports anchor work. Must know ENG and editing. Good small market hands-on opportunity. Send tape & resume: Karen Adams, News Director, WMDT-TV, P.O. Box 321, Salisbury MD 21801. EEO-M/F.

Male/female anchor for Sunbelt ABC affiliate, KGUN-TV, Tucson, Arizona. Will anchor weekday 5PM and 10PM newscasts. Looking for experienced people who write and communicate well. Reporting background preferred. Send resume and tape to Jeff Bartlett, KGUN-TV, Box 5707, Tucson, AZ 85703. EOE.

Weekend anchor/producer. Peoria, Illinois ABC affiliate seeks candidate with a strong on-air presence and production skills. Three day a week general assignment reporting. Candidate must have the experience to fill in for weekday news anchor. Send tape and resume to Thomas Saizan, News Director, WRAU-TV, 500 N. Stewart St., Creve Coeur IL 61611. EOE.

TV news reporter/producer. University of Florida. Requires a Bachelor's degree and five years experience. Must include at least one year with ENG equipment, on-camera performance, broadcast writing, reporting and producing. Salary \$20,385, negotiable. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Send complete resume by June 28, 1984, to Mr. Jan Eller, Employment Manager, 437 Stadium, University of Florida, Gainesville, FL 32611. University policy is to conduct all searches in the open subject to the provision of existing law. AA/EOE.

KGUN-TV, Tucson, Arizona, one of the fastest growing markets in the Sunbelt, has an opening for news producer with at least two years experience in commercial TV. Successful applicant should be flexible, imaginative, good writer, ability to work well with people. Journalism degree preferred, but not required. Send resume and tape to Jeff Bartlett, KGUN-TV, Box 5707, Tucson, AZ 85703. EOE.

Top rated CBS-TV affiliate needs full-time reporter. Applicant must have a college degree plus strong writing skills. Creativity, resourcefulness, and professional delivery are necessary. Must have 2 years experience TV reporting and live-shot experience. Send tapes and resumes to: Joanne Corliss, News Director, KFSN-TV, 1777 G. Street, Fresno, CA 93706. No calls. Capital Cities Communications, Inc., is an equal opportunity employer.

Producer. We need someone who can put together a tight, face-paced newscast. Handling satellite feeds, multiple live shots, and breaking stories all at once. Organized, creative, energetic, experienced. Someone who can handle problems & praise with equal ease. Resumes only to Wendie Feinberg, WTNH-TV, PO Box 1859, New Haven, CT 06508. EOE.

Anchor/reporter. Join the award-winning Newswatch 9 team in southwest Florida. Experience required. Send resume & tape - Personnel Office, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Executive producer for expanding news department in top 25 Northeastern market. We won't settle for anyone less than the best. Successful applicant should have all the qualifications asked for in all these other ads, plus something else that really sets you apart from the crowd. Experienced show producer with tested news judgement and proven leadership skills. Resumes to Box T-99. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Hands-on commercial director. Experience required in commercial directing. Medium Midwest market leading production station. Resume/salary requirements to Box T-1. An EOE.

Creative genius needed for promotion department in 45th market. Contact Durry Jones, KENS-TV, San Antonio, 512-366-5000, or meet me at BPA.

TV producer/director-must be able to direct/switch fast paced newscasts, live remotes, commercials, and promotion. Southeastern market. Excellent company benefits. Send resume to Box T-41

Community relations director: Responsible for marketing communications (advertising, press and community relations, promotion) of WILL-AM-FM-TV. Duties include researching market, and developing, administering, and evaluating marketing plans. College degree, minimum three years experience in marketing-related field required. Application deadline: July 6. AA/EOE. 217-333-1070.

KUAC-TV, Fairbanks, Alaska, seeks a producer/reporter to research, write, and produce programs catching the flavor of life on the last frontier. CMX editing and/or directing experience a plus. Mature, adventurous, applicants encouraged. No beginners, please. Send application, resume, tape, and references to KUAC-TV, University of Alaska, Fairbanks, AK 99701. Applications must be postmarked by June 22, 1984. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

TV producer/writer. PBS-affiliated five-station network seeks experienced person to produce prime time specials on wildlife/outdoor topics in a program venture between the network and state wildlife agency. Background in natural resources management, broadcast production of wildlife programs, and appropriate college degree required. Salary \$21,000 or more depending upon experience. Also involves news bureau production, maybe on-camera work. Send letter of application, resume, three letters of reference, salary history, and a wildlife oriented video resume reel to AETN Foundation, Box 1250, Conway, AR 72032. AETN in an AA/EOE. Deadline for applications: June 29th.

Director. Experience is required in switching and directing of fast-paced newscasts; directing and editing of 3/4 inch field productions. Some writing helpful. Send resume, tape and salary requirements no later than June 25, 1984, to Personnel, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Production/facilities supervisor. Challenging management position with growing television production organization located in a California coastal city rated as one of the top 25 places to live in the world. Responsible for day to day operations of new production facilities, mobile van, EFP, and supervision of an innovative young team. Our daily assignments include advertising spot, station promotion and local sports, arts and community affairs programs, as well as rental of equipment and facilities. Three to five years production management experience in a professional teleproduction environment required. \$17,000 to \$24,000 starting range. For immediate consideration, forward resume to Box T-67.

Promotion/on-air producer. Top 50 market seeking creative individual with excellent writing and editing skills. Must have strong production/promotion background. Send resume and tape to Promotion Manager, WVEC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

TV prod. dept. has an opening for a highly motivated and experienced videographer. College degree preferred with minimum 2 years experience in 3/4" commercial, programming, promotion shooting and editing. Some 35 mm slide photography required. Send resume and cassette to Drake Akroyd, Prod. Mgr., WAVY-TV, 801 Wavy street, Portsmouth, VA 23704. Deadline for applications is July 6, 1984. No phone calls accepted. EOE.

Director of television programming needed for KWSU-TV, Pullman, WA. PBS station serves 150,000 HH in eastern Washington and northern Idaho and has strong commitment to local Programming. Requires significant professional experience in television programming functions and in management. BA/BS required. Apply by July 20 to General Manager, KWSU-TV, WSU, Pullman, WA 99164-2530. WSU is AA/EOE.

Producer/director: for award-winning news, current affairs, special events unit, covering regional and national politics, economics, agricultural, social and environmental policy. Management, assignment, and editorial experience a must, with demonstrated writing and reporting skills in long-form stories and documentaries. Extensive studio, field, and remote production experience with directing required. Salary scale commensurate with qualifications. Applications accepted through July 6, 1984. For application blank, contact: Personnel Office, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498. EEO/MF.

Promotion assistant — group-owned ABC affiliate in #103 ADI. We're the #1 station, have an expanding promotion program, and we're looking for a college graduate with some experience in broadcasting or public relations. Salary: \$13,000 to \$15,000. DOE. Resumes only to Art Cabot, Director of Programming and Promotion, WJBF-TV, P.O. Box 1404, Augusta, GA 30903. WJBF is an equal opportunity employer.

Executive producer. (Managing editor, KAETV, Phoenix). Responsible for the day-to-day content and continuity of daily public affairs programming. Responsible for the day-to-day management and supervision of public affairs staff. In consultation with news and public affairs director, selects program subject matter and guests. Implements decisions of news director. Identifies, develops, and researches ideas and concepts for program content. Guides content development and content decisions of program producers. Edits all program copy as necessary. Minimum qualifications: seven years of public affairs television production experience emphasizing the development of content ideas, concepts and selection of program subject matter and guests. Particular emphasis will be given to applicants with professional broadcast experience in the specific areas outlined above. Prior supervisory experience encompassing all aspects of an on-going daily public affairs program is required. Requires special interest in and knowledge of South-West issues. Requires knowledge of specific topical areas including: science, medicine, law, legislation, wildlife, the environment, politics, business, economics and community leadership. Requires excellent written and verbal skills. Apply or send resume to Personnel Department, Arizona State University, Tempe, AZ 85287. AA/EOE.

Television operations manager Top 100 CBS affiliate, Southeast Sunbelt. Individual must know programming engineering, production, traffic, and work well with people. Prefer prior management experience. Send resume with salary history to Box T-88. EOE/MF.

Editor - national production facility looking for individual with CMX/Epic experience. Previous experience necessary. No calls. Send resume to N.N.E., 3210 W. Westlake Ave., Glenview, IL 60025. EOE.

Top 50 East Coast market has opening for Newscast Producer. Send resume, references and salary requirements in first letter to Box T-96.

Chief editor - must have strong tech background and two years editing experience. Washington, DC, production house. Convergence 204 editor. Salary negotiable. 301-652-7800.

SITUATIONS WANTED MANAGEMENT

A seasoned television professional, with over ten years experience in major market areas, looking for right opportunity and challenge as production manager. 201-821-4978.

Top 20 market local sales manager seeks next challenge as NSM or GSM. Excellent background, track record. references. Box T-53.

Need station or general manager? Currently employed operations manager in top 100 market seeking opportunity in 100 plus market. Experienced in sales, cost control, programing, license renewal and people management. Excellent references. Box T-75.

SITUATIONS WANTED TECHNICAL

Chief engineer. Mature engineer with strong background, all phases of business, budgets, construction, operation. Senior engineer with many years to offer to build, or operate your facility to top standards. Phone 313-464-0460.

SITUATIONS WANTED NEWS

Meteorologist: talented, personable, experienced, seeking on-air position in a small or medium market. Willing to relocate. Can't miss. Call Tim, 914-997-8073.

Anchorman. Credibility, vitality, voice, appearance. Recently a financial news anchor/interviewer in 5th market. 415-856-6602.

Experienced broadcast meteorologist needs a break! Excellent communicator. Well-seasoned forecaster. For details, call Marc Ross, Westbrook, ME. 207-854-2001; 207-856-6097.

A meteorologist who is accurate, interesting, and enthusiastic is looking for a position in a small or medium market. Contact Dave Hackel, 16 West 166th Place, Calumet City, IL 60409. 312-862-0102.

Aggressive black male, 30, seeks challenging position as reporter, anchor, &/or news management. 9 yrs. experience. Call 513-871-0867.

NY area sports voice looking to jump to TV in small/medium market. Call Jim. 212-836-5046.

Award winning sports journalist. Solid, aggressive anchor and brilliant field work. 15 years experience. Talk and PBP background. Currently doing major college PBP. Wife and family ready to move. Degree and dog come too. Top 50 market only. Dan answers at 309—829-3790.

