

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 10

Get The Facts



EMBASSY TELECOMMUNICATIONS

AL 36112

MAXWELL
8LDG 1405
ROOM 122
AUL-SAS

12364 MJK NGV/84

36112

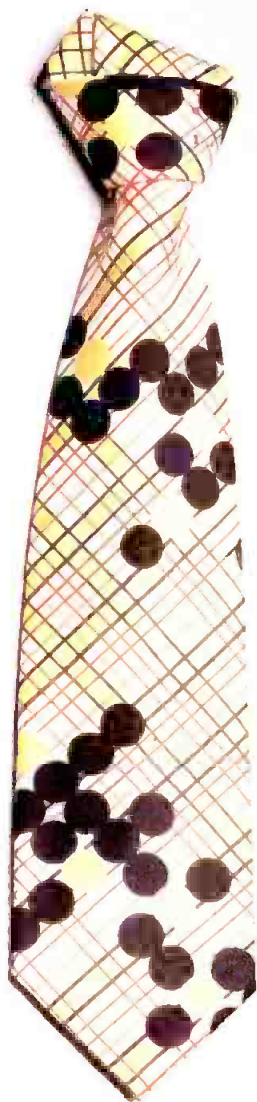
53d Year 1984

ABC, CBS, NBC
True to type for fall
Mutual at 50

Tie. Tie.



Virtual Tie!!!



A 1983-84 bell ringer!
Simon & Simon
soared to a
virtual tie for
Number Two in
the Nielsens.
Bong, bong, bong!



Simon & Simon
The action series
with the light touch.

Coming soon.
MCATV

Society National Bank

Providing the communications industry with more than 40 years of financial expertise.

This announcement appears as a matter of record only.

MALRITE COMMUNICATIONS GROUP, INC.

\$45,000,000

Ohio-based Society National Bank was the acting agent in the acquisition of television station WXIX.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

TCI AND TAFT BROADCASTING

\$9,000,000

Ohio-based Society National Bank has provided a term loan facility to finance satellite communications equipment.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

BEAM BROADCASTERS, LTD.

\$25,750,000

Ohio-based Society National Bank was the acting agent in the acquisition of television stations KYEL, WCFT, and WDAM.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

CAPCO BROADCASTING

\$5,750,000

Ohio-based Society National Bank has provided a revolving credit/term loan for the acquisition of radio stations WLAP and WSOY.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

CLARK COUNTY CABLEVISION LTD.

\$6,500,000

Ohio-based Society National Bank has provided a revolving credit/term loan to Clark County Cablevision Ltd., a partnership managed by Daniels & Associates, Inc.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

CHATTAHOOCHEE CABLEVISION, INC.

\$9,000,000

Ohio-based Society National Bank provided a term loan facility to acquire cable systems located in Georgia.

Society National Bank
COMMUNICATIONS LENDING DIVISION

Society
BANK

For more information contact
Jolen Cameron at (216) 622-8665.

Join us at the Westin Bonaventure
during the NRBA Convention in Los Angeles.
Suite 2948, September 16-19.

Broadcasting **4** Sep 10

Networks fall schedule: a return to the familiar Coverage from Eastern Cable, home earth station shows Mutual Broadcasting at 50

FALL REPRISE □ Networks begin showing their fall programming hands as premieres are telecast. NBC has the most new series; detective shows popular. **PAGE 31.**

OPEN MINDS □ Following meeting in Washington, NCTA board says it will remain flexible on cable bill negotiations. **PAGE 33.**

SLOWDOWN IN ATLANTA □ Number of exhibitors and attendees for Eastern Cable Show are off from previous years; still there are plenty of technical, legislative and bottom-line problems to talk about. **PAGE 34.**

FAIRNESS DOCTRINE COMMENTS □ Broadcasters file comments in favor of repeal of FCC's fairness doctrine. NTIA questions whether agency has jurisdiction. **PAGE 37.**

COMING TO A HEAD □ Upcoming meeting of Intelsat's board of governors filled with controversial items. **PAGE 38.**

GOLDEN ANNIVERSARY □ Mutual Broadcasting celebrates its 50th anniversary this month. In this special report BROADCASTING looks at the first 50 years, **PAGES 43-58**, and at Mutual today and tomorrow **PAGES 58-64**. BROADCASTING also interviews the proud parents, Amway Corp., for a view of what course that firm has set for the radio network. **PAGE 66.**

FOR RENT □ Some cable operators are countering

the competition from VCR's by going into the cassette rental business. **PAGE 79.**

LAUGHING MATTER □ First programming vehicle from The New Program Group (Metromedia, Hearst, Gannett, Storer and Taft) will be comedy. **PAGE 80.**

SORRY, WRONG LETTERS □ Judge in Indiana rules that station has to change call letters because most recent call sounded too much like neighboring station. **PAGE 90.**

THROUGH THE RANKS □ President Reagan nominates Mary Azcuenaga to Pertschuk's spot on FTC. **PAGE 90.**

HOMEWARD BOUND □ Flourishing home earth station industry meets in Nashville with over 500 manufacturers and distributors on hand. Chief on list of topics: technical and economic problems surrounding scrambling, and legal problems of backyard reception. **PAGE 92.**

TWO SHALL BECOME □ Comsat, Prudential and UPI principals reach agreement on new DBS venture which will incorporate USCI and STC. **PAGE 96.**

RADIORADIO □ Over 5,000 expected for first joint convention of NAB and NRBA, the Radio Convention and Programming Conference next week in Los Angeles. **PAGE 98.**

MUSIC MAN □ Al Ham, creator of "The Music of Your Life" radio format, has turned his music into gold. **PAGE 119**

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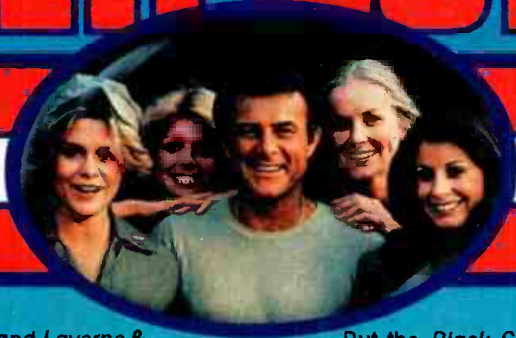
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The Black Sheep Squadron

NEVER QUILS!



It never quit against *Happy Days* and *Laverne & Shirley* when they were the number one and number two series on the air. *Black Sheep* boosted NBC's share to 26% for the time period!

It never quit against *Charlie's Angels* when it was television's highest rated show. *Black Sheep* raised NBC's share to 27%!

It never quit against any type of program the networks could throw—including *Barney Miller* and *Hawaii Five-O*.

And it finished with honors—*top ten* in the TVQ's among adults, ages 18-49.

But the *Black Sheep* story isn't over. Its story of macho heroes with a sense of humor is what's hot today on shows like *The A-Team*, *Magnum* and *Simon & Simon*. In fact, *Black Sheep* was the brainchild of the same executive producers who created these megahits!

So, whether you're looking for a series to strip or to slot on the weekend, *Black Sheep Squadron* is the show that has what it takes. To take on whatever the competition dishes out!

BLACK SHEEP SQUADRON Starring **ROBERT CONRAD**.
35 hours of action! Call (212) 605-2786.

THREE RUNS FOR CASH, BEGINNING JANUARY 1985 PLUS ONE YEAR ON AN ADVERTISER-SUPPORTED BASIS, BEGINNING SEPTEMBER 1985
© 1984 Universal City Studios Inc. All rights reserved. Source: NTI 1976-77 and 1977-78 seasons.

MCA TV



lo showdown

testimony before Senate Judiciary Committee on controversial 12-12-12 multiple ownership ruling Tuesday (Sept. 1), FCC Chairman Mark Fowler will explain why commission did what it did and why it was felt that it had made correct decision. However, source said mood of Fowler's testimony will be conciliatory." Fowler is expected to indicate that he's willing to listen to new arguments—those that weren't presented in comments in commission's rulemaking proceeding.

pper reaches

Television Operators Caucus, created last year by major station group operators, will be represented at hearing on FCC's television ownership rules in Senate Judiciary Committee Tuesday by former U.S. Republican Senator Robert Taft Jr. of Ohio. He'll also represent Taft Broadcasting, caucus member. TOC won't push for specific cap on number of TV stations entity can own, although urging number higher than current seven-station limit. Says TOC Chairman David Henderson, Outlet Broadcasting: "Our group has different feelings about the exact level of the cap." But caucus views some kind of cap as "political reality." TOC, which met in Washington last week, is enlarging size of its board from eight to 11 members. Nominated to board are Ward Huey, president and CEO, Belo Broadcasting; Jeff B. Davidson, president, Gannett Broadcasting Group, and Jim Lynagh, president, Multimedia Broadcasting.

raying relations

U.S. has moved to head off Intelsat director general Richard Colino in his effort to secure tougher procedures for determining whether separate satellite systems would cause global system significant economic harm and, therefore, should be barred (see page 38). Colino's proposal is to be considered by Intelsat board of governors this week. But State Department, acting with advice and support of National Telecommunications and Information Administration and FCC, is directed embassies in countries with representatives on Intelsat board to seek support for deferral of action on lengthy and controversial (one official even called "radical") document. Directive says

U.S. cannot support proposal in its present form. Comsat, U.S. representative to Intelsat, will be formally instructed today (Monday) to take that position at meeting that starts on Wednesday.

Ambassador Diana Lady Dougan, who took lead in preparing embassy directive, expressed concerns about Intelsat secretariat's position on economic harm, in letter to FCC Chairman Mark Fowler. Letter said secretariat was reported to have said U.S. proposals to provide data service via transborder satellite transmissions would harm Intelsat since it intends to provide such service in future. Dougan said U.S. had made number of points in rebuttal, among them: Secretariat's reasoning "is not in accord with the rights and obligations" of Intelsat members; "services outside of Intelsat are specifically provided for" in Intelsat agreement; if reported position of Intelsat's secretariat were taken to its "logical extension," it could mean any nonIntelsat service that member country might want to provide could be regarded as causing Intelsat "significant economic harm."

Detente

In part sparked by willingness of Soviet authorities to grant unusual access to usually off-limits sources and places, broadcast news organizations have taken renewed interest in doing special reports on Soviet society. NBC is currently airing multipart series (see page 88), and Metromedia and PBS are planning ones for later in fall. Metromedia is taking project step further. It is currently negotiating with Gostelradio (Moscow television) to swap newscasts on at least one evening in effort to let viewers see how other side is presenting news. Censorship restrictions Soviet's may decide to place on imported U.S. newscast remain to be seen.

Classical rocks

Rise in national business for classical-formatted radio stations may turn out to be one of industry's big success stories of 1984. According to Concert Music Broadcast Sales, which represents most full-time commercial classical music stations nationwide, sales are running about 50% ahead of year ago. Peter J. Cleary, CMBS co-founder and president, says two categories that have shown "dramatic" increases in ad expenditures for classical radio are financial services and computer manufacturers.

Fallback

Turner Broadcasting System's Music Video Network, name of which was changed to Cable Music Channel last week ("Cablecastings," page 10), is in effect "plan B" in channel expansion concept. When TBS chairman and president, Ted Turner, sought to acquire ESPN earlier this year, he is said to have had grand plan to capture USA Network as well, convert it to full-time music channel and then charge cable operators two-dollar monthly per-subscriber fee for channel package, to have included ESPN, music channel, WTBS and CNN. ABC's acquisition of ESPN forced Turner to consider other options.

Chill in air

Turner Broadcasting System turned on charm last week at Eastern Show, but reaction of Southern cable operators to TBS's new Cable Music Channel was wait-and-see. Low-key response may derive in part from raise in rates for Turner's Cable News Network after he bought Satellite News Channel last year. As one system manager said, "He'll have to prove he is one of the good ol' boys again." TBS sticks with estimate of five million subscribers to send off CMC on Oct. 26, but company officials did not deny that there exists low estimate of 2.2 million.

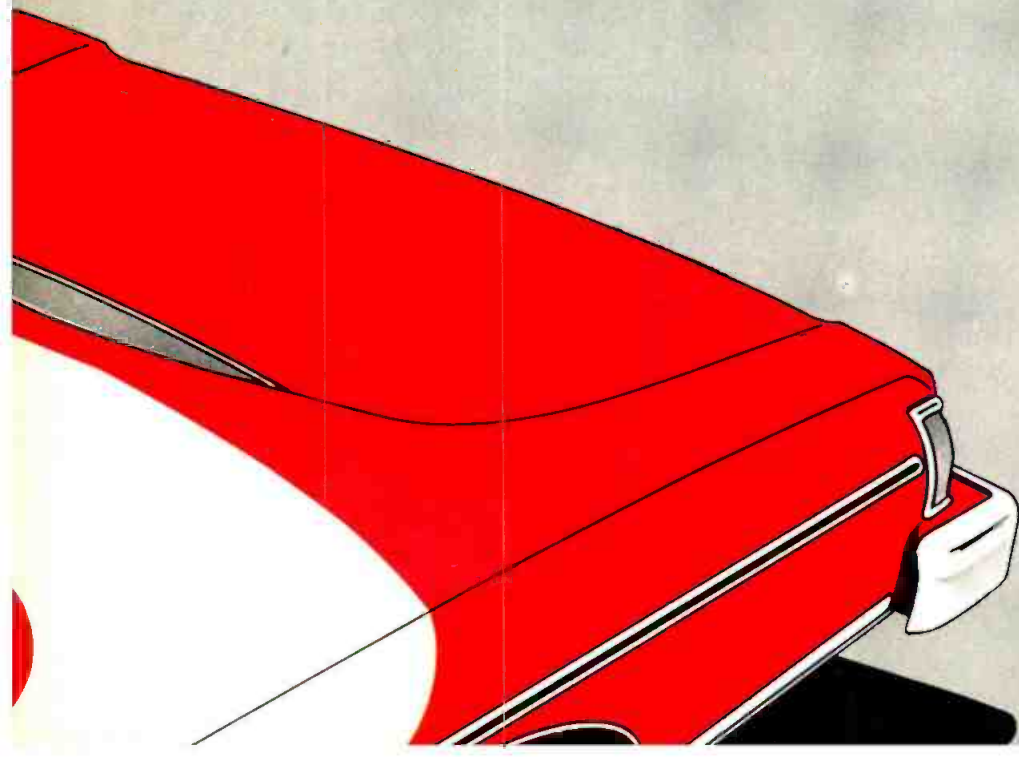
Field trip

Rory Wilcox, National Association of Broadcasters vice president for public affairs, is taking leave of absence to join campaign of Democratic vice presidential candidate Geraldine Ferraro. Wilcox will serve as press liaison, concentrating on broadcast media.

Slow September

FCC is expected to address "plenty" of mass media items during remainder of month, but no major ones. Liveliest possibility is question of what to do about KTTL(FM) Dodge City, Kan.—whose broadcast attacks on Jews and blacks attracted national attention. Case may get on September agenda ("Closed Circuit," July 30). Source said Mass Media Bureau plans to meet with FCC Chairman Mark Fowler at end of month to discuss what should be brought up during remainder of year.

MAKING TRACKS ACROSS THE COUNTRY!



83 MARKETS!

NEW YORK	WNEW-TV	MILWAUKEE	WITI-TV	GREEN BAY	WBAY-TV
LOS ANGELES	KTLA	ORLANDO	WDEO	ROCHESTER	WOKR
CHICAGO	WFLD-TV	NASHVILLE	WZTV	PADUCAH	KBSI
PHILADELPHIA	WTAF-TV	CHARLOTTE, N.C.	WPCQ-TV	SPOKANE	KSKN
SAN FRANCISCO	KTZO	NEW ORLEANS	WGNO-TV	DAVENPORT	WOC-TV
BOSTON	WSBK-TV	COLUMBUS, OH.	WCMH-TV	PORTLAND, ME.	WMTW-TV
DETROIT	WXON	GREENVILLE, S.C.	WSPA-TV	CHATTANOOGA	WDSI-TV
WASHINGTON, D.C.	WDCA-TV	RALEIGH	WPTF-TV	COLUMBIA, S.C.	WOLO-TV
DALLAS	KTXA	MEMPHIS	WMC-TV	BURLINGTON	WPTZ
HOUSTON	KRIV-TV	OKLAHOMA CITY	KOKH-TV	GREENVILLE, N.C.	WCTI
CLEVELAND	WCLO-TV	LOUISVILLE	WLKY-TV	LAS VEGAS	KTHV
PITTSBURGH	WPGH-TV	SAN ANTONIO	KSAT-TV	ROCKFORD	WREX-TV
MIAMI	WDZL	NORFOLK	WTVZ	CHARLESTON, S.C.	WCSC-TV
MINNEAPOLIS	KSTP-TV	BIRMINGHAM	WBRC-TV	COLUMBUS, GA.	WXTX
SEATTLE	KSTW	GREENSBORO	WJTM-TV	MONROE	KNOE-TV
ATLANTA	WSB-TV	ALBANY	WAST	AMARILLO	KFDA-TV
TAMPA	WTOG	LITTLE ROCK	KTHV	SANTA BARBARA	KCOY-TV
ST. LOUIS	KDNL-TV	SHREVEPORT	KTAL-TV	BEAUMONT	KBMT
DENVER	KTMX	TULSA	KOKI-TV	McALLEN	KRGV-TV
SACRAMENTO	KTXL	RICHMOND	WXEX-TV	LUBBOCK	KLBK
BALTIMORE	WNUV-TV	KNOXVILLE	WATE-TV	BANGOR	WVII
HARTFORD	WETG	MOBILE	WMPI	ALEXANDRIA, LA.	KLAX-TV
PORTLAND, OR.	KPTV	ALBUQUERQUE	KNAT	LAKE CHARLES	KVHP
INDIANAPOLIS	WTTV	JACKSONVILLE	WTLV	BOWLING GREEN	WBKO
PHOENIX	KPHO-TV	FRESNO	KJEO	LIMA	WLIO
SAN DIEGO	XETV	SYRACUSE	WTVH	ANCHORAGE	KIMO
KANSAS CITY	KSHB-TV	DES MOINES	WHO-TV	HONOLULU	KITV
CINCINNATI	WLWT			WENATCHEE	KCWT

STARSKY & HUTCH

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MVN becomes CMC

Hardly had he announced it when he changed its name. His new Music Video Network, Turner Broadcasting Chairman R.E. (Ted) Turner said last week, will henceforth be known as Cable Music Channel. "We feel that Cable Music Channel is a more descriptive name for a broad-based video music service," he explained. "The new name encompasses a variety of music types, including the growth and development of new music to which CMC is dedicated." Turner Broadcasting had been scouting the prospects for a video music service for several weeks ["Cablecastings," Aug. 13], but did not formally announce launch plans until near the end of August [BROADCASTING, Sept. 3]. Launch time is noon (NYT) on Friday, Oct. 26. It will be Turner's fourth 24-hour cable program service, joining superstation WTBS(TV) Atlanta, Cable News Network and CNN Headline News.

Pirate crackdown in R.I.

The Rhode Island Cable Operators Association is preparing an antipiracy advertising and publicity campaign backing up a new state law, said to be one of the stiffest in the country, that imposes up to three years in prison and a fine of up to \$3,000 for persons convicted of stealing cable services. The association has appointed Chaffee-Bedard Inc. of Providence, R.I., in association with Classic Communications, Boston, to develop and conduct the communication program. Broadcast, print and direct-mail advertising will be used along with an ongoing public information effort.

Robert P. Dolan of Rollins Cablevision, Lincoln, R.I., explained: "Although we're cooperating fully with law enforcement officials in prosecuting cable thieves, the association is mainly interested in deterring those who may be considering cable theft and motivating those who are now getting illegal services to stop—before they're caught and prosecuted. That's the purpose of this campaign—to make the public aware that cable service theft is a serious crime for which Rhode Islanders are being convicted and punished."

Chaffee-Bedard, a full-service advertising and public relations agency, is to provide creative, production and media services plus program management. Classic, a public relations firm, is to provide specialized public relations services, backed by the Chaffee-Bedard staff. A news conference to unveil plans has been set for Sept. 21.

New on CBN

Originals join programs from the past in the fall lineup of the CBN Cable Network, announced group vice president, Tim Robertson. A series of one-hour originals, *Pat Boone USA*, with the singer presiding over a blend of talk, music and discussion of current issues, will be shown weekdays at noon, starting Sept. 17. *The Family Hour* series is scheduled for 8 p.m. NYT Monday through Friday, with *The Cisco Kid*, *Gentle Ben*, *Flipper*, *Circus Hour* and *Great Adventure/Lassie* each getting one night a week. *Ben Casey*, another former network hit, joins the schedule Sept. 17, weekdays at 1 p.m. *Face the Music*, *Card Sharks* and *Hot Potato* are being added to the afternoon game show block, and *Laredo* and *Laramie* join the

Capital idea. The Florida Cable Television Association has moved its headquarters from Lakeland to Tallahassee, the state capital. The new office is in the Cambridge Office Center, 223 East Virginia Street, 32302. Telephone: (904) 681-1990.

Saturday morning westerns. Specials include *Don't Ask Me, Ask God*, on Sept. 2nd and three, one-hour *On Tour With Lawrence Welk* productions, Nov. 4 and 18 and Dec. 23.

Another Life, billed as the first soap operon a cable network, is being dropped Oct. after three and a half years because, according to CBN officials, it wasn't breaking even. Robertson said: "We feel that the program did what we set out to do—to prove that we could produce programming as good as or better than the other networks"—an that since it isn't paying its way, "we decided to channel that money into time slot where we will have a greater audience and greater opportunity for financial success."

New programs already in the works include *Butterfly Island*, a weekly one-hour family adventure co-produced with Australian Television and England's ITV; *TI Campbells*, a family drama set on the Canadian frontier in the 1800's, co-produced with Scottish and Canadian television, and *Callie's Family*, about a single mother and her two children and their problems managing her father's ramshackle airport.

Adnicks

The Nickelodeon children's cable channel launches on ABC-TV this month the new work phase of what it calls a "multimillion dollar" television consumer advertising campaign, supporting it with national spots on TV and ads in national consumer publications, including *People* and *TV Guide*. The live-action, 30-second TV spots show children of various ages proclaiming themselves "Nickmaniacs," ranging from "Sportsnicks" and "Actionicks" to "Rocknicks" and "Laughnicks," to illustrate the variety of children's programming available on Nickelodeon. The campaign was developed by LPG/PON Inc., New York.

Nickelodeon acquisitions

The Nickelodeon children's cable service has acquired *Powerhouse*, an adventure series combining education with entertainment, and *The Witches and the Grinnycog*, mini-series about the supernatural, both premieres in October. The 16-episode *Powerhouse*, acquired from Coe Film Associates, New York, is set in an inner-city youth center and deals with a multiracial group of five youngsters and their adventures ranging from solving a political kidnapping to capturing a local burglary ring. *The Witches and the Grinnycog*, acquired from England's Television South International, traces the story of



Legion of merit. C-SPAN was in the limelight last week when it received the American Legion's Fourth Estate Award for "outstanding service to the nation in the field of journalism, print or broadcast." The award was presented to C-SPAN President Brian Lamb (l) by the Legion's Keith Kreul (center), outgoing national commander of the American Legion, and William Detweiler, constable, first city court of New Orleans. A \$2,500 cash stipend is given with the award.

stone idol of a pre-Christian culture that is hidden in the stonework of a church ring a 17th-century witch hunt. *Powerise* was produced by the Educational Film nter of Annandale, Va., with Ira H. Kluman as executive producer and Ruth Polas head writer. *Grimm* was produced Television South, with Anna Hume as executive producer and Diarmuid Lawrence director. The mini-series was adapted by Russell from a book by Dorothy Edrds.

Arts movement

Arts & Entertainment Network's 20-r daily satellite feed will move from Westar to Satcom 3-R on Jan. 1, 1985, taking a transponder currently used for Home Office's feed to the eastern U.S. (HBO completes its relocation to Galaxy 1 in October). The culturally oriented basic service airs an eight-hour version of its program on a separate Satcom 3-R transponder shared with Nickelodeon. Arts & Entertainment's contract with RCA Americom is for the life of the satellite.

Distribution on Westar will continue through Jan. 31 and the shorter Satcom 3-R feed will be available through May 31. As of June 30, A&E was being distributed to 100 cable systems representing 10.5 million subscribers, including 46 of the top 50 multiple-system operators.

The network, a joint venture of The First Corp., ABC Video Enterprises and A Cable, has also released results of research conducted last June by the A.C. Nielsen Co. indicating that A&E "has a significant and upscale audience." According to Whitney Goit, A&E's vice president of advertising sales and marketing, "coincidental research in four markets showed that, on the average, A&E achieved a 4.4 rating among all households during prime time. . . In households with a college graduate as head of the household, A&E achieved a 50% higher rating, or a .6." The incidentals were conducted on A&E's behalf in Richmond, Va.; Newport Beach, Calif.; Englewood, Colo., and Des Moines, Iowa. The computation was based on 4,107 households and 1,759 head-of-household college graduates. A second phase of research, completed last month, will provide demographic, life-style and product usage information about A&E viewers.

Telco gets cable OK

FCC Common Carrier Bureau has granted Wisconsin Bell permission to construct a cable system in Brookfield, Wis. The \$5.8-million system—to be programmed by cable operator TeleNational Communications Inc., which has the Brookfield franchise—is proposed to consist of 126 miles of coax and will offer 54 downstream and four upstream channels to the more than 10,000 households in the Milwaukee suburb.

The bureau conditioned the construction authority upon the telco's keeping separate books for the cable operation "to prevent the construction and operation of the broadband channel facilities from being subsidized by other common carrier services." At the same time, the bureau rescinded a previous ruling ordering the telco to provide attachments to RVS Cablevision Corp. (BROADCASTING, June 25). In that order, the bureau, among other things, said the telco

had failed to support allegations that Brookfield had revoked RVS's franchise. In a petition to reconsider, however, the telco presented that evidence. "Although the lawfulness of Brookfield's franchising actions are being challenged in pending litigation, we must assume the regularity of the city's actions until such time as a court finds otherwise," the bureau said. "Therefore, we cannot require Bell to permit RVS to attach to Bell's poles in contravention of the city's action."

RVS opposed the telco's construction application at the FCC, contending, among other things, that Wisconsin Bell coerced Brookfield into cooperating with it. In its order, the bureau noted that the FCC has held that telcos aren't supposed to take advantage of their monopoly control of utility poles

to confer advantages on their customers. But, according to the bureau, RVS had not demonstrated that the telco had "abused" its control of the utility poles in that manner.

The bureau added that while the FCC "generally" prohibits telcos from constructing cable television facilities and providing the programming to be transmitted, the commission has "not adopted rules prohibiting telephone companies from constructing facilities to be used by others for cable television service. . . in the telephone service area."

According to the order, the telco is estimating that its average annual revenue from the system will be \$2.1 million, which includes income from information providers offering pay-per-view, polling and data services.

"THREE'S COMPANY" LAMBASTS THE COMPETITION IN LINCOLN

With its red-hot 13 rating and 29 share, **THREE'S COMPANY** sets its 6:30-7 PM Mon.-Fri. time period on fire for KOLN in Lincoln, Nebraska:

Number One in rating.

Number One in share.

44 percent more

Women 18+ than its

closest competitor.

And 67

percent

more

men!



SOURCE: ARB REPORT
MAY '84

THE AUDIENCE POWERHOUSE

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ENCORE

Programs

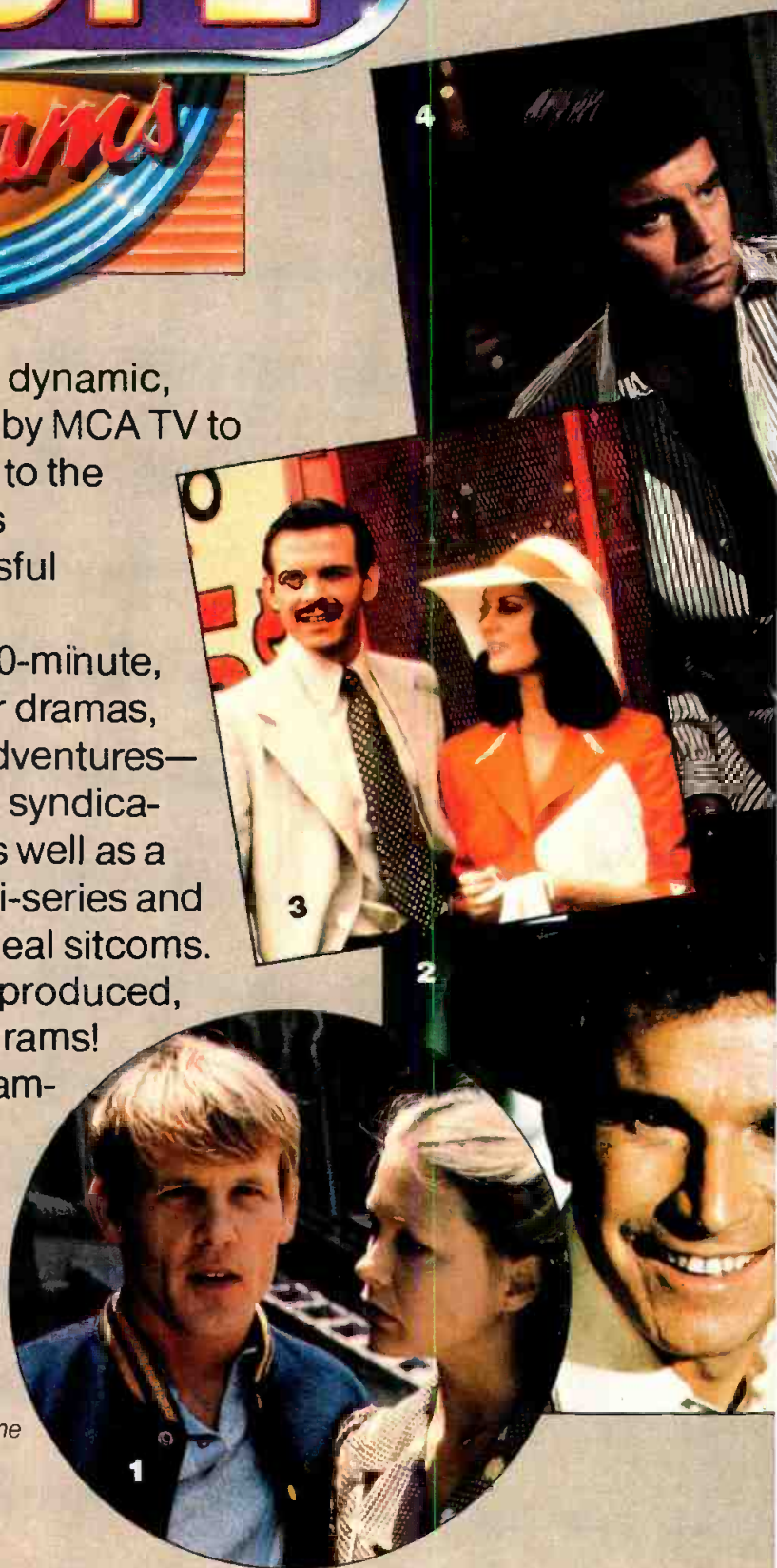
Encore Programs is a dynamic, new enterprise created by MCA TV to bring back or introduce to the marketplace many of its finest and most successful programs and series.

Its catalog is rich in 90-minute, hour-long and half-hour dramas, mysteries and action-adventures—some of which will be in syndication for the first time—as well as a selection of superb mini-series and features and family-appeal sitcoms.

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Whatever your programming needs... whatever the daypart—you'll find it in Encore Programs!

- 1 Nick Nolte and Susan Blakely in *Rich Man, Poor Man: Book 1*
- 2 Wayne Rogers in *City Of Angels*
- 3 Lesley Ann Warren and David Dukes in *79 Park Avenue*
- 4 Robert Wagner in *It Takes A Thief*
- 5 Gene Barry in *The Name Of The Game*
- 6 Peter Strauss in *Rich Man, Poor Man: Book 2*
- 7 Kate Mulgrew as *Mrs. Columbo*
- 8 Judd Hirsch as *Delvecchio*



ENCORE PROGRAMS

Five Star Mystery

- †Delvecchio
- †Ellery Queen
- †Mrs. Columbo
- †O'Hara: U.S. Treasury
- †City Of Angels

- *Rich Man, Poor Man Book 1
- †Rich Man, Poor Man Book 2

Best Sellers

- *Seventh Avenue
- *Captains And The Kings
- *Once An Eagle
- *The Rhinemann Exchange
- *The Dark Secret Of Harvest Home
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- *Loose Change
- *Aspen
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- †The Men From Shiloh
- The Name Of The Game
- The Bold Ones
- It Takes A Thief
- Ironside
- Rod Serling's Night Gallery
- Run For Your Life
- †The Deputy
- Love That Bob
- Mickey Spillane's Mike Hammer
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- Dead End Kids Movies

* Available in 60-minute, 90-minute or 2-hour formats.

† New to syndication.

For more details, call (212) 605-2790



A DIVISION OF MCA TV

Monday Memo

A minority employment commentary from Dwight Ellis, VP, minority and special services, NAB, Washington

The closing windows of minority opportunity

They tell us that Nero fiddled and danced during the destruction of Rome. Too many black Americans are preoccupied with the state of their stereotypes, the thrills of the street, and the fleeting images of fame and status—while true progress eludes us.

Luck, fate and opportunity have allowed many of the talented among us to express our natural and learned skills, but the tragedy of our times is that too many of us are not ready for prime time.

The windows of opportunity for black and minority participation in the communications/entertainment industries may be closing. Who is to blame? What is the cause? Is it white America? Is it racism? Or could it be faults of our own making?

Blacks and other minorities in this country cannot in good faith blame the system for where we are or where we are not, unless we can legitimately be satisfied that we have exhausted all means of preparing ourselves for the exercise of power and participation in this society.

In 1984, black America produced 300 state legislators, 21 members of Congress, 250 mayors and more than 400,000 businesses. Black America in 1983 spent more dollars than the gross national product of Canada or of 140 other countries throughout the world.

But in spite of this laudable progress and apparent wealth, black America can lay claim to ownership of less than 1% of the prime vehicles of news, information and entertainment in this country.

Take television. I agree with Lionel Wilson, president of the New York Media Coalition, who said: "We have to get black Americans to realize that they need to take an active role in the media."

"An active role" can take many forms. Speaking as a representative of the broadcast industry through the National Association of Broadcasters; and speaking as a black with a conscience and with dedication toward encouraging parity and participation for minorities in the media, my prescriptions for action may be different than those of the black media coalition. But the results may be the same.

Preparedness, persistence and professionalism must be the standards for progress that each of us employs in his quest for success in this business.

According to Topper Carew, one of our most successful black TV/film producers, over the past 15 years .0086% of TV network shows were produced by blacks or other minorities. Far less than 1%.

If that doesn't grab you, know that if a black production company were engaged by



Dwight M. Ellis is vice president of the National Association of Broadcasters department of minority and special services. Ellis joined the NAB in 1978 as coordinator of the Employment Clearinghouse. Before that he was administrative assistant to Representative Cardiss Collins (D-III). He also spent four years as producer/host of public affairs programs at WRC(AM) Washington and a year as moderator of a community affairs show at co-owned WRC-TV.

one of the networks to produce a weekly one-hour dramatic show for a prime time schedule, that company would have a contract worth \$22 million. And you wonder why everybody in New York and Hollywood wants to be a producer. It should also come as no surprise that everything you view on network television is produced by no more than 15 nonminority producers.

My purpose is not to indict the networks, the system or those highly favored producers. It pains me that there are no more than four blacks with adequate production skills and experience to take advantage of the opportunities that still exist.

Many of us constantly complain that television fails to reflect real and positive images of black America. Yet we continue to place emphasis on the careers and achievements of the few black on-air personalities and movie stars who have made it.

The result is that while we are perpetuating generations of star-crazed youngsters reaching for the fame of the Max Robinsons and Billy Dee Williamses, scores of young whites are toiling in the shadows, learning the less glamorous skills of scriptwriting, camera work and lighting.

They are the Speilbergs, the Lucases, the Jon Peterses and Michael Douglasses of the entertainment industries whom many of us should be setting our sights to overcome.

Late last year, Congressman Mickey Leland (D-Tex.) met with a group of powerful

Hollywood TV producers in Norman Lear's home to discuss the state and future of minority images on the tube.