Hard working Newhouse graduate looking to move up. Can do it all. Six years weekday TV sports anchor experience. Strong radio background. Reply Box T-39.

Gain the winning edge. Small market sports director seeks new challenge. Operators standing by. 913—273-2351.

Experienced news director/assignment manager with strong background in field reporting and anchoring seeks challenging news management position with station committed to news. Box T-51.

5 years experience in television news and sports broadcasting. Looking for new opportunity. 713—484-3977.

Anchor/reporter able to produce top-notch newscasts and a strong writer. NYU graduate with 4 years experience. Box T-66.

Award winning producer seeks position on I-team with station committed to hard news. Excellent journalist, 10-years experience, investigative documentaries, newsmagazines. Box T-70.

Black lady, 8 yrs. ENG editor, 5 yrs. videotape operator. 1st class FCC license. Ready to relocate. Box T-73.

Meteorologist: With another degree in journalism, I can also report. My only goal: to be the unqualified best in any market, large or small. Call Mark, 314—631-3285.

Experienced, talented, personable female news reporter and anchor. Can write, shoot and edit. Available immediately. Tape and resume available. 213—656-7601.

ENG photographer, editor, videotape operator seeks permanent position. Charles Rakestraw, 615—272-4625.

Feature reporter. Does your station need an experienced video humorist to give the news a lift? Box T-89.

Political reporter. Offering exciting, thoughtful, creative coverage of '84 elections. Covered local races, Iowa caucuses in-depth. Quality general assignment/government reporter, too. An enterpriser. Journalism, political science degrees. Five years TV news. Prefer top 30 markets. Box T-76.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Programming pro seeks new horizon. Top market experience as well as domestic and foreign payable. DBS and program sales. Call or write Larry Casey, 285 Stewart Avenue, Bethpage, NY 11714. 516—796-3006.

Recent college graduate with internship seeks entry level production position. Creative editing and writing abilities, along with a flair for shooting. Will relocate. Jim Hays, P.O. B. 5734, Norman, OK 73070. Will rush tape and resume to you.

Highly creative, energetic producer/director, experienced in news and other live programming (sports, musicals, variety) in major market cities, seeks new challenge. Only top 20 should reply. Box T-21.

Sunbelt public affairs - news management. 24 years producer, host, reporter, editor. License renewal, ascertainment, monitor FCC, EEO. Box T-81.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of community relations. Serves as day-to-day liaison for all telecommunications activities between radio-TV services at Washington State University (licensee of KFAE-FM, Richland, Washington) and the larger tri-cities community. Handles volunteer organization, underwriting, fund-raising. Assists RTVS personnel with radio and TV production activities in the tri-cities. Qualifications include: experience in non-profit fund-raising or commercial broadcast sales, significant experience in community relations, adequate experience in broadcast operations management. BA required. Salary competitive. Submit application by July 2, 1984, to: GM, Radio-TV services, WSU, Pullman, WA 99164-2530.

HELP WANTED INSTRUCTION

Broadcasting/communication: assistant professor of communication to teach broadcasting courses including mass media effects, radio, TV production, broadcast journalism and corporate use of media. Must be able to assist with undergraduate and graduate advising and teach other courses in a comprehensive communication department. Ph.D. in broadcasting or communication and teaching and/or professional broadcasting experience preferred. Salary and rank dependent upon qualifications and experience. Send letter of application, transcripts, and references to Dr. M.F. Christopherson, Associate Dean and Head, Division of Communication, University of Wisconsin-Stevens Point, Stevens Point, WI 54481. Application deadline: June 25, 1984. Position begins August 20, 1984. AA/EEOE.

Instructor/assistant professor. Broadcasting. Teach survey, R/TV writing, production and announcing. Develop area of interest. Teaching experience desirable. PhD/ABD preferred. MA minimum. Salary negotiable. 3-year term appointment. Start August 22, 1984. Application deadline: June 30. Vita and references to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

Search reopened. Communications. asst/assoc professor and chairperson. Program includes an M.S. in telecommunications and a B.A. in communication arts. Candidates must have a Ph.D. with preparation in several of the following areas: broadcast journalism, media law, production, electronic advertising. Administrative experience in telecommunications is required. Position open August 1984. Deadline for applications is July 6. Send letter of application, resume and transcripts to Andre Cote, Dean, School of Arts and Sciences, Barry University, Miami Shores, FL 33161.

Mount Wachusett Community College: public communications faculty position for academic year to begin September 3, 1984. First appointment normally is as instructor, \$14,903 to \$15,697; range extends to \$22,502. Salary dependent on qualifications. subject to collective bargaining increments. Responsibilities: teach television production, photography, related production and mass media courses. Full time, tenure-track, single year renewable basis. Qualifications include Master's in communications and directly relevant teaching or industry experience. Submit production sample tape (to be returned), cover letter, resume, official transcripts, and three letters of reference post-marked by July 5, 1984, to Director of Personnel, Mount Wachusett Community College, Gardner, MA 01440. AA/EEOE.

Assistant professor to teach in broadcasting sequence. Should be prepared to teach 2 to 3 courses in introductory and/or advanced level history, production, programs and audiences, promotion. Ph. D. preferred; Master's required. Send letter, resume and references to Dr. Marian D. Nelson, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. Application deadline is July 6, 1984. OSU is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404—324-1271.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301—845-8888.

Western Electric equipment. Vintage tubes: 2A3, 10's, 45's, 50's, 80's, 81's, 82's, 83's, 211, 242, 845. Tel 818—576-2642. POB 832, M.P., CA 91754.

Wanted — 10 years or newer, ch-3, 10KW transmitter. Contact Jerry Homer, KYCU-TV. 307—634-7755.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813—685-2938. TWX 810—876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404—324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404—324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404—324-1271.

AM Harris MW-1A-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215—379-6585.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect. 202—296-8059.

20 KW FM Collins 831G1 w/z1; also ITA 5KW FM, MS-15 exciter, under two yrs. old. Call M. Cooper, 215—379-6585.

Transmitters for sale. UHF-TV: 55kw, 30kw, 1 kw. FM 10kw & FM 1kw. UHF notch diplexer tuned to your channel. Box 3865, Albuquerque, NM 87190. 505—884-9741.

Videocassettes. 3/4" blanks. Sony, 3M, etc. Perfect for broadcast quality masters and dubs. KCA-30's \$9.99, KCA-60's \$12.49. Look and work like new. Chyron evaluated, recycled, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202—296-8059.

Tk-29C, 3 years old. Saticons, PA3600/PA3000 computerized color correction system. All accessories. Call Carl Hanseman, 818—840-8060.

Hitachi FP-21, 2-line enhancer, Fujinon lens, w/2.2 ext., macro, 2 PEP batteries w/chargers, \$7200. Call Gray Productions, 303—377-3329.

235 foot Lehigh self-support AM/FM galvanized steel tower. Insulators, lighting and blue prints included. Stored in five sections for transport. Excellent condition. Make offer. Dex Card, WLIP, Kenosha, WI. 414—694-7800.

Broadcasting Equipment for sale. New and used television equipment for sale. Also remote truck-like new. Call Susan Irvine, 504-536-1121.

Video equipment for sale by owner. 2 Ikegami HL-79DA cameras - excellent condition. Convergence ECS 103B editor. BVU-200B VTR's. NEC FS-15 frames-tore/TBC. Hitachi HR-100 1" portable VTR. Other video equipment, VTR's, test equipment, C.G., audio equipment too numerous to list. All equipment in good to excellent condition with original accessories and documentation. For detailed inventory list, description and prices, contact Jeff Van Pelt, 512-473-2020.

Used broadcast carts: Audiopak A-2 series in good condition. Assorted sizes inc. :20,:40,:70,:90,3.5 min, 5.5 min. Starting prices as low as \$1.00. Call 614-481-5090, Rob.

Video Monitors. New Tek 528A-\$1700. New Conrac SNA9RKR \$750. Includes 19" rack mount. Both together \$2200. AN/COM, 818-769-5518.

54 AM/FM transmitters in stock. All spares, all inst. books, all powers, all prices, all working, all our inventory. Immediate delivery. Crystal for your freq. World leader in AM/FM transmitters. Bescor Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600. R.E. Witkovski, owner.

CONSULTANTS

Looking to get into broadcasting? Or ready for that next move? Let a veteran program director critique your tape and give you career direction. Send tape and check or money order for \$10 to: Broadcast Career Consultants, Box 30772, Charlotte, NC 28230.

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300 North Zeeb Road,
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RADIO

Help Wanted Sales

GENERAL SALES MANAGER WWLT(FM) ATLANTA

Greater Atlanta's WWLT seeks an accomplished sales executive ready to develop and carry out sales policies and build and motivate a dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write: Bob Backman, General Manager, WWLT(FM), P.O. Box 10, Gainesville, GA 30503. Katz Broadcasting is an Equal Opportunity Employer.

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If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

NOW'S THE TIME

to make your move to Tyler, one of America's fastest growing cities. 100KW K001, east Texas home of bright, beautiful music, seeks an aggressive senior salesperson with best street selling skills. You'll love the lifestyle, super facilities, highly professional, congenial staff, and great area wide station image. Good list. Unlimited potential. Guaranteed future. Phone Dudley Waller, 214-586-2527. EOE.

RADIO

Help Wanted Management

GREAT OPPORTUNITY

A station in one of America's top twenty cities needs a hero! We have everything but a leader. Tell us why you are qualified to manage this property. Management potential is as important as experience.

Resume, salary history and references in first letter, please. All replies will be answered and treated in confidence.

Box T-33.

Help Wanted News

UPPER MIDWEST

Regional information network and expanding radio group now taking applications for news, farm, meteorologist and programming positions. Must have experience. Excellent opportunity for the right people. An equal opportunity employer. Reply to Mark Swendsen, Box 1197, Pierre, SD 57501. No calls.

Help Wanted Programing, Production, Others

GET WITH A WINNER!

Solid Midwest radio group needs news director, news reporter. Also, announcers for CHR, AC, country. Send T & R: Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

Situations Wanted Management

TIME IS MONEY

Seasoned GM/GSM who "knows how" to increase sales, cash flow, ratings, available now! Aggressive, innovative, people-oriented. Have individual and group broadcasting background. I will make it happen for you! Box T-61.

GENERAL MANAGER

Top leader and motivator, exceptional sales and profits. Intense desire to win. Available immediately. Call 619-346-1149.

YOUNG, AGGRESSIVE, EXPERIENCED!