Needless to say, the producers were excited about the prospect of diversifying television programming with more minority actors and workers behind the scenes. But with this unexpected burst of willing enthusiasm, was it the fear of Mickey Leland, the FCC, the public? No. The truth of the matter is that they know what's ahead. They know that the American public is bored with television today. They see the handwriting on the walls of the mansions of power.

The windows of opportunity have been denied to accept something new, something different—and they want to provide it. Whether you like it or not, experienced, well-connected, well-paid white producers and production companies and experienced, well-connected and well-paid white writers for decades have been feeding America the world their view of the minority experience in America. And unless we—the ones who hope for change—do something about it, the status will remain the same.

Let's stop wasting our energies screaming about how much we hate *The Jeffersons*, *Benson*, *Gimme A Break*, *Diff'rent Strokes* and Mr. T. The truth is that we love them all. The American viewing public loves and laughs through every half-hour of this so-called tedium and exaggerated TV fare.

Blacks and other minorities deplore the lack of balance in the images, the representations of our existence in this nation. We want and we need to be in the business of creating minority and majority images for American television.

In the words of one of my black colleagues, it's OK if whites produce positive minority programming. The issue and challenge before us are whether we will rise on the occasion to produce our own images as some of theirs too.

More than a decade ago, Percy Sutton, then borough president of Manhattan speaking in Harlem observed that blacks face on TV and the silver screen were rare. He further warned that "a white-owned and [white]-controlled communications system is not going to let employees use the white media to do that measure of educating and informing . . . as is needed for black liberation." Percy was right.

The challenges of the 50's, 60's and 70's are still the challenges of the 80's for minority Americans. But the agendas have somewhat changed. The objective must be quality over quantity. The standards must be preparedness, persistence and professionalism.

Only when we are truly ready for prime time can we hope to surge with confidence through the closing of windows of opportunity.

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TWILIGHT ZONE



VIACOM CELEBRATES A SILVER ANNIVERSARY WITH A GOLDEN OPPORTUNITY.

This fall The Twilight Zone celebrates its 25th anniversary as one of the most successful shows in television history.

To commemorate this event, Viacom presents The Twilight Zone Silver Anniversary Special. Three original episodes—never before seen in syndication—will appear as a two-hour movie special. With stars like **Robert Duvall**, and stories that are destined to become true classics.

Journey into The Twilight Zone.
Another dimension in entertainment from Viacom.



Business Briefly

RADIO ONLY

Augsburger Beer □ Four-week flight is scheduled to start in mid-September in Chicago and Milwaukee, with possibility that other markets will be added. Commercials will be placed in all dayparts. Target: men, 18-49. Agency: Zechman & Associates, Chicago.

Victoria Station □ Restaurant chain will begin fourth-quarter flight in mid-September in eight markets, including Cincinnati, New York, Charlotte, N.C., and Boston. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Doyle Dane Bernbach, San Francisco.

Halloween Shops □ Leased sections in department stores and specialty shops featuring Halloween items and merchandise will be promoted in two-week flight starting in mid-October in about 50 markets including Baltimore, Chicago, New York, Seattle and Denver. Commercials will be scheduled in daytime periods on weekdays. Target: adults, 18-34. Agency: Western

International Media, Los Angeles.

State Line Potato Chips □ Six-week flight will start in early October in three New England markets. Commercials will run in all dayparts. Target: women, 18-49. Agency: Arnold & Co., Boston.

TV ONLY

Huffy Manufacturing □ Fourth-quarter campaign for sell company's line of bicycles will begin in early October and continue through end of year in 23 markets. Commercials will be scheduled in daytime and fringe periods. Target: teen-agers and children, 6-11. Agency: Grey Advertising, Chicago.

Dunkin' Donuts □ Restaurant chain is set to begin flight this week in about 30 markets and continue through end of September, with number of weeks varying, depending on market. Commercials will run in all dayparts. Target: women, 25-54. Agency: Ally & Gargano, New York.

Charles Cates & Sons □ Pickle

First-half stats. Network, national and regional spot and local television spending grew by an average of 17.8% in the first six months of 1984, according to a report released by the Television Bureau of Advertising. Based on figures supplied by Broadcast Advertisers Reports, TVB said that network TV advertising for the first half amounted to \$4.0 billion, up from \$3.3 billion last year. (ABC led with \$1.45 billion, followed by CBS with \$1.35 billion and NBC with \$1.16 billion.) Procter & Gamble remained the top network advertiser with \$185 million for first six months of 1984. Kellogg Co. showed the greatest percentage jump (175%), from \$23.7 million in the first half of 1983 to \$65.2 million this year.

National and regional spot advertising for the first six months, based on the monitored top 75 markets, reached \$1.9 versus \$1.7 billion last year. TVB said that local TV advertising increased by 19.3% in the first half, climbing to \$1.6 billion from \$1.3 billion in the 1983 period.

products will be spotlighted in four-week flight starting in early November in 30 to 35 markets. Commercials will run in all dayparts with exception of prime time. Target: women, 25-54. Agency: Leslie Advertising, Greenville, S.C.

Bill-Mar Foods Inc. □ Various food products will be spotlighted in three-week flight to begin Sept. 24 in about 4 markets. Commercials will be carried in daytime and in early and late fringe periods. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

Masco Corp. □ Peerless Faucets will be advertised in seven-week flight to start this week in more than 20 markets. Commercials will be scheduled in spot programs. Target: adults and men, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

RADIO AND TV

Australian Tourist Commission □ Campaign to promote travel to Australia from North America will begin in late

AP WireCheck

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THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional and senatorial contests in our series entitled, "The Contenders." 90-second scripts supplement your campaign coverage five days a week, beginning Labor Day.

FEELING GOOD—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move overnight.

WHERE THERE'S LIFE—This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

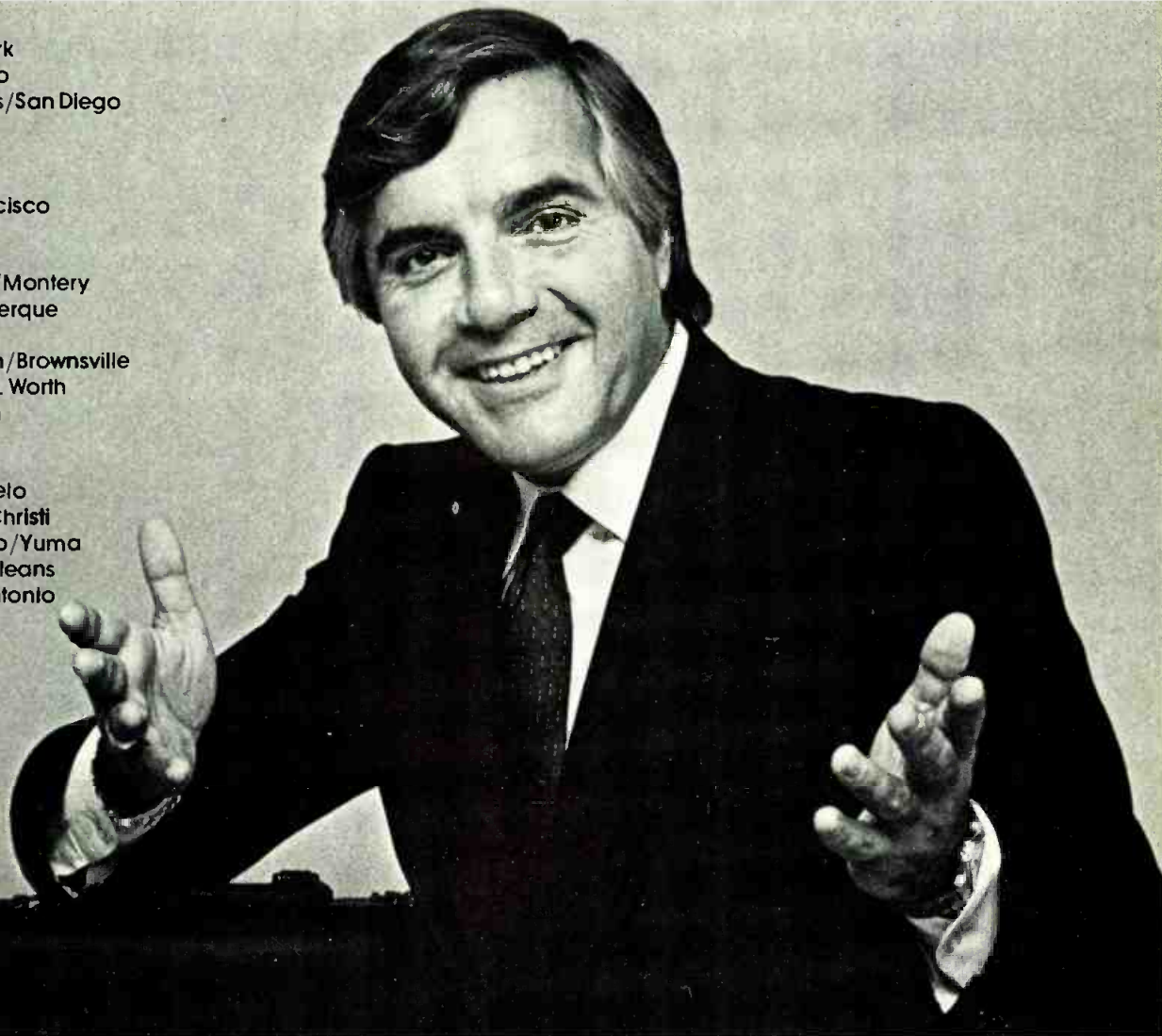
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KTVK-TV Phoenix
KRGV-TV McAllen/Brownsville
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WNOL-TV New Orleans
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CARLOS BARBA, PRESIDENT WNJU-TV 47 NETSPAN AFFILIATE

This January, when NetSpan, the Spanish-language advertising sales and programming service was launched, we invited stations in markets with large Hispanic populations to "Come With Us!"

Our first NetSpan program was a Menudo movie which was telecast with outstanding success by the three NetSpan charter stations—WNJU-TV 47 in New York, WBBS-TV 60 in Chicago and KSCI 18 in Los Angeles/San Diego.

In June, we presented a Julio Iglesias special, and our station lineup increased to nine.

Our most recent event—Menudo In Concert—sponsored by Pepsi-Cola, Sears, AT&T and RCA International—has, thus far, been played on 22 stations, among them 17 English language stations, including ten ABC, CBS and NBC affiliates!

But this is only the beginning. Sales are booming and we've got some of the best Latin programming in the wings. So isn't it time for your station to come with NetSpan?

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"OUR NEWS IMAGE HAS NEVER BEEN BETTER."

-David Choate, News Director WSVN-TV, Miami

"Ranked as a competitive activity, TV news would probably fall somewhere between rugby and wild boar wrestling in terms of fierceness. Which is why we're constantly on the lookout for anything that might give us an edge.

"Our 6 Betacam camera-recorder systems are a good example. Their image quality is spectacular, so we look great on-air.

"But even better, the mobility Betacam offers is a real incentive to our photographers to go for that really dramatic, unusual shot. The kind you won't see on every channel at 6 and 11. Because at least for the time being every station doesn't have Betacam."

"THE ABILITY TO SEND OUT MORE CREWS ON MORE STORIES IS WHAT I CALL GOOD NEWS."

-Tom Kirby, VP/News WTCN-TV, Minneapolis

"Before coming here, I was with Gannett's Denver station, KUSA, which was the



winner of the NPPA's 1983 'Station of the Year' award. And frankly, my goal here is to get to the finals again. A not unrealistic objective when you consider the talent we have, and the fact that we recently purchased 23 Betacams.

"After all, it seems obvious, the more people you have on the street, the better your chances are of coming up with a winner. Providing, of course, you give those people equipment that's as performance-minded as they are."

"WITH SO MUCH LESS EQUIPMENT TO LUG AROUND, WE'RE SEEING A LOT MORE EXCITING TAPE."

-James Delmonico, President/General Manager WRGB-TV, Schenectady

"I don't care how inspired or dedicated a photographer is, eight hours of hauling sixty-plus pounds of camera, recorder, lights,



and cable all over hell and gone is bound to have a stifling effect on someone's creativity.

"That's what initially got us interested in Betacam, and ultimately, why we made the decision to invest in it. The simple fact that you don't have to be a gorilla to use it. The maneuverability of this system is tremendous. So naturally we're seeing shots you just couldn't get before. And, of course, the image quality itself is magnificent.

"In fact, I'd have to say from the looks things, we'll be adding more Betacam system

HOW THE PEOPLE WHO LIVE AND DIE BY THE RATINGS RATE THE SONY BETACAM™

fore long. If for no other reason than to stop our crews from fighting over 10 gets to use the ones we currently have."

"THIS IS CLEARLY A STEM BUILT FOR THE REAL WORLD."

*-Allan Howard, VP/General Manager
KXTV-TV, Sacramento*

ou rarely find news under ideal conditions. More likely you're getting jostled around by a huge crowd, buffeted by gale winds or caught in a very tense, fast-moving situation. All of which tend to play havoc with equipment that spans.

"Betacam, however, seems to have been designed especially for this environment. It's extremely well-built, exceptionally rugged system, particularly for its weight. And the net result is that in the year we've had them, downtime has been virtually nil.

"Equally important, because Betacam is fully compatible with 3/4" systems, you can



move into this technology at your own pace. Which is another part of adapting to the real world, the world of equipment budgets."

These are just a few examples of the reports we're getting from stations that have made the move to Betacam. To hear more, or, better yet, to get a look at the system behind them, just give us a call. In the New York/New

Jersey area (201) 833-5350;

in the Northeast/Mid-Atlantic (201) 833-5375;
in the Midwest (312) 773-6045; in the Southeast
(404) 451-7671; in the Southwest (214) 659-3600;
in the West (213) 841-8711.

SONY
Broadcast

Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, New Jersey 07666. © 1984
Sony Corporation of America. Sony is a registered trademark and Betacam a trademark of Sony Corporation.

September and continue until end of year in seven markets, including Los Angeles, New York and Washington. All-media campaign, budgeted at \$5 million, will focus on sports programming

and mass-appeal specials on television. In radio, emphasis will be on programs reaching upscale audience. Target: adults, 25-54. Agency: N W Ayer, Los Angeles.

Advantage

Blair's radio profile. Analysis by Blair Radio shows that 25-54 demographic continued as leader in first half of 1984, accounting for 37.3% of all business opportunities, up from 34.4% in comparable period last year. In second place was 18-49, at 15.3%, down from 16.6% in same period of 1983. Next were 18-34 at 14.1% and 25-49 at 10.5%. According to Blair Radio, teen opportunities remained flat at 4.5%.

New era. Doyle Dane Bernbach, New York, has sent letters to commercial television stations and national representative firms cautioning them against introducing practices, in light of FCC's television deregulation, that may be damaging or provide "a less effective environment for advertisers." In letter, Mike Drexler, executive vice president and director of media and programming for DDB, said although agency supports FCC's decision, television stations should maintain acceptable level of commercialization and provide proper and accurate records of commercial schedules. Drexler said DDB will continue to require detailed verification of commercial schedules it may carry on stations, including specific date and time of broadcast, commercial length and identification of advertiser and commercial. Agency said this information should be available for minimum of one year from month of broadcast.

Precision time. AT&T Communications is aiming its nationwide direct mail campaign at radio and television stations and cable television systems to promote company's DIAL-IT 900 Service. Post cards have been mailed to 5,000 radio stations, 900 television stations and 3,000 cable systems stressing new direct link by AT&T to U.S. Naval Observatory's Master Clock, said to be most precise time source in world. AT&T believes combination of voice and ticking signal from Master Clock should be particularly useful in synchronizing time-sensitive electronic equipment used by broadcasters and cable operators. DIAL-IT users pay 50 cents for first minute; 35 cents for each additional minute. Campaign was created by Layland/Allen Associates, Teaneck, N.J.

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AN EVENING WITH RAY CHARLES

This spellbinding concert brings us an intimate glimpse into the many moods and styles of this musical genius. Songs include *Georgia On My Mind*, *Busted*, *Oh, What A Beautiful Mornin'*, *I Can't Stop Loving You* and *America The Beautiful*. **60 Minutes.**

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ATLANTA WSB	RALEIGH, DURHAM WRAL, WLFL	DECATUR WR
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ONTEREY, SALINAS	KSBW	BANGOR	WVII	MT. VERNON	WCEE
HARLESTON, SC.	WCIV	QUINCY, HANNIBAL, KEOKUK	KTVO	CONCORD	WNHT
T MYERS, NAPLES	WINK	MEDFORD, KLAMATH FALLS.	KOBI	ST. CROIX	WSVI
ONROE, EL DORADO	KNOE	IDAHO FALLS, POCATELLO	KIFI	COLBY	KLBY
COLUMBUS, GA.	WRBL	ANCHORAGE	KIMO	WENATAHEE	KCWT
ANTA BARABARA, SANTA MARIA, SAN LUIS OBISPO	KSBY	CLARKSBURG, WESTON	WBOY	BEATTYVILLE	WLJC
INGHAMTON	WBNG	LAKE CHARLES	KVHP		
MARILLO	KFDA	GAINESVILLE	WUFT		
WICHITA FALLS, LAWTON	KSWO	MERIDIAN	WHTV		
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This week

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

Sept. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 10—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Hyatt hotel, Los Angeles airport.

Sept. 10—Deadline for entries in *International Film and TV Festival of New York*. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

Sept. 10—*Advertising Club of Greater Boston* 24th annual Hatch Awards. Park Plaza Castle, Boston.

Sept. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Topic: "Opportunities in Corporate Television: Going Strong,

■ Indicates new or revised listing

Looking Good." Copacabana, New York.

Sept. 11—*Ohio Association of Broadcasters* "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Stuart Hersch, chief operating officer, King World Inc., distributor of *Wheel of Fortune* and *Jeopardy*. Copacabana, New York.

Sept. 12—*Ohio Association of Broadcasters* "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

■ **Sept. 12**—*American Women in Radio and Television, Washington chapter*, meeting, "Women at the Top," focusing on advertising executives. National Association of Broadcasters headquarters, Washington. Information: (202) 638-2800.

■ **Sept. 12**—*American Women in Radio and Television, Chicago chapter*, meeting. Speaker: Chicago Mayor Harold Washington. Barclay hotel, Chicago.

■ **Sept. 12**—*American Women in Radio and Television, Pikes Peak chapter*, meeting. Hilton Inn, Colorado Springs.

Sept. 12—Hispanic Heritage Program, sponsored by FCC. Speakers include Geraldo Rivera, ABC's #20; FCC Chairman Mark Fowler, and FCC Commissioner Henry Rivera. Fine Arts Theater, Washington.

■ **Sept. 13**—*American Women in Radio and Television, Washington chapter*, annual celebrity softball charity benefit. Jelleff field, Washington.

■ **Sept. 13**—*American Women in Radio and Television, Washington chapter*, annual celebrity softball charity benefit. Jelleff field, Washington.

Sept. 13—*Ohio Association of Broadcasters* "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

Sept. 13—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Quality Inn, Vernon, Conn.

Sept. 13—*Northern California Broadcasters Association* luncheon meeting. Speaker: Bill Stakein, president, Radio Advertising Bureau. Hotel St. Francis, San Francisco.

Sept. 13-15—*Alaska Broadcasters Association* 20th annual convention. Travelers Inn, Fairbanks, Alaska

Sept. 14—*Southern California Association of Governments/Annenberg School of Communications* and *Southern California Cable Association* regional telecommunications conference. University of Southern California campus, Los Angeles.

Sept. 14-15—Eighteenth annual *South Dakota Broadcasters* day. South Dakota State University and Staurite Inn, Brookings, S.D. Information: (605) 688-4197

Sept. 14-15—*Radio-Television News Directors Association* region eight meeting. Ohio University, Athens, Ohio.

Sept. 14-16—*Maine Association of Broadcasters* annual convention. Sebasco Lodge, Sebasco Estate, Me.

Sept. 14-16—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film and Video Consortium*. Crawford Communications, Atlanta. Information: (404) 239-0319.

Sept. 15—Deadline for entries in 16th National At Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Spawrow, SBRTC, 6350 West Freeway, Fort Worth, 76150.

Sept. 15—*California AP Television-Radio Association* regional seminar. Sacramento Inn, Sacramento, Calif.

Sept. 15—*Radio-Television News Directors Association* region two meeting, in association with Radio Convention (see below). Keynote speaker: Ed Asner, Screen Actor's Guild. Westin Bonaventure, Los Angeles.

Sept. 15—*Radio-Television News Directors Association* region four meeting, with *Oklahoma AP* and *University of Oklahoma*. Norman, Okla.

Sept. 15—*Radio-Television News Directors Association* region five meeting with *Northwest News Broadcasters Association*. Eau Claire, Wis.

Sept. 15—*Radio-Television News Directors Association* region nine meeting with *Louisiana AP*. Roy Sonesta, New Orleans.

■ **Sept. 16**—"Minority Ownership/Programming: The Issues and the Answers," seminar sponsored by FCC, in cooperation with Radio Convention (see below). Bonaventure hotel, Los Angeles. Information: Zora Brown Kramer, (202) 254-7674.

Also in September

Sept. 16-18—*Central Educational Network* fifth annual national program screening. Marc Plaza hotel, Milwaukee. Information: Ann DeLarye-Gold, (312) 547-5000.

Sept. 16-18—*National Religious Broadcasters* Western chapter convention. Los Angeles Marriott (Airport

Major Meetings

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 Biltmore 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. Amfac 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.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8, 1985—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

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

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.

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

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.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

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Los Angeles.

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

Sept. 17—*Community Broadcasters of America* Western regional meeting. Sheraton Lakewood, Denver.

■ **Sept. 17**—*New York Television Academy*, student affiliate chapter, *Syracuse University*, media professionals series. Speaker: Kay Koplovitz, president, USA Network. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Sept. 17-18—"Selling Cable TV Services," course offered by *American Management Association*. AMA headquarters, New York.

Sept. 17-19—*Kentucky Broadcasters Association* annual fall convention. Marriott, Lexington, Ky.

Sept. 18—*Southern California Cable Association* meeting. Los Angeles Airport Hilton, Los Angeles.

Sept. 18—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Red Lion Inn, Omaha.

Sept. 18—*Ohio Association of Broadcasters* "small market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 18—*Hollywood Radio and Television Society*

newsmaker luncheon with panel of network entertainment division presidents. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (213) 769-4313.

Sept. 18—*Association of National Advertisers* ninth annual corporate advertising workshop. Waldorf-Astoria, New York.

Sept. 18-19—*Kentucky Broadcasters Association* fall convention. Marriott Resort, Lexington, Ky.

Sept. 19—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Pierre Juneau, president, Canadian Broadcasting Corp. Copacabana, New York.

Sept. 19—*Community Broadcasters of America* Eastern regional meeting. West Park hotel, Arlington, Va.

Sept. 19-21—*International Institute of Communications* annual conference, "The Media and Information Society: Present and Future." Reichstag, Berlin. Information: (01) 388-0671; IIC, Tavistock House South, Tavistock Square, London, WC1H 9LF.

■ **Sept. 20**—"Minority Ownership of New Broadcast Stations" conference sponsored by *FCC*, *National Telecommunications and Information Administration*, *Minority Business Development Agency*, *National Association of Black Owned Broadcasters* and *National Hispanic Media Association*. Davidson Conference Center. USC campus, Los Angeles.

Sept. 20—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Denver Airport, Denver.

Sept. 20-21—34th annual Broadcast Symposium sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Program commemorating IEEE's 100th anniversary will be held Hotel Washington, Washington. Information: (212) 975-3791.

Sept. 20-22—*American Women in Radio and Television* South Central area conference. Tapatio Spring Ranch, Boern, Tex.

■ **Sept. 20-23**—National Video Festival, presented by *American Film Institute* and sponsored by *Son. Corp. of America*. AFI campus, Los Angeles. Information: (213) 856-7787.

Sept. 21—*Southern California Cable Association* fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

Sept. 21—*Radio-Television News Directors Association* region 13 meeting, with *Washington chapter of Society of Professional Journalists*, *Sigma Delta Chi*. Speakers include Defense Secretary Caspar Weinberger; Bill Leonard, former president, CBS News; Er Fohy, ABC News Washington bureau chief, and Robert G. Allen, communications attorney. Capital Hilton hotel, Washington.

Sept. 21—*Washington State Association of Broadcasters* radio/TV sales clinic. Wenatchee Center, Wenatchee, Wash.

Sept. 21—"The Lawyer and the New Video Market place III," sponsored by *American Bar Association Forum Committee on Communications Law*. Time Life Building, New York.

Sept. 21—*Community Broadcasters of America* Mic

Stay Tuned

A professional's guide to the intermedia week (Sept. 10-16)

Network television □ ABC: *A Barbara Walters Special Celebration*, Monday 8-9 p.m.; *Having it All* (romantic comedy), Tuesday 9-11 p.m.; *Glitter** (dramatic series), Thursday 8-10 p.m.; *Hawaiian Heat** (action drama series), Friday 9-11 p.m. CBS: *Special People: Based on a True Story* (dramatization), Tuesday 9-11 p.m.; *The Secret World of the Very Young* (informative special), Wednesday 8-9 p.m.; *Saturday's the Place!* (preview of children's programming), Friday 8-8:30 p.m.; *Threesome* (romantic drama), Friday 9-11 p.m.; *Shirt Tales** (animated adventure series), Saturday 8-8:30 a.m., "Some Kind of Hero" (comedy), Sunday 9-11 p.m. NBC: *Miss America Pageant*, Saturday 10 p.m.-midnight; *Punky Brewster** (comedy series), Sunday 7:30-8 p.m.; *Miami Vice** (dramatic series), Sunday 9-11 p.m. PBS (check local times): *The Arranger Sessions with Billy Taylor* (piano performance), Monday 10-11 p.m.; *Green Bay Packers: The Grandstand Franchise* (documentary), Tuesday 10-11 p.m.; *Bach to Bach* (instrumental special), Wednesday 8-10 p.m.; *The Mask of El Zarco* (documentary), Sunday 10-11 p.m.

Network radio □ ABC Radio: *Child Suicide: Before It's Too Late* (10-part investigative series), Monday-Friday (check local times).

Syndication □ Metromedia/Telepictures: *Rituals** (dramatic series), Monday in 100 markets and abroad (check local times). WCRB Productions: *Exxon/New York Philharmonic* (concert), Monday on 250 stations (check local times).

Cable □ Arts & Entertainment: *Cezanne: The Sense of Sound* (documentary profile), Wednesday 11-11:45 p.m.; *The Aerodrome* (black comedy), Saturday 8-9:30 p.m.; *Twigs* (stage comedy), Sunday 8-10:45 p.m. Lifetime: *Advances in Arthritis: A National Video Seminar*, Monday 10 a.m.-noon, repeated Sunday 7-9 p.m. Showtime: *Young At Heart Comedians* (reunion special), Tuesday 8-9 p.m.

Play It Again □ HBO: *Sakharov* (dramatized biography), Sunday 8-10 p.m. WGN Chicago: *Sadat* (dramatized biography), Monday and Tuesday 11:30 p.m.-2 a.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *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. *See It Now: A Retrospective*, 30 shows, Friday through Nov. 1. For information and air times call (212) 752-7684.

* indicates premiere episode



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Errata

James Pagltai is VP, marketing manager, for Blair/RAR, Chicago, not New York, as reported in "Fates & Fortunes," Aug. 13.

□

In Aug. 20 story reporting new **Inday programming service**, joint venture between LBS Communications and Tribune Broadcasting, it was stated that Tribune is responsible for selling advertising time. In fact, **LBS will sell advertising time.**

□

KTLA-TV Los Angeles will begin **Saturday morning** schedule this fall with *Top 40 Videos* and not *Music Magazine* as reported in Sept. 3 issue.

western regional meeting. Midway Motor Lodge, Milwaukee.

Sept. 21-22—*Massachusetts Broadcasters Association* annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers* and *Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R OBL; telephone: 01-240-1871.

Sept. 22—First "Sol Taishoff [late editor-in-chief, Broadcasting magazine] broadcasting seminar, for future leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. KRON-TV San Francisco. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago 60611; (312) 649-0211.

Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime-time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governor's Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 23-25—*Nevada Broadcasters Association* annual fall meeting. Harvey's South Shore, Lake Tahoe, Nev.

Sept. 23-26—*National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Logan Airport Hilton, Boston.

Sept. 24—Broadcast engineering management seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borcherdt, (608) 263-2157.

Sept. 24—*Women in Cable, New York chapter*, cable rallies. Waldorf-Astoria, New York.

Sept. 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Representative Al Swift (D-Wash.). National Press Club, Washington.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80s." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marlbury House hotel, Washington.

Sept. 25—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goljenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

Sept. 25—*New York Television Academy, student affiliate chapter, Syracuse University*, "distinguished visiting professor lecture series." Speaker: George Jewi, vice president-general manager, ABC Television Network. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Sept. 25-27—*National Association of Black Owned Broadcasters* eighth annual fall broadcast management conference. Ramada Renaissance hotel, Washington.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borcherdt, (608) 263-2157.

Sept. 26-28—*National Religious Broadcasters* Southeastern chapter convention. Sheraton Atlanta, Atlanta.

Sept. 27—*Philadelphia Cable Club* membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

Sept. 27-29—*American Women in Radio and Television*

North Central area conference. Daytonian hotel, Dayton, Ohio.

Sept. 28—Deadline for entries in *1985 Ohio State Awards* honoring technical excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 422-0185.

Sept. 28—*Society of Broadcast Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: (315) 423-4001.

Sept. 28-30—*North Dakota Broadcasters Association* annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—*Florida Association of Broadcasters* annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 28-30—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Dallas Morning News*. Dallas-Fort Worth Hilton Executive Conference Center, Dallas-Fort Worth Airport.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Speakers: Edward Fritts, president, National Association of Broadcasters; Bernard Mann, president, National Radio Broadcasters Association, and Ben Hoberman, ABC Radio. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

Sept. 30-Oct. 2—*Kentucky CATV Association* fall

convention. Galt House, Louisville.

October

Oct. 1—Deadline for applications to *East-West Center* Jefferson Fellowships for news editors and broadcasters to study and travel in Asia in spring, 1985. Center is nonprofit educational institution funded primarily by U.S. Congress and Asian and Pacific governments. Information: Curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, 96848.

Oct. 1—Deadline for entries in U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information: (312) 834-7773.

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by *FCC and American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

Oct. 1-3—*Women in Cable* third national professional conference, "Cable in Context '84: Tools for Today." Marriott hotel, Chicago. Information: (202) 296-7245.

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 2—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Inn, Portland, Ore.



Praise and warning

EDITOR: This letter has two purposes. The first is to congratulate ABC, its president of broadcast operations and engineering, Julius Barnathan, and his RF coordinator for the Olympics, Michael LoCollo. Mike deserves a great deal of credit for an RF system that let ABC cover the games in such an excellent manner. He deserves even more credit for keeping promises he made to the broadcasters of Los Angeles about his system so the rest of us could carry out our normal activities, plus provide our coverage of the Olympics as a local story.

All those who attended the World Broadcasters RF Committee meetings Mike chaired deserve much credit. The region's broadcasters met to solve many problems at those meetings. Our industry can rise to the challenge of meeting our employers' needs for ENG, STL's and other Part 74 support spectrum in a world where such spectrum is a limited commodity.

Here's this letter's second purpose. Recent releases from the FCC indicate there are obstacles ahead on the road to successful coordination. The commission has endorsed sharing in the 13 ghz band between private operators of fixed links (displaced in the DBS decision last year) and present users of this band, primarily broadcast and cable interests. What is serious here is the belief of some people in the Office of Science and Technology at the commission that mobile and fixed links can successfully coexist in the same band.

Unless our industry succeeds in showing the commission it is making a serious mistake in its 13 ghz decision, the best efforts of all involved in broadcast coordination may

fail. If the fallacy of mobile and fixed link coexistence in 13 ghz is allowed to go unchallenged, I predict the commission may some day revisit docket 82-334 and implement similar sharing and cumbersome coordination procedures for mobile operations in 2 ghz and 7 ghz bands.

What we do not need at this point is a commission-mandated "Catch-22" that will result in a modern range war between mobile and fixed microwave users.—Richard A. Rudman, chairman, *Society of Broadcast Engineers frequency coordinating committee, Indianapolis*.

Call sign confusion

EDITOR: I thoroughly enjoyed your Aug. 6 review of station call letters. Yet one can only ponder the consequences of call letter changes in any market. The cost alone of reestablishing a station's identity is staggering. Additionally, when compounded with a format change, the owner will not write in black ink for a good year, at least.

While realizing some station sales necessitate call letter changes (e.g., WMAL-AM-FM-TV Washington to WMAL-AM-FM and separately owned WJLA-TV), one finds the entire industry becoming tiresome. There are only so many combinations available, but allowing the same call signs in completely different cities (e.g., KCBS(AM) San Francisco and KCBS-TV Los Angeles), compounds an already confusing identity crisis.

But after 20 years of discovering that a majority of people cannot tell you the station they are currently listening to or viewing, I suppose identity is a moot point.—Jeri O'Brien, *New York*.

What do George Lilly, Randy Odeneal, Scott McQueen, Ted Nixon, & Alan Beck, have in common?

George Lilly

Randy Odeneal, Scott McQueen & Ted Nixon

Alan Beck



SJL, Inc.

**\$3,000,000
Subordinated Notes and
Preferred Stock**

TA Associates provided the above equity financing and arranged \$12,000,000 of bank loans to enable George Lilly to acquire the Montana Television Network.

■ TA Associates



Sconnix Group Broadcasting, Inc.

**\$5,000,000
Subordinated Notes**

TA Associates provided the above equity financing and arranged \$10,000,000 of bank loans to finance this radio group broadcaster's acquisition of major market properties, beginning with KRKR-AM and KFKF-FM, in Kansas City.

■ TA Associates



American Media, Inc.

**\$3,800,000
Subordinated Notes**

TA Associates provided the above equity financing and arranged \$9,000,000 of bank loans to enable Alan Beck to acquire WLIF-FM in Baltimore, adding it to WALK-AM/FM on Long Island.

■ TA Associates

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(See us at the Bonaventure at the RCPC)

Broadcasting Sep 10

Vol. 107 No. 11

TOP OF THE WEEK

Networks back to their old selves for fall

ABC, CBS and NBC will premiere 21 new shows; each is trying to shore up weak spots in the schedule

As the networks begin raising the curtain on the new fall prime time schedule, the public will not be the only one tuning in to witness the premieres. Viewers will range from nervous network programmers to anxious Madison Avenue advertising executives waiting for the first numbers from the ratings meters. In searching for a description of the new season, the adage "the more things change, the more they remain the same" seems particularly apt. Because this year, observers note, each network is looking—and some say "thank goodness"—a good deal more like its old self.

In total, there are 21 new series premiering (compared to 22 last year). NBC leads the way, introducing nine series totaling seven-and-a-half hours. ABC is not far behind, premiering seven new series adding up to six hours (*Call To Glory*, which recently was scheduled to replace *Streethawk* on ABC's fall schedule, premiered Aug. 13). And CBS, in its smallest replacement effort ever, is adding only five series totaling three-and-a-half hours.

When the networks unveiled the fall schedules last spring, each made an attempt to address its own special problems. For ABC, it was Tuesday and Thursday nights, plus the lead-in to *Monday Night Football* and the 8-10 Thursday block. CBS had its "eight o'clock problem," and has reworked its schedule in that period on four of seven nights. And NBC, although dominant on Tuesday night and strong on Thursday, had to gut entirely its Friday night line up and radically alter Saturday night.

Of the 22 new shows which bowed last year, five are returning: *Hardcastle & McCormick*, *Hotel* and *Webster* on ABC and *Scarecrow and Mrs. King* and *AfterMASH* on CBS. None of NBC's nine shows that were introduced at the start of the 1983-84 season are returning, but three shows it introduced at mid-season—*TV Bloopers*, *Riptide* and *Night Court* are on the fall schedule.

But unlike recent seasons, each of the networks is returning to its traditional "look" or "image." When each network develops and schedules the kind of programing it does best, advertising agency executives explain, then—in the best of all possible worlds—each has a particular set of demographics which can appeal to different sponsors. Although it is far from clear cut, this season's new network programing takes on a familiar



Three new ones for fall: Top left—*Glitter*, an hour-long drama from ABC. Bottom left—*V*, an hour-long drama from NBC. Above—*Dreams*, a half-hour comedy from CBS.

identity. For ABC, it is "young, hip, urban," in the words of one major agency buyer, represented by such new shows as *Glitter*, *Paper Dolls*, *Who's The Boss?* and *Hawaiian Heat* (notably, ABC mainstays Aaron Spelling and Leonard Goldberg are, respectively, behind the first two). For CBS, it's the higher (and sometimes older) demographic draw of its mostly intact returning schedule, although it is targeting a young audience with its new 8 p.m. offerings. NBC, after a one-year hiatus when it tried to broaden the base of its audience, is back trying several new series with "upscale" potential: *It's Your Move*, *The Bill Cosby Show*, *V* and *Hunter*.

ABC Entertainment President Lewis H. Erlicht said that in addition to Tuesday night, ABC's principal repair points were at 9 p.m. on Wednesday, Thursday and Friday. Saturday at 10, he explained, almost took care of itself with Aaron Spelling's new *Finder of Lost Loves*, a show he says, should "protect our franchise in that period."

But Erlicht, who usually displays an even-handed approach to all of ABC's series, was uncharacteristically enthusiastic about *Call*

to Glory, which plays at 8 p.m. before *Monday Night Football*. He emphasized that *Glory* is a "family show" and not a "military hardware" show or pure serial drama. "The show was so well received," Erlicht said, "that we could not do anything but put it on the schedule."

"It's been a concerted effort and it's taken about three to four years to create a new image for this network," explained Brandon Tartikoff, president of NBC Entertainment, in describing the strategy behind NBC's schedule this season. "In the past, the network's image had always been too old, too white and too male. And we wanted to counter that perception and overturn our audience. It started with *Hill Street Blues* [going into its fifth season], later followed by *Fame*, *Family Ties*, *Cheers*, *Remington Steele*, *Knight Rider* and *St. Elsewhere*. We diverted from that strategy last year by putting on shows like *Boone* and *Yellow Rose* that would bring back into the fold some of the old NBC audience. That was not successful. Now we've gone back to the game plan that resulted in our tremendous move-

ment ahead." Critics like to add that may be the case, but NBC also is introducing *Partners In Crime*, *Hot Pursuit* and *Miami Vice*, the last two heavy action/adventure shows and probably not as likely to be associated with a high profile demographic.

Indeed, according to NBC research last month based on Nielsen's national sample, NBC in July came in first during prime time in total household ratings as well as every single major demographic. NBC averaged an 11.4 rating/22 share of the national audience, compared to a 10.8/22 for CBS and a 10.6/21 for ABC. Although ABC surged ahead in August because of the Olympics, in July, NBC out-pulled the other two networks

in adults 18-34, 18-49, 25-49 and 25-54, as well as the corresponding categories for men and women.

CBS, the leading network in terms of total household delivery, won the 1983-84 prime time ratings for the fifth consecutive season, averaging an 18.1 rating for the 29 weeks, which was 5% ahead of ABC's 17.2 average rating and 21% ahead of NBC's 14.9 average rating. CBS had 12 of the top 20 shows and three of the top five (*Dallas*, *60 Minutes*, and *Simon & Simon*). "To the extent we've had problems, it's been confined to the 8 p.m. period," commented Harvey Shephard, senior vice president, programs, CBS Entertainment. "We're fortunate that we

have very strong schedules on Thursday, Friday and Sunday. CBS has new shows or rescheduled returning series at 8 on Sunday, Tuesday, Wednesday and Saturday. On Sunday it has scheduled *Murder, She Wrote*, a lighthearted mystery series starring Angela Lansbury, directly after *60 Minutes*. Analysts believe that was a good move because the new series should attract the same kind of demographics that *60 Minutes* is rich in—men 18 plus, 18-49, 18-54, 25-54, and 50 plus, although it tends not to do as well with women in those categories. In addition, CBS has attacked the Tuesday and Wednesday 8 p.m. problem by scheduling two half-hour comedies on each night: *AfterMASH* and the new *E.R.*, starring Elliot Gould on Tuesday and *Charles in Charge* and *Dreams*, both new series, on Wednesday. Explained Shephard: "We're going for the adults on Tuesday because *A-Team* which dominates play: stronger to younger viewers. On Wednesday *Highway to Heaven* (NBC) will play to an older audience and *Fall Guy* (ABC) does OK with men and some youngsters, but it's not an overwhelming success with younger audiences. So we think there's an opportunity for a show that appeals to younger women and young teen-agers."

But premiere week, which starts this week, does not end this week. Premieres of new and returning series will be spread over the next three weeks, with full head-to-head competition not getting under way until late October. To begin with, CBS has scheduled the eight-hour mini-series, *Mistral's Daughter*, from Monday, Sept. 24, through Wednesday, Sept. 26.

One of the most expensive series of this season, NBC's *V*, will not begin showing new episodes until Friday, Oct. 26. In the interim, NBC will run specials in the 8-9 Friday time period as well as a possible World Series game. On Friday, Oct. 19 NBC is repeating *V: The Final Battle*, the second mini-series which has been reduced to three hours. But delaying *V*'s premieres some analysts feel, could give a leg up to

New season slates

This is the 1984-85 prime time lineup. ABC, CBS and NBC have commissioned 17 hours of new series programming. ABC is introducing six hours; CBS, three-and-a-half, and NBC, seven-and-a-half. Of the 21 new series, ABC has seven; CBS, five, and NBC, nine. Five of the returning shows have new time periods and six that were introduced in mid-season (and one introduced just four weeks ago) have been picked up. An asterisk following a program title indicates a new show while two asterisks denotes a new time period for the show.

Sunday

	ABC	CBS	NBC
7:00	Ripley's Believe it Or Not (Eastern/Columbia)	60 Minutes (CBS News)	Silver Spoons** (Embassy)
7:30			Punky Brewster* (NBC Prods.)
8:00	Hardcastle & McCormick (Stephen J. Cannell Prods.)	Murder, She Wrote (Universal)	Knight Rider (Universal)
8:30			
9:00		Jeffersons (Embassy)	
9:30		Alice (Warner Bros.)	
10:00	ABC Sunday Night Movie (various)	Trapper John M.D. (Frank Glicksman/Don Brinkley/20th Century Fox)	NBC Sunday Night at the Movies (various)
10:30			
11:00			

Monday

	ABC	CBS	NBC
8:00	Call to Glory (Tish/Avner)	Scarecrow & Mrs. King (Warner Bros.)	TV's Bloopers (Clark/Carson)
8:30			
9:00		Kate & Allie (Alan Landsburg Prods.)	
9:30		Newhart (MTM)	
10:00	NFL Monday Night Football (ABC Sports)		NBC Monday Night at the Movies (various)
10:30		Cagney & Lacey (Filmways)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Foul-Ups.. (Universal)	AfterMASH** (20th Cent. Fox)	A Team (Stephen J. Cannell Prods.)
8:30	Three's a Crowd (NRW/T.T.C.)	E.R.* (Embassy)	
9:00			
9:30	Paper Dolls* (Leonard Goldberg/MGM/UA)		Riptide (Stephen J. Cannell Prods.)
10:00		CBS Tuesday Night Movies (various)	
10:30	Jessie* (MGM/UA)		Remington Steele (MTM)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	The Fall Guy (Glen Larson/20th Century Fox)	Charles In Charge* (Sch/Burton/Universal)	Highway to Heaven* (Michael Landon)
8:30		Dreams* (Peter-Guber/Centerpoint)	
9:00			Facts of Life (Embassy)
9:30	Dynasty (Spelling-Goldberg)		It's Your Move* (Embassy)
10:00		CBS Wednesday Night Movie (various)	
10:30	Hotel (Aaron Spelling)		St. Elsewhere (MTM)
11:00			

NCTA hopes to go back to drawing board with cities on H.R. 4103

After two days of intensive meetings in Washington last week, the board of the National Cable Television Association gave NCTA President Jim Mooney some room to negotiate with the representatives of the nation's cities for changes in H.R. 4103 in hopes on breathing new life into the bill.

"Contrary to the rumors, the board has not in any fashion decided that it doesn't want a bill," Mooney told reporters following the board meeting. But it reaffirmed its position "that any legislation should be good legislation and contributes to the economic vitality of the industry," he said.

The vote giving Mooney the authority to compromise with the cities was characterized by Mooney as "overwhelming," but not unanimous. Particularly offensive to the NCTA were provisions grandfathering regulation of rates of tiers without local broadcast signals and the structure of tiers for four years. The FCC pre-empted such regulation in its *Nevada* decision in 1983. Since the Supreme Court's *Crisp* decision affirmed *Nevada*, the board asserted, to continue to support the grandfathering provision would be a regulatory step backwards. It called for what amounted to codification of *Nevada*.

In a letter to NCTA in early August, the National League of Cities and the U.S. Conference of Mayors told the NCTA that they were unwilling to give on the regulation of rates and structuring of tiers and that they would push for passage of the bill with or without NCTA's support. Because of NCTA's hard line on rates and structuring, they said, trying to work out compromises on other controversial positions was impossible.

That sent Mooney back to the NCTA board, seeking some negotiating room on rates and structuring that might reopen talks

with the cities, and he got it. "We are not rigid, not welded to any one position on rates and [packaging]," he said. The board gave him "considerable flexibility" to cut a new deal with the cities, he said.

"All I can say is, the reason we wouldn't talk before was their extreme inflexibility on *Nevada*," said Cynthia Pols, NLC's legislative counsel, after being informed of the board's new position. If the NCTA gives us a "firm, written, reasonable offer on *Nevada*," she said, the NLC may be willing to reopen discussions.

Even with the prospects of new talks, the chances of legislation are still small. The chief factor working against its passage is time. Only three weeks remain before Congress adjourns. Also, and perhaps more important, the NCTA and the cities seem far apart on other portions of the bill, particularly those dealings with franchise renewals. Pols said the NLC and USCM are no more willing to accept NCTA's franchise renewal demands than they were prior to the board meeting. Although just about every key provision of the bill was discussed during the board meetings, Mooney would not say whether the board modified any of its other positions.

Mooney's comments about the board's action were vague and his answers to questions evasive. When a reporter complained that he didn't understand what the board's new position was, Mooney said, "Then we have succeeded admirably in telling you what we wanted to tell you." Allen and the rest of the board members, apparently under instructions not to comment, were equally closed-mouthed.

Dingell sent a letter to the Rules Committee, asking the committee to schedule the bill for floor action. But it is considered a routine action. Mooney said he met with Dingell on Wednesday, and, based on their conversation, Dingell "has not decided whether to move the bill or not." A Hill source confirmed Mooney's assessment. □

CBS's *Dukes of Hazzard* and help it rebuild its tiring audience and thus jeopardize V's audience loyalty. This is the problem NBC had last year when it delayed the first new episode of *Hill Street Blues* to save fresh episodes for the May sweeps and thus gave CBS's *Knots Landing* a chance to pick up some of *Hill Street's* audience.

Handicapping may be a favorite pastime of newspaper columnists and ratings junkies, although advertising agency executives explain that no advertiser buys on the basis of weekly household ratings. "The fact of the matter is the industry tends to look at household ratings as a guide by which one judges the season," noted Mark Goldstein, senior vice president and director of network programming at Ogilvy & Mather, New York. "But one can be very effective in reaching an audience by buying a schedule that's skewed toward their strength," he continued, "and do very well with an average rating that may surpass that of ABC or CBS on a demographic basis." And this is true of each of the networks. ABC's *Monday Night Football*, while attracting a lot of attention for its lower household ratings the past couple seasons, still ranks third in all the key male demographics. CBS's *Knots Landing* and *Kate and Allie*, which both scored below the top 10 in household draws in the 1983-84 prime time season, quickly moved into the top five when it came to women 18-34 and 18-49—some of the most sought after demographics by advertisers.

Still, when all is said and done, most observers feel CBS will again come in first in households ratings, followed by ABC with NBC perhaps very close at its heels. Others recall the 1976-77 prime time season, when ABC for the first time overtook CBS, helped in large measure by the promotion it was able to do earlier with the 1976 summer Olympics. Reflected Tartikoff: "The season is 39 weeks long. It's not where you start, it's where you finish. To quote Muhammad Ali: 'You can run, but you can't hide.'" □

Thursday

	ABC	CBS	NBC
8:00	The Craziest Things* (Landsburg/Fraser)	Magnum P.I. (Universal/Belisarius/Glen Larson)	Bill Cosby Show (Carsey-Werner)
8:30	Who's the Boss (Embassy)		Family Ties (UBI/Paramount)
9:00	Glitter* (Aaron Spelling)	Simon & Simon (Universal)	Cheers (MTM)
9:30			Night Court (Starry Night/Warner Bros.)
10:00	20/20 (ABC News)	Knots Landing (Roundelay/Lorimar)	Hill Street Blues (MTM)
10:30			
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris)	Dukes of Hazzard (Step/Warner Bros.)	V* (Warner Bros.)
8:30	Webster (Paramount)		
9:00	Hawaiian Heat (Universal)	Dallas (Lorimar)	Hunter* (Stephen J. Cannell)
10:00	Matt Houston (Aaron Spelling/Largo)	Falcon Crest (Lorimar/Amanda/M.F.)	Miami Vice* (Universal)
10:30			
11:00			

Saturday

	ABC	CBS	NBC
8:00	T.J. Hooker (Spelling/Goldberg)	Airwolf** (Belisarius/Universal)	Diff'rent Strokes (Tandem)
8:30			Gimme A Break** (Lachman/Landsburg)
9:00	Love Boat (Aaron Spelling)	Mickey Spillane's Mike Hammer** (J. Bernstein Prods.)	Partners in Crime* (Carson Prods.)
10:00	Finder of Lost Loves* (Aaron Spelling)	Cover Up* (Glen Larson/20th Century Fox)	Hot Pursuit* (NBC Prods.)
10:30			
11:00			

Eastern Show suffers attendance, exhibitor drop

Despite lower numbers, there was plenty to talk about—addressability, H.R. 4103 and customer service

The 3,370 people attending last week's Eastern Cable Show were certainly aware that most of the meeting rooms in Atlanta's World Congress Center were but half full. Exhibitors at the three-day event beginning last Thursday (Sept. 6) were down (158) from last year's 227 and with attendance also down for the second straight year, from 5,500 in 1982 and 4,200 last year, there was no one suffering from too much anticipation, a mood that also characterized the NCTA convention in Las Vegas (BROADCASTING, June 11).

The Eastern Show—although most attendees were from south of the Mason-Dixon line—provided well-organized discussion of questions currently facing cable operators. It also had at least a few memorable moments, one provided by, not surprisingly, Ted Turner, at a reception sponsored by his company on Thursday evening at TBS headquarters in Atlanta. Turner said one reason for changing the title of the Music Video Network to Cable Music Channel was so that it would begin with the word "cable," as does his Cable News Network. Unable to resist a jibe at the incumbent music video channel, MTV, Turner told the assembled crowd, "Don't forget that the 'C' also stands for Clean, not something that somebody is going to want to shoot their parents for," alluding to reports that an Albuquerque, N.M., teen-ager,

charged with murdering his parents, engaged in "substantial viewing" of MTV ("Cablecasting," Sept. 3). While Turner's remark appeared off-the-cuff, a TBS spokesman said the "moral quality" of the videos shown on MTV would be a major factor in the marketing strategy of the TBS offering.

Customer service panelists emphasize the basics

Burton Staniar told the opening session of the conference that he is "something of a fanatic on the subject of customer service and am trying to turn our company into a group of fanatics." The Group W Cable president gave that observation in the Thursday morning panel, "Views on Today's Cable Consumer."

Sidney M. Burgess, general manager of American Television and Communications' system in Birmingham, Ala., suggested that cable operators, in their religion of responding to customer complaints with courtesy, should not overlook the causes of those complaints. As an example, he noted that many systems, his own included, have in the past been plagued by power outages, primarily as a result of power company problems. This kind of disruption, Burgess said, will flood a system's switchboard with customer calls. Still, he said, half the systems in the country do not have battery stand by capability and 30% of the builds are not being equipped with such capability. Just one year after the

Birmingham system installed the stand by, its general manager noted, a customer survey found 59% of respondents agreeing that service was better.

Another capital expense that Burgess said might improve customer satisfaction is expedited billing. "Back to the basics is not glamorous but it will help reduce churn, insure franchise stability and will result in a more profitable operation," he concluded.

A cable system's public image is also a part of satisfying the customer, said Robert M. Burns, general manager of Warner Amex's system in Kingsport, Tenn. One initiative his system took was to train company technicians for membership in neighborhood crime-watch programs and to display the crime-watch symbol on company trucks. The city's mayor asked to participate in the press conference announcing the company's involvement, and Burns noted that the out-of-pocket cost to the system was \$40. Burns said he writes a weekly column in the city newspaper, "where I can present our side of controversial issues." Not only does it allow him to present the industry's point of view, Burns said, but it helps relieve customer service representatives from having to answer such questions as why the company bills in advance or what its line extension policy is.

The Kingsport, Tenn., system manager also told the audience that system operators should never say no to charitable organizations, even if the amount given was below what was requested.

Providing a perspective outside the cable industry was Dennis M. Schmidt, general manager of training for Delta Airlines since 1981. To emphasize the importance of customer service to the bottom line, he related a fact told to every Delta employee: In that company's latest reporting period, it showed an operating profit of \$200 million, with 70 passengers on each departing flight. If the company could add just one passenger to each flight for a departure total of 71, Dennis said, \$50 million could be added to operating profit.

Delta's training program lasts two to four weeks. The training is handled by senior personnel for each department, which, he said, "gives on-line exposure that can't be beat," and lends a sense of "credibility" to the program.



Dr. Rolf Wulfsberg, International Research Communications; Sidney M. Burgess, Birmingham (Ala.) Cable Communications; Burton Staniar, Group W Cable; Robert Burns, Warner Amex Cable; Dennis M. Schmidt, Delta Air Lines.



Congressmen Tauzin, Dowdy, moderator Lois Richardson of the NCTA, Bliley and Barnard

Addressability a must; question is whether on or off premises

There was no disagreement during a Thursday morning panel session about whether cable operators should have addressable equipment. The question, however, was whether that system should be "on premises" (converter) or "off premises." Representing the latter was Allen Kushner, vice president of Times Fiber Corp., who said that off-premises equipment avoids the problems of equipment theft and in-home maintenance and provides better signal security. Unlike

his counterpart on the panel, Moshen Manoochecheri, product manager of addressable terminals for the Jerrold Division of General Instrument Corp., Kushner also said the per-subscriber cost of an off-premises system was less. He noted that electricity costs to the system would be an additional \$1 per sub per year.

Manoochecheri said in response that set-top converters are "significantly different from what was sold two or three years ago."

Kushner pointed out that there are several types of off-premises systems and that it is difficult to attribute any characteristics to the whole group. He responded to Manoochecheri's suggestion that off-premises equipment is relatively untested and of uncertain reliability by noting that Times Fiber's "Mini-Hub II" system is currently operating in seven systems and was designed to meet most military specifications.

Congressmen review prospects for cable bill, H.R. 4103

A Wall Street homily seemed to sum up the feelings of most of the congressmen who addressed a Thursday afternoon session at the Eastern Show: "In the market, the bulls make money, the bears make money but the hogs get slaughtered." Congressman Thomas Bliley (R-Va.), who related the saying, told the operators some version of H.R. 4103 has a window, "but how long that window is going to last, I don't know." He said, "Ultimately I think you have to have legislation because what the courts give you, the courts can take away."

There was a consensus among the four-



Turner and Miss World, Sara Jane Hutt

member panel which, besides Bliley, included Congressmen Billy Tauzin (D-La.), Wayne Dowdy (D-Miss.) and Doug Barnard (D-Ga.), that consideration of the bill was unlikely until the new Congress begins in January. Bliley noted, "I don't believe the chairman [Energy and Commerce Committee Chairman John Dingell] will be interest-

ed in moving this bill unless there is some midnight reconciliation, and I don't believe the speaker is interested in tying up the floor."

Dowdy noted he had made a promise to Mississippi cable operators to try to alter the legislation to incorporate recent FCC decisions and a recent Supreme Court decision which have been favorable to the industry. "I will keep that commitment," he added, "but I hope we do not have occasion to look back and regret any missed opportunities." Franchise renewal and rate regulation, on which the bill compromises, may be less of a problem for many cable system operators than potential competition from phone companies, which the bill, he said, provides protection against. Acknowledging that the answers were not easy, Dowdy said, "If I were a cable operator I would look at what is going to best guarantee the resale value of the system 10 to 12 years from now."

"My personal view is that you ought to get back into negotiations with the cities and get a bill passed," said Tauzin. Passage of any bill, he said, was unlikely unless there is a "broad consensus." "All these bills seem to be occupying a lot of our time and then nothing happens. We are dealing with all those new generation technologies and attempting to rewrite the Communications Act."

Barnard, the only one of the four not on the Energy and Commerce Committee, said that most members of Congress would be looking at the bill in terms of "how will the customer best be served," and added that the message was made clear during the breakup of AT&T. □

Presidential point of view

For John M. Jerose, president of SCTA, the big news for operators of Southern cable systems is not much different from the watchwords heard elsewhere in the industry. "There are two things I see in this industry," he said. "There is a big move toward customer service and satisfaction, and there is a concern that the product is priced right. Unless these concerns are taken care of, churn is going to continue to be a major problem." As a region, the South may have approached the marketing problems years earlier than certain other sections of the country because of a seemingly higher preponderance of mature systems. Jerose said there might be more "20- and 30-year-old systems" because the growth of major television markets and independent stations in the South is a more recent phenomenon and cable early on had to fill the gap.

One particular marketing problem that the SCTA president has to face in the 18,200-subscriber system he manages in Asheville, N.C., is the concern voiced by customers about the programming: "MTV creates complaints in our system and there are people who won't buy that tier. The problem in some cases may have to do more with their inability to control their children." Jerose said that more than MTV, religious programming elicits complaints from people who consider it excessive. "Mind you," he noted, "our system is in the Bible belt." His response to this kind of dissatisfaction, he said, is: "We give them 35 channels and they can choose from among that."

Scrambling is a concern that was reflected in a motion made at Friday's membership meeting. The SCTA president said, "Some of the states are quite perturbed by a lack of scrambling effort among programming suppliers. This motion is directed

against the SMATV operators who are gaining more success as receiving dish size decreases" and dishes become less obtrusive.

The man making the motion, Travis Nabors, vice president and general manager of the cable system serving Columbus, Miss., and head of that state's cable association, told BROADCASTING: "I've talked to operators in each of the 11 states and the loss of business to SMATV operators seems to be a problem everywhere. I feel that all the services should follow HBO and scramble and give us a date and time." Nabors said his own system has lost potential business in an apartment house, hotel and motel and is currently losing subscribers at the rate of one a day to home satellite dishes. He added that talks with cable operators in western states reveal a similar concern.

In October, Jerose said the other SCTA officers will meet and assess the Eastern show's results, both financially and in terms of impact on the association's membership. He said that despite recent erosion in the show's attendance, it is not a foregone conclusion that there will be any major changes: "The nature of the cable show in general is changing. People are selling less on the floor than they used to. There is more training and more idea exchange. That's what I hope we're doing here this week." Regarding the possibility of combining the Eastern show with either the Atlantic show or the New England cable show, Jerose said he has not in the past year had talks with sponsors of either of those two events about a merger. Previously in Syracuse, N.Y., he used to attend the New England show, and remarked, "They are a pretty tight group. It would surprise me if they wanted to change." Jerose also added that last year the Eastern show made money, and it is expected to do so again this year.

The local ACE's find their matches

NCTA honors programs produced by local cable systems in ceremony in Washington

In a ceremony that sought to evoke an Academy Awards ambiance for cable television, programs produced by local cable systems were honored last Thursday (Sept. 6) at Ford's Theater in Washington. The local ACE awards (Awards for Cable Excellence) were presented in an event hosted by actor E.G. Marshall and featuring cable executives and personalities who handed out the 35 ACE's. The presentation was cablecast live by C-SPAN.

The national ACE awards will be presented in a Los Angeles ceremony Dec. 4, preceding the Western Cable Show.

Presenting the awards, sponsored by the National Cable Television Association, were Edward Allen, chairman of NCTA and president and chief executive officer of Western Communications; James Mooney, president of NCTA; Mary Alice Williams, vice president and anchor, CNN; Daniel Schorr, senior Washington correspondent, CNN; Scott Kurnit, vice president-programing, Warner Amex Cable Communications; Nina Blackwood, VJ, Music Television; Sheila Banks, co-host, Black Entertainment Television's *Video Soul*, and producer, noncommercial WETA-TV Washington; Sugar Ray Leonard, world welterweight champion; John Moschitta Jr., TV and commercial star known as "the world's fastest talker," and U.S. Delegate Walter Fauntroy of the District of Columbia.

There were 800 entries from 214 cable systems in the competition, held by NCTA since the early 1970's. Of the 800, 96 programs from 52 cable systems were chosen to be the official nominees.

Following is a list of the winners:

Excellence in local programing

Local programing □ *Suburban Cablevision*, East Orange, N.J.; MacLean Hunter Cable TV, program director, Greg Vandervort.

Programing for a special audience □ *Rogers Cablesystems*, Portland, Ore.; Rogers Cablesystems of America; program manager, Sarah Barnett.

Excellence in a single program

Documentary □ "Raku Ho'olaule'a" (Raku Festival); *Oceanic Cablevision*, Honolulu; American Television and Communications Corp.; contact, Ian Farrell.

Public affairs □ "Right to Know—Hillside: A Desegregation Story"; *Suburban Cablevision*, East Orange, N.J.; MacLean Hunter Cable TV, program director, Greg Vandervort.

Magazine show □ "Island Exchange"; *Cablevision of Long Island*, Woodbury, N.Y.; Cablevision Systems; program director, Margaret Alberg.

Community events coverage □ "Harlem Week '83"; *Group W Cable of Manhattan*, New York; Group W Cable; executive producer, Rick Derman.

Sports events coverage □ "Roselle vs. Asbury Park State Basketball Final"; *Suburban Cablevision*, East Orange, N.J.; MacLean Hunter Cable TV, program director, Greg Vandervort.

About sports (tie) □ "South River: Home of the All-Americans"; *Suburban Cablevision*, East Orange, N.J.; MacLean Hunter Cable TV, program director, Greg Vandervort. "The Row to Henley; Cincinnati Regatta '83"; *Warner Amex Cable of Cincinnati*, Cincinnati; Warner Amex Cable Communications; program director, Miskit Airth.

Music □ "Music City #18"; *Cox Cable*, New Orleans; Cox Cable; executive producer, Jim Gabour.



ACE's on stage. Winners of the NCTA's annual ACE awards, for excellence in local cable programing, gather on stage following ceremony at Ford's Theater in Washington.

Comedy □ "Yes, This is Comedy!"; *Cox Cable*, Parma, Ohio; Cox Cable; contact, Jo Ann Mason.

Drama/dance □ "Christmas at the Juniper Tavern"; *Rogers Cablesystems*, Portland, Ore.; Rogers Cablesystems of America; program manager, Sarah Barnett.

Educational (tie) □ "Give Someone a Tomorrow"; *Cablevision of Raleigh*, Raleigh, N.C.; ATC; director, community programing, William Bagley "Chasing Dreams"; *Manhattan Cable TV*, New York; ATC; corporate affairs supervisor, Harriet Novet.

Children's programing □ "The Filling Station"; *American Cablevision of Indianapolis*, Indianapolis; ATC; program director, Brad Dobbs.

Communications; executive producer, Jim Gabour.

Comedy □ "Variety Tonic"; *Rogers Cablesystems*, Syracuse, N.Y.; Rogers Cablesystems of America; contact, Meg Lynch.

Educational (tie) □ "Operation Brainstorm"; *Adams/Russell Cable Service*, Harrison, N.Y.; Adams/Russell Co.; program director, Anthony Giordano. "Every Child A Wanted Child"; *Fetze Cablevision*, Portage, Mich.; system manager, Donald Curley.

Children's programing □ "Youth Vision Series"; *Cox Cable*, Cranston, R.I.; Cox Cable; program services manager, Patricia Bordeleau.

Innovative programing (tie) □ "Big Dan's Gang Rape Trial"; *Greater Fall River Cable TV Inc.*, Fall River, Mass.; Colon; Communications; program manager, Tom Church. "Video Verite"; *Rogers Cablesystems*, Portland, Ore.; Rogers Cablesystems of America; program manager, Sarah Barnett.

Excellence in a program series

Documentary (tie) □ "This is..."; *Cablevision of New Jersey*, Cresskill, N.J.; Cablevision Systems; program manager, Maureen Stock. "This is..."; *UA/Columbia Cablevision of New Jersey*, Oakland, N.J.; United Artists Cablesystems Corp.; director, studio operations, Lenny Melamedas.

Public affairs □ "Before the Council"; *Viacom Cablevision*, Mountain View, Calif.; Viacom Cable; director of community program, Michael Cobb.

Magazine show □ "Island Exchange"; *Cablevision of Long Island*, Woodbury, N.Y.; Cablevision Systems; program director, Margaret Alberg.

Community events coverage □ "84 Floods"; *UA/Columbia Cablevision of New Jersey*, Oakland, N.J.; United Artists Cablesystems Corp.; director, studio operations, Lenny Melamedas.

News □ "Cablevision News 12"; *Cablevision of Connecticut*, Westport, Conn.; Cablevision Systems; news director, Tom Appleby.

Sports events coverage □ "NBA Basketball Coverage"; *Rogers Cablesystems of Texas*, San Antonio, Tex.; Rogers Cablesystems of America; director, programing and productions, Missy Sager Goerner.

About sports (tie) □ "Local Cable Sports"; *Greater Boston Cable Corp.*, Woburn, Mass.; Colony Communications Inc.; contact, Steve Kostant. "Sportsview Today"; *Group W Cable of Dearborn*, Dearborn, Mich.; Group W Cable Inc.; program director, Margaret Ann Behrends.

Music □ "Music City"; *Cox Cable*, New Orleans; Cox Cable

Excellence in short-form programing

Commercials □ "Le Salon Video Exchange"; *Viacom Cablevision*, San Francisco; Viacom Cable; director of programing and special services, Barrett Glorig.

Cable promotion □ "KOZY Movie Festival Campaign"; *KOZY TV*, *Group W Cable*, Eugene, Ore.; Group W Cable; program and marketing sales director, Paul Helford.

Public service announcements (tie) □ "Missing Children PSA"; *Suburban Cablevision*, East Orange, N.J.; MacLean Hunter Cable TV, program director, Greg Vandervort. "Buckle-Up Campaign"; *United Cable*, Scottsdale, Ariz.; United Cable; local origination manager, Dave Gallagher.

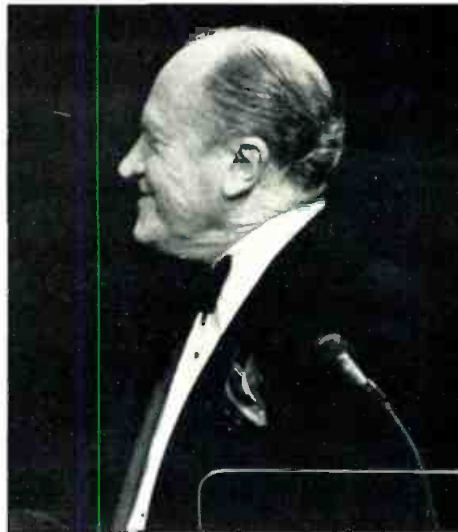
Special recognition

American Television and Communications Corp., Englewood Colo.; "For a pioneering series of commentaries on contemporary issues, 'American Viewpoints.'"

Cox Cable, San Diego; "For sponsorship of an eight-month Junior Achievement program by students from 24 San Diego high schools who operated a local programing business, producing 'Pacific Video Rocks San Diego.'"



Mooney and Allen



Marshall

FCC urged to repeal fairness doctrine

Major broadcasting interests say repeal is within FCC's power, but that view is disputed by ABC and defenders of doctrine

Should the fairness doctrine be scrapped?

That was the big question debated in comments at the FCC last week. And in response to the commission's notice of inquiry on the subject, most broadcasters said aye. Group W, however, said nay, as did the majority of the nonbroadcasters commenting.

The question of whether the commission can eliminate the doctrine without congressional approval proved to be more controversial. Among the naysayers was the National Telecommunications and Information Administration.

In its comments, the National Association of Broadcasters said the doctrine unconstitutionally violates the First Amendment rights of broadcasters and can and should be lifted by the FCC. NAB noted that the doctrine, contrary to its supposedly intended purpose, had a chilling effect. "The doctrine inhibits some because of its complex and vague standards and requirements, the threat it carries of broader government supervision of content and economic and managerial hardships," NAB said.

Said NRBA: "No justification exists to limit the editorial discretion of broadcast licensees through the fairness doctrine, particularly since the inevitable effect of that doctrine is to chill the full expression of ideas and viewpoints."

CBS said that repeal of the doctrine is "fully" within the commission's statutory authority. According to CBS, the doctrine was formalized by the FCC in 1949. But it wasn't until 1959 that Congress—in amending the Communications Act to provide exemptions from equal-time requirements to candidate appearances on certain types of news programs—incorporated a reference to the doctrine into statutory language. The reference at issue: "Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries and on-the-spot coverage of news events, from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

According to CBS, a "close reading" of that passage demonstrates that it merely authorized the doctrine's continued application; it did not require it. "In stating that the newly created equal-time exemptions did not 'relieve' broadcasters of the commission's pre-existing fairness rules, the amendment acknowledged the fairness doctrine and made clear that its continued application was authorized by Congress. It did not, however, purport to erect the fairness doctrine as a statutory command."

Moreover, CBS said that a commission decision that it has authority to get rid of the doctrine would be entitled to "substantial" judicial deference. "This," said CBS, citing

language from *Red Lion*, "follows from the 'venerable principle that the construction of a statute by those charged with its execution should be followed unless there are compelling indications that it is wrong.'"

The Radio-Television News Directors Association, The Evening News Association, Gannett Co. and Gaylord Broadcasting agreed with CBS's reasoning. "On its face this language provides only that the amendments should not be construed to *relieve* broadcasters of fairness doctrine obligations; it neither states nor implies that Congress intended to change in any way the nature of the statutory authorization for the doctrine," they said.

"Outright repeal is wholly warranted by conditions in the current media marketplace, is fully permissible under the Communications Act and in fact is commanded by First Amendment principles," they added.

Said NBC: "Because the fairness doctrine inhibits rather than promotes diversity of views expressed, and because, given the abundance of media voices now speaking, it is no longer necessary—if it ever was—to promote diversity of views by government fiat, the fairness doctrine is now contrary to the public interest. Because the scarcity rationale is itself no longer viable, the doctrine, which embodies government-imposed content regulation, is no longer constitutional. The commission has the authority to rescind the doctrine; in order to promote the public interest and the First Amendment interest in an uninhibited marketplace of ideas, it should now do so."

NTIA, however, said its review uncovered "compelling evidence" that Congress had, in fact, incorporated the doctrine into law in the 1959 amendment. "This leads us to conclude that it is Congress, and not the commission, which is the appropriate forum to resolve the future of the fairness doctrine," NTIA said. "Even were one to accept the argument that Congress merely 'recognized' the fairness doctrine through the 1959 amendment, such recognition by itself should be sufficient evidence that Congress places great importance on the obligation so as to preclude major regulatory change. Only direct congressional action therefore can conclusively determine the duties of broadcasters as to insure the American public is best served."

ABC said that even if the commission ultimately decided it has the authority to abolish the doctrine in virtually all respects, it should seek "congressional guidance" before taking such a final step. ABC said it believed the commission had "substantial discretion" to remove many aspects of the doctrine, but "that discretion is not unlimited given the general ratification of fairness doctrine principles in Section 315(a) of the Communications Act."

Nonetheless, ABC maintained that the commission could strip away "many troublesome applications" of the doctrine that have no foundation in the Communications Act. The sort of pruning ABC has in mind: eliminating the personal attack rule; elimi-

nating or limiting the application of the *Cullman* principle, which holds that if initial viewpoints are presented in purchased time, broadcasters must provide free time for the presentation of opposing viewpoints if they are unable to obtain paid sponsorship for them; expansion of the current exemption for independent political committee advertising to include not only similar groups but also noncampaign periods; adoption of an exemption from the doctrine for ballot proposition advertising, and adoption of another exemption for advocacy advertising that addresses political issues.

A group of licensees—including Forward Communications Corp., Group One Broadcasting and May Broadcasting Co.—agreed that "wholesale and unilateral dismantling of the fairness doctrine by the commission cannot be reconciled with Section 315(a) of the Communications Act." They, however, thought the FCC could and should eliminate or restrict its application of the *Cullman* principle and instead extend the *Zapple* quasi-equal-opportunities concept to ballot proposition advertising, all political party/committee advertising and editorial advertising. They also urged repeal of the personal attack rule.