Top 20 market VP/general manager seeking management opportunity with growing broadcast group. Strong people, sales and programming skills including corporate headquarters experience. Box T-104.

TELEVISION

Help Wanted Technical

WGBH Boston

is looking for a few good editors. If you are highly skilled and proven in 1" computer editing, come work for one of the nation's leading production facilities.

We have the reputation and quality of N.Y. or L.A., without the hassle.

Top pay and benefits. Send resume in confidence to:

Personnel Department
WGBH
125 Western Avenue
Boston, MA 02134



VIDEO CHIEF ENGINEER

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Betacam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011. 212-691-1300.

Help Wanted News

WEATHER PERSON

Dominant Southern station needs qualified meteorologist. Personable and creative, simple presentation desired. EOE. Send resume and video cassette (promptly returned) to:

Tom M. Percer
Station Manager
KNOE-TV
Box 4067
Monroe, LA 71211

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MANAGEMENT POSITION ADVERTISING & PROMOTION

NBC-Owned Television Station

NBC - owned station has management position in advertising and promotion department. Candidates must have highly developed creative writing and editing skills. Person filling this responsible position must also have proven track record in major market news promotion. Individual must be familiar with latest industry equipment and have supervisory skills.

Overall advertising and promotion related experience in these areas should be five years or more. If you are interested, send resume and salary requirements to Box T-40. NBC is an EOE.

TELEVISION GENERAL SALES MANAGER

Growing group broadcaster is looking for candidates who have at least 5 years experience in broadcasting sales management. This position requires someone with good analytical and communication skills who can work with, motivate and lead a local sales staff and a national sales representative sales team. Knowledge of station operations, inventory control and pricing is essential. The company offers competitive compensation tied to performance in the job.

If you are committed to training and building a sales organization to maximize station revenues, rush your resume to Box T-84. EOE/MF.

Help Wanted Sales

SALES CHALLENGE WITH HIGH REWARDS!

Exciting new TV station, Tucson, AZ, seeks energetic, highly motivated self-starter for general sales manager's position. You must have 5-7 yrs. in TV sales on both national and local levels. You must be able to demonstrate a successful & creative selling technique, & possess proven new business performance record. You must have extensive, in-depth knowledge of agency media departments. A solid benefit package that includes salary & bonus add up to make this an important career opportunity for the right individual. If you're ready for this dynamic future, send resume in confidence to:

ROBERT NORDMEYER
PO BOX 31
TUCSON, AZ 85702

FOR BOSTON, ONLY THE BEST!

We at WQTV Channel 68 are looking for a general manager who will be responsible for the operation, strategic direction and continuing successful growth of "Boston's Action Station"!

The ideal candidate must have effectively managed an independent TV station as a profit center in a major market. That person must have a proven marketing background, a strong and innovative perception for promotion and the development of creative and strategic programming for the market area. We are hiring in these next 90 days a general manager who will run the most exciting independent in Boston! That person will be compensated with a substantial base salary commensurate with experience as well as extra compensation related to achieving profit goals!

If excited by the move to the great city of Boston and the creative and financial rewards possible, write in confidence to:

Ed Cooperstein, President
WQTV, Channel 68
390 Commonwealth Ave.
Boston, MA 02215



Help Wanted Programing, Production, Others

PRODUCER: NEW PROGRAM

We are still looking for that special creative person to launch a Donahue-type show. This daily program will have a single guest or subject and audience participation, and guests will be flown in from all over the country. Experience with a similar show is a must and availability should be immediate. If you have the feel for what works and national booking contacts to make it happen, plus the drive to create and take charge of a new show and staff, please send a letter and resume immediately to: KSTP-TV, Kari Simkins, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

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START - UP INDEPENDENT UHF

Located in Ventura County, southern California. Seeking experienced station manager, sales manager, chief engineer, etc. Tentative air date November, 1984. Will start interviewing July 1, 1984. Resume and references to KTIE-TV, Inc., 211 South Beverly Drive, Suite 110, Beverly Hills, CA 90212.

PROGRAM MANAGER

Southern New England's No. 1 television station has an opening for a Program Manager. Responsibilities include managing program schedules, production and public affairs activities as well as supervising a top-rated PM Magazine team.

The individual we seek must have strong administrative skills and the ability to manage and motivate a creative staff. This person must be able to evaluate program product and negotiate the purchase of film and syndicated properties.

College degree in communications or related field preferred; previous program manager or assistant experience a plus.

Send your resume to:
Susan Paulauskas
Personnel Manager
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THE NIGHTLY BUSINESS REPORT

"The Nightly Business Report", national television's prestigious business and economics news show, seeks an executive producer with extensive national news, production and management background. This person will be based at WPBT's South Florida production facility and will supervise the program's daily operation. The successful candidate accepting the challenge to oversee production of a daily news program telecast to 263 public stations nationwide, should have a minimum of five years television news production management experience, and the ability to coordinate coverage with our national and international bureaus and PBS Stations. General business knowledge and a college degree required, with advanced degree in journalism strongly preferred. Excellent salary and benefit package. Send resume in confidence to Manager of Administrative Services, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer M/F/H.

wpbtt

ELECTRONIC GRAPHICS OPERATOR

Immediate opening in top 20 market network affiliate facility. Includes palate art and animation capability. Latest Harris, Chyron, and Artstar computer animation. Design knowledge and experience a must. Contact Chuck Easler, Executive Producer, WXFL-TV, 905 Jackson Street, Tampa, FL 33601. Phone: 813-229-7781. EOE/MF.

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The right broadcast applicants keep YOU the right manager. For your next opening, let us supply a "qualified" list, with resumes. We're fast, dependable, & free! Interested applicants solicited.

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Public Notice

THE EXECUTIVE COMMITTEE

of Public Broadcasting Service will meet at 9:00 a.m. on Friday, June 22, 1984 at the PBS offices, 475 L'Entant Plaza, SW, Washington, DC. Agenda includes reports from officers; agenda/organization for board/committees for FY 85; promotion and advertising; technology ventures; engineering development; underwriting guidelines; fee policy; Program Advisory Committee nominations.

Miscellaneous

FOR RADIO WATCHERS EVERYWHERE...

- **American Radio** — ratings and programming analysis for over 170 markets.
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For further information and a free brochure, contact:



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MORNING SHOW HOST

Aggressive top 20 market station is planning to add live audience, weekday talk/variety program to its schedule. Applicants should have warm personality and experience with talk and live audience programs. Send resume to Box T-74. EOE/MF.

ALLIED FIELDS Help Wanted Management

THE NATIONAL ENDOWMENT FOR THE HUMANITIES

seeks a media program officer (\$30,549-\$47,226). Broad knowledge of non-profit media organizations is necessary. At least a BA degree in a discipline of the humanities required with strong working knowledge of the humanities preferred. Send resume and form SF-171 to NEH, Rm 417, 1100 Pennsylvania Ave., NW, Washington, DC 20506. 202-786-0415.

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OTC PUBLIC CORP.

Available for sale or to merge with viable operating company. Assets consist of two pending full service TV applications in the West. Write Box T-95.

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WTVF, Nashville, seeks director for commercial and promotional sessions, live and taped programs and newscasts. Person must have creative ability to take an outlined concept and create the finished product and must know editing techniques for 3/4", 1" and 2" videotape. Person must have demonstrated managerial, creative and technical skills to direct an experienced staff in a state-of-the-art plant. Excellent creative atmosphere in which to work. Send resume to: Bob Gordon, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. An EOE, M/F.

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Seeking to purchase FM or AM-FM combo in S. New England. Prefer station(s) billing \$750,000 to \$1,500,000. Call Ken Patch, 617-540-8216, or write Box 571, Falmouth, MA 02541.

CASH BUYER

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Cash or terms. Seek full-time AM that covers south, southwest and western Chicago area. Box T-94.

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GA	AM	\$380,000	25%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MO	FM	\$50,000	downpayment
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Stable top 50 market fulltime AM billing over \$400,000. \$850,000 asking price is negotiable if buyer is capable of cash sale. Great coverage. Box T-105.

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Class A FM. Small but booming TX mkt. \$350,000, terms.

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STATION	CONTACT
NE Medium AM/FM \$2,500K 25% Bill Lochman (816) 254-6899	
LA Metro AM/FM \$1,950K \$650K Bill Cate (904) 893-6471	
SE Metro AM/FM \$1,450K \$400K Brian Cobb (404) 458-9226	
MT Metro AM/FM \$1,250K \$250K Brian Cobb (404) 458-9226	
FL Major AM \$850K Terms Randy Jeffery (305) 295-2572	
NM Medium FM \$475K Terms David LaFrance (303) 534-3040	
TN Metro AM \$375K \$250K Ernie Pearce (615) 373-8315	
MO Small AM \$350K \$50K Bill Whitley (214) 680-2807	
ID Small AM/FM \$275K \$75K Greg Merrill (801) 753-8090	
TX Small AM \$180K \$40K Bill Whitley (214) 680-2807	

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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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.

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
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MIDWEST AM

Daytime AM in top 25 Midwestern market. Asking price of \$375,000 breaks down to approximately 1.3 times last year's revenue. Some negotiation possible for cash price. Box T-106.

DOMINANT AM/FM.

Medium south Texas market. Priced for quick sale at 8 times cash flow, including valuable real estate. Write Box T-85.

SUNBELT 1 KW DAYTIMER

Class A FM CP; 3 acres; 2,800 sq. ft. three bedroom house in combo with studio, control room and offices. KLVU-AM/FM, 1803 North First East Street, Haynesville, LA 71038. 318—624-0105.

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AM-FM-TV-Appraisals
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Lexington, MO 64067
816—259-2544

SUNBELT AM

Profitable with great great growth potential. Top rated. Big regional signal. Owner investing in another state. Cash discount. Box T-87.

- **SUNBELT** - AM/FM in growth area, doing well, far from potential. \$2.2, terms.
- **MIDWEST** - AM/FM, profitable but underdeveloped. Could own \$30 million market. \$3.5, cash

305—453-3311
Donald K. Clark, Inc.
P.O. Box 1065
Merritt Island, FL 32952

SELL YOUR STATION

Retire, and get rich in this fast growing Winter resort area. Excellent facility, stations are well positioned to become dominant in the market. Class C FM and AM CP own these two, and the market is yours. P.S. We'll sell your station for you. PRW, P.O. Box 3127, South Padre Island, TX 78597. 512—544-5409.