Tribune Broadcasting Co. said Section 315(a) may restrict the FCC's authority to eliminate stations' fairness doctrine obligations with regard to appearances by political candidates in exempt news-type programs, but that the commission otherwise had broad discretion to modify the terms and application of its own creation.

The Association of American Advertising Agencies supported repeal. "In recent years, the explosion of electronic media has wholly undermined the 'spectrum scarcity' underpinnings for the doctrine, leaving it unsupported by any substantial rationale," it said.

The American Advertising Federation urged the FCC to at least amend the doctrine so that it is no longer applicable to commercials or other paid messages.

The Public Broadcasting Service and the National Association of Public Television Stations said it was appropriate for the commission, "in consultation with Congress," to revisit the doctrine to determine whether its benefits outweigh its harm. "As a first step, however, the commission should change its enforcement procedures and review licensees' compliance in connection with their renewal applications, rather than on a case-by-case basis."

Henry Geller, former head of the NTIA, said the doctrine was statutorily required by the Communications Act. But he thought the FCC could administer the doctrine in a "less intrusive" fashion. "With one exception (ballot issues), the commission should examine fairness issues only at renewal with a standard weighted heavily in the licensee's favor—whether it has acted in malice [with malice defined as bad faith or reckless disregard of the doctrine's obligations]," Geller said.

Group W, however, said the doctrine was "an essential ingredient of a broadcaster's obligations to the public. So long as broadcast stations are statutorily required to operate 'in the public interest, convenience and

necessity, some type of a 'fairness doctrine'—whether called by that or another name—will continue to be an inseparable and fundamental condition of the license."

The Democratic National Committee, the Democratic Congressional Campaign Committee and the Democratic Senatorial Campaign Committee voiced strong support for the doctrine. "Today there is the danger that broadcast stations will become, if bereft of controversial issue discussion obligations, wall-to-wall music outlets, avoiding controversy entirely unless it is paid for," they said. "In the wake of the FCC's current TV deregulation decision, several stations have decided to become video competitors of cable's MTV. The fairness doctrine must remain to counter this trend."

General Motors Corp., the International Paper Co. and Campbell-Ewald Co., opposed abolition of the doctrine. They said the 1959 amendments "codified" it. "Even if the 1959 amendments were not controlling, the commission could not lawfully abandon the fairness doctrine," they said. "A broadcaster has the statutory obligation to serve the public interest by presenting a fair cross-section of opinion in its coverage of controversial public matters."

Those companies, however, suggested that the commission conduct a two-year experiment—exempting from the doctrine paid advertisements and public service announcements—aimed at testing the validity of charges that existing doctrine policies deter broadcasters from providing access for advertorial material.

The Media Access Project and the Telecommunications Research and Action Center, however, said the commission had no statutory authority to repeal or modify the fairness doctrine. "The FCC's arguments are without any sound basis in the legislative history, and contradict repeated findings of prior commission and of the U.S. Supreme Court," they said. "Only Congress has authority to alter or repeal the doctrine."

The Office of Communication of the United Church of Christ, The Unitarian Universalist Association, the Communication Commission of the National Council of Churches of Christ in the U.S.A., Everett C. Parker and Representative Al Swift (D-Wash.) appeared to read the 1959 amendment the same way MAP and TRAC did. The churches contended that in reporting the amendment, the Senate Committee "took great care" to indicate its intent that the fairness doctrine should remain in effect. "The inquiry should be discontinued and the commission should renew its commitment to the fairness doctrine," they said.

The churches buttressed their argument with a study of a sample of the 3,926 communities having at least one broadcast station. Among the study's findings: two-thirds of those communities have only one local non-crossowned radio station; 90% have no local TV station; about two-thirds of the communities have no daily newspaper; while cable systems exist in 82% of the communities, access channels are available in only about 35% of those. The study concluded: "Broadcast stations, particularly radio

stations, offer many of these communities their only local communications outlet. . . . For the vast majority of communities. . . diversity among media facilities does not exist or is severely limited."

The National Cable Television Association said the proceeding shouldn't be broadened to consider the wisdom of applying the doctrine to cable or other nonbroadcast media. □

Controversy fills agenda of Intelsat governors meeting

Gathering in Washington this week will consider a number of hot topics including call for special meeting to consider coordination requests for competing systems and stricter guidelines for defining economic harm

The board of governors of the International Telecommunications Satellite Organization gathers in Washington this week for its 60th meeting, one of the most critical in years. The agenda contains a proposal that the board call for an extraordinary meeting of the governing Assembly of Parties in December to consider requests for the coordination with Intelsat of a number of international satellite services. Some—the exact number was uncertain last week, a matter of concern to U.S. officials—would involve U.S. applications for domestic and transborder services. A second item on the assembly's agenda would be a recommended revision of the guidelines Intelsat follows in considering requests for economic coordination—a revision representatives of some applicants seeking to offer alternative satellite services regard as designed to screen out virtually all such applications.

Nor are those the only matters to be discussed at the Sept. 12-19 board meeting that have aroused considerable interest. Another is a document labeled "a review of certain obligations of Intelsat members under the Intelsat Agreements." The item—"submitted for the signatories information" and not as a proposal or recommendation—says that although parties (member governments) and signatories (entities that serve as links between countries and the Intelsat system) are not bound by recommendations of Intelsat regarding coordination requests, they are subject to sanctions—including "reparations" and even suspension of membership rights in the the organization—for actions that would adversely affect Intelsat's ability to achieve its purpose of establishing and maintaining a single global system.

Representatives of a number of the applicants for alternative satellite systems—those seeking to provide trans-ocean and hemisphere-wide rather than simply transborder service—last week urged the government to instruct the U.S. signatory, the Communica-

tions Satellite Corp., to oppose the recommendations and views expressed in the documents in the meeting. William Fishman, counsel for International Satellite Inc., in a letter to the FCC, said the proposed guidelines revision would make economic coordination—designed to bar proposals likely to cause economic harm to Intelsat—"as expensive, time consuming, difficult and improbable of success as could be imagined." And he said the language in the document regarding the "obligations" of Intelsat members is "clearly inconsistent" with the "plain meaning" of Article XIV(d), which provides for economic as well as technical coordination and which, he said, reserves to those states desiring it the right to establish separate systems.

Intelsat has more than concerned applicants with which to contend. U.S. government officials last week were expressing frustration over what they seem to regard as unnecessary delays on Intelsat's part in processing coordination requests. As of late last week, the agenda for the board of governors meeting listed four requests for coordination of satellite systems that were ready to be cleared for consideration by the Assembly of Parties at the extraordinary meeting which Comsat and several other signatories has petitioned the board to call. That meeting would be held Dec. 6-7 in Washington. But only one request involved an American system—SIN Inc.'s use of Hughes Galaxy I to relay Spanish-language programming from Mexico to the U.S., a satellite now operating. Through a leaseback arrangement that includes Intelsat itself, Francis Latapie, director of external relations, said a document regarding technical coordination is ready for the board's consideration. Another regarding economic coordination would be submitted shortly, he said.

As for 29 other U.S. proposals for domestic and transborder service, Intelsat officials said the information needed for technical coordination had not yet been received from Comsat. "The problem," said Latapie, "is 29 networks." (As an example of the difficulties he said Intelsat has had in processing the requests was what he said was the incorrect information that initially had been supplied in connection with the already-orbiting Galaxy I satellite. For a time, it seemed even that proposal would not make it to the agenda.) But officials at the commission, which supplies Comsat with the data, insisted on Thursday that the necessary information had been provided—"Our position is that all of the systems should be coordinated," said one. But they also said that additional material was being transmitted in response to what was another in a series of requests. In any event, Latapie appeared confident many if not all of the 29 could be referred to the board before the conclusion of its meeting. "We're prepared to work over the weekend to get the job done," he said. Despite the apparent sense of urgency on Latapie's part, there was bitterness on the American side last week. "There seems to be some concern in the U.S. government that the U.S. may be getting rolled on this by Intelsat," said one official. □

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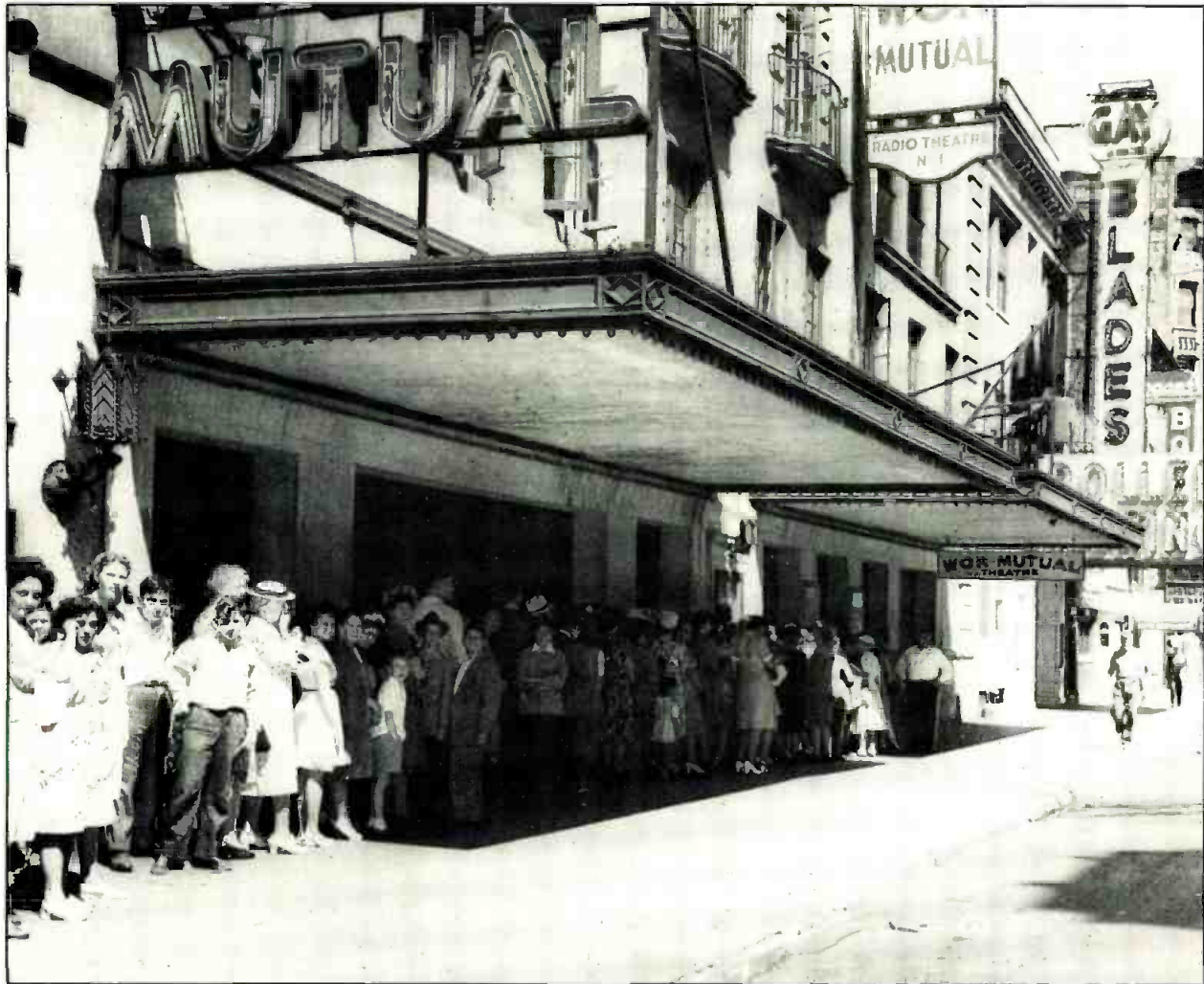
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Crowds outside the Mutual - WOR Playhouse in 1943

After 50 years the feeling's still Mutual

From a group of three stations in 1934, the radio network has grown to 840 affiliates connected with a state-of-the-art satellite system

Fifty years ago, on Sept. 15, 1934, when WOR(AM) New York, WGN(AM) Chicago and WLW(AM) Cincinnati joined forces to create a new cooperative network, there was no way of knowing it would become a major player in the history of radio. Originally called the Quality Group (the three stations would serve as basic outlets with WXYZ[AM] Detroit as a "supplemental" one); it was the beginning of what would later be called the Mutual Broadcasting System. (The Mutual name was officially adopted on Oct. 5 of that year.)

"The name of this network clearly describes our plan of operation," declared W. E. Macfarlane of the *Chicago Tribune's* WGN.

"Through this new organization we will endeavor to make suitable time arrangements for advertisers seeking to broadcast in important markets through the use of a few

stations having high power and a vast listening audience. . . Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission making no additional charge to the advertiser for transmission lines. Thus we believe, we have established a truly mutual agreement between a group of independently owned stations. Several programs are now broadcast over this group of stations by mutual agreement." Macfarlane said in a BROADCASTING report. WXYZ's status as an optional outlet meant that it was free to join any other network.

Quality was quick to act and by the time Mutual got its name, several programs were already on the air. *The Timely Philosopher*, featuring Jacob Tarshish, went on the air Sept. 30, 1934, and starting Oct. 1, on the four-station network, *Lum and Abner* made its debut, sponsored by Horlick's Malted Milk Corp.

The infant network was headed by an es-

tablished group of broadcasters: Macfarlane, president; Alfred J. McCosker, president of the Bamberger Broadcasting Service, operating WOR, chairman of the board; Theodore Streibert, assistant to the president of WOR, vice president, and E. M. Antrim, secretary of WGN, treasurer and executive secretary.

By 1935, Mutual grossed between \$58,000 and \$75,000 for July, August and September and an average of about \$165,000 each month for October, November and December. Its momentum continued to grow and the following year the number of Mutual affiliates was on the rise.

In addition to its four basic stations (CKLW [AM] Windsor, Ont. [Detroit] had replaced WXYZ), Mutual was providing program service to six others in major markets: WBAL(AM) Baltimore; WCAE(AM) Pittsburgh; WGR(AM) Buffalo, N.Y.; WGAR(AM) Cleveland; WFIL(AM) Philadelphia, and WAAB(AM) Boston. At that time many of the stations taking Mutual as well as those expected to

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join the project were affiliated with the other major networks. It was a complicating factor that was expected to prompt future changes in the basic structure of the network.

In 1936, Mutual became a coast-to-coast system with the addition of the Colonial network in New England and the Don Lee Broadcasting System in California. The Don Lee network included: KHJ(AM) Los Angeles, KFRC(AM) San Francisco, KGB(AM) San Diego and KDB(AM) Santa Barbara.

In addition to the Don Lee network, four other California stations aligned themselves with Mutual-Don Lee, and MBS acquired five Midwestern affiliates—KWK(AM) St. Louis; KSO(AM) Des Moines, Iowa; WMT(AM) Cedar Rapids, Iowa; KOIL(AM) Omaha, and KFOR(AM) Lincoln, Neb. The network ended the year with a gross of \$1.9 million.

By January 1937, Mutual had 38 affiliates. As the number rose, Mutual's corporate masthead also expanded. While McCosker and Macfarlane remained at the network's helm throughout the 1930's, several new names were added, including Fred Weber, who served as MBS's general manager during those early years.

The network's programming schedule was in full bloom. Its *The Lone Ranger*, *Flash Gordon* and *Dick Tracy* were destined to become radio staples. In 1937 *The Shadow* debuted on Mutual. That same year 10 more outlets went aboard for a total of 51 affiliates.

While Mutual's *Green Hornet* was attracting more and more listeners, the network's news department was also gaining ground. In 1938, the nation's attention was focused on Europe, and when Hitler took over Austria in March, Mutual broadcast the news home by shortwave and continued its coverage with reports and special bulletins.

In September, after Hitler captured part of Czechoslovakia, MBS was praised for keeping up with its "more wealthy rivals."

BROADCASTING reported: "Another equally valuable and even more novel radio technique in world reporting has been developed by Mutual. Noting that the foreign governments broadcast regular news in English via powerful shortwave stations to give their own interpretations of the day's events to English and American listeners, MBS decided to bring to its own audience the latest news from Paris, Berlin and Rome. All evening long members of the network's special features division listened to news broadcasts from abroad and transcribed them into a single half-hour program."

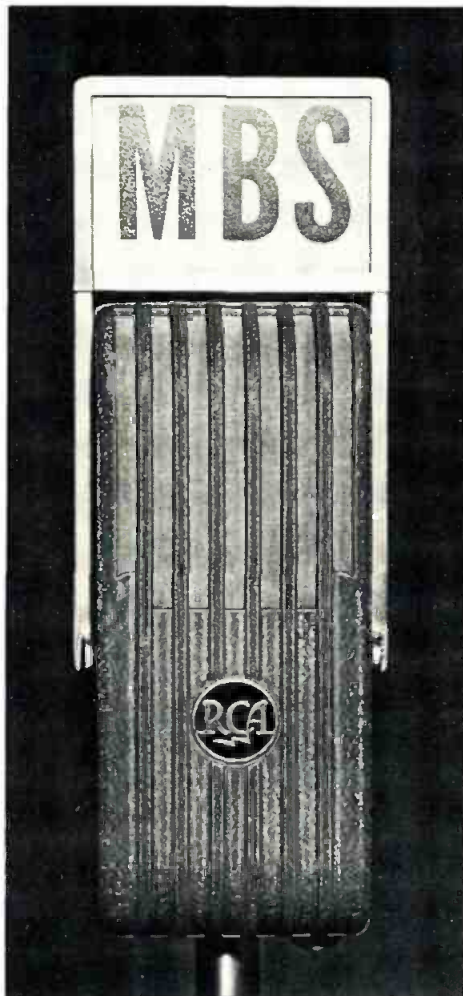
In 1939, radio gained gallery privileges in both houses of Congress, largely due to the efforts of Fulton Lewis Jr., MBS news commentator, who organized the Radio Correspondents Association and pushed for the necessary legislation.

Lewis was one of several MBS newsmen to achieve popularity during that era. Raymond Gram Swing's commentaries on international developments, Arthur Hale's *Confidentially Yours*, and reports from the network's London correspondent, John Steele, added to the Mutual repertory.

In April of 1940, BROADCASTING report-

ed that Swing's weekly analysis of the war from New York for the BBC gained him an audience of 30.7% of the adults in Great Britain.

The network's news programs weren't the only ones to attract a large following. The World Series, which Mutual began broadcasting in 1935, was also bringing in big numbers. The 1940 series between the Detroit Tigers and the Cincinnati Reds received an average rating of 25.2 as compared with 21.3 for the series between the New York Yankees and Cincinnati in 1939. *Kay Kyser's Kollege of Musical Knowledge*, and Gabriel Heatter's *Voice of Liberty* were also



among the MBS favorites that year.

In early 1940 Mutual announced plans to expand its network base, aligning itself with 118 stations and enlarging its board of directors. The board at that time included the network's original officers, McCosker, Macfarlane, Streibert and Antrim. The latest additions to the board included: Lewis Allen Weiss, Don Lee network; John Shepard III, Colonial Network; H.K. Carpenter, WHK(AM)-WCLE(AM) Cleveland; Willett Brown, Don Lee, and Weber.

Mutual stood apart from the other networks that year (1940) when it alone supported the conclusions of a report issued by the FCC's Network-Monopoly Committee recommending that networks be licensed, that exclusive network-affiliates contracts be banned and that the FCC supervise the dealings of stations and networks.

By 1941, seven years after Mutual went

on the air as a four-station hook-up, it had 173 affiliates in the U.S., Canada and Hawaii. News of America's entry into World War II came suddenly when MBS, like the other networks, interrupted its regularly scheduled Sunday afternoon programming on Dec. 7, 1941, to report the Japanese bombing of Pearl Harbor. BROADCASTING reported: "The high spot of the MBS Sunday broadcasts was the report of Royal Arch Gunison from Manila of the landing of Japanese parachute troops in the Philippines, which was front-paged on Monday morning's newspapers with full credit." MBS billings for 1941 totaled \$7,300,955—an all-time high.

For Mutual, 1942 was a prosperous and eventful year. Total billings for the year were \$9,636,122 with 211 stations. In January, the network made news when it filed an anti-trust suit against RCA-NBC and asked for damages of more than \$10.4 million because of RCA-NBC's option time priorities. (Mutual dismissed its action in 1943 when the Supreme Court, in a 5-2 decision, upheld the right of the FCC to compel compliance with its network monopoly regulations.)

Other Mutual programming news of 1942 included a contract with Raymond Clapper, Scripps-Howard syndicated news columnist and radio commentator. Clapper replaced Swing, who signed an exclusive contract with NBC. Swing was not the only one to leave—Mutual's *The Lone Ranger* moved to the Blue network and was replaced by *Red Ryder*.

Miller McClintock in November 1942 was named the network's first paid president. Macfarlane, president of MBS since it was formed in 1934, continued as chairman of Mutual's executive committee.

By the mid 1940's Mutual was making a name for itself in sports coverage with its broadcasts of top boxing matches. MBS broadcast the World Series, the Cotton Bowl game, East-West game, pro football championship, pro games and the Army-Navy game.

By 1944, 244 stations were affiliated with Mutual. It was a year of change. MBS introduced plans to restrict commercial religious programs to Sundays before 1 p.m. and limit air time to a half-hour, in addition to prohibiting fund appeals. The network also decided to outlaw "hitch-hike" and "cow-catcher" commercials by Jan. 1, 1945.

In the executive offices of the network there was activity. McClintock resigned, and Edgar Kobak, executive vice president of the Blue network, succeeded him as president. Robert Swezey, general counsel of the Blue Network, moved to Mutual as vice president and assistant general manager. According to a year-end review, MBS reported its sales would top \$20 million.

Under the guidance of A.A. Schechter, who joined the network June 18, 1945, as director of news and special events, Mutual's news department expanded to a 24-hour operating schedule. As the war came to a close, much of the network's programming, like most post-war programming, tended to escapism. *Break the Bank*, with Bert Parks, and *Queen for a Day* were both MBS hits and

Save \$10,000 every year for 20 years with the new Harris 60 kW UHF transmitter!

The new Harris TVE-60S is the most efficient 60 kW UHF-TV transmitter on the market today. And that translates directly into improved bottom line results for your operation.

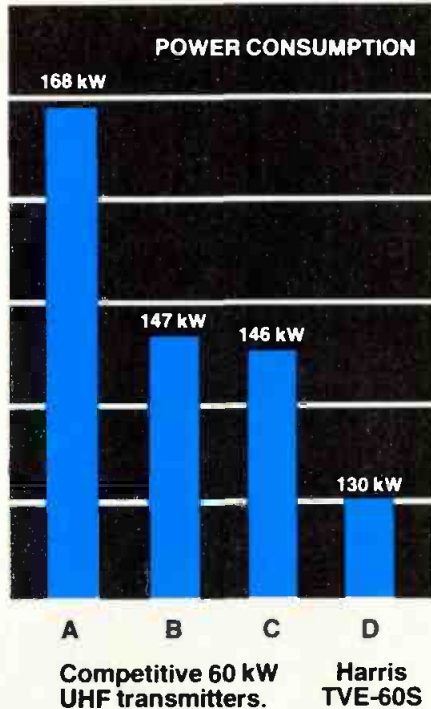
With the TVE-60S, you can actually save an average of \$10,000 annually* on your power bills. Multiply this by the average 20-year life of a transmitter, and you come up with a \$200,000 savings! Without considering inflation.

How We Got There

The very latest in high power UHF technology has been incorporated into the TVE-60S. For instance, a single Varian 5-cavity VKP-7550 "S" Series klystron is used for full 60 kW visual power output.

This new integral-cavity klystron is an improved, ultra-high-efficiency version of the Varian VA-950 Series that has

been field proven in hundreds of UHF transmitters worldwide.



When operated with a variable visual output coupler and a mod anode pulser—both supplied as

standard in the TVE-60S—the new klystron provides visual beam efficiencies ranging from 63% to 68%.

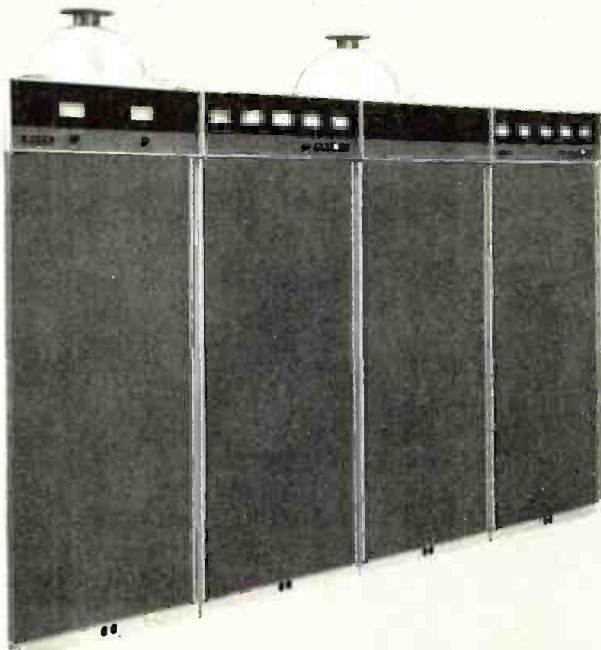
Add to this an aural klystron coupler and an efficient vapor phase heat exchanger, and you have a 60 kW transmitter with power consumption of 130 kW or less. No other UHF transmitter in this power range comes close.

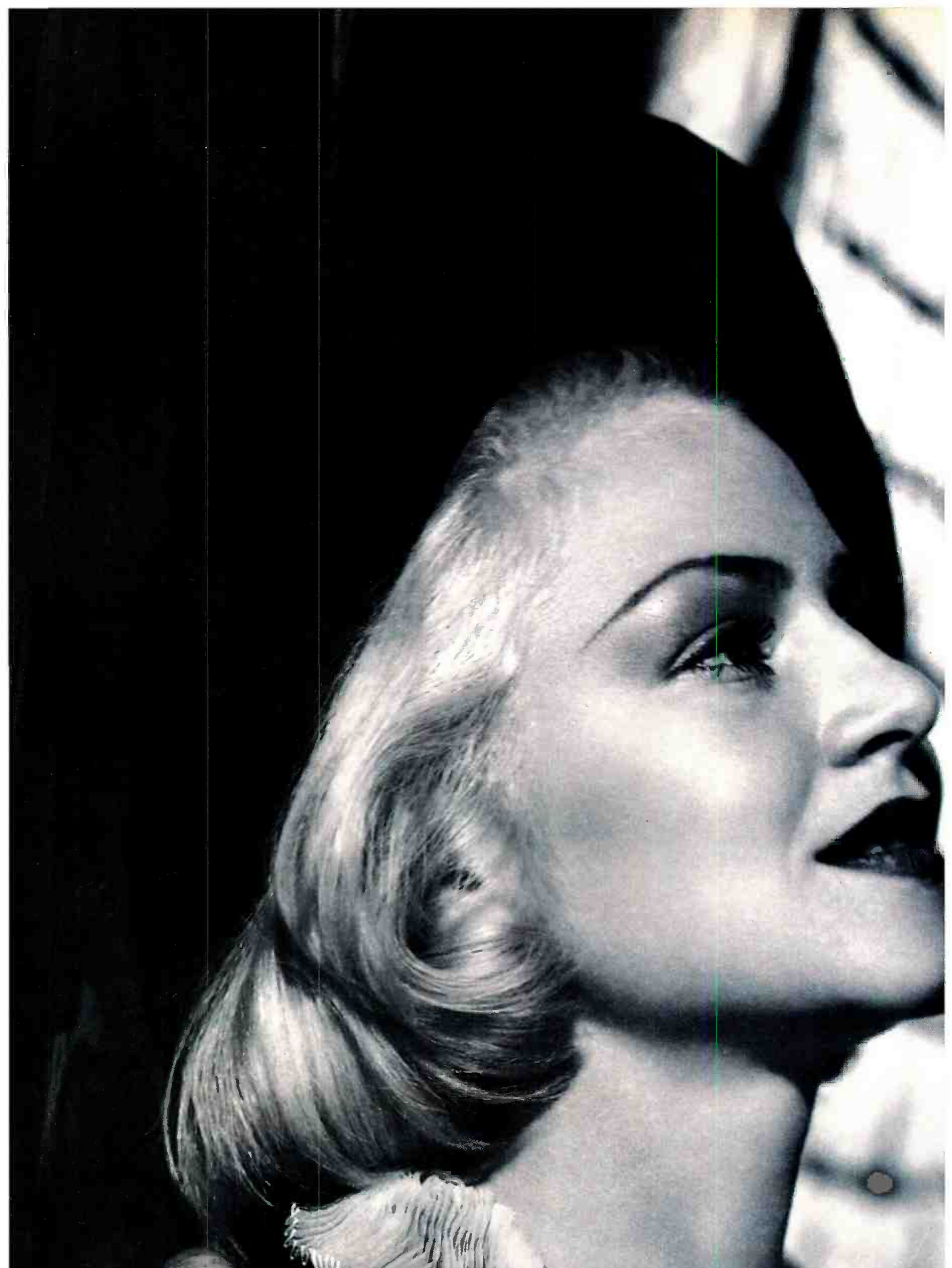
No Performance Sacrifices

There has been no sacrifice of performance for high efficiency. The MCP-2U visual exciter, with its Quadrature Corrector and unique, adjustment-free VIDEO SAW filter, provides unmatched color specifications and highest reliability. Also, the TVE-60S is designed for TV stereo, teletext and other services.

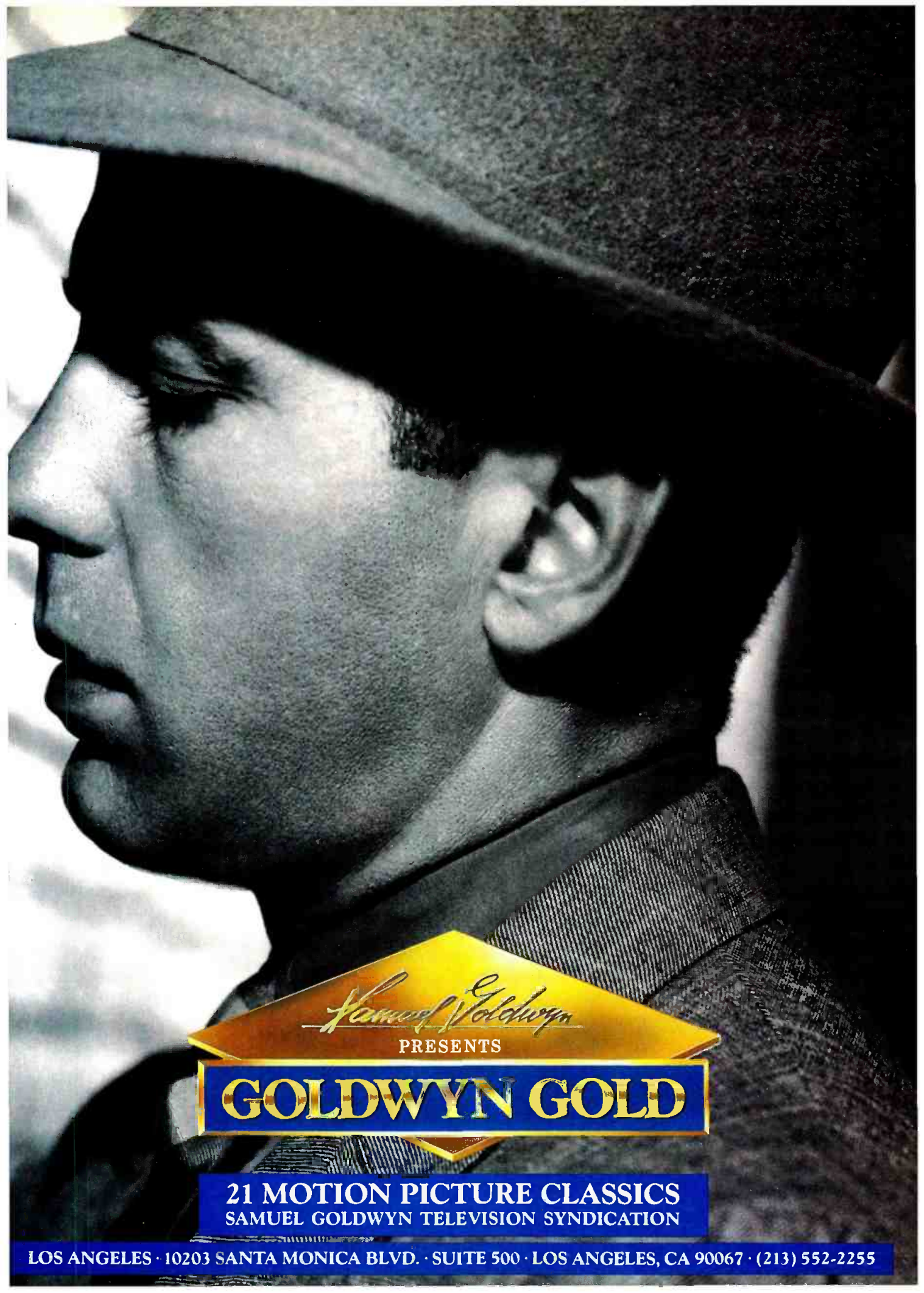
For complete information on the new TVE-60S, or the 120 kW and 240 kW versions, write or call: Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

*Figured from the National Average Power Cost as published in "Electric Power Monthly", based on a 20-hour broadcast day, and compared with the published power consumption specification (as of Feb., 1984) on the next closest competitive 60 kW UHF transmitter. Comparisons in chart based on published specs as of Feb., 1984.





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Rogues Gallery, starring Dick Powell, debuted.

MBS billings were listed at \$25.9 million in 1946, and Kobak predicted the network would have at least 425 affiliates by the following year.

With television growing in prominence in 1948, Mutual signed an exclusive five-year contract covering radio and television performances with its news commentator, Gabriel Heatter, for a minimum of \$200,000 a year. **BROADCASTING** reported: According to an announcement from Kobak, Mr. Heatter will be "the key personality" on "several Mutual network television shows, still in the experimental stage."

But Kobak was not able to convince Mutual's shareholders to commit themselves to a network TV plan although the shareholders went ahead with their own plans for local TV stations. Mutual, which ended the year with gross billings of around \$22.7 million (a drop from previous years) was deemed to be in no position to establish a TV network.

Friction among Mutual's majority shareholders—WOR New York, the Don Lee and Yankee Networks—heightened in 1949 when Kobak retired and Frank White, president of Columbia Records, was named president. Kobak's resignation brought on several corporate changes. Streibert, president of WOR, was named board chairman, and Thomas O'Neil, president of the Yankee Network, succeeded Streibert as board vice chairman.

On the programming side of the business, Mutual and Gillette Safety Razor Co. signed a seven-year, \$1-million contract for the radio rights to the World Series and All-Star baseball games.

For Mutual, the 1950's marked the beginning of a turbulent era. There were major ownership changes and increased financial worries. Gross billings for 1950 were listed at \$16.1 million. The Don Lee network was up for sale and the Yankee network was threatening to pull out of Mutual.

In 1951, General Tire & Rubber Co., parent company of the Yankee network, purchased the Don Lee system for \$12.3 million, saving MBS from what some predicted would be doom. Later, O'Neil, vice presi-

dent and director of Don Lee and Yankee, was elected board chairman of Mutual. O'Neil's influence at the network increased when the radio and television properties of General Tire & Rubber Co. merged with R.H. Macy & Co., resulting in the combination of WOR-AM-FM-TV New York with Don Lee and Yankee Network and giving the new firm majority (58%) control of MBS. Also, a new Mutual Affiliates Advisory Committee consisting of 14 MBS stations was formed and would play a significant role in the future. Mutual's affiliate count totaled 552.

Further changes occurred in 1952, when White resigned and O'Neil assumed the presidency. Although gross billings were up 13% from the previous year to \$21 million, MBS followed the lead of rival networks and cut its nighttime advertising prices by approximately 25%. Among Mutual's programming favorites of that time were *Dr. Kildare* and *Rin-Tin-Tin*.

In 1955 a major reorganization was under way. MBS reduced its staff by 25% and established a single rate for daytime and evening programming.

In February 1956, Mutual started guaranteeing circulation to radio advertisers, using Nielsen's Pocketpiece reports as the guide. Under the arrangement, if MBS failed to deliver the number of homes guaranteed, the advertiser would be given make-good time until the minimum guarantee was reached.

In April, John B. Poor, executive vice president, was elected MBS president. O'Neil, who had served as Mutual's president since June 1952, was re-elected board chairman.