NEW ENGLAND

Historic area, on the water, AM - real estate included. Asking \$499,000 - terms. Contact Ron Hickman, 401—423-1271.

 **CHAPMAN ASSOCIATES***
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CENTRAL OKLAHOMA

Small market. 1,000 watt, fulltime AM, serving three cities. Good equipment, large attractive bldg. on 12 acres. Underdeveloped market potential. Owner retiring. Write Box T-79.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Bill Evans, general manager, WRCB-TV Chattanooga, also named president of station.

Bob Holben, general manager, WTTS(AM)-WGTC(FM) Bloomington, Ind., also named president of stations.

Douglas Tanger, general sales manager, WHUE-AM-FM Boston, named VP, general manager.

David Miller, program manager, WCMH-TV Columbus, Ohio, joins WRGT-TV Dayton, Ohio, as general manager.



Miller



Yeiser

Donald Yeiser, general sales manager, WHTM-TV Harrisburg, Pa., joins WHP-TV there as general manager.

Barry Mayo, program director, RKO General's WRKS-FM New York, named general manager, succeeding Lee Simonson, named VP and general manager of co-owned WOR(AM) ("Fates & Fortunes," June 4).

Linda Schreiber, senior account executive, KOFM(FM) Oklahoma City, joins KOMA(AM) there as VP and general manager.

Debbie Keplin, program director, noncommercial KEYA(FM) Belcourt, N.D., named general manager.

John Phillips, general manager, KHQA-TV and WTAD(AM)-WQCY(FM) all Quincy, Ill., retires. **Gary Schmedding**, general sales manager of stations, succeeds Phillips.

Donald Drilling, general sales manager, KJEO(TV) Fresno, Calif., named general manager.

John Calvetti, acting VP, operations, Hartford (Conn.) CATV, Times Mirror Cable Television, named president of 55,000-subscriber Hartford system.

Robert Fransen, VP, Hubbard Broadcasting, Minneapolis, joins KITN(TV) Minneapolis-St. Paul as VP and general manager. **Mel House**, station manager, KOKH-TV Oklahoma City, joins KITN as station manager.

Susan Bice, business manager, KIKF(FM) Garden City, Calif., joins co-owned KTIM-AM-FM San Rafael, Calif., as station manager. **James Votaw**, sales manager, KIKF(FM), named station manager.

Sharon Elkins, from WSB-AM-FM Atlanta, joins WFOX(FM) Gainesville, Ga., as assistant

to general manager/national sales coordinator.

Appointments, NBC, New York: **Al Gaherty**, manager, financial forecasting, NBC Radio, New York, to director, finance and administration, NBC Radio Networks; **Lucy Roadarmel**, disbursements manager, finance, to manager, business systems administration, NBC-TV; **Donald Buley**, manager, automated disbursements, finance, to manager, disbursements control, finance; **Junan Meertins**, accountant, finance, succeeds Buley; **Anthony Marco**, manager, payroll accounting services, payroll department, to manager, travel and entertainment expenses, finance, and **Caroline Minot**, senior financial analyst, financial planning and analysis, to prime time cost forecasting manager, finance.

Catherine Bostron, attorney, Paul, Weiss, Rifkind, Wharton & Garrison, New York, joins ABC there as assistant general attorney, corporate legal affairs.

Lawrence Leser, VP, finance and corporate development, and director, Scripps-Howard, Cincinnati, named executive VP.

Marketing

Arie Kopelman and **Peter Falcone**, executive VP's, Doyle Dane Bernbach, New York, elected vice chairmen. Kopelman will continue as general manager of DDB's New York office.



Kopelman



Falcone

Gordon Link, VP and director of Eastern sales, ABC-TV, New York, joins McCann-Erickson USA there as executive VP and director of media services, agency's top domestic media post.

Don Brown, VP and executive producer, J. Walter Thompson, New York, named production group director, supervising television and radio production for five creative groups.

John Luke, VP, director of graphic services, Grey Direct, New York, named senior VP.

Mal Karlin and **Ted McNeil**, associate creative directors, Marsteller, New York, named VP's.

John Wren, assistant controller, Avis, New York, joins Needham, Harper & Steers there as senior VP, finance. **Virginia Dalton**, broadcast business affairs manager, NH&S, Chicago, named VP, director of broadcast business affairs.

Barbara Holbrook and **Judy Tabak**, VP's, creative supervisors, Grey Advertising, New York, named associate creative directors.

Appointments, SSC&B Inc., New York: **Karen Kotler**, assistant research director, Grey Advertising, New York, to group research manager; **Luan Spingola**, associate creative director, Saks Fifth Avenue, New York, to associate creative director, and **Jane Pepe**, account executive, Compton Advertising, New York, to same capacity.

Kevin Lyons, VP, sales, RKO Radio Networks, New York, joins Lifetime, Hearst/ABC-Viacom Entertainment Services there as VP, sales.

David Bender, VP, research and marketing, Lifetime, Hearst/ABC-Viacom Video Services, joins USA Cable Network, Glen Rock, N.J., as VP, research. **John Silvestri**, VP, Midwest region, USA Network, Chicago, to VP, advertising sales, overseeing all sales activity of network.

John Washington, VP, national sales manager, lancers-sabers team, Katz Independent Television, New York, joins Warner Amex Satellite Entertainment Co. there as director, advertising sales, Nickelodeon.

Jane Morris, from Grey Advertising, New

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Experts in Executive Placement
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NEW YORK, NY 10019
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York, joins Media Resources Group, BBDO, New York, as media research supervisor.

David Wade, from WCHS-TV Charleston, W. Va., joins TeleRep, Cleveland, as account executive. **Gene Thompson**, from Group W Television, Chicago, joins TeleRep there as account executive.

Julie Heidt, from CBS Radio Spot Sales, Detroit, joins Torbet Radio there as account executive.

John Callari, from Katz Continental, New York, joins Harrington, Righter & Parsons there as account executive, green team.

Reid Wettersten, account executive, John Blair Marketing, Chicago, named VP, sales manager.

Gretchen Bock, from Henry J. Kaufman & Associates, Washington, joins Mutual Broadcasting System there as traffic coordinator, distribution.

Leslie Prager, from WNEW-TV New York, and **Paul Rossi**, from Adam Young, New York, join independent blue sales team, Blair Television, New York, as account executives.

Kerry Tracy, research analyst, MMT, New York, joins Avery-Knodel Television there as network research analyst.

Appointments, Katz Communications: **Janice Marinelli**, from Lorimar Television, New York, and **Mitchell Praver**, from WABC-TV New York, to station specialists, Katz Television Continental; **Terri Weiss**, research analyst, Katz Television Continental, to research team manager there; **Stuart Zuckerman**, New York sales manager, swords team, Katz Independent Television, to divisional VP there, and **Jeffrey Berman**, from Marschalk Co., **Yuri Kobziar**, from Ommy Imports, New York, and **Keith Walker Simmons**, from WTAE-TV Pittsburgh, to account executives, Katz American Television, New York.

Appointments, KITN(TV) Minneapolis-St. Paul: **Chris Westerkamp**, general sales manager, WFAA-TV Dallas, to same capacity; **Patricia Niekamp**, account executive, The Hurley Co., Minneapolis rep firm, to local sales manager; **Michael Burgess**, sales manager, WFBT-TV Minneapolis, to regional sales manager, and **LuAnn Yattaw**, traffic manager, WTCN-TV Minneapolis, to same capacity.

Scott Hayner, national sales manager, KOMO-TV Seattle, named general sales manager.

Alan Rothenberg, account executive, WKLS-AM-FM Atlanta, named general sales manager.

Jim Fasone, regional sales manager, WPDS-TV Indianapolis, assumes additional responsibilities as national sales manager.

Courtney Thompson, account executive, KFAC-AM-FM Los Angeles, joins WNWS(AM) South Miami as general sales manager.

Robin Barbero, general sales manager, WTPP(AM) Nattick, Mass., joins WEEI(AM) Boston as sales manager.

Dennis McCormick, account executive, KING-TV Seattle, joins KCPQ(TV) there as manager, national sales, Midwest region.

Bill Fine, account executive, WCVB-TV Boston, named national sales manager.

Betsy Appleton, account executive,

WEZF(FM) Burlington, Vt., named local sales manager.

Peter McCormick, national sales manager, WDCA-TV Washington, named local sales manager. **Paul Treilstad**, account executive, WDCA-TV, succeeds McCormick.

Gerald Ferch, account executive, WBCS-AM-FM Milwaukee, named local sales manager. **Suzanne Stack**, from WXYQ(AM)-WSPT(FM) Stevens Point, Wis., joins WBCS-AM-FM as account executive.

Craig Sandler, sales manager, WAYV(FM) Atlantic City, joins WFIL(AM) Philadelphia as retail sales manager.

Marty Rossman, designer, WDIV(TV) Detroit, named assistant design director.

Thomas Watson, from Katz Independent Television, New York, joins WXON(TV) Detroit as local account executive.

Bob Roberts, from KTVK(TV) Phoenix, joins KNXV-TV there as account executive.

Donna Potts, recent graduate, University of Wisconsin, Oshkosh, joins WOKY(AM) Milwaukee as account executive.

Programming

Norman Stephens, from Krost/Simon productions, Los Angeles, joins Warner Bros. Television there as VP, movies and mini-series.

David Sengpiel, executive VP, Movie Systems Inc., Des Moines, Iowa, multipoint distribution pay television service, named president, succeeding **Curt Bradley**, resigned. Bradley remains adviser to company and major stockholder.



Blaug

George Blaug, VP, international sales, MGM/UA Television, joins D.L. Taffner Ltd., London, as director, European sales. **Richard Cignarelli**, general sales manager, domestic syndication, D.L. Taffner Ltd., resigns.

Appointments, Arts & Entertainment Network, New York, operated by Hearst/ABC Video Services: **Annette Zimand**, manager of personnel and office services, to director of personnel and office services. Named national account managers: **Shelley Blaine**, sales manager, Hearst/ABC Video Services; **Rita Elix**, from Rainbow Programming Services, Woodbury, N.Y.; **Carole Kealy**, senior regional sales manager, Hearst/ABC Video Services, and **Brian Litman**, regional sales manager, Hearst/ABC Video Services.

Appointments, Showtime/The Movie Channel: **Nora Ryan**, manager of advertising, The Movie Channel, New York, named director of marketing, The Movie Channel; **Dennis Johnson**, former senior VP, Comworld Television, New York, to director, current programming, and **C. David Batalsky**, director, conventions, New York, to VP, special events.