In March 1957, MBS announced that it was moving its news headquarters from New York to Washington, and Robert T. Hurlleigh, director of MBS Washington operations, was named national news and special events director for the network.

In July of that same year, the network was sold for a reported \$550,000 to a California syndicate whose principals included Armand Hammer, president of Occidental Petroleum Corp., Los Angeles; Roy Roberts, an Ojai, Calif., realtor and oilman, and Paul (no relation to Roy) Roberts, then station

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3	WTBS	40.3

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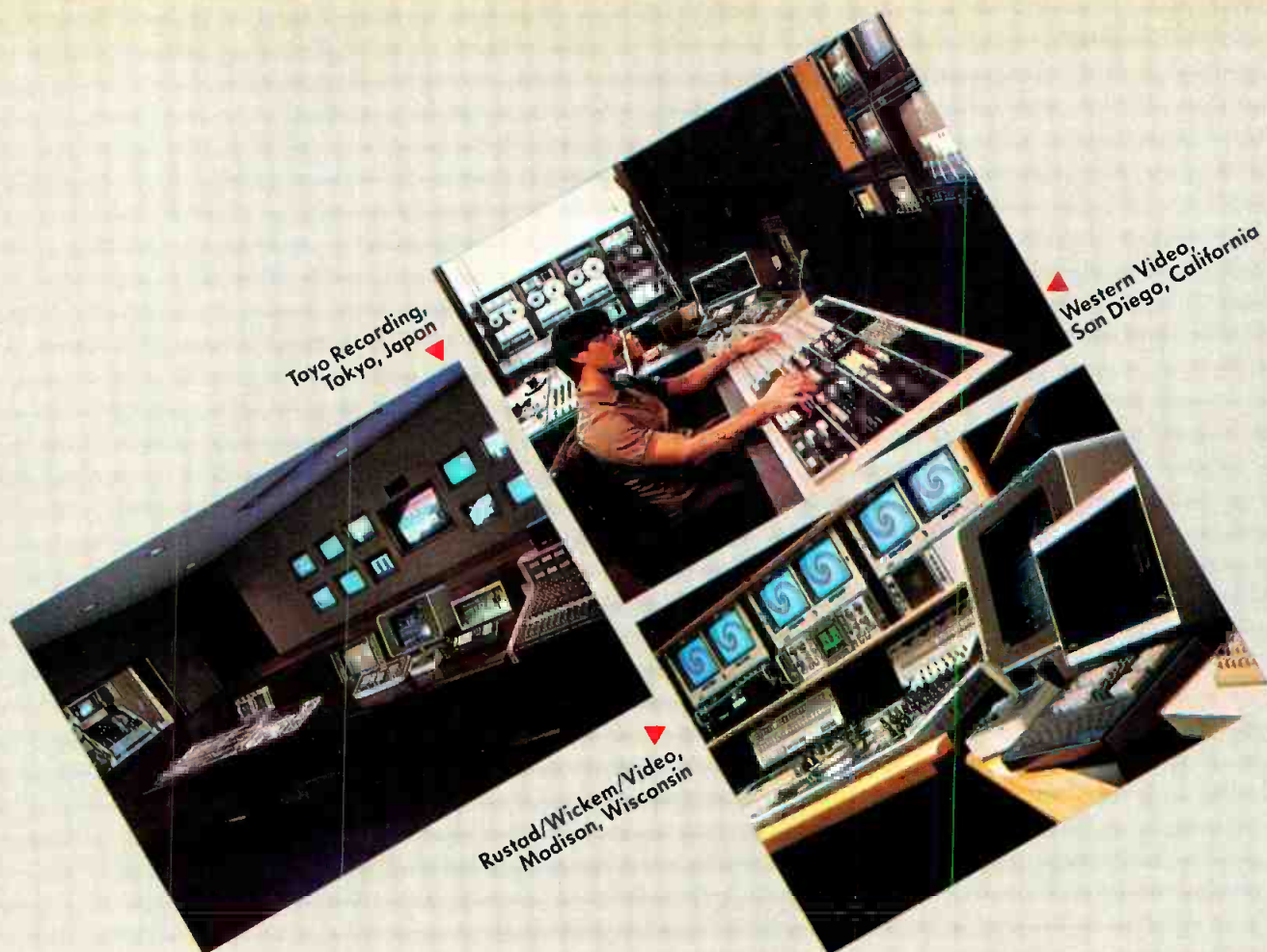
*Based on a Nielsen NHI Special Report of viewership in basic cable homes receiving WPIX, February, 1984, excluding the New York DMA. Subject to qualifications available from United Video upon request.

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WPIX IN NEW YORK CITY

A satellite service of © United Video, 1984.



Mutual reporters covering the 1952 presidential election



Welcome to the Ampex

Anyone who has ever integrated a complete post-production editing system knows that it's a complex, difficult and often confusing job. Products from different manufacturers don't always interface easily.

Ampex stands above the confusion by offering all the key elements of a sophisticated post-production system from one manufacturer, complete with fully integrated hardware and software. We call this the *Ampex Creative Command Center*.

This system consists of an Ampex ACE edit controller, Ampex switcher and VTRs and our Emmy-award-winning ADO digital special effects system. Since all these use SMPTE RS-422 serial communications, they are easily interfaced with each other and the peripheral equipment you need to fill out your system. No hidden costs for interface devices. Ampex products are designed from the ground up to work with each other in a fully compatible system.

This isn't exactly a new idea. Post-production facilities all over the world are discovering the business advantages of Ampex Creative Command Centers. A few of them are pictured above, and more are being installed every day.

Care-free Creative Control

More creative power and control is the name of the game with an Ampex Creative Command Center. With a system based on a sound technical groundwork, editors are free to put their full creative energy into every job, confident that they are free of technical constraints.

At the heart of the Center is the remarkable ACE editing system, fast enough and smart enough to satisfy the most creative editors in the business. Depending on individual preferences, you may choose the Touchscreen option, or either the dedicated or ASCII-style keyboards. Using the ACE joystick control, you're in command of all the other products in the system. With the optional General Purpose Interface (GPI) you can command any product activated by an electronic "trigger."

And there's more flexibility. ACE disks are interchangeable with any other ACE system of any configuration. ACE can even read and write CMX-format disks. You can schedule system time much more effectively and conveniently.

That's only part of the story. There's more creative power, control and flexibility inherent in all the Ampex products.

System Flexibility

Product quality and reliability have long been associated with the Ampex name. In our Creative Command Center, you have a wide choice of Ampex products, each unsurpassed in its price/performance category. Complementing ACE, with its various options, you have a choice of Ampex production switchers, either 4100 Series, or the microprocessor-based AVC Series. AVC switchers offer awesome creative power, yet are simple and logical to operate.

You also can choose any of the Ampex VTRs: the VPR-2B, the VPR-80, or the VPR-3 (the mainstay of Olympic Games broadcasts) with unequalled speed and tape handling ability, or our ARC-40 M-format VTRs.

The very popular ADO has become the standard in the world of creative image manipulation, with over 250 in use around the world. Its abilities are constantly being expanded by the imaginations of its many users.

Your needs and budget determine the configuration of your own Ampex Creative Command Center. No matter what shape it takes, Ampex products will perform to support your business goals.



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Creative Command Center

Can Management Love a Creative Command Center?

Editors who use these systems every day find that their solid technical foundation allows more efficient use of time for creative experimentation, or to meet tight client budgets and deadlines.

All this helps keep clients happy. Not only is the Creative Command Center an impressive system to see, but its performance can help you build the kind of goodwill that pays off on the bottom line.

Captive facilities find that Creative Command Centers can be equally effective for their needs, turning out a variety of software. One interesting application can be found at the coin-operated games division of Atari, where a complete Center has been installed to produce the very latest in laser video arcade games.

So don't be intimidated by the sophistication of these systems. They're practical first and foremost, and designed to make management smile, even the controller.

Support That Keeps You Going

Exceptional dedication to the smooth working of your Ampex Creative Command Center is a characteristic of our service and support force.

It starts with the Ampex Sales Engineer you may call to explain how a Creative Command Center can fill your individual needs. He and your Ampex Service Engineer will work with you as your system is installed and checked out. They and all the other support people at Ampex will be there when you need them, wherever you are.

Obviously, there's much more that you need to know about an Ampex Creative Command Center than we can tell you here. Your Ampex Sales Engineer is just the person to give you that information. Ask him to tell you everything you want to know.

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What Our Customers Are Saying About Us and the Creative Command Center.

- "With ACE, I can put more creative energy in my work with peace of mind. I don't have to worry about technical problems."
- "ACE is really an awesome editor. And the system is even more awesome than ACE alone."
- "The thing I'm most impressed with is the Ampex software and how user-friendly it is."
- "We purchased the Ampex equipment as a system, rather than stand-alone products, because we believed Ampex's innovative power can be most effectively demonstrated in the total system."
- "Interface on all equipment was a key factor in our decision to purchase a full ACE system. We wanted a single source."
- "In 20 working hours, we went from an empty room to an ACE system in full operation. That's due to the basic quality of the Ampex equipment and the use of the RS-422 buss."
- "We've gotten good support from both Ampex sales and service. They seem to be interested in what we're doing and what we think."
- "We've been with Ampex for 11 years. We're a small company; we need the support of a large manufacturer."

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Mutual Snapshots



Tony Marvin and Jackie Robinson



Harry S. Truman and Phil Clarke



Vice President Richard M. Nixon



Dick Rosse conducting a "woman-in-the-street" interview in 1965

manager of KRKD-FM Los Angeles. Hammer assumed the MBS chairmanship, and Paul Roberts became president.

About a year later, in September 1958, the Californians sold the company for a reported \$2 million to Hal Roach Studios, which had been purchased shortly before by Scranton Lace Corp. Scranton, in turn, was controlled by the F.L. Jacobs Co., a Detroit auto parts manufacturer. Alexander L. Guterma, Jacobs board chairman, became MBS president, and Hal Roach Jr., still head of Hal Roach Studios, became chairman.

Five months later, the Securities and Exchange Commission suspended trading in F. L. Jacobs Co. stock and announced that it was investigating Guterma's financial dealings. Later, a federal grand jury alleged that Guterma had pledged the use of MBS as a propaganda instrument for then Dominican Republic dictator Generalissimo Rafael Trujillo. Guterma was eventually sentenced to federal prison for stock fraud.

When Guterma resigned from MBS, Roach assumed the presidency briefly. In March 1959, Malcolm Smith, head of Harrison Home Products Co., attempted a rescue, assuming the presidency and offering to take on the MBS debts, which then amounted to more than \$2 million.

By July of that year, Mutual reportedly was losing \$55,000 a month and the feeling on the street was that Mutual might have to fold. A voluntary petition for reorganization under the bankruptcy laws was filed, and Hurleigh, MBS vice chairman under Smith, bought Smith's stock for a "modest sum" and became network president and interim owner as reorganization proceedings got under way.

At that point, Hurleigh was getting financial backing from Real Properties Inc., a Tampa, Fla.-based firm headed by Albert Gregory McCarthy Jr. and Chester H. Ferguson, who were reportedly associates of Mutual's principal creditor at the time. After Hurleigh bought Smith's stock, Ferguson was elected chairman of the board and Albert Gregory McCarthy III, a son of the elder McCarthy, was elected secretary-chairman. The bankruptcy proceedings were concluded in December, with Mutual paying creditors 10 cents to the dollar.

After putting a reported \$1.5 million into the still-shaky network, the McCarthy-Ferguson group sold the company in April 1960 to Minnesota Mining & Manufacturing Co., Mutual's sixth owner in three years. Authoritative guesses at the time placed the purchase price at around \$1.3 million. At that time, Hurleigh, who was kept on as president, said Mutual's losses had been cut to about \$25,000 a month. He added that the only thing standing between Mutual and profit was advertiser reluctance to believe the network would survive. With the 3M reputation and bankroll behind the company, Hurleigh expected a revival of advertiser confidence.

In July 1966, 3M sold MBS for a reported \$3.1 million to the newly formed Mutual Broadcasting Corp. John P. Fraim, chairman of the board and president, was the former vice president of L.M. Berry Co., Dayton, Ohio, printer of Yellow Pages. Robert Hur-

leigh continued as president and chief executive officer. But Matthew J. Culligan, former chief executive officer of the Curtis Publishing Co., succeeded him later that year. Robert Pauley, former president of ABC Radio, assumed the presidency in September 1968. He held that position until he was replaced by Victor C. Diehm, chairman of the Mutual Affiliates Advisory Board, early in 1970.

In March 1971, John A. Hardin was elected president and chief executive officer of Mutual Broadcasting Corp., succeeding Fraim, who resigned to devote more time to his other business interests. Hardin, a Mutual director, was a New York-based financial adviser.

Early in 1972, C. Edward Little was named president of MBS, succeeding Diehm, who resigned after a tenure of more than two years. Little had been president and general manager of a Mutual affiliate, WGMA(AM) Hollywood, Fla., before it was sold late in 1971.

In February of that year, Little announced that Mutual intended to create a new service for black-oriented stations. And in May, MBS became the second national radio network to initiate multinet network service, adding the Mutual Black Network and the Spanish-language Mutual Spanish Network.

When Mutual moved its headquarters from New York to Washington that July, it was serving more than 550 affiliates, with the Mutual Black Network serving 55, and the Mutual Spanish Network 21. A year later, MBS's affiliate count was reported to be 630.

In June 1974, MBS closed its New York news bureau, and late the next year, the FCC staff granted the network permission to transmit program material to Canadian stations.

In February 1976, WDIA(AM) Memphis became Mutual's 685th affiliate. Toward the end of that year, MBS completed yet another move of its headquarters. This one took it across the Potomac river to suburban Arlington, Va.

In late September 1977, Richard M. DeVos, president of Amway Corp., and C. Edward Little, president of MBS, signed a deal for the reported \$18-million purchase of Mutual Broadcasting Corp. by the Ada, Mich.-based manufacturer and distributor of household and personal care products.

Amway set up a new subsidiary, Amway Communications Inc., to oversee Mutual's operations. At the time, Mutual was reported to be principally owned by Mr. and Mrs. Benjamin F. Gilbert of Stamford, Conn., who first acquired interests in Mutual in 1966. Over the next 11 years, they were said to have quietly bought the interests of the other Mutual shareholders. Amway, privately held, is owned by DeVos and its chairman, Jay Van Andel.

In November 1977, MBS signed a contract with Western Union, the first step in making it the first commercial radio network to employ a satellite distribution system.

The next year, MBS reached an agreement in principle to buy WCFL(AM) Chicago for \$12 million from the Chicago Federation of Labor and Industrial Union Council. The 48-

BLAIR HAS ONLY ONE RECORD TO BEAT.

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Talking about winning doesn't count. In agri-marketing, you have to produce to win. Only Blair has a computer system to access vital Census of Agriculture data. And computer programs to count hogs per county or sorghum and soybeans per acre. We count the number of farms in an ADI or DMA—and relate them to a station's coverage pattern. Then Blair puts together the kind of customized spot television plans agri-marketers need. These numbers add up to spot TV budgets for 80 client stations whose signals reach some of the richest farm counties in the country. Call Agri-marketing Director Dick Giltner at (312) 787-2300. He'll supply the seeds to grow successful TV advertising. Blair agri-marketing specialists are some of the people we count on to win. At Blair, we share a tradition **BLAIR. ONLY BLAIR.** with our clients...Winning.

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The villain is the antiquated 2-inch cart machine—notorious for making valuable commercial air time vanish into thin air. And its appetite for destruction seems endless. Statistics show it's not unusual for a station to squander upwards of \$15 million yearly on makegoods alone.

But the nightmare is ending. Because Sony announces the first real advance in cart machine technology in over a decade. The new Betacart™ multicassette system.

THE CART MACHINE VS. THE SMART MACHINE.

What the old cart machine tried to do by mechanical means, the Sony Betacart achieves through superior intelligence.

Microprocessors keep constant track of 40 cassettes. They maintain the alignment of the system's four BVW-11 decks and its elevator. They run self-check diagnostic routines.

And, in the belief that an ounce of prevention is worth many times its weight in makegoods, they solve problems before they occur—such as warning a technician that he's about to remove a cassette that's due to air shortly.

The Betacart is communicative in other ways, too. It's smart enough to guide your technicians through its operation, and will even interface directly with your station's main computer.

MAINTAINING MACHINERY VS. MAINTAINING PROFITS.

The end result of all this electronic

THE MACHINE INSPIRED BY BILLIONS OF DOLLARS WORTH OF COMMERCIAL FAILURES.

sophistication is the kind of mechanical simplicity that virtually eliminates breakdowns—not to mention the makegoods, excessive downtime and high maintenance costs that are generally part of the package.

And, as its name implies, the Sony Betacart uses Betacam cassettes—which cost less than a third of what 2-inch cartridges cost. Its format also makes the system ideal for ENG use during newscasts—thanks to its compatibility with the Betacam™ camera/recorder, along with its multiple video and audio outputs and freeze/instant-start capabilities.

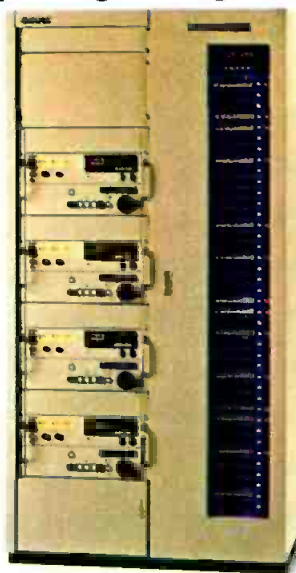
All these advantages, plus its low initial cost make the Sony

Betacart multicassette an investment that will pay for itself quickly. And it will keep paying off in new ways. Its stereo capability, for example, will allow you to capitalize on the coming introduction of stereo TV broadcasting.

For more information, call in New York/New Jersey (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

After all, to err may be human. But there's nothing divine about having to forgive a machine.

SONY
Broadcast



Mutual: 50 and counting

year-old network had never owned a station before.

At the end of the year, C. Edward Little resigned as president of the network, citing differences with the new owners. At one point, Little's duties were to be divided between MBS executive vice presidents Martin Rubenstein and Gary Worth. The two were members of a new executive committee chaired by Dr. B.R. Schaafsma, vice president for policy/administration of the parent Amway Corp. The committee's creation was Little's principal reason for leaving.

In September 1979, Sheridan Broadcasting Corp., 49% owner of the Mutual Black Network, bought the rest of that network for reportedly about \$1 million. The Pittsburgh-based Sheridan had bought its 49% interest in April 1976 for a reported \$850,000.

In November 1979, Rubenstein was named president and chief executive officer of the network. At the same time, it was announced that Worth had resigned as executive vice president and the executive committee that had performed the functions of chief executive officer since Little resigned had been dissolved.

That same year, Mutual dedicated its first satellite earth station at its WCFL(AM) Chicago.

In 1980, Mutual bought WHN(AM) New York from Storer Broadcasting Co. for \$14 million. That same year, it was reported that the network was serving 960 affiliates. The next April, MBS reported that 235 earth stations were in place at its affiliates.

In June 1981, the network signed a five-year contract with Larry King. *The Larry King Show*, a late-night live talk show that took phone calls from listeners across the country, was being picked up by more than 240 stations.

By the beginning of 1982, terrestrial networking was a thing of the past for MBS; it had converted to full satellite delivery.

In March 1983, the network's affiliate count had dipped to 850. Later that year, Mutual applied for FCC permission to sell the MOR-formatted WCFL(AM) to the Pompano Beach, Fla.-based Statewide Broadcasting for \$8 million, \$4 million less than it had paid for the station.

Last March, Rubenstein announced that the network, with about 350 employees, was laying off 24. Rubenstein cited "softening sales." The next month, Rubenstein, and two of his principal aides—Tom O'Brien, vice president of news, and Jerry Wallace, senior vice president of corporate sales—were also let go. Amway Corp. gave no explanation. Jack Clements, Mutual's senior vice president, was named to a newly created post of executive vice president and general manager.

On a more upbeat note in May, the FCC dismissed petitions to block the sale of WCFL(AM). One petitioner had charged that the FCC should hold a hearing to determine whether Mutual was qualified to be a licensee since its parent, Amway Corp., had pleaded guilty to defrauding the Canadian government of about \$20 million in duties by undervaluing home-cleaning products it had imported to Canada.

On golden anniversary, radio network looks to future with renewed optimism

Mutual Broadcasting is a survivor. The radio network is 50 years old this month, having weathered the early competition of the golden years of radio, the introduction of television and other programming media and the turmoil of frequent change in ownership. As recently as last spring, it lost several top executives as rumors circulated the company was up for sale again.

But in its golden anniversary year, Mutual has received a renewed commitment from its parent, Amway Corp. "We're on the right track," says the man who is calling the shots these days, Jack Clements, executive vice president and general manager.

Clements, who had been with Mutual in several capacities for the past 11 years before taking over the helm four months ago, said he "strongly" believes in delegating authority and responsibility to his managers and meets with his senior staff only twice a week. Clements moved up after Martin Rubenstein, president, resigned in a disagreement with Amway.

Looking down the road, Clements expects Mutual to be among the top three networks in the next five years in terms of audience delivery and business generated.

The ratings picture is brightening. Clements said that after a "disastrous" spring 1983 RADAR (the audience measurement service of Statistical Research Inc.) report, and a marginal fall 1983, spring 1984 found the network up 5.2% in 12-plus audience, Monday through Sunday, 6 a.m. to midnight (BROADCASTING, July 23). Clements expects audience figures to climb more over

the next two RADAR books.

Clements is directing an effort to "shore up" Mutual's affiliate base. The network plans to upgrade affiliations in many markets and expand into some major markets. For instance, says Clements, a month ago Mutual signed up New York's WMCA(AM), a talk-format station owned by Straus Communications, giving Mutual "the best delivered adult network in the New York ADI market."

Although revenues were off "slightly" in the just-completed fiscal year, Mutual executives remain convinced bright days lie ahead.

Neil Weed, vice president in charge of sales for the Mutual radio network, predicts "substantial improvement" in sales for the beginning of fiscal 1985, which began Sept. 1 for Mutual. Sales on the books are running about 10% ahead of the same period a year ago, and Weed feels a 20% sales growth for fiscal 1985 "looks attainable."

Weed oversees a staff of 16 sales executives in Mutual's four sales offices in New York, Chicago, Detroit and Los Angeles. He works for cohesiveness between sales and other departments, meeting regularly with Ben Avery, vice president, station relations, and Dick Carr, vice president of programming for the network.

According to Avery, Mutual has approximately 840 "basic" affiliates with all types of formats, one-third of them FM outlets. Part of Mutual's game plan, says Avery, is to sign more FM stations and full-time AM outlets. Some new additions to the network's basic affiliation list include WHUE(AM) Boston, WXTU(FM) Philadelphia, WSIX(AM) Nashville and KQAK(FM) San Francisco. Avery says





KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS,SM the computerized ratings tool for the eighties.

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So don't let the ratings catch you by surprise. Call Arbitron Ratings at (212) 887-1300 and find out about the major new trend in radio. It's ARBITRENDS, the radio resource of the eighties.

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Mutual also has an "informal arrangement" with WPIX-FM New York through which the station picks up newscasts and actualities.

Also, says Avery, the network picked up about two dozen new affiliates late last year when major radio networks switched from landlines to satellites. Mutual, which pays for satellite dishes at affiliated stations, proved attractive to stations unwilling to purchase their own.

In terms of programming, Carr says Mutual uses well-known personalities such as Dick Clark, who hosts *Dick Clark's National Music Survey*, which airs each week on 474 stations, and Lee Arnold, air personality on WHN(AM) New York, who hosts *On a Country Road*, a country magazine series airing weekly on 368 stations.

Mutual, says Carr, is now the "largest supplier" of country music programming among traditional radio networks. Among the highlights is the simulcast of the annual *Country Music Association Awards Show*, which will



Clements

air on CBS Television Oct. 8 from the Grand Ole Opry in Nashville.

Carr says fiscal 1984 was basically "a stand-pat year" for entertainment programming growth except for the decision to produce two versions of Dick Clark's weekly countdown show, one designed for contemporary hit stations and the other for adult contemporary outlets. He notes, however, there should be new short-form daily lifestyle/information features developed in his department over the next year. Carr says Mutual is discussing these features with three publishing firms: McGraw-Hill, Hayden Publications and Kiplinger. There will also be the same number of country holiday specials in fiscal 1985 as well as another season of 26 weekly National Symphony Orchestra broadcasts, beginning Oct. 4. (Mutual programming is distributed via an analog satellite-delivered system over Westar IV.)

Clements said Mutual is studying the feasibility of launching a 24-hour satellite-delivered "turn-key" programming service geared primarily for stations in smaller markets.

In the news department, program expansion will be taking place as early as next Monday, Sept. 17. On that date, *The Larry King Show*, the network's popular overnight talk/information call-in program, will be shortened by 30-minutes to make way for

America in the Morning, a new 30 minute weekday series from 5:05 a.m. to 5:30 a.m. NYT.

The show will be fashioned after network television morning news programs such as *Good Morning, America* and *Today*, according to Ron Nessen, vice president of news, the newest executive on Mutual's management team. "There will be regular segments every day such as national weather, conditions at major airports, business news, sports and contributing reports from correspondents," says the former press secretary to President Gerald Ford. Host will be Mutual newscaster Jim Bohannon. Nessen explains that based on audience research there is a "real desire" by listeners for hard news in the morning. "If this show proves to be popular, it could be easily expanded into the next half-hour," says Nessen.

Another new program from the news department is *Mutual's Business Report*, a three-and-a-half-minute, weekday, consumer-oriented financial news broadcast launched in August. And debuting Saturday, Sept. 22, at midnight, will be a new five-hour weekly overnight talk show, *The Jim Bohannon Show*, similar to *The Larry King Show*.

This new program, according to Nessen, will expand Mutual's overnight talk and information programming from six to seven nights by moving the *Best of King* from midnight on Saturdays to the same time slot on Sundays. In so doing, Mutual will expand its newscast in the early morning hours on Monday. "Right now, we're dark during this time," says Nessen.

Nessen highlighted other program plans for Mutual's news department. The 90-second commentaries of Representative Guy VanderJagt (R-Mich.), Roger Wilkens and John Lofton will be taken off the air, as will the network's *One Man's Opinion* series, commentaries from Mutual correspondents. "These products were not well received by stations," he noted.

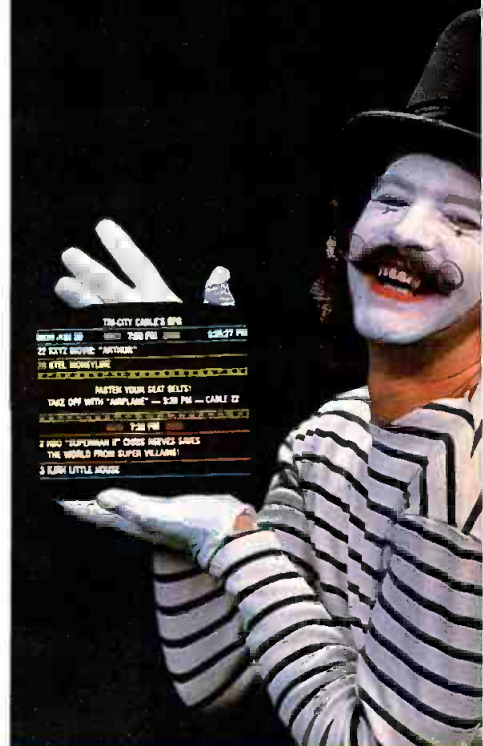
Nessen also plans to enhance Mutual's Operation Newline (ONL), a closed-circuit feed of news spots and actualities delivered daily by satellite to affiliated stations. "There is a tremendous demand from stations for improving this operation," says Nessen. There are plans to increase feeds from three to five times a day, each running from eight to 10 minutes in length, beginning in October.

In addition, Nessen would like to "streamline" the first minute of hourly and half-hourly newscasts by starting with three or four news headlines, followed by two-to-three "in depth" stories, rather than leading with news stories.

Nessen says Mutual cut no corners in its coverage of the political conventions. "We were totally competitive with the other networks." He said he was told to spend what he thought was necessary to cover the conventions properly.

Among Nessen's challenges for the new fiscal year is to revamp the network's current three-and-a-half-minute *Lifestyle Reports*, to better serve young-adult, music-formatted FM stations. The news feature is heard at

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Mutual's extensive coverage of sporting events continues into fiscal 1985 with the recent addition of the Bluebonnet Bowl to its current lineup of college football bowl games: the Holiday Bowl, Hall of Fame Classic, Sugar Bowl and 11 Notre Dame games, which marks the network's 17th consecutive year of covering the South Bend, Ind., school. It will also cover nine other college games, which are sold with Notre Dame football. Its professional football coverage comprises 16 regular season NFL games, one each Sunday at 3:45 p.m. Mutual holds the regional network radio rights to four NFL teams: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's sports department is headed by Luke Griffin, a seven-year Mutual veteran who has served as director of sports since June 1983. In addition to football, Griffin says, Mutual also holds broadcast rights to the Professional Golf Association (PGA) and the PGA Tour, the Ladies Professional Golf Association (LPGA), the United States Golf Association and the U.S. Tennis Association for the U.S. Open. Griffin notes that, for the first time this year, Mutual offered stations long-form "set-by-set" coverage of the women's and men's finals at the U.S. Open, which were scheduled for Sept. 8 and 9, respectively. Mutual employs three full-time sportscasters and about 25 freelance announcers to cover its yearly sports programming.

There are currently five weekday sportscasts—two in morning drive, one in mid-afternoon and two in afternoon drive time—along with 38 reports over the weekend under the umbrella of *Wide Weekend of Sports*. Two new three-minute weekday features added this year were *Pat Summerall's Focus on Football* and *Lasorda at Large*. Griffin



Nessen

says long-range planning ideas for Mutual sports include a magazine-type show and a fights package.

Gene Swanzy, senior vice president, broadcast and communication services, is aggressively developing the use of excess satellite capacity for both broadcast and non-broadcast purposes as a way to offset the cost of running the basic radio network. This area

falls under the broad category of private networking, which encompasses leasing satellite space to other broadcast concerns including AP, UPI, Bonneville Satellite Corp. and Storer Broadcasting, as well as to businesses that want to transmit voice and/or data text. Swanzy says that a client needing to send information to many local points can use Mutual's MultiComm system, FM sub-carrier channels for transmitting data after it's received off the satellite. Mutual will be able to supply special MultiComm receivers as well.

Mutual's current satellite system consists of a major uplink facility in Bren Mar, Va., and 650 earth stations at affiliate sites across the country with another 100-plus dishes installed this past summer for the Metropolitan Opera network. (Mutual recently signed a contract with Texaco to provide these broadcasts to classical music stations.) Swanzy added that Mutual has full-time uplink capabilities from Los Angeles and will soon have facilities in San Francisco and Chicago. He said the network also has an "interim arrangement" for use of an uplink facility in Houston.

Swanzy noted that Mutual is forming a separate division for satellite services, which will likely be called "telecommunications marketing." Swanzy said his staff now numbers 55 but that number will soon increase by 20, mostly because of MultiComm. Swanzy added that Mutual will also be participating in bids for government telecommunications projects. □

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THE WORD FROM ADA TO ARLINGTON:
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Richard M. DeVos

Mutual Broadcasting System has had a number of corporate masters over the years, and since 1977 has been part of Amway Corp., the Ada, Mich.-based direct sales company that has built its fortunes on a fierce dedication to free enterprise principles. But there's never been an easy fit between parent and subsidiary, and Amway has often found it difficult to identify with the broadcasting business. The bittersweet story of its first seven years in command is related in this interview with Amway President Richard M. DeVos, who promises there'll be some changes made in the way Mutual operates henceforth.

First we'd like to talk to you a little bit about Amway, because I don't think our readers have an appreciation for what the company does and why it does it the way it does. Could you start off with a recitation of what Amway has come to be among American businesses and where it's going?

Well, it's interesting. Mutual, which is 50 years old, is twice as old as Amway—25 years old. Amway's place in corporate America today is within the top 300, I would say; sales around a billion dollars a year. We're number two in the direct selling industry, with Avon the only one any bigger than we are. And they've been around about 80 years.

Amway today operates not only a relatively large domestic company but also a large international company, with strong distribution in Europe as well as in the Pacific Basin and all the major free

countries in both those parts of the world. We have a couple of hotels. We own Mutual, and we own the Nutralite company in California which is celebrating its 50th anniversary this year. So two of our acquisitions are 50 years old as of this year.

Would it be fair to say that Amway is nevertheless not exactly comparable to other companies, that it is motivated by an operating philosophy that is somehow unique?

Amway is probably only unique because it's still operated generally by its owners. Therefore, the entrepreneur employer, the willingness to take a fling or do things out of the ordinary, are a part of Amway. The fact that Amway at this stage and in its present size is still private gives the owners the ability to do things they happen to want to do—like buying Mutual. I presume that if we had had a board of directors, they'd have gone all through that deal and said, “You're

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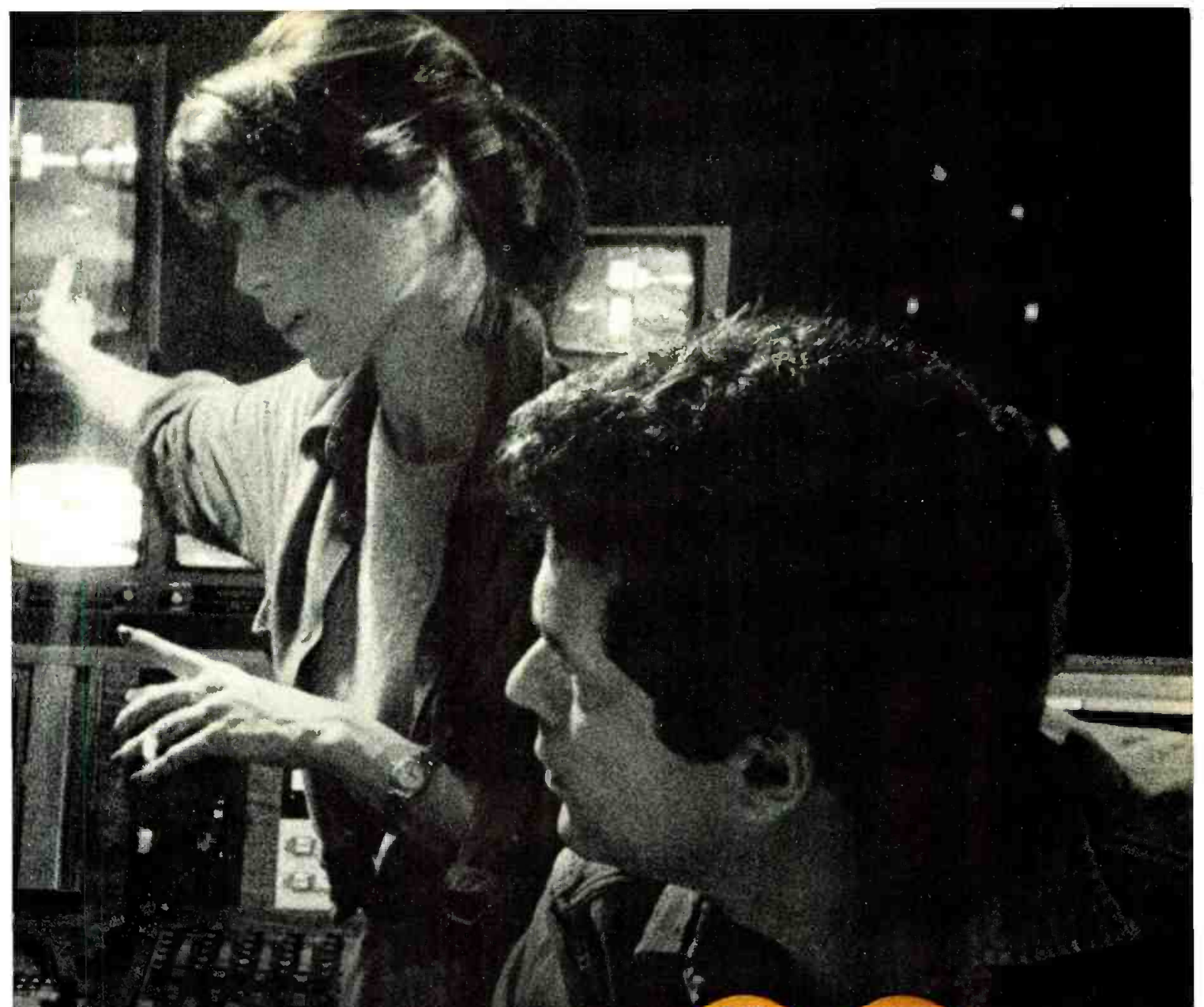
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nuts; you shouldn't be doing that. It isn't compatible, what do you know about it?" And they would probably have been right on all of them.

But it doesn't matter. We decided it would be fun, and we were going to take a shot at it. And that's the way we got in the hotel business, too. It sounded like fun and interesting.

You put \$18 million into Mutual. How much did you put into the hotel? I'm thinking only of the Amway Grand Plaza here in Grand Rapids.

The hotel in Grand Rapids represents a grand total of about \$65 million, including the hotel and the parking structure and everything that goes along with that operation.

Has that been more fun than Mutual?

Yes, it's been more fun. After we acquired Mutual we had grandiose ideas of what we thought could happen and as time goes on we found you can't make things happen exactly the way you'd like to have them happen.

(At this point the interview turned to a discussion of the Amway Grand's potential as a conventional hotel, leading up to the following assertion by DeVos.)

There are all sorts of offshoots from your industry that could come in. And they'd love it.

There's the problem, I think. Why do you call it our industry rather than your industry?

I guess that's a very good evaluation. We personally are not involved in it on a day-to-day basis. We own a network, but we aren't into that industry personally. I don't know the players, I don't attend all the conventions, I'm not a part of that on a day-to-day basis.

So that's an interesting observation. I don't think of it as our industry. We're selling it as our industry. We happen to own something in that industry. I don't even think of ourselves as being in the hotel industry.

It's easier for me to understand why you're not in the hotel industry than not in the broadcasting industry, which is a lot of fun to be in. How did you anticipate having fun in this business if you weren't going to be a part of it?

I think at that time we probably thought we were going to be part of it, and when we bought Mutual we were more a part of it as far as participating in some of the events of the industry. Then time catches up with you. It's easier to acquire and far more difficult to put your personal hand upon it. Which I think if we'd been able to do that at Mutual it would have been a lot of fun.

We just didn't. We got busy. There were so many things happening in our world at that time. We've talked about that since then, and we'd say, "Let's acquire something. Let's do something." But we just don't have the time to participate, so let's don't do it. It might be a good investment and all that, but we really haven't got the time left. We sort of ran out of time.

What were some of the grandiose ideas that you had, to pick up on your term, when you took over Mutual?

Oh, I think the ideas that we had at that time essentially involved the excitement and involvement in communication, which alone is an exciting adventure in the beginning.

And I think about the amount of stature that Mutual gave this business. People always talk about whether Mutual makes money or loses money for Amway. The important point is that Mutual marked the coming-out of Amway. We were just a little direct sales company out in Michigan, and the acquisition of Mutual put us on big time. We suddenly emerged onto the scene in Washington and New York indirectly at that time. And so suddenly a little company in Ada is a part of the bigger picture.

The public relations roll-off on Amway at that time was very positive for our distributors, who were promoting the idea of Amway. And suddenly the name Mutual, which was a far bigger name than Amway, had a very positive effect on the Amway business, and had a synergistic effect on the Amway business.

That gave us some personal satisfaction—rubbing shoulders with people a little bit in that industry, saying in Washington or wherever

that we owned Mutual is a bit of a positive thing or an exciting thing.

Our own personal goal at that time was probably the excitement of it. You do things for excitement sometimes. And I think there was a hope there that we could have a more positive impact. We speak of it as free enterprise involvement, a voice of free enterprise. I guess as time went on we fought harder for a balanced means than we did for a particular viewpoint to get on the air. You just didn't tell people what to put on; there was no way to do it even if you wanted to. And, therefore, your news guys are going to say what they wanted to.

And my constant cry was, "You can do whatever you do, but you've got to be sure you get both viewpoints. If it's controversial then I want both sides of the story aired." And to me that became my major concern, that Mutual always presented both viewpoints.

It was and is my feeling that much of the media today does not present both viewpoints—and oftentimes probably leaning over to the liberal side as opposed to the conservative side. So our goal is to make sure we get a balanced report. And as such, I think we deliver on the mandate of what we're trying to do, to be sure we get both sides aired.

Is Mutual a factor of any consequence on your bottom line?

It's certainly not a contribution. It's a hard one to measure, sometimes, as to its net benefit to Amway. And as I said in the early days there was a net benefit that did not translate into a bottom line you could see. If there was a very definite encouragement to the Amway people it was that Amway was a big viable company doing things in this country.

You've just gone through a reorganization both at Amway and at Mutual. Can you tell us the reason for the recent reorganization of Mutual?

We've owned Mutual for seven years. Mutual had gone along for many years. There are lots of promising things to be done that don't always get done. So we just decided it was time for a change of pace. Straight management decision. We said: "We've got to have some people to do some things differently now."

Let me bounce back to Amway. What is the locomotive that pulls Amway? Is it a product or is it a line of products?

The locomotive at Amway is a system of marketing. It's the Amway sales and marketing plan. It's a constant individual achievement—what the person can do given encouragement and a pat on the back and a system and a method to follow. It was born of a time and a lot of frustration of a lot of people who were desirous of owning their own business—and who didn't quite know how to get there—rather than working for somebody else. Born at a time when women entered the work force in fantastic numbers, tens of millions. There was a basic change in the way women looked upon themselves, their role in the work force, a lot of them seeking involvement in different ways but not knowing how to get there, having other responsibilities. It was a point in time when, while they could get another job, it wasn't necessarily a job that took them very far or gave them much opportunity. And along about that time came along this little thing called Amway, that said, "We don't care what sex you are, how old you are; we don't care how much education you've got, you can make it anyway."

So the Amway sales and marketing plan, which is geared around the word *hope*, says a person of any background can start a business of his or her own. It's really the motivating force in this business. And the force is a latent force. It's in the hearts of people who like to get ahead more and for a lot of reasons don't necessarily or haven't necessarily had the proper education or the background. Or in Amway's case, there are a lot of people today who have worked a long time in their regular jobs, ran up against limits. They got bypassed on promotions, they got bypassed for a variety of reasons. They suddenly get frustrated and seek a new way.

Along with that came the Vietnam war and you started to do your own thing and a new spirit of independence. Probably enough of the people who had been panicked during the Depression were gone or became more adventuresome. It was into that mood that Amway emerged as a force.

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we're not good at marketing. We will sell a lot of things to a million people, all of whom sell a little. Our goal is to find ways to get them all to sell a little bit more.

You're speaking literally of a million people?

Yes. Amway works with a million distributorships. And that's why there's that latent spirit in there, that hope, whatever that thing is that makes people respond to the call.

Do you think Amway has anything to teach the broadcasting industry?

Well, if we did we haven't done a very good job of it so far. There was a time when I got into Mutual, I thought we could do a lot of things. I thought we could do a lot of things with the network.

There's a contradiction there that comes from questions from people like you, the contradiction between being involved with your property and keeping your hands off. Does Amway have an input into the programing? The implication is that it should not. Are you telling them what to do on that network? That's almost an accusatory sentence. But how much involvement do you have? It's not as though we should but as though we shouldn't. At least, that's the implication.

We started to get involved and we're going to have a more active role. And when we went with Marty Rubenstein as president—I guess because of our own diversion and need to do other things at that time—we did not take an active day-to-day role in the business. I wish we had.

And I don't mean just programing-wise, but just on a day-to-day basis. I'm interested in the network. Among the things we had in mind in the initial stages was to unify our stations into a cohesive force, and we've accomplished that. Take our plans for a free enterprise series. I've never been able to get it. I have the script starting from the very early stages when we met with some of the reps of the station. I haven't carried through on it.

But we had seen what we could do with a million people in Amway—build a cohesive force of people who stood for something. The network—long term, in my opinion—can stand for something. It's not just a carrier of information. It should be a cohesive force that stands up perhaps for the concepts of a greater America. It can deliver news or philosophy for building this country up, being a force for good in this land.

I still have that hope, that the stations will identify with that. And we don't want to wave a flag over our officers and our radio stations, not only Mutual-wide but U.S.-wide, but we want to become a positive force to stimulate people to live better, think better.

Our input in the media today is negative—it's all filled with disaster and problems. We don't do much to inspire people in our business. We just let them know about everybody else's failures and faults and shortcomings, which are really not new.

But I would hope in some way in the network we could find a way to deliver a positive impact on the people, that when they listen to Mutual they will be enriched by it. They'll be informed also, but they should be enriched. And I guess if I took a more active role in the network that's what I'd do. I mean to talk to Jack Clements about it—the chance to build a new positive force. The media today generally is a negative force.

Do you still have the hope that that can be accomplished at Mutual?

Yes, I do.

What about your arm's length approach to broadcasting? Do you anticipate moving away from the posture you've had in the past?

Well, I think the real difference is in Clements. And that's not a put-down of Marty Rubenstein. It was his idea and his way and we let it happen that way, a separate entity. There was no identification of Amway at the Mutual Broadcasting System. Amway did exist—it came up in the interviews—but on a day-to-day basis Amway was invisible. And today you'll find Amway flags beginning to fly a little bit now at that network. We'll be able to forge a new partnership, working together, assisting one another in the process. But I think it's a matter of the man, Clements, who was in favor of that. Marty

wanted to run it his way.

Is there any validity in charges that have been made against Amway in terms of the United States government or the Federal Trade Commission or the customs business or just the general complaints that have been made by unhappy Amway distributors?

Amway is a controversial company to start with. Amway was born into a controversial industry. The direct selling industry is controversial. We've made jokes about the Avon lady and the Fuller Brush man for years. The door-to-door stuff is still around. There are still cartoons printed on it every day.

So our very method of marketing to an extent makes us controversial. Then you couple not only the direct selling industry but Amway's involvement as a developer in the pioneering in the whole new marketing effort. The multilevel marketing system was pioneered by us and the ground was broken by us. We took an old direct selling system and said it's not just a matter of signing up and going door to door, that not only can you get in this business but you can appoint others to be in this business. You can build a tier or an organization of your own, starting from scratch. You can build a big and very successful business.

And so Amway was involved in breaking all new ground. That leaves you FTC involvement. As long as we were small no one noticed, but when we started to get up in those big numbers, when you were dealing with tens of thousands or a million people, we began to have an impact on a national scale that people first of all wondered what was going on, and then raised their eyebrows.

And so we had the FTC, which investigated us for five years. We spent \$4 million on the case. When they got all through, they said, "You fix the prices." So back at the beginning we didn't put *suggested* on our price lists. It had to have something.

And I have said to our distributors, you ought to sell at these prices, and that's how they did in those days. We were pretty young and naive. What did I know about price fixing or telling our distributors "You shouldn't go around discounting this stuff"? They said, "No, you can't do that." Well, all I was trying to do was say to our independent distributor, "If you're going to sell it cheap, your buddy is going to sell it cheap and you aren't going to make any money. That's dumb. That is wrong."

So our FTC involvement came down to, is it in the right size type on the page? Is a man told the odds on success? Well, it's like the odds on making a million bucks investing in the stock market. Have you given him all the odds?

Well, the FTC and we work on a different philosophy. Theirs is to protect the underdog and ours is to encourage the underdog to make something of himself by trying. They've got to put all the stumbling blocks in his path to discourage; I have to eliminate them to encourage. Very simple. It means I'm going to have a conflict with them.

They say, it's wrong to tell a child—this is my application of their idea—when he goes to school that he might become President of the United States, because the odds are too long. Therefore, no kindergarten teacher should ever tell a youngster he might become President some day. That might plant false hope in his heart. Or that he might win a gold medal at the Olympics. The odds are one in a million, so don't say that, unless you tell him his odds are one in a million. So you may say he might win a gold medal, but make sure you tell him the odds against it.

Well, I don't agree with that philosophy. The odds on an Amway being born are one in a million also. But that never stopped us from trying. We were bound to run into a conflict with whatever attorneys general there might be who share this other failure-type philosophy.

Amway's controversial also because we're outspoken in our political and our religious beliefs. That gives the press a lot of grist. They like that. We stand up in our communities, we stand up for a lot of things that we believe in, whereas the average corporate guy would not do that. Because we own the company we can do that.

We're active in politics. A lot of our problems come because we get some people mad at us because we've stood on various issues in this state. And that incurs the wrath of all those who disagree with your philosophy. We're a nonunion company. That incurs the wrath of a lot of people who think we ought to be union, and that our



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employees should be unionized. They can do that if they want to. We decided we didn't want to. We like the way we're treated around here.

So because of our outspoken position we have aroused the opposition of the kind of people who like to put us down. We just have to ride over that and keep going. So oftentimes those people in the press or in the media see Amway as being somewhat of a controversial organization.

As far as the Canadian issue is concerned, where were they 18 years ago when we made the deal with them? Where were they 15 years ago? Where were they 12 years ago? That's a long story. Amway never made a nickel and paid them a lot of money. I wish if we're to be accused of fraud that we at least took the money. But we never got any money, because we only passed on to the consumer what we felt was their due. We paid fair duty. We paid fair duty in Canada like anybody else for the same quality of goods all the time.

But because of our unique marketing system Amway has to pay double duty. We thought they wanted to treat us fairly. We discovered they weren't interested in fair. They were interested in the technical aspects of the law. So we got in trouble. Technically we were wrong. Morally, as far as I'm concerned, we were right. We paid fair duty from day one.

So we're an independent organization. As such we incur some exciting things. We also make some things happen.

Well, if I can bring the question back to broadcasting—speaking generally of broadcasting and not simply of Mutual—what do you think of the broadcasting business as it's now being conducted in the country?

I guess I've got to tell you, I don't think I'm a good guy to answer your question. I really am not a critic of it, I'm not a student of it. We're in it, and we're not really in it.

Well, I get the impression you're going to stay in it.

Yes, we're going to stay in it. We're going to be a little more involved in it than we've been in the past.

Among the Mutual properties that we understood is on the market is WHN(AM) New York. Is that correct?

When I entered this business, everybody I'd meet wanted to talk to me about O&O's and I remember the first staff meeting I ever had at Mutual after we bought it, and I went in and I met everybody, and they said, "What about O&O's?" And I remember my answer, was, "What's an O&O?"

Well they all kind of laughed. Then they all told me that that was the way to go. We had to own a bunch of radio stations. Well, I didn't buy a network to think I had to buy a bunch of radio stations—I thought I'd already bought something.

But we were encouraged to stick our toe into O & O's. Our experience at WCFL(AM) Chicago was not a very good one. So I began to question whether our people really knew how to run a radio station. I might liken it to whether or not Amway knows how to run an Amway distributorship; it may know how to run a company, but it doesn't know how to run a distributorship.

I think it is pretty well our conclusion that what we want to do is be the best, most balanced, most exciting network that there is—and that unless you're willing to buy all the radio stations around the country and get into all the major markets, and hope you can run them well, and start another business, you shouldn't probably be in anything.

That's pretty well our conclusion. We ought to concentrate on being the best network, deliver the best service to the independent operator, as opposed to our trying to cover both sides of the street.

Therefore, while we don't have anybody listed to sell WHN, we are not closed on WHN, either. We aren't running around trying to find a buyer—but just like with a network we have some people who asked whether they could buy it. And we're listening. We feel we should concentrate our time and our energy and our resources on being a network, and not scattering our shots all over this country.

I hear a note in your voice—not of dismay certainly—but of disappointment in what has occurred so far in your ownership of Mutual.

The radio network business is not a notoriously large moneymaker, anyway. Why do you stay with it?

Number one, we can afford to. That's the first thing. You know, when Amway had its problem, everybody wondered whether Amway was going to survive, whether its cash flow was strong enough to carry Amway's financial stronghold. So that's not a big issue.

So I can understand when the press starts to speculate as to whether Amway is going to have to dump this or dump that, because somehow it's got a cash problem. Therefore, number one, we can afford to be in the broadcast business.

There are a lot of other rewards that aren't tangible. There is a lot of excitement and challenge being in it. I guess also you've got to say we're not quitters; we don't like to walk away from things. Right now we think that networks have a real good chance of becoming a major force—and we're interested in having Mutual become a major force, so we're going to stay with it.

Was that blip on your economic horizon last year a serious one? Did it portend a lot?

It all depends on where you are. If Amway had never had two fantastic years and had risen to where it is now, to about a billion dollar company, and it had never been up to a billion two, everybody would think it was fantastic. We've had a blip, and we went crazy, and we went up here and then came back down to here. Everybody said it was a disaster. So I don't know: we have a two-year blip and I may have had some business I wasn't entitled to. But if I draw a straight line through it, and as you look down the years ahead of it, you can say that Amway has had a meteoric rise, it's a very strong, stable business at that level—not at a billion two, but at about a billion.

And so that's where our business is.

Right now you're a private company with a billion dollars in annual revenue. Do you anticipate that you may go public at some point in the future?

We have no plans to take this company public right now. It's not our desire, for example, to take this company public and become a public company and get a lot of public money and do a lot of other things with it. That is not our goal. We like it private.

We have a maturing business—that's a different thing, too. You don't have the same excitement for running around on a motorcycle when you're 25 as you did when you were 18. And that's a change for us. We're not that "Rah, rah, ain't it great? Rah, rah, rah," you know, and all that like you're still in high school or college.

Well, we don't have that same spirit, necessarily, as you get older. So you have to address that, and you have to work at that a little differently.

One of your presentations speaks of Amway, "Looking toward the year 2000." I wonder if the broadcasting industry is factored into that vision.

No, we didn't factor that in at all. I guess we're thinking about it, insofar as what we can do with our satellites or what we can do with our communications system. We have a distribution system that's in place and operating, and we keep looking at whatever spin-offs are coming from that.

But can we expect you to be a major player in the business that far away? Are you in it for that long term?

Yes, we expect to be in that business long term.

In general, looking back over the last seven years with Mutual, has it been a rewarding experience, or just a learning experience?

It's been very much of a learning experience. Maybe we're getting serious to get really down with it now.

Would you do it again?

I don't know. I don't spend any time looking back as to whether I would have done it again or not. If all conditions were the same, the answer is yes.

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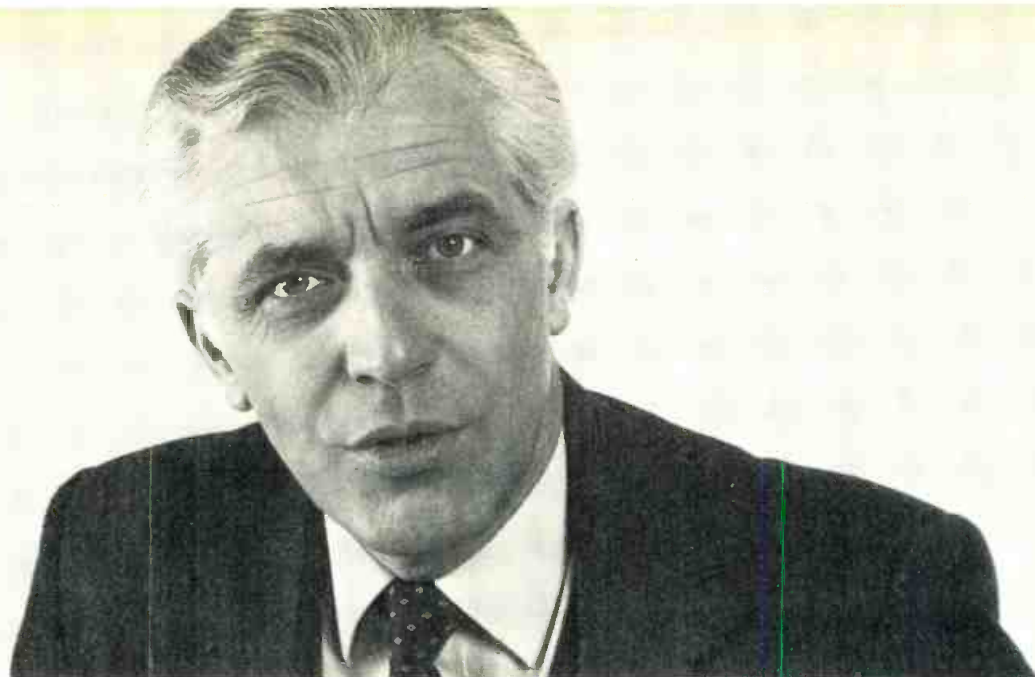
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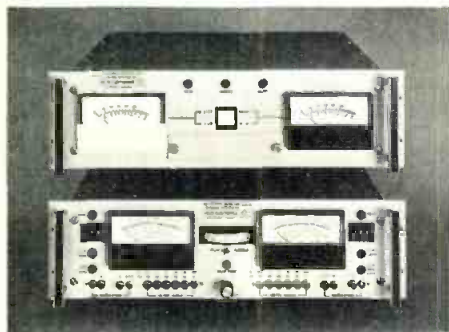
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Programming

If you can't beat 'em, sell 'em

Some cable MSO's, reacting to growing competition from videocassette recorders, are trying for a piece of the action by selling or renting them

The videocassette, considered a competitive device by some cable operators, is an item in stock at the cable shops serving some systems.

Only a limited number of cable operators have tried to ride the VCR wave. And after about a year and a half, the results are mixed. Several cable shop operators have found that other products, such as computers, may be more profitable and complement the cable sales effort. Furthermore, some franchises have provisions which prevent the cable operator from selling VCR's.

A year and a half ago, Heritage Communications opened a cable store in McAllen, Tex., a border town where Heritage serves 58,000 subscribers. According to Rod Thole, Heritage executive vice president, the store was located in a shopping center along McAllen's main commercial strip. It initially sold computers and telephones and rented and sold videocassettes, in addition to marketing the cable system and premiums (clothing with the various services' logos). After six months, however, said Thole, a decision was made to discontinue the computers and telephones and just sell the videocassettes and the cable services. The problem was not a lack of store traffic, according to Thole, who said 2,000 customers came in every month to pay their bills: "There, it is more of a cash economy than checks or credit cards and there was heavy use of the counters for payment. Unfortunately those same demographics were not computer literate, although some of them did access our videocassette library."

However, the 700 videocassette rentals a month that the McAllen store rang up did not satisfy Heritage, and about six months ago it discontinued that product line as well. Thole said the videocassette rental business in that

market was very competitive, "almost cut-throat, with loss-leader pricing just to get people to walk through the doors." The McAllen store gave cable subscribers discounts on videocassette rentals greater than those given to regular movie club members, but gross sales never were big enough to turn a profit. In addition, the devaluation of the Mexican peso "severely" affected the town's economy. Thole concluded: "We found that the videocassette business is a convenience



Thole

business, and people are not going to go out of their way to come to your particular office to save 25 cents. Now that gas stations and everyone else is in the rental business, that will drive the price down further. We looked at that and said the long-term profitability for us, unless we are prepared to pay a lot of attention to it, is probably not there."

The experience in McAllen convinced Heritage not to introduce videocassettes at its other cable shop in Des Moines, Iowa, which sells just the cable service and premiums. "We feel that pay-per-view is going to

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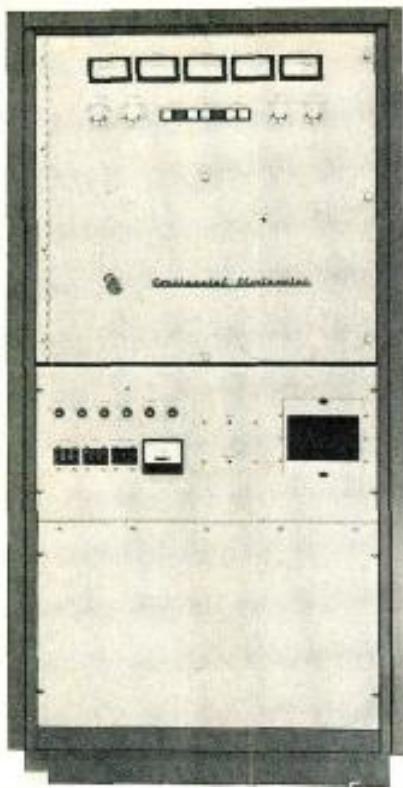
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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be cable's answer to competing with the cassettes," Thole said. "For us it makes more sense to sell programs and convenience with the electronic highway we have so that the subscriber doesn't have to come down to a cable store on Friday or Saturday night." Nonetheless, he said that future decisions on retail operations would be handled on a market-by-market basis.

A happier experience with videocassettes is that of Newport News (Va.) Cablevision. "When the store began we were wondering if it was going to make it; less than a year later we are trying to buy space from the people next door," said Kevin Schrum, assistant marketing manager for the 28,000-subscriber system. The store, Computervision Center, sells computers, computer software, telephones, consumer electronic accessories, premium items, the cable service and rents and sells videocassettes. It also sells initial subscriptions for other cable systems in nearby franchises. Schrum said the videocassette movie club has about 1,000 members, and adds that the store would also sell the VCR's but for a restriction in its franchise agreement. Some other cable shop owners face similar restrictions, including ATC's cables shop in Shreveport, La., which has a successful videocassette rental business.

Schrum said the store handles a lot of traffic and often has a line of people waiting to make purchases or take care of subscriber business. Some people find it difficult to get to the system's offices—the franchise is three miles at its widest point and 20 miles long—and the Computervision Center handles a "good portion of the accounts receivable" as a consequence.

While cable operators may be successful at combining videocassette sale/rental with subscriber service under the same roof, it still is not clear whether there is any complimentary interaction, or synergy, between the two operations. Jerry Maglio, executive vice president, marketing, Daniels & Associates Inc., said that a product line that gets a subscriber or potential subscriber into the cable store is worthwhile: "If you think about the typical relation that customers have with their cable operator, he may never see them after the original sale until they disconnect. In that sense it's not a question of how many videotapes do we rent but, how can we come into greater proximity to our customer? A lot of advertisers will tell you it's what you do in the store that counts; they may come into the store to buy a computer and also end up with the Disney channel."

Maglio thinks the synergy between computers and cable works better than between videocassettes and cable. He said the VCR phenomenon essentially attracts the same "entertainment driven" people who have already been attracted to cable. With computers, while the "demographics" may be the same the "psychographics" are different. Computer customers, he said, are more "analytic and information driven," providing a new market segment.

At Daniels's store in Greeley, Colo., which opened in December 1982, Maglio said that most of the dollars come from computer sales—because they are a high-ticket item—and most of the store traffic is in cable

sales and service transactions—1,200 people come in the store monthly just to pay their cable bills. The store in Greeley, where VCR penetration is about 30%, or double the national average among cable subscribers, also sells VCR's and a variety of other items, including personal computer software and periodicals. Maglio said this diversity of products poses a special challenge: "Each one may be best served by a different location. For instance, if I were selling computers I might want to choose a mall, which is a high-reach and low-frequency location; that is, 80% of the people in that town go to that mall eight times a year. That could be compared to a strip shopping center next to a grocery store, where 10% of the town goes to that mall 40 times a year, a place I might want to choose if I were renting VCR's. You have to say to yourself: How compatible are they?"

Maglio said that the store plans to stay in the VCR and videocassette rental business, at least until the availability of pay-per-view, which most of those commenting felt would be the primary cable response. Meanwhile, experimentation in the retailing business continues and information is still being traded among MSO's. Executives at Times Mirror Cable Television, Viacom Cable Communications and Jones Intercable, among others, are still looking at the situation and deciding whether to shake hands with the competition. □

Attacking the first-run problem

First effort from major station groups that have formed production venture will be weekly comedy

Five major station groups have formed a consortium to produce and distribute new first-run programming to counter to the dwindling supply and rising prices of off-network series. Tentatively called the New Program Group, the venture consists of major-market group owners Metromedia, Hearst Broadcasting, Gannett Broadcasting Group, Storer Communications and Taft Broadcasting ("In Brief," Sept. 3).

NPG's first project will be to produce and syndicate a new, first-run weekly situation comedy targeted to be on the air by the fall of 1985. Although partners in NPG declined to give details about the show—they said the show's title and description would be announced within a week to 10 days—they hope to produce enough episodes so that the show can be stripped by stations on a daily basis.

According to Robert M. Bennett, president of Metromedia Television, the group was formed to offer an alternative to the soaring cost of off-network series programming. The stations in NPG—11 independents and 21 affiliates—represent approximately 45% coverage of U.S. television households and are in nine of the top 10 and 21 of the top 30 markets.

"It's our plan to do those kinds of things which require the power of an organization

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Bennett

like this to make them happen," explained Bennett, adding in the same breath that it was not a plan "against the networks" or an attempt to establish a fourth network. "I don't want it to be construed that all our efforts will be joint projects," Bennett said. "Where it's possible we'll work together to help spread the risk."

The first project will probably be produced on the West Coast, although Bennett and others would not specifically say if it would be done at Metromedia's Metrotape studios at KTTV(TV) Los Angeles. The first project will be distributed by Metromedia Producers Corp. to stations outside the group. The partners said it was not determined if the first show would contain any

Academy shifts. Actress Diana Muldaur, president of the Academy of Television Arts and Sciences, has accepted the resignation of Herman Rush as a member of the executive, building, finance, and budget committees of the organization, based in North Hollywood, Calif. Rush, president of Columbia Pictures Television Group, was recently defeated (Aug. 9) by Leo Chaloukian in a bid for re-election as second vice president of the academy. In an Aug. 20 resignation letter sent to fellow ATAS board members, Rush charged that, since Muldaur assumed her position one year ago, favoritism has been exercised in the appointment of executive committee members, the organization's finances have fallen into disarray and its bylaws have not been properly observed. "I am hopeful that the new [ATAS] officers can convince you to function in a more open and democratic fashion," Rush told Muldaur in his letter, adding he feels "a strong sense of deterioration" surround the academy. He also released internal correspondence from ATAS Foundation President Robert F. Lewine charging that the current ATAS administration has "emasculated" the ATAS unit through its recent actions. Muldaur has not made a public response to the accusations, other than to acknowledge that "a small minority" within the academy "disagrees with the direction the majority has elected to take."

national barter advertising spots.

Only six new off-network half hours are expected to be available in syndication between now and 1987. Bennett said the economics have reached the point where station groups can produce their own programming. Bennett said the half-hour situation comedy NPG is planning will have "production values and cost equal to network production budgets," which range between \$300,000 and \$400,000 per episode.

Each partner's interest in NPG will be based on the percentage of national coverage its station group represents within the group. For example, Metromedia, whose television stations cover nearly 24% of the U.S. television households, represents slightly more than half the coverage area of the group's 45% coverage and thus has slightly over half the interest in the venture.

Another factor is duplicative markets: Metromedia, Gannett and Storer all have stations in Boston; Gannett and Storer have stations in Atlanta; Hearst and Storer have stations in Milwaukee, and Taft and Hearst have stations in Kansas City. The group has circumvented this obstacle by agreeing to rotate the projects among stations in duplicative markets.

Noted Lucille S. Salhany, vice president of broadcast and cable programming for partner Taft Broadcasting, in outlining the scope of the project: "There's no reason to get involved in this project if you're not going to strive to have the highest quality." Salhany said speculation that NPG was formed to counter the networks is erroneous. "This is just something new. It's not going to bring down ABC, CBS, or NBC. Far from it. It's really only supplementary [programming]." □

Movie reruns push ABC to the top

ABC was the leader again in the prime time ratings race last week, winning the week ended Sept. 2 with a 12.3/23, compared to an 11.9/22 for NBC and CBS's 11.1/21. ABC was pushed to the front with its showing of "Velvet" on its *Monday Night Movie*, which earned a 14.4/24 and was the eighth-ranked show of the week, and a repeat of "Coma" on a Tuesday night *Movie Special*, which pulled a 16/28 and was the third-ranked show of the week.

ABC's *Call to Glory*, the new Monday night series which will replace the previously scheduled *Streethawk* on the fall lineup, drew a 14.1/25 for its third broadcast, down substantially from the 24.8/44 it recorded for its two hour premiere and a 15.8/29 it scored on its second outing.

ABC won Wednesday, Friday, Saturday and Sunday nights, while

NBC won Monday and Tuesday and CBS captured Thursday. The highest rated nightly win for the week was CBS's Thursday night victory when it drew a 16 rating based on repeats of its regular lineup of *Magnum, P.I.* and *Simon & Simon*, along with the scheduling of *Mike Hammer* in the 10-11 period usually reserved for *Knots Landing*. *Simon & Simon* was the top-rated show of the week, earning an 18.7/32.

CBS's summer comedy series, *Comedy Zone*, earned a 6.5/14 in its Friday 8-9 period, ranking 66 out of 69 programs and the lowest performance of its three broadcasts. NBC's pilot *P.O.P.* on Wednesday between 9:30 p.m. and 10 p.m., scored an 11/20, the 30th ranked show of the week.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.7/32	25.	Webster	ABC	12.8/26	49.	Alice	CBS	10.0/18
2.	V, Part 2	NBC	16.9/28	26.	Gimme A Break	NBC	12.5/25	50.	Trapper John, M.D.	CBS	9.9/19
3.	Coma	ABC	16.0/28	27.	Jennifer Slept Here	NBC	12.3/22	51.	Roulups, Bleeps & Blunders	ABC	9.9/19
4.	A Team	NBC	15.9/30	28.	Hill Street Blues	NBC	12.0/22	52.	T.J. Hooker	ABC	9.7/20
5.	Magnum, P.I.	CBS	15.3/29	29.	Silver Spoons	NBC	11.8/24	53.	Knight Rider	NBC	9.6/19
6.	Facts of Life	NBC	14.9/25	30.	P.O.P.	NBC	11.8/20	54.	Master	NBC	9.5/20
7.	Dynasty	ABC	14.7/25	31.	Matt Houston	ABC	11.7/22	55.	NFL Football	NBC	9.4/24
8.	Velvet	ABC	14.4/24	32.	St. Elsewhere	NBC	11.5/22	56.	Jeffersons	CBS	9.3/18
9.	20/20	ABC	14.2/26	33.	Double Trouble	NBC	11.5/22	57.	Streets	NBC	9.0/17
10.	Riptide	NBC	14.2/25	34.	Kate & Allie	CBS	11.4/19	58.	ABC Comedy Special	ABC	8.9/18
11.	Mike Hammer	CBS	14.1/25	35.	Benson	ABC	11.2/25	59.	Goodnight, Beantown	CBS	8.9/17
12.	Cheers	NBC	14.1/25	36.	Newhart	CBS	11.1/18	60.	AfterMASH	CBS	8.5/17
13.	Call to Glory	ABC	14.1/25	37.	Bosom Buddies	NBC	10.9/21	61.	Crossroads	CBS	8.0/15
14.	Fall Guy	ABC	14.0/26	38.	Mazes and Monsters	CBS	10.9/20	62.	Domestic Life	CBS	8.0/14
15.	Love Boat	ABC	13.8/27	39.	Scarecrow & Mrs. King	CBS	10.9/19	63.	Airwolf	CBS	7.7/16
16.	Family Ties	NBC	13.8/26	40.	Three's Company	ABC	10.8/19	64.	Lags	ABC	7.6/14
17.	Dallas	CBS	13.6/26	41.	Cagney & Lacey	CBS	10.8/18	65.	Legmen	NBC	6.9/14
18.	Hotel	ABC	13.6/26	42.	Sunburn	CBS	10.6/21	66.	Comedy Zone	CBS	6.5/14
19.	Women of Chastity Guich	ABC	13.2/25	43.	Diffrent Strokes	NBC	10.5/23	67.	Ripley's Believe It Or Not	ABC	6.3/16
20.	Night Court	NBC	13.2/22	44.	Mama's Family	NBC	10.5/20	68.	Summer Sunday USA	NBC	4.1/10
21.	TV-Censored Bloopers	NBC	13.1/23	45.	One Day At A Time	CBS	10.4/23	69.	U.S. Amateur Golf	ABC	3.2/8
22.	60 Minutes	CBS	12.9/31	46.	Gentleman Bandit	CBS	10.3/18				
23.	Remington Steele	NBC	12.9/24	47.	Hardcastle & McCormick	ABC	10.2/21				
24.	Falcon Crest	CBS	12.8/25	48.	Invastion Force	NBC	10.2/20				

*Indicates premiere episode

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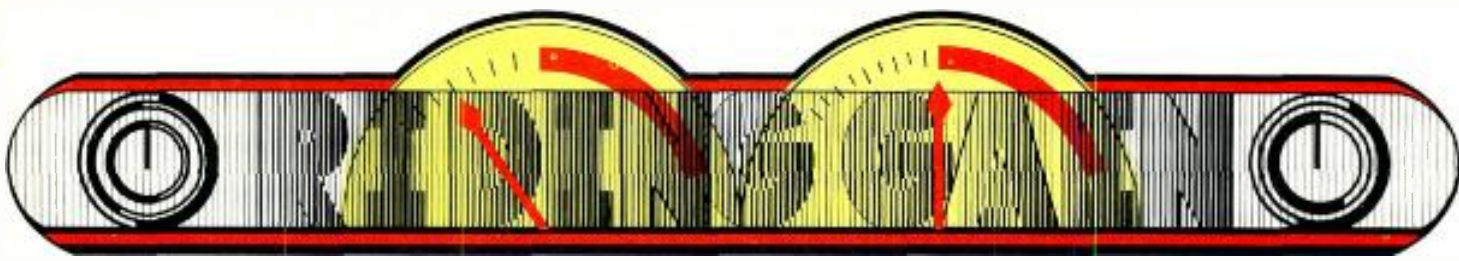
KGSW-Albuquerque
 KCMT/KNMT-Alexandria
 KTVA-Anchorage
 WBFF-Baltimore
 WVII-Bangor
 CATV-Bellingham
 KOUS-Billings
 WMGC-Binghamton
 WTTO-Birmingham
 KFYR-Bismarck
 KTRV-Boise
 WLVI-Boston
 WUTV-Buffalo
 KBSI-Cape Girardeau
 KCWY-Casper
 WCCB-Charlotte
 WDSI-Chattanooga
 WFLD-Chicago
 WCLQ-Cleveland
 WLTZ-Columbus
 KTWS-Dallas
 KDVR-Denver

KCBR-Des Moines
 WKBD-Detroit
 WDIO-Duluth
 KDBC-El Paso
 WENY-Elmira
 KMTR-Eugene
 WEVV-Evansville
 KTVF-Fairbanks
 KTHI-Fargo
 WKFT-Fayetteville
 WJRT-Flint
 WBTW-Florence
 KHBS/KTVP-Fort Smith
 KAIL-Fresno
 WXMI-Grand Rapids
 WBAY-Green Bay
 KHAS-Hastings
 KTVG-Helena
 KITV-Honolulu
 WAFF-Huntsville
 WPDS-Indianapolis
 WJTV-Jackson

WDAF-Kansas City
 KADN-Lafayette
 KVVU-Las Vegas
 WLEX-Lexington
 KCOP-Los Angeles
 WLUC-Marquette
 WPTY-Memphis
 WCIX-Miami
 WCGV-Milwaukee
 KECI-Missoula
 WQAD-Moline
 WCOV-Montgomery
 WKRN-Nashville
 WNOL-New Orleans
 WOR-New York
 KOKH-Oklahoma City
 WOWT-Omaha
 WOFL-Orlando
 WJHG-Panama City
 WRAU-Peoria
 WPHL-Philadelphia
 KTVK-Phoenix

WPGH-Pittsburgh
 WMTW-Portland, ME
 KOIN-Portland, OR
 WGEM-Quincy
 KAME-Reno
 KNDU-Richland-Pasco-
 Kennewick
 KTTC-Rochester
 WQRF-Rockford
 KTXL-Sacramento
 KDNL-St. Louis
 KSL-Salt Lake City
 KCST-San Diego
 KBHK-San Francisco
 KTIV-Sioux City
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 WRSP-Springfield
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 WDCA-Washington, DC
 WTXS-Waterbury
 KNDO-Yakima

**Watch For Our March of Dimes
 National Telethon Against Birth Defects
 June 29th—30th, 1985**



The week's worth of news and comment about radio

Money talk

A marketing kit underlining the value of radio advertising to the providers of financial services was published by the Radio Advertising Bureau last week. The kit, "Financial Marketing: The Smart Money's on Radio," takes into account the implications of financial and banking deregulation in dealing with the marketing needs of banks, savings and loan associations, brokerage houses, credit companies, insurance agents and financial planners. Among the specific products covered are automated tellers, interest-bearing checking accounts, credit cards, mutual funds, IRA's, money markets and discount brokers. There are radio success stories from financial marketers, and a sampling of current radio commercials to illustrate creative trends in the promotion of financial services.