Appointments, MGM/UA Television: **Kenneth DuBow**, account executive, Midwestern

division, Chicago, to Southeastern division sales manager, Atlanta; **Peter Newgard**, account executive, Western division, Culver City, Calif., to Southwestern division sales manager, and **Peter Preis**, Southwestern division sales manager, Dallas, to Western division sales manager, Culver City.

Jim Jerauld, executive VP, Tuesday Productions, San Diego, named to newly created post of managing partner.

Richard Lorenzo, music director, WCBS-FM New York, joins Narwood Productions there as VP, programming. **Ellen Silver**, VP, programming, Narwood Productions, named executive VP of Narwood.

Millard Fleischer, director of sales and marketing, CATV Washington, joins Marquee Television Network there as director of business affairs.

Thomas Rogeberg, VP, operations, CBN Cable Network, Virginia Beach, Va., named senior VP, administration and operations. **Thomas Hohman**, national affiliate relations manager, CBN, named VP, affiliate sales.

Chuck Strader, producer-copywriter, WVLK-AM-FM Lexington, Ky., joins The Learning Channel there as producer-director.

Greg Clark, researcher, *Hot Potato* game show, Barry & Enright Productions, Los Angeles, named assistant senior contestant coordinator, game and panel shows.

Pete Axthelm, sports commentator, NBC Sports, New York, signs long-term contract with network.

Kate McSweeney, assistant program manager, Taft Broadcasting's WCIX-TV Miami, joins co-owned WBRC-TV Birmingham, Ala., as program manager.

Carolyn Worford, program director, KSHB-TV Kansas City, Mo., joins WJBK-TV Detroit as program manager.

Art Cabot, promotion manager, WJBF(TV) Augusta, Ga., named director of programming and promotion.

Kathleen McCampbell, executive producer, special programs and series, WRC-TV Washington, named program director.

Dale Laackman, production manager, WBNS-TV Columbus, Ohio, joins Tribune Entertainment Co., Chicago, as production manager.

Berl Golub, director of programming, WMOD(TV) Melbourne, Fla., joins WGNO-TV New Orleans as program director.

Jim (Oscar) Welch, executive producer, *PM Magazine*, WTVJ(TV) Miami, named executive producer of station.

Jim Murphy, operations manager, WDLW(AM) Waltham, Mass., joins WOKQ(FM) Dover, N.H., as program director.

Ric Lippincott, program director, KHTZ(FM) Los Angeles, joins KYUU(FM) San Francisco as program manager.

Vicky Short, news and public affairs director, noncommercial KEYA(FM) Belcourt, N.D., named program director, succeeding Debbie Keplin, named general manager (see "Media," above).

Bob Glasco, from Advo Systems Inc., Columbus, Ohio, direct mail advertising firm, and former assistant program director, WBNS-

AM-FM Columbus, Ohio, joins KLZI(FM) Phoenix as production director.

News and Public Affairs

Appointments, CBS News: **Karen Sughrue**, associate producer, *Face the Nation*, Washington, to producer; **Ed Baumeister**, from *CBS Morning News*, New York, to senior producer, *Nightwatch*, Washington; **Donald Morfoot**, senior producer, defunct Satellite News Channel, Stamford, Conn., **Karl Fleming**, producer, *CBS Morning News*, Los Angeles and **Paul Malkie**, associate producer, *Nightwatch*, to producers, *Nightwatch*.

Linda Ellerbee, national correspondent and former co-anchor and general editor, defunct



Ellerbee



Mitchell

NBC News Overnight, New York, and **Andrea Mitchell**, White House correspondent, Washington, have been named co-anchors of *Summer Sunday, USA*, 11-part NBC News series scheduled for July 1 through Sept. 9. According to network, it is first time two women have anchored network prime time news program. Senior producers of program are also women: **Cheryl Gould**, formerly of *NBC News Overnight*, New York, and **Karen Curry**, from *Today Show*. **Steve Friedman**, executive producer of *Today Show*, is executive producer.

Ed Turner, senior VP, Cable News Network, Atlanta, named executive VP. **David Farmer**, creator and senior producer, *Nightwatch*, CBS News, New York, joins Cable News Network, Atlanta, as executive producer, weeknight 8-9 p.m. and 10-11 p.m. *PrimeneWS*.

Appointments, NBC News, New York: **Don Meaney**, managing director, affiliates and international liaison, to senior managing director, affiliates and international relations; **Sheldon Hoffman**, director, network news graphics, to managing director, news production systems; **Robert Pierce**, senior production manager, to manager, production administration, political programs; **Ralph Famiglietta**, manager, news graphics production, to manager, news graphics; **Philip Alongi**, news program budget manager, to production manager, and **Beatrice Myers**, senior unit manager, to production manager.

Ray Gearhart, Lincoln, Neb., bureau chief, NTV Network, comprising Nebraska ABC affiliates KSNB-TV Superior, KWNB-TV Hayes Center, KBGT-TV Albion and KHGI-TV Grand Island, named news director, succeeding **John Adams**, who joined CBN Cable Network, Virginia Beach, Va.

Gary Long, VP, news, KARK-TV Little Rock, Ark., joins KOCO-TV Tulsa, Okla., in same capacity. **Perry Boxx**, executive producer, KARK-TV, to news director.

Mike Kavanagh, anchor-correspondent, RKO

Radio Networks, New York, joins WCNN(AM) Atlanta as news director. **Nick Gregory**, meteorologist, Cable News Network, Atlanta, joins WCNN as meteorologist, succeeding **Dallas Raines**, who joins KABC-TV Los Angeles as meteorologist.

William Long Jr., producer, defunct Satellite News Channel, Washington, joins WCBD-TV Charleston, S.C., as news director.

Bonnie Bercier, news producer, noncommercial KEYA(FM) Belcourt, N.D., named news and public affairs director, succeeding **Vicky Short**, named program director (see "Programming," above).

Appointments, WTVJ(TV) Miami: **Larry Henrichs**, special projects producer, to news production manager; **Gary Mehalik**, 11 p.m. producer, to executive producer, and **Janet Alshouse**, from WPLG(TV) Miami, succeeds Mehalik.

Appointments, news department, WTVQ-TV Lexington, Ky.: **Jeff Fossett**, staff videographer, to assistant news director, videography; **Mike Ehler**, assignment editor, to assistant news director, assignment manager; **Gwen Taylor**, weekend assignment editor-producer, to producer, 11 p.m. news; **Ron Smith**, reporter, to weekend assignment editor-producer, and **Barry Peel**, reporter, to bureau chief.

Appointments, news department, KDKA-TV Pittsburgh: **Kevin Ragan**, producer, WJBK-TV Detroit, to senior producer; **Shannon Crowson**, news producer, Cablevision of Connecticut, Darien, Conn., to associate producer, and **Charles deCourt**, news producer, WFMY-

TV Greensboro, N.C., to news assignment desk assistant.

Mark Durham, from WRCB-TV Chattanooga, joins KGUN-TV Tucson, Ariz., as news producer. **Jes Beard**, from KAIT-TV Jonesboro, Ark., joins KGUN-TV as reporter.

Charles Christopher, anchor, midday newscasts, WGHP-TV High Point, N.C., named producer-anchor, weekend newscasts, and weekday reporter. **Cynthia Smoot**, from WAVY-TV Portsmouth, Va., joins WGHP-TV as producer-anchor, midday news.

Marilyn Schultz, from Rose Productions, New York, joins WTHR(TV) Indianapolis as 5 p.m. news producer.

Brunildo Rodriguez, from Action for Boston Community Development, Boston, joins WCVB-TV Boston as associate producer, *Aqui*, Hispanic public affairs program.

Technology

Lynn Ashley, manager, design engineering, Mutual Broadcasting System, Arlington, Va., named director, systems engineering.


Following purchase of Tricom Inc., Houston and Dallas-based videocassette duplicating facility by VCA Duplicating Corp., **Richard Triche Sr.**, former Tricom president, named marketing operations manager, VCA Southwest.

Stephen Beebe, assistant general manager and controller, GTE TeleNet Information Services, Laurel, N.J., named VP and controller,

Broadcasting

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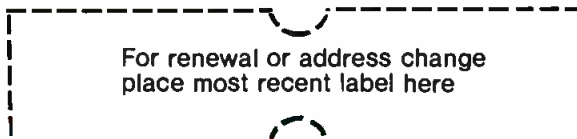
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The one to read when there's time to read only one.

Broadcast fellows. William Benton Fellowships in broadcast journalism for study at the University of Chicago have been awarded to 10 television and radio journalists from the United States, Britain and Canada. Applicants are selected on the basis of competitive applications, and receive stipends roughly equal to their full current salaries for the six-month fellowship period, plus financial assistance for travel costs and insurance. Each fellow takes an individualized course of study at the university, consisting of at least two courses per quarter. In addition, fellows participate in weekly seminars and planned extracurricular activities. The fellowships are designed to give participants the opportunity "to increase their knowledge in areas of public policy, sharpen their analytical skills and reflect, free from deadline pressure, on issues facing their profession." The fellows are: Richard Ayre, home news editor, British Broadcasting Corp.; Nancy Benson, reporter, KTHI-TV Fargo, N.D.; Terry Anzur Clement, reporter, WBBM-TV Chicago; Brian Dampier, producer, WBBM-TV; John Hockenberry, reporter and producer, National Public Radio, Washington; Steve Hess, news director, KCPQ(TV) Tacoma, Wash.; Gregory Larsen, copy editor, Cable News Network, Atlanta; Michele Magar, acting producer-reporter, National Public Radio; Peter Shaw, editorial producer, ABC News, London, and Eric Sorenson, anchor, CFPL Television, London

GTE Telenet Communications.

Alan Freece, engineering section manager, digital communications products, Harris Corp., Melbourne, Fla., joins Scientific-Atlanta, Atlanta, as engineering manager, satellite communications division.

Appointments, Meadowlands Communications, Rutherford, N.J.: **Robert Sisko**, self-employed engineer and marketing consultant, to operations manager; **David Kelcher**, from North Jersey District Water Supply Commission, to accountant; **Tim Wetmore**, associate editor, World Broadcast News, and **Larry Ceisler**, producer, Group W, to marketing coordinators.

Jerry Moore, VP, marketing, telecommunications products division, Amplica, Newbury Park, Calif., joins Dexcel, division of Gould Electronics, San Jose, Calif., as director, consumer and commercial products group. Dexcel manufactures microwave components and satellite TV receivers.

Philip Knight, regional plant manager, Harron Communications, Paoli, Pa.-based MSO, joins Cablentertainment, Iselin, N.J., as construction manager.

James Tillery, assistant chief engineer, WFTS(TV) Tampa, Fla., joins Image Communications there as chief engineer.

Jeff Cohen, from Reeves Teletape, New York, joins The Multivideo Group, post-production facility there, as account executive.

Bill Napier, technical operations manager, Jefferson-Pilot Teleproductions, Charlotte, N.C., named director of engineering, Jefferson-Pilot's WBT(TV) there.

Jerry Dixon, chief engineer, Taft Broadcasting's WTVN-TV Columbus, Ohio, joins co-owned WDCA-TV Washington in same capacity.

Promotion and PR

Sharon Metcalf, assignment editor, defunct Satellite News Channel, Washington, joins NBC there as Washington press director.

Jerry Greenburg, VP, advertising, public relations and promotion, 20th Century Fox Television, named VP, creative services.

Jack Devlin, VP and account supervisor, Brand Advertising, Chicago, joins Tribune Entertainment there as director of creative services.

Christopher Ramsey, from Nichols & Associates public relations firm, New York, joins MacNeil-Lehrer-Gannett Productions there as director of public information.

Malenka Warner, from Georgia Radio News Service, Atlanta, joins Turner Broadcasting System there as manager of sales promotion.

Carolyn Carl Haigh, copywriter and account executive, Packer, Previc, Oesterling & Smith advertising agency, Harrisburg, Pa., joins WHP-TV there as director of creative services.

Regina Miyamoto, from The Westgate Group, Los Angeles, joins KNBC(TV) Los Angeles as manager, press and publicity.

Holly Berger, writer-producer, promotion department, KCCI-TV Des Moines, Iowa, named news promotion manager.

Charles Furlong, director of editorial services, corporate communications, Group W, New York, named director of communications for Group W radio stations and Muzak subsidiary.

Kay Patterson, from Nucifora & Associates, Atlanta advertising agency, joins WCNN(AM) Atlanta as director of public relations.

Eddie Applefield, from WQSR(FM) Catonsville, Md., joins WMAR-FM Baltimore as promotion director.

Robert Thaman, promotion manager, WXIX-TV Cincinnati, to same capacity, KITN(TV) Minneapolis-St. Paul. **Janet Zahn**, promotion manager, KTHI-TV Fargo, N.D., to assistant promotion manager.

Kim Bene, promotion manager, WHEC-TV Rochester, N.Y., joins WKRC-TV Cincinnati as creative services manager.

Richard Harris, on-air promotion producer, CBS-TV, Los Angeles, joins KABC-TV there as on-air producer, creative services.

Allied Fields

Judith Kurtich, assistant chief, news media division, Office of Public Affairs, FCC, Washington, named chief, news media division.

Deborah Johnson, producer, CBS News, New York, and **Carol Rissman**, news director, noncommercial WBUR(FM) Boston, are among 12 U.S. journalists appointed Nieman fellows at Harvard University, Boston.

Daniel Burke, president, Capital Cities Com-

munications, will receive Ida B. Wells award from University of Kansas, Lawrence, Kan., at banquet June 20 in Washington. Award is presented annually for "achievement in opening doors of employment opportunity in the news media for members of minorities."

Melinda Stubbee, news director, WDNC(AM) Durham, N.C., joins news bureau, University of North Carolina, Chapel Hill, as broadcast manager.

Elected officers, Cabletelevision Advertising Bureau, New York: **Jack Clifford**, Colony Communications, Providence, R.I., chairman; **Burton Staniar**, Group W Cable, New York, vice chairman; **Robert Alter**, CAB, president; **Larry Howe**, American Television and Communications, Englewood, Colo., secretary, and **Kay Koplovitz**, USA Cable Network, Glen Rock, N.J., treasurer.

Deaths



McFarland

Ernest W. McFarland, 89, chairman of Arizona Television Co., licensee of KTVK(TV) Phoenix, which he co-founded in 1953, and former Democratic senator from Arizona whose 1952 legislation represented major revision of Communications Act of 1934,

died of respiratory failure June 8 at Good Samaritan Medical Center, Phoenix. McFarland, former assistant attorney general of Arizona, governor and state supreme court justice, was Senate majority leader in 1952 when McFarland bill (S. 658) was adopted. Bill featured procedural changes that included requiring FCC to act on case within three months of filing or six months of hearing or report reasons to Congress, and putting burden on FCC to prove that licensee is not qualified. Among provisions not welcomed by broadcasters were those empowering FCC to issue cease and desist orders and prohibiting broadcasters from charging political candidates premium rates. In its final form, bill represented series of compromises that, as BROADCASTING said at time, "can be lived with, not only by the licensees, but the licensors. It isn't a broadcaster's bill, but it gives the broadcasters a better shake before the commission." McFarland is survived by his wife, Edna, and daughter, Jewell, who is vice president of Arizona Television Co. His son-in-law, Delbert, is president and general manager of Arizona Television.

Robert A. Bromley, 55, contract administrator, Townsend Associates, Westfield, Mass., television transmitter manufacturer, died of heart attack May 31 at his home in Westfield. He is survived by his wife, Carol, and five sons from previous marriage.

Arch LeRoux, 67, retired station owner-operator and air personality, died of heart attack June 2 at Walla Walla (Wash.) hospital. LeRoux was air personality at KRON-TV San Francisco and KNBC(TV) Los Angeles. In 1956, he built KHT(AM) Walla Walla and operated it until his retirement in 1973.

John Tatta: Cablevision Systems' urban-cable point man

John Tatta was born and raised on the Lower East Side of New York—an appropriate background for a man with a career as a tough, streetwise, urban-cable pioneer. Tatta, who heads Cablevision Systems Corp., has been an executive in the cable industry for almost 20 years. He has been described as Charles Dolan's "enforcer," or operations man, the person who gets things done. He is a man with the smarts.

Tatta arrived on the cable scene in 1966, when he joined Dolan's Sterling Manhattan Cable to build one of the nation's first urban cable systems, serving the southern half of Manhattan. Dolan subsequently sold his cable interests to Time Inc., which still operates the Manhattan system. But 10 years ago the company spun back to Dolan systems serving Norfolk and Suffolk counties on Long Island, N.Y. The move signaled the birth of Cablevision Systems Corp., now the 14th largest MSO with some 500,000 basic subscribers.

The company has franchises or systems in such major urban strongholds as New York (Brooklyn and the Bronx); Boston; Sacramento, Calif.; Chicago (although the company has reached an impasse in franchise talks with city officials there), and Bridgeport, Conn. Earlier this year, Tatta was named chairman and chief executive officer of the company.

Though he didn't graduate, Tatta attended City College of New York where he studied civil engineering for two years in the early 1940's. But more significant, as he sees it, Tatta graduated from Stuyvesant High School. "If you're a New Yorker," he notes proudly, "Stuyvesant High School is more important" than attending two years of college anywhere.

Since entering the job market in 1943 during college, Tatta has worked for only two employers—Dictograph, which marketed interoffice communications equipment, and Dolan. He started as an installer at Dictograph and worked his way up to the position of head of the installation department, and, finally, to the post of Eastern sales manager in 1961.

It was the vice president of Dictograph, John Andrews, who put Tatta in touch with Dolan, or more precisely, with a Dolan consultant, Robert Brockway, who had been hired to lay some of the groundwork for the start-up of Sterling Manhattan Cable. Brockway was looking for someone to "help him get that system started who knew a little bit about installations and construction," recalls Tatta. "We met, and he convinced me that cable was something for the future," he says.



JOHN LOUIS TATTA—chairman and chief executive officer, Cablevision Systems Corp., Woodbury, N.Y.; b. April 27, 1920, New York; studied civil engineering at City College of New York, 1941-43; various positions ranging from installer to Eastern sales manager at Dictograph Corp., New York, 1943-66; director of operations, 1966-68, executive vice president, director of operations, 1968-72; Sterling Manhattan Cable; president, Sterling Nassau Cablevision, 1972-73; executive vice president, chief operating officer, Cablevision Systems Corp., 1973-82, president and CEO, 1982-84, present position since March 1984; m. Anne Frasca, April 24, 1949; children, Deborah, 27; Lisa, 21.

"In the beginning," Tatta says, of the construction of the Manhattan system, "it didn't seem that way, believe me."

One of the major problems with building the Manhattan system, says Tatta, was a "very, very uncooperative New York Telephone Company," from which Sterling Cable had to lease underground ducts to string its cable. Though Sterling never sued, and eventually worked out the problems, Tatta believes that the cable company had a strong antitrust case.

The company found other ways to lay its cable, says Tatta. "Lots of times we bypassed the telephone company." In some instances, he notes, the company installed its own ducts, and, "we also ran a cable along the sea wall, from 23d Street up where New York Hospital is [East 68th Street]. We ran the cable illegally along the sea wall, came up through the 59th Street Bridge, across FDR Drive and into the hospital complex." From there the company branched out to the upper East Side which Tatta describes as one of the "most lucrative places we had."

With franchises yet to be constructed in both the Bronx and Brooklyn, Tatta may

have to confront some of those problems over again, including the haggling with the phone company. Asked if the phone company (known in New York as NYNEX after divestiture) has been more cooperative this time around, Tatta replies, "initially no." He notes that New York City franchise regulator Morris Tarshis has set up a meeting in an attempt to expedite negotiations between the two sides. "Morris understands that without the phone company cooperating with us it's going to be very difficult to build these franchises anywhere near deadline."

Tatta's formula for handling the phone companies is, like the man himself, straightforward. "What usually happens is you start a system, and the phone company gives you a hard time. You keep hammering them on the head until they see the light of day and then finally everything comes [together]," he says.

Tatta has had to deal with Morris Tarshis since the Sterling days. And as Tatta explains, in a tone that suggests a friendly, if adversarial, relationship, "I've had more fights with him than any other single man in the world. But 'he's always leveled with me,'" says Tarshis. "If something was doable, we did it. If not, he was frank enough to tell me so."

Tarshis describes Tatta as a "tough negotiator," but one who keeps his word once a deal has been struck. And while some have questioned whether Cablevision will ever build the systems the company has promised to in the Bronx and Brooklyn, Tarshis has no fears about that. "I have no doubt the systems will be built, and, all things being equal, built on time," he asserts.