William L. Stakelin, RAB president and chief executive, stressed that "the day of neatly defined functions offered by specific financial entities is over. Radio advertising

offers the financial community a tool for coping with a rapidly changing, intensely competitive market by offering a personal vehicle for defining themselves and their products to target audiences." Yet, he cautioned, radio sales professionals won't find it easy to penetrate this market and score quick gains. "We need to work smart," he said, "be persistent and offer as many creative ideas as possible. Financial marketers aren't necessarily radio conscious, so we, as an industry, need to provide them with an audio vocabulary, media-buying options and solutions to their marketing problems." The kit was developed for RAB members exclusively.

Calling all kids

Today (Sept. 10) at 5 p.m., what's been described as the first live, regularly scheduled, commercial radio program designed specifically for children will hit the airwaves. *Small Things Considered*, to be broadcast over WWON(AM) Woonsocket, R.I., is a two-hour,

weekday show geared to children ages 6 to 12. Modeled after noncommercial WNYC New York's program of the same name, *Small Things Considered* will feature a variety of subjects, from music, French lessons and a computer expert to contests and giveaways, a "Star Wars" serial, guest stars and a call-in show. "When you call, you can talk as long as you want, about anything. Recite a poem. Tell a joke. Ask a question, give an answer," says an introductory article, aimed toward children, in the town paper, *The Woonsocket Call*.

WWON's program will be co-hosted by station sales manager, James Bilyak, and an art teacher from Woonsocket Junior High School, Corlis Moniz. "We don't know exactly where the program is going. All we know is that it's for kids and we guarantee it will be educational," Bilyak said. *Small Things Considered* will be sponsored by Marquette Credit Union, McDonald's, Roberts, the Woonsocket Teachers Guild, McCarthy's and Union St. Jean Baptiste.

Wolfman retruns

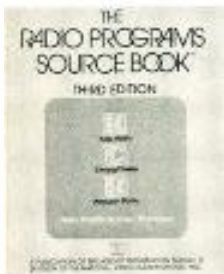
After an absence of 10 years from the station, radio personality Wolfman Jack will return to adult contemporary WNBC(AM) New York doing an overnight show (midnight-5:30 a.m.) seven nights a week. The program, according to NBC, will consist primarily of customized taped material along with some live announcing. Wolfman Jack will launch the program Friday (Sept. 14) at midnight with a live broadcast from the New York night club, Jukebox. Among the guest artists scheduled to attend the event are: Ronnie Spector, Richie Havens, Paul Butterfield, Gary U.S. Bonds and members of the Platters and the Adlibs. Wolfman Jack left WNBC(AM) New York in August 1974 to become host of NBC Television's *The Midnight Special*.

Dramatic move

Western Public Radio has scheduled a second 10-day National Radio Training Workshop on radio drama production to begin Oct. 29 at WPR's San Francisco studios. The session, jointly funded by the Markle Foundation and the National Endowment for the Arts, will cover casting, writing, improvisation, field recording, directing and producing. The workshop will produce three half-hour plays for national satellite distribution as part of the nonprofit organization's continuing California Radio Theater series. Instructors include David Ossman, founding member of Firesign Theater; Everett Frost, executive producer of *The Spider's Web* radio series; Erick Bauersfeld, drama and literature director for KPFA(FM) Berkeley, Calif.; and Candace Barrett, founder and former

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30,000,000	300,000
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60,000,000	600,000
70,000,000	700,000
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director of The Academy of Media and Theater Arts. Twelve participants will be selected from applications received by Sept. 30. Information: (415) 771-1160.

Playback

Mutual Broadcasting will begin a new season of stereo broadcasts of the National Symphony Orchestra (NSO) with a live two-hour concert from the Kennedy Center in Washington on Oct. 4. Plans call for a total of eight live and five recorded concert broadcasts to be distributed via satellite to stations each Thursday at 8:30 p.m. NYT. Host will be WGMS-AM-FM Washington Program Director Paul Teare.

The United Stations is readying *The Merte Haggard Story*, a three-hour music/interview special documenting the life and career of the noted country music performer, for airing during the weekend of Oct. 26-28. The program, which is sponsored by the CBS Records Group, will be hosted by Lori Pinkerton, manager of operations for The United Stations.

On Line America, a two-and-a-half minute radio feature on personal computers, is being produced by Draper & Hampton Inc. and syndicated by Barnett Robbins Enterprises, both based in Encino, Calif. The program mixes music, software reviews, interviews, personal computer news and related information. It is a spin-off from a Los Angeles long-form talk radio show of the same name,

Multiple ownership. The National Black Media Coalition has asked the FCC to reconsider its so-called 12-12-12 multiple ownership ruling to incorporate a plan proposed in a bill introduced by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and Representative Mickey Leland (D-Tex.) (BROADCASTING, Aug. 13). The provision in question would raise the TV cap for group owners who acquire minority positions in stations with a majority owned by minorities.

In a petition to reconsider, NBMC also asked the commission to drop its sunset provision and eliminate the distinction between AM's and FM's. "The likely impact of an elimination of the distinction between AM and FM stations will be to increase the number of companies bidding for FM properties, thereby raising the price of FM properties," NBMC said. "To some extent, we might expect the price of AM stations to drop. This would be a healthy development for minorities, for whom the possible elimination of the [station caps] means higher prices and more bidders for the higher-priced properties."

In a separate petition for reconsideration, Hubbard Broadcasting asked the commission to "exclude television stations operating primarily as satellites from any numerical limitation which may be adopted."

Said Hubbard: This "proposal will serve the public interest by encouraging the development of over-the-air television service to smaller communities and sparsely settled areas. The commission, in acting on applications, will, of course, continue to determine whether a proposal for a television station to be operated primarily as a satellite is in the public interest."

Also last week, the FCC said parties could submit up to 50-page petitions for reconsideration in the proceeding. Ordinarily, commission rules limit those to 25 pages.

hosted by former financial securities seller Michael Walker.

A series of 130 commercial parodies from Los Angeles-based All Star Radio, *Steve's Bank*, is now available to interested stations, according to Merrill Barr, All Star's managing partner. "Steve is so bad he sounds like the real thing," says Barr, referring to the fictitious banker in the series of spoofs on small businessmen who do their own commercials. Stations clearing the package in-

clude WBAP(AM) Fort Worth, WRBQ-FM Tampa, Fla., and WPHD(FM) Buffalo, N.Y.

Contribution to jazz

For the seventh consecutive year, the National Endowment for the Arts has given \$30,000 to National Public Radio to support its acquisition and distribution of jazz programming. Included in NPR's jazz offerings are two Peabody Award-winning series, *Jazz Alive!* and *Marian McPartland's Piano Jazz*. The grant will also be used to present NPR's new two-hour weekly series, *American Jazz Radio Festival*.

On the move

ABC-owned KGO(AM) San Francisco has relocated its studio and offices to the new ABC Broadcast Center at 900 Front Street, vacating its 30-year-old address of 277 Golden Gate Avenue. The station, in its 60th year, was joined in the move by various departments of KGO-TV, ABC Network Spot Sales and ABC corporate personnel. In the months to come, the remaining operations of KGO-TV and the San Francisco bureau of ABC News will complete their relocation to the new facility. The news/talk radio station will occupy four state-of-the-art studios and two editing bays in the three-story complex.

Lending library

The National Association of Broadcasters Radio Department has published a new book designed to introduce bankers and other lenders to the radio industry. According to the NAB, the book, "Broadcast Lending," covers a variety of subjects including a station's revenue sources and growth potential, use of appraisals, investment strategy choices, acquisitions and constructing a new station or upgrading an existing one. The new publication was written by Robin B. Martin, president and chief executive officer of Deer River Broadcasting Group, a New York-based group owner and broadcast acquisition consultant. It is being sent to NAB members free of charge with additional copies costing \$4 each. Cost to non-NAB members is \$12.

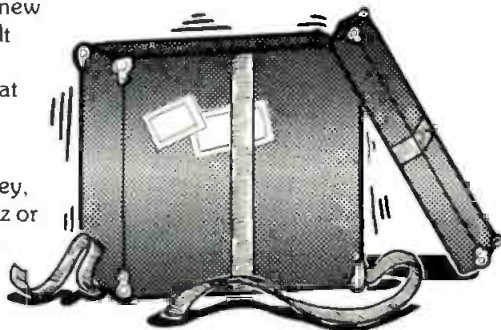
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TELECASTINGS



Lorimar expansion

Lorimar, the Culver City, Calif.-based production company responsible for such network television hits as *Dallas* and *Knot's Landing*, has signed a letter of agreement to purchase Karl Video Corp., a privately held home video producer, distributor and marketer, for an undisclosed sum. The five-year-old company, based in Newport Beach, Calif., specializes in original instructional material and is best known for *Jane Fonda's Workout*, the biggest-selling exercise tape. Lorimar currently distributes its own programming, with the exception of its theatrical features, to pay and broadcast television markets worldwide. The first product released under the new agreement is expected in November. Lorimar is expected to announce plans for development of its own home video productions, plus previously unreleased material from the company's television and theatrical library. The material may include special home video editions of some of Lorimar's most popular television programs.

The companies are expected to conclude the agreement this Friday (Sept. 14). Karl Video is currently negotiating with at least two advertisers for inclusion of commercial messages in some of its original videocassette releases, possibly through the auspices of the Kenyon & Eckhardt advertising agency, a Lorimar subsidiary.

Marketing metals

RIAA/VIDEO, a division of the Recording Industry Association of America established to represent companies creating and marketing video recordings, has revised its criteria for gold and platinum awards. The changes, effective Oct. 1, 1984, reflect the increase in consumer purchases of prerecorded videocassettes and videodisks.

Under the new system, to win an RIAA/VIDEO gold award a company must certify that a video program (in either or both formats, on the same label) has sold 50,000 units and/or a value of \$2 million, net after returns. Requirements for an RIAA/VIDEO platinum award are 100,000 units and/or a value of \$4 million. A number of criteria remain in effect: Videocassette and videodisk sales may be comingled only if released on the same company label; only domestic sales may be included; sales through video clubs—with the exception of club bonus video programs or membership enrollment inducement packages—may be included; at least 50% of the video recordings sold must go through regular retail channels, instead of through clubs or by mail; after official certification by RIAA/VIDEO, only the rights holder (manufacturer or licensee) can order the award; any company or division of a firm that manufactures or is licensed to manufacture and/or market video record-

ings solely in the family entertainment home market is eligible to apply for an award.

The new figures represent an increase from the 25,000 units (\$1 million retail) for gold and 50,000 units (\$2 million) for platinum required when the award program began in January 1982. In January 1984, the minimum requirement figures were raised again. The requirements have been raised a third time to reflect an increase in VCR household penetration from the initial 5.2% (1982) to an estimated 20% (1985) and to reflect an increase in the number of VCR units from 1.6 million (1982) to 7.5 million (1985).

First-run minis

Mertromedia Producers Corp. is offering stations a new package of three first-run, prime-time mini-series marketed under the umbrella title of MetroPrime. The first two presentations in the advertiser-supported series are *Empire Inc.* and *The Far Pavilions*. Orbis Communications will sell the national advertising time and handle station clearances. Jack Duffield, vice president of sales and marketing for MPC, said that MetroPrime will also offer packages of three, first-run, prime-time series in each of the next two years. He said the programs will not have aired on commercial TV.

Duffield said *Empire Inc.*, a \$6-million production from Canadian Broadcasting Corp., is scheduled to go on the air in April 1985. The six-hour mini-series depicts the career of a Montreal industrialist.

The other presentation, *The Far Pavilions*, is a \$12-million production from Goldcrest Films & Television Ltd., London. The three-

Going abroad. Combining the resources of three of its regular series programs, as well as the documentary unit and the radio division, NBC News is airing a multipart series originating from Moscow, entitled *The New Cold War*. The series, which began last Friday (Sept. 7) with the first of a series of reports to be seen all this week on *NBC Nightly News*, (reported by Garrick Utley), was prefaced by live reports last week from Moscow by *Today* co-anchor Bryant Gumbel. His reports will continue through this week. The series will focus on Soviet society and the strained U.S.-Soviet relations under the Reagan administration. John Cameron Swazy Jr. will originate his own reports for the radio network. Last Saturday (Sept. 8) NBC News correspondent Marvin Kalb was to host a documentary entitled, *The Real Star Wars: Defense in Space*.

part, six-hour program, which was shown by Home Box Office last April, is set in India at the time of the British Raj, and stars Be: Cross, Amy Irving, Omar Sharif and Sir Joh: Gielgud.

DAWN test

DAWN, a new half-hour strip series, has begun a four-month test period in 12 markets. The series, aimed for early morning viewing, features successful and dynamic achievers. *DAWN*, which stands for Dynamic Achievers World Network, will present guest spokespersons noted for their inspirational and motivational skills. Among celebrity guests scheduled to appear are Dann Thomas, Lee Iacocca, Norman Vincent Peale and Mary Cunningham. The selected test market stations are WSNS-TV Chicago; KTSF-TV San Francisco; WGPR-TV Detroit; KXTX-TV Dallas; WOAC-TV Canton, Ohio; KHC-TV Spokane, Wash.; WHKY-TV Charlotte, N.C.; KSAF-TV Albuquerque, N.M.; WLTZ-TV Columbus, Ga.; KRIS-TV Corpus Christi, Texas; KGNS-TV Laredo, Texas; and KECH-TV Salern Ore. The barter strip series is being sold and cleared by Madison International Group Inc., Dallas. The series was created by Bill Barnett, who is president of D.A.W.N. Inc. and executive producer. It is being produced by Air & Sound Productions, Fort Worth.

Date set

CBS-TV will present premiere episode of *Pryor's Place*, new weekly children's series, starring actor/comedian Richard Pryor, on Saturday, Sept. 22, at 10-10:30 a.m. NYT. Pryor will be joined by a variety of guest stars during the season, including Sammy Davis Jr., Pat McCormick, Pat Morita, Mark Gibbs and Ray Parker Jr. The program is produced by Sid and Marty Krofft.

New game

Super Password, updated version of long running game show, *Password*, will debut on NBC-TV Monday, Sept. 24, from noon to 12:30 p.m. NYT. The series, from Goodson/Todman Productions, will have a host to be announced and introduce a new "cash word" feature. The program replaces a half hour serial, *Days of Our Lives*.

Kid stuff

The Entertainment Network is offering a 78 hour children's programming package titled *The Kid's Corner*, including both live action and animated material. Series included are *The Music Shop*, *Mr. Moon's Magic Circus*, *Little Kid's Dynamite All-Star Band*, *Slapstick Studio* and *Imagine That: Great Moments in History*. The package is being sold for cast

as a daily strip.

A separate package, dubbed *Fairy Tale Classics*, consists of 12 animated features produced in Eastern Europe, including adaptations of such familiar stories as Huckleberry Finn, Daddy Long Legs and Pinocchio.

In original programming, TEN has announced its first-run syndicated series, *The Kid-A-Littles*, has been sold to 68 markets, in addition to NBC owned-and-operated stations. The series begins airing this month.

The Beverly Hills-based company is planning to introduce a first-run animated strip in fall 1985, and will continue to syndicate adult-oriented programming from various producers.

Electronic press kits in the sky

George Merlis, former executive producer of *Entertainment Tonight*, *CBS Morning News* and *Good Morning America*, has resurfaced in Los Angeles as president of J-Nex, a new satellite delivery system for distribution of video press material which was scheduled to begin transmissions yesterday (Sept. 9) from Hollywood.

J-Nex will feed half-hour compilations of "publicity, public relations, and public affairs material" on Telstar 301, transponder 5-V. The service will begin on a one-day-a-week schedule, with material fed three times on each transmission day.

According to Merlis, there are 757 broadcast stations with confirmed satellite-receiving capability and each will be notified of each J-Nex transmission in advance via Telex. He estimated cost to users at "significantly under \$5 per station." Potential cli-

ents, Merlis said, include movie studios (for review clips), nonprofit organizations (for public service announcements), and anyone presenting "new product announcements, news events, position statements, travel video [and] fashion." J-Nex will also offer consultation and production services through its parent, Jaand Productions.

In a separate development, Scott Woodward Productions has begun production and distribution of a series of electronic press kits entitled *Movie World*, transmitted by satellite to more than 200 television stations through the facilities of World Communications. The half-hour monthly feed, supplied free, contains "short news and talk show pieces, open-ended interviews, generic footage and composite clips ranging from two to eight minutes in length." Material is designed for integration into existing news or feature-oriented programming.

Merlis and Woodward are among the first to become involved in video press kit transmission. The four-year-old Los Angeles-based public relations firm of Cottman/Mazza began specializing in electronic publicity last year. The company operates Pro Video News Service, which provides free supplemental video materials for television news coverage of the entertainment industry as well as paid publicity campaigns for clients seeking "informative exposure on television news, magazine, network, syndicated and cable programs."

Pro Video is involved with On The Scene Productions through a joint venture agreement for production of video publicity materials. The firm distributes all edited news/magazine features in *Spotlight: Hollywood*, a

weekly half-hour entertainment information supplement distributed via satellite to about 400 stations. Cottman/Mazza also provides exclusive placement of its electronic press kits to regional television programs in up to 100 markets. The company's latest offering is a video library, a production tool consisting of unedited videotape coverage of entertainment industry project and/or personalities.

KCET settlement

A week-long strike by the International Alliance of Theatrical and Stage Employees against noncommercial KCET(TV) Los Angeles ended Sept. 1 when members of Sound Local 695 voted overwhelmingly to ratify a new three-year contract with the station. The settlement followed a 15-hour bargaining session held Aug. 30-31 with a federal mediator (BROADCASTING, Sept. 3). The new agreement provides for a 15% pay increase and job guarantees related to limited non-union co-production activity at KCET.

Station support

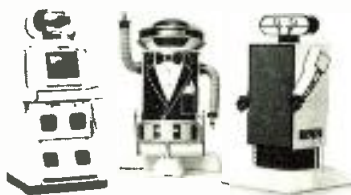
LBS Communications, New York, has set up a company planning committee for the development of new and ongoing projects and the coordination of all station sales and support services. Coincident with this move, Tony Intelisano has been named to the new position of vice president, strategic planning. Intelisano joined LBS earlier this year and has been serving as vice president, research services. He has served in various research capacities with TeleRep, Metro TV Sales, Petry Television and Young & Rubicam.

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Call letter controversy

Indiana stations go to court over sound-alike call signs

WMCZ(FM) Decatur, Ind., formerly the FM half of WADM-AM-FM, is now WQTZ(FM).

If that's not confusing enough, consider that on the afternoon of Thursday, Aug. 30, the station, under judicial decree, identified itself three times as WMCZ, "not to be confused with WMEE, FM—97." Under the same decree, the station was ordered to change its call sign at once and to one that wasn't "confusingly similar" to WMEE. The station chose WQTZ.

The confusion began when the station changed from WADM(FM) to WMCZ on July 9. On July 18, WMEE(FM) Fort Wayne, Ind., noting that its signal and the signal of the Decatur FM overlapped, contended there was a "confusing" similarity between the calls. WMEE, alleging trademark infringement, asked a local judge to issue a preliminary injunction prohibiting WMCZ from identifying itself by those letters. And on Aug. 30 at 1:28 p.m., Fort Wayne Federal District Court Judge William C. Lee did just that. While the station was getting a new call from the FCC, it also would have to air the disclaimer differentiating it from WMEE, the judge said. At about 5 p.m. the same day, the judge granted the Decatur FM a stay of the injunction until 5 p.m. the following day. In the interim, the station received FCC authority to change to the call, WQTZ.

In his order, Lee maintained that WMEE was likely to prevail in its trademark infringement suit. And the judge said the appropriate standard to consider was whether there was a "likelihood of confusion" between the two calls, not the "significant likelihood of confusion" the FCC relied upon when it was still arbitrating call-sign disputes. "Implicit in the FCC's relinquishment of its role as arbiter of call letter disputes is the conclusion that, when local courts resolve call letter disputes, the law of that local forum and circuit would apply," he said.

The judge said the calls were "overwhelmingly phonetically similar." In addition, the call signs rhymed, and any call starting with WM and then including a combination of any of the "E set" of letters—B, C, D, E, G, P, T, V and Z—"would produce a set of call letters overwhelmingly phonetically and rhythmically similar to WMEE," he said.

The judge also took into consideration that the two stations's signals overlapped, that the Decatur station had applied to move its tower closer to Fort Wayne, and that both stations were putting out a similar product—contemporary top 40. He added that there had been "at least some intent" on the part of the Decatur station "to trade on the good will

Washington Watch

New commissioner. President Reagan will nominate Mary Azcuenaga, 39, assistant general counsel of Federal Trade Commission, to succeed FTC Commissioner Michael Pertschuk, White House announced last Wednesday ("In Brief," Aug. 6). Pertschuk, who two weeks ago blasted FTC Chairman James Miller and Reagan administration for dismantling years of regulatory history (BROADCASTING Sept. 3), will leave FTC after seven years when his term expires Sept. 25.

Granted. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Bloomington 63 Ltd. for new UHF on channel 63 in Bloomington, Ind., denying competing application of Channel 63 Inc. Judge said Bloomington 63 won out on combination of diversity and integration grounds. Bloomington 63 is limited partnership whose sole general partner (15%) is Robert W. Harrison and whose one limited partner (85%) is Ronald E. Hayes. Harrison, black, is physician/researcher at Vanderbilt University School of Medicine with no other media interests. Hayes is 90% limited partner in Wichita 33, which was granted construction permit for UHF in Wichita, Kan.; 15% limited partner in Springfield Television Associates, licensee of KSPR(TV) Springfield, Mo., and secretary/treasurer/director of Springfield Family Television Inc., corporate general partner of Springfield Television Associates.

New FM. In initial decision, Chief Administrative Law Judge Thomas Fitzpatrick has granted application of Northern Sun Corp. for new FM in Billings, Mont., denying competing applications of Billings Media Co. and Arnlund Broadcasting. Judge said it was "close" call between Northern Sun and Arnlund but that Northern Sun won out since 100% owner William R. Reier had "impressive" record of broadcast experience while Arnlund's owner did not. Reier is president and general manager of KBOZ-AM-FM Bozeman, Mont. Judge added that grant is subject to Northern Sun divesting itself of all interests in Bozeman stations.

Long Island grant. FCC Review Board has selected Long Island Radio Communications to be interim operator of facilities of former WLIR(FM) Garden City, N.Y., denying competing applications of Phoenix Media Corp. and Nassau Broadcasting Inc. Board said Long Island Radio Communications' minority participation ultimately turned trick in its favor. Long Island Radio Communications is not-for-profit corporation whose voting directors and officers are Fred Greenspan, Floyd Webb, Jeffreyson A. Barnes and Keith Lockhart, none of whom have other mass media interests. Greenspan is owner of Tortami-Metro, Long Island-based marketing-consulting company; Webb is director of Amityville (Long Island) Television Workshop, community-based organization that teaches television production; Barnes is Bronx attorney and producer of radio programming, and Lockhart is president of Lockhart & Pettus, minority-owned ad agency.

and reputation of WMEE, the number one radio station" in the Fort Wayne market.

"Even if this court were to utilize the FCC standard which requires the significant likelihood of confusion, the court's conclusion would be the same," the judge said. "There is an overwhelming likelihood of confusion between the marks WMEE and WMCZ."

In his order, the judge also told the Decatur station that if the new call it selected started with WM, it could not complete that call with any combinations of the "E set" of letters.

Richard Sommerville, president of the Decatur stations, said that the company had not been trying to trade on the good will of WMEE. He said the WM and C of the call came from the station's partnership name, Midwest Communications. The final Z, he said, was the company's attempt to create a rhyme with "FM 93," the way the station identifies itself from its location on the dial.

Sommerville added that the company has already spent more than \$8,000 in pursuing the case (linguists were employed by both sides to the controversy) and he doubted the judge's ruling would be appealed. "We're a small market station," he explained.

Jeff Sommerville, vice president and general manager of the Decatur stations (and Richard's son), said the judge's ruling "threw out" the FCC call-sign precedent. Among other things, Sommerville criticized the ruling for underplaying that the stations are licensed to different communities and are separated on the dial (WQTZ is at 92.7 mhz, WMEE is at 97.3). "I can see this creating a problem for a lot of people," Sommerville said. "We were stunned to say the least."

WMEE is co-owned with WQHK(AM) by Federated Media. John F. Dille III is president of Federated and a member of the National Association of Broadcasters radio board.

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Sep 5 Aug 29 (000,000)
zation

BROADCASTING

ABC	69	69	1/8	-	1/8	-	0.18	11	2,013
Capital Cities	167 3/4	169 1/2	-	1	3/4	-	1.03	17	2,153
CBS	82 1/4	83	-		3/4	-	0.90	10	2,443
Clear Channel	14 1/4	14 1/4						17	41
Cox	48	48 1/4	-		1/4	-	0.52	16	1,355
Gross Telecast	74 1/2	74 1/2						17	59
Gulf Broadcasting	9 5/8	9 1/2			1/8		1.32	241	424
LIN	23 5/8	23 3/8			1/4		1.07	21	497
Malrite Commun.	11	11 1/8	-		1/8	-	1.12	14	93
Orion Broadcast	1/32	1/32							1,681
Price Commun.	9 7/8	9 1/8			3/4		8.22	32	32
Scripps-Howard	30 1/2	29		1	1/2		5 17	18	315
Storer	40 7/8	41 1/4	-		3/8	-	0.91		670
Sungroup Inc.	6 5/8	6 5/8							5
Taft	63 7/8	65 3/8	-	1	1/2	-	2.29	14	582
United Television	16 5/8	17 1/4	-		5/8	-	3.62	27	183

BROADCASTING WITH OTHER MAJOR INTERESTS

Adams Russell	21 3/4	21 5/8			1/8		0.58	18	132
Affiliated Pubs	50	49 1/2			1/2		1.01	16	406
American Family	22 5/8	21 7/8			3/4		3.43	12	405
Assoc. Commun.	14 1/4	14 1/8			1/8		0.88		68
A.H. Belo	47 1/4	47 3/8	-		1/8	-	0.26	14	546
John Blair	25 3/4	27 3/8	-	1	5/8	-	5.94	13	206
Chris-Craft	28 7/8	29 1/2	-		5/8	-	2.12	20	184
Cowles	43	43						37	171
Gannett Co.	43 1/4	44 1/4	-	1	-		2.26	17	3,464
GenCorp	37 3/8	37 5/8	-		1/4	-	0.66	10	802
General Commun.	67 1/4	67 1/4						15	33
Harte-Hanks	30 7/8	30 7/8						19	682
Insilco Corp.	16 3/4	16 3/4						9	284
Jefferson-Pilot	32	32 1/2	-		1/2	-	1.54	10	1,024
Josephson Intl.	9 3/8	9			3/8		4.17	10	46
Knight-Ridder	28 1/4	29	-		3/4	-	2.59	14	1,825
Lee Enterprises	27 1/4	27 3/4	-		1/2	-	1.80	15	363
Liberty	24 1/2	24 7/8	-		3/8	-	1.51	11	246
McGraw-Hill	45 3/4	45 1/8			5/8		1.39	17	2,296
Media General	58 1/2	60	-	1	1/2	-	2.50	11	408
Meredith	50 1/4	50 1/2	-		1/4	-	0.50	12	473
Multimedia	39 1/2	40 1/4	-		3/4	-	1.86	17	659
New York Times	34 7/8	34 5/8			1/4		0.72	16	1,378
Park Commun.	26 3/4	26			3/4		2.88	19	246
Rollins	13 7/8	13 1/2			3/8		2.78	20	203
Schering-Plough	37 3/8	37			3/8		1.01	11	1,890
Selkirk	17 1/4	16 3/4			1/2		2.99	38	140
Stauffer Commun.	52	52						13	52
Tech Operations	39 1/4	39 5/8	-		3/8	-	0.95	13	36
Times Mirror	40 3/8	42	-	1	5/8	-	3.87	12	2,774
Tribune	30 1/2	30 3/8			1/8		0.41	14	1,232
Turner Bcstg.	24	24 1/4	-		1/4	-	1.03	343	489
Washington Post	81 3/4	82 1/2	-		3/4	-	0.91	15	1,143

SERVICE

BBDO Inc.	43 3/4	44 1/4	-		1/2	-	1.13	13	276
Compact Video	4	4 1/8	-		1/8	-	3.03		16
Comsat	27 3/8	27 1/2	-		1/8	-	0.45	11	495
Doyle Dane B.	15 1/4	14 3/4			1/2		3.39	14	81
Footnote & B.	50 1/2	50 1/2						10	168
Grey Advertising	125	125						9	74
Interpublic Group	33 1/2	33 1/2						11	361
JWT Group	33 3/8	34 1/2	-	1	1/8	-	3.26	10	200
MovieLab	4 5/8	4 3/8			1/4		5.71		8
Ogilvy & Mather	32	32						15	294
Sat. Syn. Syst.	9 1/4	8 3/4			1/2		5.71	13	53
Telemation	6 1/4	6 1/4						6	7
TPC Commun.	1	13/16			3/16		23.00		2
Unitel Video	8 3/8	8 7/8	-		1/2	-	5.63	15	18
Western Union	20 3/8	20 3/4	-		3/8	-	1.81		491

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Sep 5 Aug 29 (000,000)
zation

PROGRAMING

Barris Indus	5 1/8	5 1/8							26	29
Coca-Cola	61 3/8	61 1/2	-		1/8	-	0.20	14	8,128	
Disney	56 1/4	55 7/8			3/8		0.67	18	1,891	
Dow Jones & Co.	48 1/4	46 1/4		2			4.32	24	3,095	
Four Star	4	4						4	3	
Gulf + Western	28 3/4	30 1/4	-	1	1/2	-	4.96	8	2,011	
Robert Halmi	3 1/4	1 3/8			1 7/8		136.36	65	55	
Lorimar	29 1/4	30 3/8	-	1	1/8	-	3.70	15	207	
MCA	42 7/8	41 1/2		1	3/8		3.31	16	2,078	
MGM/UA	13	13 1/2	-		1/2	-	3.70	15	646	
Orion	9 7/8	10 1/8	-		1/4	-	2.47	22	93	
Reeves Commun.	6 5/8	6 3/4	-		1/8	-	1.85	221	82	
Telectures	17	16 7/8			1/8		0.74	17	106	
Video Corp.	15 1/8	15 3/8	-		1/4	-	1.63	11	25	
Warner	19 3/4	20 3/4	-	1	-		4.82		1,197	
Wrather	14	14							96	

CABLE

Acton Corp.	5 3/4	5 7/8	-		1/8	-	2.13		34	
AM Cable TV	3 1/4	3 3/8	-		1/8	-	3.70		12	
American Express	32	33 1/4	-	1	1/4	-	3.76	16	6,864	
Anixter Brothers	18 3/4	19 3/8	-		5/8	-	3.23	25	341	
Burnup & Sims	6 3/8	6 1/4			1/8		2.00	13	57	
Cardiff Commun.	11/16	11/16							69	3
Comcast	26	25 7/8			1/8		0.48	21	213	
Gen. Instrument	26 1/8	27 1/4	-	1	1/8	-	4.13	27	823	
Heritage Commun.	17 7/8	17 5/8			1/4		1.42	34	135	
Maclean Hunter X	22	21 1/4			3/4		3.53	31	811	
Pico Products	7 1/4	7 3/8	-		1/8	-	1.69	33	25	
Rogers Cable	5 5/8	5 5/8							126	
TCA Cable TV	14 1/4	14 1/2	-		1/4	-	1.72	27	95	
Tele-Commun.	21 1/2	21 1/2						40	902	
Time Inc.	42 3/8	41 5/8			3/4		1.80	15	2,571	
United Cable TV	25 1/2	25 3/4	-		1/4	-	0.97		281	
Viacom	30 5/8	31	-		3/8	-	1.21	12	414	

ELECTRONICS/MANUFACTURING

Arvin Industries	24 1/4	25 3/8	-	1	1/8	-	4.43	7	184
C-Cor Electronics	7 3/4	7 1/2			1/4		3.33	86	24
Cable TV Indus.	3 1/8	3 1/8						21	9
Cetec	9	9						11	20
Chyron	11 5/8	11 3/4	-		1/8	-	1.06	15	71
Cohu	9 1/4	9 1/8			1/8		1.37	11	16
Conrac	13 3/8	13 1/2	-		1/8	-	0.93	13	83
Eastman Kodak	74 7/8	75 1/2	-		5/8	-	0.83	17	12,397
Elec Mis & Comm.	8 3/4	8 1/4			1/2		6.06		25
General Electric	55 3/4	57	-	1	1/4	-	2.19	12	25,238
Geotel-Telemet	1 1/2	1 3/8			1/8		9.09	17	5
Harris Corp.	29 5/8	30 5/8	-	1	-		3.27	16	1,183
M/A Com. Inc.	20 1/8	20 1/2	-		3/8	-	1.83	26	871
Microdyne	7 5/8	8 1/8	-		1/2	-	6.15	22	35
Motorola	81 5/8	82 3/8	-		3/4	-	0.91	14	9,555
Motorola	42 1/2	42 7/8	-		3/8	-	0.87	15	5,031
N.A. Phillips	35 3/4	36 7/8	-	1	1/8	-	3.05	9	1,027
Oak Industries	5 1/8	5 1/8							84
Orrox Corp.	2 7/8	3	-		1/8	-	4.17		7
RCA	35	35 3/4	-		3/4	-	2.10	11	2,865
Rockwell Intl.	29 7/8	29 3/4			1/8		0.42	10	4,542
Sci-Atlanta	8 5/8	8 7/8	-		1/4	-	2.82	15	200
Signal Co.s	31 1/2	32	-		1/2	-	1.56	13	3,432
Sony Corp.	14 3/8	14 5/8	-		1/4	-	1.71	14	3,319
Tektronix	65 5/8	66 1/4	-		5/8	-	0.94	11	1,263
Texscan	7 3/4	7 5/8			1/8		1.64	11	50
Varian Assoc.	43	44 3/4	-	1	3/4	-	3.91	17	927
Westinghouse	25 3/4	26	-		1/4	-	0.96	9	4,508
Zenith	25 3/4	25 5/8			1/8		0.49	10	568
Standard & Poor's 400	186.81	190.01	-		3.20	-			1.68

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "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 & Poor's or as obtained by BROADCASTING'S OWN RESEARCH.