Gerald Levin, a former president and chairman of Home Box Office, and currently executive vice president and chief strategist and planner at Time Inc., describes Tatta as the "quintessential cable executive." Tatta has a "practical understanding of the entire mix" of elements that make up the industry, from franchise negotiations to construction to customer relations, says Levin. His track record at Cablevision, said Levin, "speaks for itself."

Cable, says, Tatta is "not an easy industry. And he doesn't like to speculate on how many hours he puts in during a typical week. "If you like to stay home with your wife or your girl friend don't get into cable," he says.

Despite that observation, he is said to make time for his family—wife, Anne, and daughters, Lisa and Deborah, the latter of whom sells advertising for Cablevision's Long Island system.

While Tatta's free time is limited, he does have a hobby: playing—and raising—horses. He and Dolan jointly own several thoroughbreds. The first one to race is named Splitter, which hasn't won yet, but, as Tatta puts it, "we're hoping." □

Question of whether **RKO General Inc.** is basically qualified to remain licensee will be addressed starting today (June 18) in **hearings before FCC Administrative Law Judge Edward J. Kuhlmann** in Washington. Resolution of question is of more than passing interest to more than 160 who have filed competing applications for RKO stations because overall qualifications finding in this proceeding—for RKO's **KHJ-TV Los Angeles**—will be applied in challenges for 13 other RKO stations.

Compromise among National Cable Television Association, National League of Cities and U.S. Conference of Mayors on key provisions of **H.R. 4103 won approval of NLC board last week.** Ballots were sent out to 37 members of NLC board last Monday, said NLC legislative counsel, Cynthia Pols, and returns dribbled in all week. By last Friday morning, she said, count was 24 yeas and one nay. Vote was foreshadowed week earlier by vote in favor of compromise by NLC's transportation and communications steering committee. NCTA's board approved compromise at its annual convention June 3 and U.S. Conference of Mayors was expected to endorse it at its meeting in Philadelphia over past weekend.

President Reagan has announced his intention to **nominate Diana Lady Dougan as coordinator for communications and information policy in State Department with permanent rank of ambassador.** Announcement comes 14 months after Dougan was appointed to coordinator's job by secretary of State and given temporary rank of ambassador and seven months after position was written into law by Congress. Announcement also comes amid signs controversy surrounding Dougan's role as coordinator and State's participation in international telecommunications policymaking will flare into major dispute in Congress. Members of Senate Foreign Relations Committee, who will hold hearing on Dougan's nomination, are understood to have been contacted by constituents who oppose nomination. Senate sources believe opposition is being generated by Department of Commerce, which has been engaged in turf war with State since it established coordinator's office. Commerce's concern over State's role in international telecommunications area has been intensified by reports of State's plans to raise Dougan's office to level of bureau. But toughest fighting will come over administration request for funds for 11 additional positions totaling approximately \$370,000 to be added to Dougan's office. Three members of Senate Commerce Committee—Chairman Bob Packwood (R-Ore.), Barry Goldwater (R-Ariz.), chairman of Communications Subcommittee, and Theodore Stevens (R-Alaska), who is majority whip—have written to Senate Appropriations Committee to oppose any additional funds requested. They say department is growing too fast in international telecommunications area and that growth should be halted until jurisdictional conflict with Commerce is resolved. Senate Appropriations Committee source, noting Stevens is also member of that panel, said it was likely that three senators' request will be granted. If so, that would set up "classic" dispute with House in conference on matter. House is expected to grant request for 11 positions.

Degree of dissent: *National Cable Television Association President-elect Jim Mooney and attorney Charles Walsh went to New York Friday to brief representatives of "four or five" cable companies on provisions of new compromise between industry and nation's cities. (BROADCASTING's own breakdown of compromise and other major elements in cable legislation appears on pages 48-56.) Although no participants would say so, there appeared to be strong element of criticism in meeting—principally due to presence of Leonard Tow, Connecticut-based MSO (Century Communications Corp.) who took out two-page ad in one trade publication urging industry to reject compromise. Meeting was held at offices of Westinghouse Broadcasting and Cable Inc.; that company's top cable executives, Harry Murray and Burt Staniar, were hosts. Also attending: Charles Dolan of Cablevision. Tow said he was unconvinced by association's arguments, would "use every ounce of energy and every nickel I have" to kill bill.*



IRTS honors. Radio and television personality Arlene Francis receives plaque as International Radio and Television Society's "Broadcaster of the Year" from IRTS President Ralph Baruch, chairman of Viacom International, at luncheon in New York last Wednesday, June 13.

FCC Mass Media Bureau has **released list** identifying those about **1,600 Class C FM** stations, approximately 70% of all Class C's, whose **facilities are under class minimums** of 100 kw and 300-meter antenna height. According to FCC's Docket 80-90 decision, those stations will be downgraded to appropriate lower classes if they haven't filed for upgrades to meet Class C minimums by March 1, 1987. In list, FCC also supplied those stations with lower classifications they will receive if they don't file for necessary upgrades. In separate list, FCC identified about 200 Class B's, about 15% of total, that will be reclassified if they don't upgrade.

Noncommercial **WETA-FM-TV** Washington reached agreement last week to obtain **feed of Democratic and Republican conventions from C-SPAN**, nonprofit public affairs cable network. Station would pick up feed, then send it to **Public Broadcasting Service**, that would then distribute gavel-to-gavel coverage to noncommercial stations as supplementary to regular program feed.

House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) called subcommittee members together last Thursday, June 14, to **markup legislation of cable copyright and audio first-sale, but session ended abruptly** shortly after it started after several members said they were willing to markup audio first-sale measure, but wanted **more time to study** more complicated (and more controversial) **cable legislation.** Dan Glickman (D-Kan.) said he felt cable measure "was a pretty good piece of legislation," but that he would like to have a few days "to understand all the nuances." Independent broadcasters in his district, he said, had expressed concerns about measure, saying it would encourage importation of distant signals that "diminish the value" of some of independent broadcasters' programming. When Kastenmeier, who feels strongly about cable legislation, realized he didn't have consensus needed to move forward on cable copyright, he slammed down gavel, bringing session to close without addressing audio first-sale.

Television, still cameras and tape recorders will be barred from Los Angeles courtroom during testimony in **preliminary hearing** of one of seven defendants in **McMartin Pre-School child molestation case**, judge in case ruled last Thursday (June 14). Municipal court judge, Aviva K. Bobb, had earlier refused defense attorney's request that hearing be closed to public.

Telepictures unveiled **new animated early-fringe strip** titled **Thunder Cats** to advertisers and station programmers in New York. In introducing \$15-million production of 65 half-hour episodes which is scheduled for fall 1985 debut, Richard T. Robertson, senior vice president of sales and marketing, reported that Telepictures has already cleared 33 stations representing 51% coverage for series, including all six of Metromedia's independent stations. **Thunder**

Tats will be produced by creative team of Rankins Productions, creators of many children's television specials and series. Straight quarter series is being offered on basis of 12 runs over three-year license period. National/local sales split will be 2/4 in fourth quarter and 2.5/3.5 in first, second and third quarters. In addition, stations will be offered option of profit participation plan from toy line that is expected to be spun-off from series. Robertson said Telepictures is at present in negotiation with toy manufacturer and line could be introduced at wholesalers toy market in New York next February. Series will preview with special one-hour introduction episode to be released in January or February 1985. Lineup includes—excluding Metromedia stations—Tribune's WAX-TV Atlanta; KWGN-TV Denver; WGNO-TV New Orleans; Cox's TVU(TV) San Francisco; WKBD-TV Detroit; KDNL-TV St. Louis. and Jannett's WLVI-TV Boston.

At open commission meeting last week, **FCC eliminated rule requiring cable television systems to file registration statements when they add TV broadcast signals.** In other action, FCC denied petition for rulemaking by American Radio Relay League aimed at prohibiting cable TV from operating on frequencies assigned to amateur radio.

Corporation for Public Broadcasting's reauthorization legislation (S. 2436) for \$238 million, \$253 million and \$270 million for fiscal years 1987, 1988 and 1989, respectively, was passed without amendment by Senate last Friday. Bill also includes ceilings for Public Telecommunications Facilities Program of \$50 million, \$53 million and \$56 million, for fiscal years 1987-1989, respectively. Meanwhile, **companion House bill (H.R. 5541)** was granted open rule last week, opening door to amendments. House bill authorizes same appropriations for CPB and PTFP as Senate bill, for fiscal years 1987-89, respectively.

John Kluge, chairman, president and CEO of Metromedia Inc., has completed sale of 2.7 million shares of company for estimated \$100 million. Company said shares were sold for \$36-\$37; estimated value of leveraged buyout offer for Metromedia is \$40 per share. Kluge still has 4.7 million shares, or 16% of outstanding stock, which will be contributed to financing buyout. Shareholders will meet to vote on proposal June 20. Following day, Chancery Court in Delaware will review company's proposed settlement agreement with certain shareholders who earlier had sought injunction against buyout ("In Brief," March 26).

WCLQ-TV Cleveland (ch. 61) sold by Cleveland Associates Co. to Channel Communications of Ohio for \$11.6 million cash. Seller is joint venture of Balaban Television Corp. (WICD(TV) Champaign, Ill. and WTVO(TV) Rockford, Ill.), owned by Henry and Elmer Balaban; Friedland Corp. (owned equally by Milton D. Friedland, Robert W. Bray, James L. Lahey and Alfred J. Petzke); Harold Froelich, who has small interest in, and is general manager of, WTVO(TV) Rockford, Ill.; Theater Consulting Services (Sarge Duginsky, James A. Rodenberg and Arthur E. Lapin, who also have interest in WTVO(TV)); Herbert and Stuart Scheffel, who have no other broadcast interests, and James A. McKenna, who also owns WORS-AM-FM Golden Valley, Minn., WCMB(AM)-WSFM(FM) Harrisburg, Pa., and WHIT(AM)-WWQM-FM Middleton, Wis. Buyer is subsidiary of VASCO Inc., sporting goods manufacturer and distributor, based in Springfield, Tenn. It is principally owned by Bill F. Cook. Channel is headed by Bryan N. Byrnes, president and former general manager of WSMV(TV) Nashville. It owns KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark. WCLQ(TV) was formerly STV operation eased from Preview Subscription TV Inc., owned by Time Inc. ("In Brief," May 16, 1983). It ceased STV operation on Aug. 31, 1984.

In initial decision, FCC Administrative Law Judge John Frysiak has granted application of **Georgia Mountain Corp. for new TV on channel 34 in Athens, Ga.**, denying competing application of Sunbelt Television Inc. Georgia Mountain won out on combination of diversification and integration grounds. Georgia Mountain's president and 40% owner is James Howard Finch, who, according to initial decision, works for Busby, Finch, Lathom and Widman, advertising rep firm in which he holds 10% interest. Georgia

Malara answers back. Tony Malara, president of the CBS-TV Network, at a National Academy of Television Arts and Sciences luncheon in New York, responded to industry criticism that the networks put an "unhealthy" emphasis on ratings and are concerned only with "short-term thinking." While pointing out that network television has no monopoly on the short-term view of things, Malara observed, "It is quite clear that, on balance, the network schedules of today are far superior to those of 1971, just as those of 1971 were superior to the ones of the earlier decade."

Responding to a question about CBS's direct broadcast satellite plans, Malara said, "There are 42 caveats about any discussion we have about DBS," noting that includes who CBS's partner or partners would be and the guarantee that it would "not destroy or attack our basic business."

Asked what CBS would do if the FCC repeals the 7-7-7 rule, Malara replied, "I suspect we would be in the business of buying broadcast properties... [it is] one of the most significant investments we could make at CBS... we'd like to have more of them." (A CBS spokesman later stressed that Malara's remark should be interpreted more as a vote of confidence in the basic business of broadcasting and did not mean to convey that CBS "is poised with a fistful of dollars ready to run out and buy stations.")

Commenting on the advertising community's reluctance to sponsor controversial programming such as *Fallen Angel* on CBS or *The Day After* and *Something About Amelia* on ABC, Malara urged advertisers to be a "little more aggressive" in supporting such programming. Despite efforts to focus on the solution of the case in next season's CBS made-for-TV movie, *The Atlanta Child Murders*, Malara said he anticipated there might be "some problem" with sales.

Mountain is also owned by four others, none of whom has other media interests.

David Brugger, vice president of telecommunications for Corporation for Public Broadcasting, has withdrawn his name from consideration for president of National Association of Public Television Stations. Brugger was said to be one of leading candidates for position ("Closed Circuit," June 4). In meantime, NAPTS executive search committee was in Washington last week and reportedly interviewed "five or six" people, but "are still deliberating."

David Markey, head of National Telecommunications and Information Administration; **Mark Fowler**, FCC chairman; **Janice Obuchowski**, legal assistant to Fowler; **Dennis Patrick**, FCC commissioner, and **Jack Smith**, FCC Common Carrier Bureau chief, are traveling to Tokyo this week for discussions with Ministry of Posts and Telecommunications on regulation and competition.

ABC's **Howard Cosell** will receive special **1984 Radio Convention and Programming Conference Award** for his "long-term involvement and continuing contribution to the radio industry" at RCPC in Los Angeles, Sept. 16-19. RCPC is sponsored jointly by National Radio Broadcasters Association and National Association of Broadcasters.

Full Senate last Friday (June 15) approved **FCC Commissioner James Quello's** nomination for **new seven-year term** term as commissioner. His new term is scheduled to expire June 30, 1991.

Public radio stations want to assume **National Public Radio's \$7.5 million debt** leftover from NPR's financial crisis last summer. That was consensus among group of noncommercial radio representatives at 1984 Public Radio Development Workshops in Las Vegas, June 6-10. Group favored each station paying "its fair share" of debt—based on station's budget—using its own local fundraising campaigns to do so. Any national NPR fundraising effort would be designed to support **local station-based** efforts.

Editorials

Say yes

The National Association of Broadcasters is soliciting the cooperation of its members in two worthy and important causes. BROADCASTAP, the investment company formed by the NAB to help the disadvantaged acquire broadcasting stations, is about to revive its fund raising. The get-out-the-vote campaign that the NAB is coordinating is nearing the time for go or no-go decisions on participation.

BROADCASTAP could probably have picked a zingier name but no more noble purpose. It supplies seed money to ventures that can't quite qualify for conventional financing but are worth a reasonable gamble in BROADCASTAP's judgment. As explained in an article appearing elsewhere in this issue, the BROADCASTAP investments trigger loans from the Federal Small Business Administration, which in turn trigger money from private resources.

So far BROADCASTAP has made 13 loans, five for new stations and eight for acquisitions of existing properties. None have gone bad. BROADCASTAP has three more on the verge of closing and expects the total to reach 20 by the end of the year. With that, it will have exhausted its resources. It needs to go after the money needed for service on a meaningful scale in an expanding market.

There is a natural disinclination among broadcasters to finance the creation of more competition in a business that can be said in a good many markets to be overpopulated already. That disinclination should be suppressed in the larger interests of increasing broadcast ownerships among minorities who have found entry difficult. The opportunity becomes especially promising with the creation of such new facilities as the hundreds of FM's expected to emerge from the FCC's Docket 80-90.

As for the NAB's get-out-the-vote campaign, no broadcaster pretending to be serving the public has a legitimate excuse to ignore it. Leonard Goldenson, chairman of ABC, had the right phrase last week when he called low voter registration and low turnout at the polls a "national embarrassment" (see page 72). A properly conceived and executed broadcast campaign can relieve that embarrassment, to the improvement of the political process.

The NAB has sent broadcasters a kit explaining ways to promote viewer participation and improve voter knowledge of the issues and candidates. The Advertising Council is distributing radio and television spots. Imaginative broadcasters will find ways to insert their individuality into the prepared material.

When the BROADCASTAP hat is passed, broadcasters should be ready with their contributions. When next November's election results are counted, broadcasters ought to be in a position to take pride in the size of the vote. Both NAB causes offer the fortuitous combination of ethical and political reward.

As expected

All the tired and discredited arguments were raised last week by senators who defeated Bob Packwood's attempt to eliminate the fairness doctrine and equal-time law for radio.

John Danforth (R-Mo.) said broadcasters were too powerful to be liberated from content control.

Ernest Hollings (D-S.C.) said the public owns the airwaves and is entitled to government protection of its resource.

Nancy Kassebaum (R-Kan.), who claims to be a broadcaster herself, thought up a new reason for controls: the aberrant performance of that obscure Dodge City broadcaster who put a right-wing nut on the air.

Russell Long (D-La.)... but why go on? None of them were

listening to the more reasonable arguments in favor of repeal. Their inattentiveness and resistance to change are, sad to say, symptomatic of prevailing views in both Senate and House. Those are the attitudes broadcasters must overcome to attain the liberties that they deserve and that the Constitution guarantees them, despite what some courts have said.

Nobody, least of all Bob Packwood, expects an easy legislative journey for his Freedom of Expression Act. He has said it could take three years. As noted here before, conversion of the opposition must be done one by one. The process may take more than three years, but the victory will be worth whatever time it takes.

Back to square one

The FCC has been given a chance to correct the mistakes it made in the Simon Geller case that the U.S. Court of Appeals sent back for reconsideration last week. Geller was marked by the FCC to lose his FM station to a rival applicant that promised more news and public affairs than have been accommodated in Geller's all-classical music format.

Surely the FCC will take another look at the evidence of listener devotion to Geller's programming over 20 years and make a more meaningful comparison than it originally made against the new applicant's programming that was transparently contrived to meet the traditional regulator's affection for nonentertainment.

True, the court upheld the FCC's authority to reach its original choice of program services, raising First Amendment questions about other parts of the agency's decision, but that does not prevent the FCC from perfecting its work in ways that recognize the marketplace the current membership professes to admire.

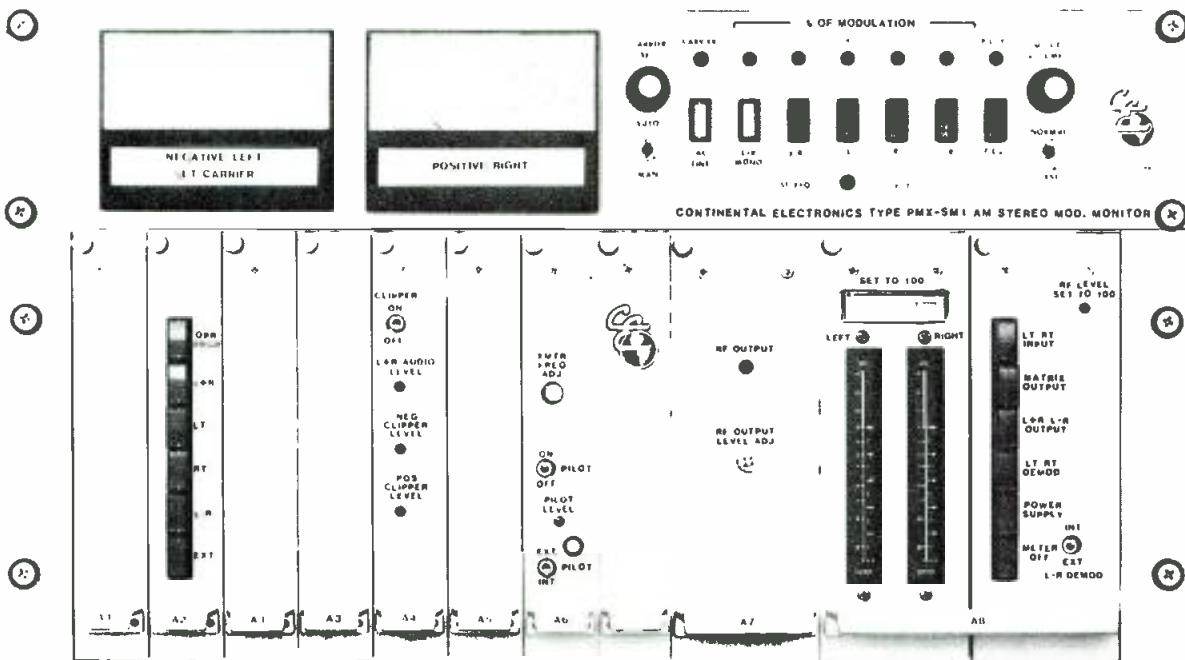
On this one, the FCC should start all over.

Irony of the week. *In a time of increasing access by cameras to courtrooms, and at an agency where the chairman has dedicated himself to the First Amendment and the full implementation thereof, it is interesting to note that one of the FCC's administrative law judges, Edward J. Kuhlmann, has barred cameras from his hearing room as he begins, this week, to hear challenges to the RKO licenses. Disruptive, Judge Kuhlmann says. Antediluvian, we say. Who does Kuhlmann think he is—Warren Burger?*



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