Home is where the dish is

SPACE convention in Nashville features the latest home satellite receiving equipment; panels discuss problems of scrambling, legality of backyard signal reception

The home satellite industry roared into Nashville's Opryland hotel last week under a full head of steam for a two-and-a-half-day convention that was the largest in the industry's five-year history. The industry has its problems, but it seemed to be moving too fast last week to waste much time or energy worrying about them.

The convention was, more than anything else, a highly competitive marketplace. More than 500 manufacturers and distributors of home earth stations and their components vied for the attention and dollars of thousands of dealers, who sell the dishes to consumers and, in most cases, install and service them. After the second day, organizers said they had registered more than 9,000 buyers and sellers.

The show was sponsored jointly by the Society for Private and Commercial Earth Stations (SPACE), a Washington-based trade association for the industry, and Satellite Television Technology International, which has been organizing home satellite trade shows since 1979.

Because the home satellite business is so fragmented, nobody knows how big it is or how fast it is growing. The consensus in Nashville was that around 600,000 dishes are in operation and that the number is rising at a rate of between 30,000 and 60,000 a month.

(Taylor Howard, director of research, Chaparral Communications, and something of an industry statesman by virtue of his engineering experience and his having been there at the beginning, said at an opening session that, based on the hardware he knew to be in the distribution pipeline, dealers would install 60,000 dishes in September.)

When it's all added up at year's end, by all accounts, the selling of dishes to home owners will have suddenly become a billion-dollar-a-year industry, making it a little over one-eighth the size of the 30-year-old cable television industry.

To keep growing, however, the industry is going to have to come to grips with the scrambling of pay programming on the satellite, two-degree spacing of satellites that could make many currently installed dishes obsolete, the basic question of whether home reception of satellite signals is legal and zoning ordinances that ban satellite antennas, which some believe are unsightly. And, so far, it seems to be doing a pretty good job.

There was plenty of hardware on the exhibit floor, but virtually no software. The home satellite industry counts on the cable



and broadcast networks to supply the programming. Equipped with a \$3,000 C-band (4/6 ghz) earth station, an individual can sit in his living room with a remote control unit and jump from satellite to satellite and transponder to transponder, tuning in regular network feeds, live sports events, syndicated programming, raw news feeds and, according to one exhibitor, the "warm-up for the Johnny Carson show with Ed McMahon making a clown out of himself." And, according to Taylor Howard, in most cases, it's "better video than he has ever seen before."

The earth station that retails for \$3,000 probably cost the dealer \$2,000. The difference is the cost of installation and the dealer's profit. Because some budget-conscious consumers are willing to trade off features for a lower price, most distributors were offering stripped-down systems to dealers. Columbia Satellite Systems Inc., Portland, Ore., for instance, was offering a system with a 12-foot mesh dish for \$995, and International Video Communications Corp., a distributor out of North Little Rock, Ark., was featuring a system with an eight-foot fiberglass dish for just \$770. (According to one exhibitor, a smart consumer could have come to the show as a "dealer" and purchased many of the systems or components on the floor at wholesale prices.)

Most of the antennas on display on the exhibit floor and in the parking lot outside were between eight and 12 feet in diameter. But some manufacturers and distributors were pushing smaller antennas in the five-to-six-foot range. The small dishes were there primarily because of Hughes Communications' Galaxy I, which is more powerful than

most C-band satellites and which is being used by some of the industry's most popular cable services.

Coupled with good electronics, the small dishes delivered a good picture from most of the Galaxy transponders. Janeil Corp. was demonstrating a six-foot aluminum dish made by the Stolle Corp., subsidiary of Alcoa. Jesse Fletcher, Stolle sales manager, satellite communications, said the six-segment dish, which is shipped in a triangular box about three-and-a-half feet on a side and a foot deep, would retail for about \$350.

There didn't seem to be much Ku-band equipment at the show. M/A-COM, however, set up a 29-inch dish, aimed it at one of Satellite Business Systems' four Ku-band satellites, SBS III, and downlinked NBC feeds. NBC plans to move all of its programming distribution to the satellite early next year.

One measure of the health of the industry is the number of publications that have sprung up to serve it. At least a dozen trade and consumer magazines, directories and viewer guides were being distributed by several publishers at the show. The publishing end of the business has become so competitive that the publishers themselves question whether they can all survive. "I don't think everybody in the publishing business now can make a decent living," said Gene Sherwood, of Triple D Inc., publisher of *Satellite Television Magazine*, perhaps the only consumer-oriented magazine with news, how-to and feature articles, and *OnSat*, one of the guides. "Something has to give."

John Ponce, editor of the three-year-old *Satellite Television Week*, the widely read

guide with a circulation, according to Ponce, of around 167,000, acknowledged that the business is competitive, "but far less competitive than the hardware side of the business." The future is "nothing but up," Ponce said.

The show was more like one of the Electronic Industries Association's consumer electronics shows than a convention of either the National Association of Broadcasters or the National Cable Television Association. The dealers were, for the most part, small businessmen from small towns. Their short sleeves and baseball caps touting their favorite manufacturer or distributor made them easily distinguishable from the exhibitors, most of whom wore coats and ties.

According to organizers, many of the dealers at the show were new to the business, trying to learn the ropes and make some sense of the plethora of hardware. James Whitesides, who runs a record and consumer electronics store in Forest City, N.C., and who, incidentally, has a two-hour gospel music show on WBBO(AM) there each Sunday morning, was there to learn as much as he could about installing dishes and to enroll in SPACE's dealer certification program. He believes that the sale and installation of dishes are the natural extension of his current business. Since another established dealer in town, R & R Satellite, has agreed to act as his distributor, he said, he'll be able to get into the business with a minimal capital investment.

Whitesides and Rodney Smith, president of R & R, consider all of Rutherford county, N.C., and its population of 53,000 their market. Smith said he has installed around 100 dishes over the past two years, but he has no idea how many more he can sell. "I hope a lot," he said. Whatever the market, he said, he and Whitesides will be sharing it with, perhaps, six other dealers in the area.

Having sold and installed dishes for more than a year and a half, Woody D. Bilyeu, a former welder and ham radio operator, is, like Smith, a veteran dealer. Operating out of a 2,000-square-foot showroom and warehouse in Winnfield, La., Bilyeu said he is installing between 16 and 20 dishes a month. He buys the earth stations for around \$2,000 and sells them for around \$3,000, including installation.

Bilyeu said he isn't too concerned that the scrambling will harm business. He said he tells his customers that scrambling will not happen overnight and that when it does happen, they will probably be able to obtain descramblers. He said he admits he doesn't know what that descrambler will cost.

Scrambling of popular pay services has been a dark cloud over the industry. The fear has been that if all or most of the popular services were scrambled, the demand for the earth stations would fall off. But now that it's about to become a reality—Home Box Office has announced that it plans to lead the way by scrambling its HBO and Cinemax services beginning early next year—it seems that some of the fear may have been misplaced. The principal reason: HBO is seriously interested in adding owners of home dishes to its subscriber roles.

Appearing on one of the panel sessions, Ken Kinderman, HBO director of network

distribution, told a roomful of dealers that he and other HBO officials went to the show because they "believe that cable-branded channels are of such a value that it's worth our efforts to try to build a business delivering that programming to viewers who are unreachable by cable."

HBO's plans for serving the market "are moving along very nicely—some critical elements have been resolved—but not all the pieces are together yet," he said. "If there is to be a viable business, enough other programmers need to do the same in order for the retailer, the affiliate, to offer the consumer a package worth paying for. Clearly, if any one programmer were to go it alone, viewers could still get quality programming elsewhere."

As part of an HBO task force looking at the home satellite market, Kinderman says his chief responsibility is to figure out how the service would be marketed and the descramblers installed and serviced. It's assumed, if only for the sake of good affiliate relations, that cable operators would have first crack at offering the service in areas within their cable franchises. But in non-cabled areas, HBO needs reliable help and hopes the dish dealers can provide it. He called the dealers one of the "critical ingredients" in HBO's plans. "You can prepare by recognizing that secure scrambling is on the way and that the keys to unlock it are sound and responsible business practices and solid customer service." At one point he suggested that cable operators and the dish dealers could work together in some areas, but didn't elaborate.

Another critical ingredient is low-cost descramblers and, according to Kinderman, HBO is now confident it will have them shortly after it scrambles all its feeds next year. HBO is scrambling using the M/A-COM Videocipher II system, which features hard—HBO and M/A-COM say unbreakable—scrambling of the audio and relatively soft scrambling of the video. (The theory is that people won't watch what they can't hear.) Commercial versions of the Videocipher II will be shipped to cable affiliates late this year, and home versions will be ready for market sometime next year.

The home descramblers, which will sell for around \$300 at the distributor level, Kinderman said, seem to be compatible with most home satellite receivers. He said HBO has evaluated more than 40 receivers and that most are compatible with some modification. (At the show, M/A-COM announced that on Oct. 1 it would release a "preliminary" set of interfacing specifications to help receiver manufacturers make their products compatible with Videocipher II.)

Besides wishing to add subscribers, HBO's motivation for serving the home dish market is to pre-empt high-power satellite broadcasting services. The high-power operators, using Ku-band satellites, plan to beam multiple channels of service to subscribers equipped with dishes less than three feet in diameter. HBO feels it can cut deeply into the expected market for such services, which threaten its dominance in pay television, by working with the existing home satellite industry and offering, in cooperation with other cable programmers, a low-power service via Galaxy I. Because the Galaxy I

signals can be received on dishes as small as six feet in diameter, the low-power service can be offered whenever a six-foot dish can be installed. "The smaller you get the dish," said Russel Oberlin, field marketing manager, satellite systems, Channel Master, which was selling systems with two-meter dishes, "the more success you'll have at going into the urban market, where the bulk of the population is."

If anything has slowed the proliferation of home dishes, it is the lingering question of whether unauthorized reception of satellite signals with the dishes is legal. The manufacturers, distributors and dealers that make up the industry are extremely sensitive to the charge, often leveled by pay programmers and their programming suppliers, that they are "signal pirates." The charge not only damages their reputations, they feel, but also their business. According to some dealers, doubt about the legality of the dishes discourages some people from buying them.

The Communications Act of 1934 addresses, but is not clear on, the question. SPACE and its members, of course, believe that reception of satellite signals for personal use is legal and have devoted much of their energy and money to making everybody else believe it. SPACE has worked, said Rick Brown, SPACE's general counsel, at the show's opening session to portray the satellite industry as nothing more than "American men and women trying to make a living, trying to bring television programming basically to rural America."

The federal courts will get first crack at



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the legality question. Multimedia, which operates a cable system in Wichita, Kan., asked the federal district court there last November to enjoin a local dealer, Starlink Communications, from selling dishes, arguing that the equipment was being used to intercept cable programming feeds in violation of the Communications Act. "This is the Sony Betamax case of our industry," said SPACE's Brown, who is representing the dealer, referring to the Supreme Court ruling in January affirming the right of consumers to own videocassette recorders and use them to time-shift television programs. By suing a dish dealer, he said, "they've attacked a vital link" in the industry's distribution chain. Although he expects the dealer to prevail, he acknowledged that the judge could hand down a ruling outlawing the whole business.

According to SPACE's Brown, the case is in the last stages of discovery and a pre-trial conference with the judge may be held this week. It's too early to tell whether either side will ask for a summary decision, he said. Recognizing the importance of the case, SPACE, through what it calls The Satellite Viewing Rights Superfund, is helping to pay for Starlink's legal bills. Jeff Manion, head of Starlink, is becoming something of a folk hero in the industry. He was singled out by speakers for applause at the show's opening session and the Tuesday night banquet.

That the Wichita case could go against the backyard industry provides some of the incentive for the industry's push for legislation that would affirm the right of consumers to pick up satellite signals for their own enjoy-

ment. The Senate bill (S. 2437), introduced last March by Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), deals only with unscrambled programming. But the companion House bill (H.R. 5176) would assert the consumers' rights to receive not only unscrambled programming, but scrambled programming at a reasonable price. If the scrambled pay programmers refused to allow dish owners to subscribe, the bill says, the dish owners could petition the FCC to "set the rates, terms and conditions for such viewing rights." The House bill was introduced by Albert Gore (D-Tenn.), Billy Tauzin (D-La.) and Charles Rose (D-N.C.). It now has 26 co-sponsors.

All three original sponsors of the House bill spoke at the show, and all three exhorted those in the home satellite business to contact their congressmen and senators and convince them to support the bills. At the opening session, Representative Tauzin, apparently referring the program suppliers, said "there are those in Washington who would put you out of business tomorrow—today, if they could." A great deal of inertia has to be overcome to move a bill in Congress, he said. But counterbalancing that, he said, is that members of the House are "very responsive" to the people. "If they hear from you...they can't ignore you...because they must return to you every two years." He urged members of his audience to meet their representatives, explain the legislation to them and to ask for their help in getting it passed.

At the Tuesday banquet, Gore, in a speech

that was interrupted several times by enthusiastic applause, said he is leading the fight for the House bill not only because many Tennesseans are in the home dish business, but also because "your side is the right side."

Consumers are entitled to receive signals from satellites, Gore suggested, because the satellite signals fall on their property, because satellite technology was developed through the space program at public expense and because home dishes have begun "to fill a void in the lives of many people, especially in rural areas."

The industry's "grass-roots" campaign in support of the bill is beginning to have an effect on Congress, Gore said. "Together we can win. Together we will win so let's keep it going."

With less than a month to go before adjournment of the current Congress, Gore said, time is running out on the legislation. But if the cable deregulation bill (H.R. 4103) makes it to the floor this month, he said, he will try to attach all or part of H.R. 5176 to it. However, with the cable industry and the nation's cities still squabbling over provisions of H.R. 4103, he said, it's uncertain whether it will reach the floor.

On the local level, many home satellite dealers are running afoul of zoning ordinances when they try to install the big dish antennas. It's a troubling problem and difficult to cope with because each community has its own rules and procedures. Taking a lesson from the cable industry which has turned to the federal government to pre-empt burdensome local cable regulation, SPACE has petitioned to FCC to pre-empt "unreasonable" ordinances that constitute a complete ban on dish antennas.

There appears to be some nonlegal, non-regulatory remedies to the zoning problem. One is mesh dishes. More or less comparable in performance to the fiberglass and solid-metal dishes, the mesh dishes are nearly transparent and, thus, more aesthetically pleasing. That's an important factor since questions of aesthetics are often the cause of zoning bans.

Because of the great demand from satellite carriers for positions in the geostationary orbital arc, the FCC decided last year to reduce gradually the spacing between C-band satellites from four to two degrees. The decision is a problem for the home satellite industry because many dishes are not large enough or good enough to reject interference caused by tightly packed satellites. HBO and SPACE have petitioned the FCC to reconsider the two-degree spacing plan for C-band satellites. At one panel session, Howard said that one of the industry's problems, scrambling, could help solve another, two-degree spacing. He said scrambling improves the carrier-to-interference ratio of any given signal by about two decibels. That's the difference between a seven-foot dish and a five-foot dish.

Despite the problems of the fledgling industry, no one in Nashville last week could see an upper limit on the business. Donald Berg, of Channel Master, expressed the sentiments of many at a session on the future of the business: "I feel comfortable that this billion-dollar business is not going to go away. It won't be like CB or the hula hoop." □

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Changing Hands

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KROD(AM)-KLAQ-FM El Paso □ Sold by Rex Broadcasting Corp. to ABS Communications Inc. for \$2,525,000 cash, including \$1 million noncompete agreement. **Seller** is Tucson, Ariz.-based station group principally owned by Jim Slone. It also owns KCUB(AM)-KIIM(FM) Tucson, and KRUX(FM) Lubbock, Tex. **Buyer** is equally owned by Kenneth A. Brown and Jon B. Sinton. Brown is owner of Short Pump Associates, music production company based in Richmond, Va. Sinton is vice president of research and development with Burkhardt/Abrams/Michaels/Douglas and Associates, Atlanta-based media consultant. They have no other broadcast interests. KROD is on 600 khz full time with 5 kw. KLAQ-FM is on 95.5 khz with 88 kw and antenna 1,390 feet above average terrain.

WNUF(FM) New Kensington, Pa. □ Sold by Milton J. Hammond to Empire Media Corp. for \$1.5 million cash. **Seller** has no other broadcast interests. **Buyer** is owned by Elton L. Spitzer who owns WYLF(FM) South Bristol, N.Y.; WMYL(AM)-WYUT(FM) Herkimer, N.Y., and is applicant for interim operator of WLIR(FM) Garden City, N.Y. WNUF is on 100.7 mhz with 20 kw and antenna 1,576 feet above average terrain. **Broker: Norman Fischer & Associates.**

KSTV(AM)-KWWM(FM) Stephenville, Tex. □ Sold by Dixie Broadcasters to Cen-Tex Media Inc. for \$750,000, comprising \$200,000 cash and remainder in note. **Seller** is owned by Cyril W. Reddoch and his son, C. Winsett Reddoch. They have no other broadcast interests. **Buyer** is owned by Charley Strickland who also has interest in KBIL(FM) San Angelo, Tex., and recently purchased KMHT-AM-FM Marshall, Tex. ("Changing Hands," July 9). KSTV is daytimer on 1510 khz with 500 w. KWWM is on 105.7 mhz with 100 kw and antenna 800 feet above average terrain. **Broker: Norman Fischer & Associates.**

WELV(AM)-WDRE(FM) Ellenville, N.Y. □ Sold by Catskill Broadcasting Corp. to Straus Communications in New York Inc. for \$780,000, comprising \$230,000 cash, including \$30,000 noncompete agreement, and remainder in note. **Seller** is owned by Alfred Dresner, president, and his brother, Sy. They also own WCCC-AM-FM Hartford, Conn. **Buyer** is principally owned by R. Peter Straus, chairman. It also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Straus's wife, Ellen, also has applications for facilities of WGMS-AM-FM Washington. WELV is daytimer on 1370 khz with 5 kw. WDRE is on 99.3 mhz with 3 kw and antenna 1,630 feet above average terrain. **Broker: Blackburn & Co.**

WRPT(AM)-WMDK(FM) Peterborough, N.H. □ Sold by University Media Services Inc. to John P. (Jake) Russel (40%), William Hunter (40%) and Robert Nary (20%) for \$500,000, comprising \$200,000 cash and remainder in note. **Seller** is owned by John K. Kneafsey, Chicago attorney with no other broadcast interests. **Buyer** Russel is former vice presi-

dent and general manager of WHLY(FM) Leesburg-Orlando, Fla. Hunter owns WDOT(AM) Burlington, Vt. Nary is owner of Gilford, Conn.-based music services company. WRPT is daytimer on 1050 khz with 1 kw. WMDK is on 92.1 mhz with 3 kw and antenna 1,120 feet above average terrain. **Broker: The Keith W. Horton Co.**

KSIM(AM) Sikeston, Mo. □ Sold by Prime

Time Broadcasting Corp. to Kristerre Broadcasting Inc. for \$470,000, minus adjustment for liabilities of approximately \$30,000 and remainder cash. **Seller** is owned by Robert A. McCord and Charles Leemon, who have no other broadcast interests. **Buyer** is owned by Terry L. Jackson and his wife, Chris. Terry Jackson is general manager of station. He has no other broadcast interests. KSIM is on 1400 khz with 1 kw day and 250 w night.

WMPA(AM)-WHAY-FM Aberdeen, Miss. □ Sold by Radio Monroe Inc. to Superior



Pioneering effort. Longview, Tex., got its first TV network affiliate last month, as the broadcasting business got its first black female founder, president and chief executive officer of a television station. KLMG-TV, a CBS affiliate on channel 51, was founded by Clara McLaughlin, who initiated the project in 1980. She organized a group of local and five out-of-state investors and also received financial assistance from NAB's BROADCAST and Storer's MBIC.

At the ribbon cutting (l to r): Wes Ferns, vice president and general manager of KLMG-TV, McLaughlin, Lee Wain Pursley, president of Longview Chamber of Commerce, and Robert Newhouse of the Dallas Cowboys. Pictured behind McLaughlin is Bill Moyers, CBS News.

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Communications Corp. for \$450,000, comprising \$60,000 cash and remainder note. **Seller** is 90% owned by J.W. Furr who also owns WFOR(AM)-WHER(FM) Hattiesburg, Miss., and WMBC(AM)-WJWF(FM) Columbus, Miss. **Buyer** is owned by J.D. Buffington and Jack D. Horne. Buffington is manager and 10% owner of stations. Horne is local furniture retailer. WMPA is on 1240 khz with 1 kw day and 250 w night. WHAY is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WSTA(AM) Charlotte Amalie, St. Thomas, Virgin Islands □ Sold by V.I. Industries to Ottley Communications Corp. for \$450,000, comprising \$90,000 cash and remainder note. **Seller** is owned by William M. O'Neil. He also has interest in WZAK(FM) Cleveland. **Buyer** is owned by Athniel C. Ottley and 10 others. Ottley is announcer on WSTA and WTJX(TV) Charlotte Amalie. WSTA is on 1340 khz full time with 250 w.

KLOQ(AM) Merced, Calif. □ Sold by Cal Central Broadcasting Inc. to Madison Fielding Inc. for assumption of \$390,000 in liabilities. **Seller** is principally owned by Dennis L. Cresswell. It also owns KUBB(FM) Mariposa, Calif. **Buyer** is owned by Ron T. Smith and his wife, Nancy. They own KXES(AM) Salinas, Calif. KLOQ is daytimer on 1580 khz with 1 kw.

WKVL(AM) Clarksville, Tenn. □ Sold by Two Rivers Broadcasting to WKVL Inc. for \$240,000 cash. **Seller** is equally owned by Charles M. Anderson and Bill G. Walters. Anderson is applicant for new AM in Frank-

lin, Ky. Walters owns 50% of WEKY(AM) Richmond, Ky., and 70% of WSAC-AM-FM Fort Knox, Ky. **Buyer** is equally owned by Richard Albright, Lonnie R. Marcum, John T. McCreery and Doug Roberts. Albright owns 50% of WBDX(AM) White Bluff, Tenn., and has interest in WSLV(AM) Ardmore, Tenn. Marcum has interest in WYGO-AM-FM Corbin, Ky. McCreery is owner and Roberts is assistant manager of WMTS(AM) Murfreesboro, Tenn. WKVL is on 1550 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WKMF(AM)-WCRZ(FM) Flint, Mich. □ Sold by WKMF Inc. and WGMZ Inc., subsidiary of Beck-Ross Communications Inc., to Model Associates Inc. (61.155%), and A. William

Lee and his wife, Evelyn (38.845%), for exchange of stock. **Seller** is Rockville Center, N.Y.-based station group owning two AM's and four FM's. **Buyer** Model Associates Inc., is Cincinnati-based investment firm headed by Stanley Marks, president. It owns 2,245 shares of Beck-Ross and Lees own 1,426 shares, which will be relinquished in exchange for stations. Lees also own WZOZ(FM) Oneonta, N.Y. Marks was formerly owner and William Lee was formerly general manager of WCRZ, in addition Lee was also general manager of WKMF. At present Lee is general manager of Beck-Ross's WHCN(FM) Hartford, Conn. WKMF is on 1470 khz with 5 kw day and 1 kw night. WCRZ is on 107.9 mhz with 50 kw and antenna 330 feet above average terrain.

Cosat, Prudential, UPI principals link up in DBS venture

USCI, present DBS, service would be merged into Cosat's STC subsidiary

The Communications Satellite Corp. and Prudential Insurance Co. of America have suffered heavy financial drains in efforts to launch direct broadcast satellite services. United Press International has had serious financial problems of its own. So last week Cosat, Prudential and the chief executive officer of UPI made known a "preliminary agreement" to form a partnership to establish

and operate a new DBS firm.

Under the agreement, which was reached over the Labor Day weekend and is subject to the negotiation of a definitive pact, United Satellite Communications Inc., which is principally owned by Prudential, would become part of Cosat's Satellite Television Corp. Cosat would own about 50% of the partnership, with Prudential and UPI's Douglas F. Ruhe of Brentwood, Tenn., dividing most of the remaining share.

Parties to the agreement declined to disclose financial details, but UPI, in a news story, quoted "industry sources" as estimating that the partnership would be capitalized through equity and debt at between \$125 million and \$200 million. Cosat has said that the cost of establishing a DBS business would be \$500 million. A spokesperson for the company last week said it expects additional partners to join the venture and that discussions with potential investors are "ongoing."

The agreement is aimed at providing some financial relief for both Prudential and Cosat. Prudential has invested some \$45 million in USCI, which began providing five channels of entertainment and sports pro-

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graming last fall but is said to have been running out of operating capital and to be teetering on the edge of bankruptcy despite a claimed subscriber base of some 12,000. Comsat, whose DBS subsidiary plans to begin broadcasting five channels of service early next year, has invested some \$100 million in the venture, and the company's financial data indicate losses of \$10 million in each of the past two years. Comsat had said that its continued support of STC hinged on its acquisition of partners to help shoulder the burden. Earlier this summer, Comsat suffered two major disappointments when first CBS and then Paramount Pictures decided against joining it in the DBS venture.

UPI itself is not directly involved in the proposed partnership. But Ruhe and his partner, William Geissler, who would hold an equal equity share with Ruhe, view their participation as a way of strengthening UPI by helping it diversify and reach new markets for its services. "The traditional newspaper and broadcast markets historically have not provided enough margin to make UPI profitable, but this kind of venture could provide a means for UPI to reach new subscribers in new markets," Ruhe said. He also said he and Geissler plan to set aside 6.5% of the equity in their portion of the DBS venture for UPI employees. UPI recently announced a plan to allocate 6.5% of its stock to employees in exchange for a temporary salary cut and a reduction of 200 jobs in an effort to save the financially ailing company.

According to the announcement Comsat issued, the partnership will conduct the bu-

sinesses involved. That indicated that STC President Richard Bodman and USCI President Nathaniel Kwit would not continue with the new company. But a Comsat spokesperson said it was "premature" to discuss management matters. As for shareholders of USCI, other than Prudential, Comsat said they would also hold minority limited partner interests. These include Francesco Galesi, a wealthy real estate developer based in New York, who was an early financial backer of USCI, and General Instrument, which owns 15% of USCI.

The "preliminary agreement," as described by Comsat officials, indicates that GI has lost the competitive edge it has had in selling equipment to USCI. A spokesperson said "opportunities" for GI and other suppliers would remain. But Comsat has an agreement with Toshiba Corp. of Japan and

Ancom, a joint venture of Aluminum Co. of America and Nippon Electric Corp., another Japanese company.

The new partnership would continue to serve USCI's customers even as it attempts to expand the subscriber base. Comsat said the partnership initially would use a Comsat satellite and an Anik satellite owned by Telesat of Canada and contracted for by USCI. STC's SBS IV signals will fit within the footprint of Anik C-II, which covers the entire northeast quadrant of the U.S. But STC has contracted with RCA Astro-Electronics for the construction of two high-power satellites that would permit coverage of the entire continental U.S. from a single orbital slot at 110 degrees west. Ownership of those satellites—which will cost \$113 million—would remain with Comsat, which would lease or sell them to the partnership. □

Making ready for The Radio Convention

Joint gathering of NAB and NRBA is expected to attract 5,000 to exhibits, panels in Los Angeles

Its organizers have billed it as the "the most important" as well as "the biggest" radio event ever. It is The Radio Convention and Programing Conference, the first convention jointly sponsored by the National Association of Broadcasters and the National Radio Broadcasters Association.

As of last week, preregistration for the

RCPC, which convenes in Los Angeles Sept. 16-19 at the Westin Bonaventure and Biltmore hotels, topped 2,500. Total attendance is expected to reach 5,000 (including on-site registrants, exhibitors, hospitality suite hosts, guests and spouses). There will be 137 exhibitors manning 200 booth spaces taking up 42,000 square feet (three floors) of exhibit hall space and 105 hospitality suites.

More than 75 events are planned for the three-and-a-half day conference, which combines the NAB's Radio Programing Conference and the NRBA's annual convention. The thrust of this year's joint effort, whose theme is "Up with Radio," will be to generate enthusiasm for the radio business, NRBA President Bernie Mann said. (He is also co-chairman of the RCPC with NAB Radio Board Chairman Martin Beck.)

Mann will help lay the foundation for that dictum in a joint appearance with NAB President Eddie Fritts Sunday afternoon. In addition, more than 225 panelists will participate in discussion sessions, with topics ranging from "Hit Radio, the Hot Format of '84," to "Psychic Income: People Work for More Than Money." The sessions will be divided into five categories: programing, engineering, sales, management and promotion, with as many as 11 workshops running concurrently. There will be workshops on "Emotion vs. Science: Music Research 1984," "SCA's Now" and "The New Ratings Game," which will include representatives from Duncan Media Enterprises, Arbitron and Birch Radio. In addition, discussions will address AM stereo, current legislation affecting radio, and managing AM stations in small and large markets. There will also be "hands-on" sessions on radio budgets and improving commercials and technical demonstrations of new equipment.

Among the panelists will be Carl E. Hirsch of Malrite Communications, who will moderate a Monday (Sept. 17) session on "Network Radio." Participating in that discussion will be Ed McLaughlin, ABC; Dick Brescia, CBS; Dick Penn, NBC; Jack Clements, Mutual Broadcasting System; Bill Hogan, RKO; Norm Pattiz, Westwood One; Terry Robinson, Transtar; Nick Verbitsky, The United Stations; Jon Tyler, Satel-

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lite Music Network, and Glenn Mahone, Sheridan Network.

Also scheduled for that afternoon will be a workshop entitled "Format Compression: Why Stations Change Formats," led by Gary Stevens of Doubleday Broadcasting. Supplementing this will be workshops on specific formats, including country, urban, beautiful music/nostalgia, contemporary hit radio, news/talk, album-oriented rock and adult contemporary.

On Tuesday, Ed Buterbaugh of CKLW(AM) Windsor, Ont., will lead a discussion on



"AM Receivers: Stereo and Mono." Panelists for that will include Almon Clegg, Panasonic Corp.; Jerry LeBow, Sansui Electronics; Frank Andrews of the Chrysler Corp., and Bart Locanthi of Pioneer America.

Closing out the conference on Wednesday morning at 7:30-10:00, will be breakfast roundtable discussions "designed for programmers, managers and salespeople," and a field trip to Wold Communications and KFVB(AM) Los Angeles.

Also planned for the RCPC is a closed-circuit, 24-hour FM stereo radio station broadcasting a variety of music formats and world and national news. The station, to be called K-RADIO, will be fed into cable systems at the four hotels housing the conventioners: the Bonaventure, Biltmore, Sheraton Grande and Los Angeles Hilton. The studios will be located outside the Bonaventure's Catalina ballroom. According to the NAB, evening broadcasts will feature pre-recorded half-hour segments from more than 100 stations. The radio station will also have news coverage of the convention.

Other major activities include a Monday luncheon question-answer session with comedienne Joan Rivers, with KPRZ(AM) Los Angeles air personality Gary Owens as MC, and the presentation of a special 1984 RCPC Award to ABC's Howard Cosell. Entertainment for the opening session will be provided by the Up with People singing group. Singers Al Jarreau and Melissa Manchester will perform on Monday and Tuesday evenings, respectively. □

For the Record

As compiled by BROADCASTING, Aug. 29 through Sept. 5, 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.

Ownership Changes

Applications

■ KLOQ(AM) Merced, Calif. (1580 khz; 1 kw-D)—Seeks assignment of license from Cal Central Broadcasting Inc. to Madison Fielding Inc. for \$390,000 assumption of liabilities. Seller is principally owned by Dennis L. Cresswell. It also owns KUBB(FM) Mariposa, Calif. Buyer is owned by Ron T. Smith, and his wife, Nancy. They own KXES(AM) Salinas, Calif. Filed Aug. 27.

■ WSTL(AM) Eminence, Ky. (1600 khz; 500 w-D)—Seeks transfer of control of Radio 1600 from James R. Tucker, and his wife, Theresa (72% before; none after) to

Doris Hammond, and her husband, Lee for \$48,000, comprising \$4,000 cash and remainder note. Seller has no other broadcast interests. There are 10 other stockholders: one, William McCarthy, has interest in WKTN(AM) Kenton, Ohio; WBUK(AM) Portage, Mich.; WIVQ(FM) Peru, Ill., and WKNX(AM) Saginaw, Mich. Buyer, Doris Hammond, is assistant general manager with no other broadcast interests. Filed Aug. 27.

■ WKMF(AM)-WCRZ(FM) Flint, Mich. (AM: 1470 khz; 5 dw-D; 1 kw-N; FM: 107.9 mhz; 50 kw; HAAT 330 ft.)—Seeks transfer of control of WKMF Inc. and WGMZ Inc. from Beck-Ross Communications Inc. (100% before; none after) to Model Associates Inc. (none before; 61.155% after) and A. William Lees and his wife, Evelyn (none before; 38.845% after), for exchange of stock. Seller is Rockville Center, N.Y.-based station group owning two AM's and four FM's. Buyer MAI, is Cincinnati, Ohio-based corp. headed by Stanley Marks, president. It owns 2,245 shares of Beck-Ross and Lees' own 1,426 shares. Lees' also own WZOZ(FM) Oneonta, N.Y. Marks was formerly owner and William Lees was formerly general manager of WCRZ, in addition Lees was also general manager of WKMF. At present Lees is general manager of WHCN(FM) Hartford, Conn. Filed Aug. 29.

■ WMPA(AM)-WHAY-FM Aberdeen, Miss. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Radio Monroe Inc. to Superior Communications Corp. for \$450,000, comprising \$60,000 cash and remainder note. Seller is principally owned by J.W. Furr who also owns WFOR(AM)-WHER(FM) Hattiesburg, Miss., and WMBC(AM)-WJWF(FM) Columbus, Miss. Buyer is owned by J.D. Buffington and Jack D. Horne. Buffington, station manager, owns 10% of assignor. Horne is local furniture retailer. Station was originally purchased by same principals ("For the Record," May 28) but sale was voluntarily withdrawn. Filed

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■ **KSIM(AM)** Sikeston, Mo. (1400 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Prime Time Broadcasting Corp. from Robert A. McCord and Charles Leemon (50% each before; none after) to Kristerre Broadcasting Inc. (none before; 100% after) for \$470,000, comprising adjustment for liabilities of approx. \$30,000 and remainder cash. Sellers have no other broadcast interests. Buyer is owned by Terry L. Jackson, and his wife. Chris. Terry Jackson is general manager of station. He has no other broadcast interests. Filed Aug. 24.

■ **WELV(AM)-WDRE(FM)** Ellenville, N.Y. (AM: 1370 khz; 5 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 1,630 ft.)—Seeks assignment of license from Catskill Broadcasting Corp. to Stratus Communications in New York Inc. for \$780,000, comprising \$230,000 cash including \$30,000 noncompete agreement and remainder note. Seller is principally owned by Alfred Dresner, president, and his brother. Sy. They also own WCCC-AM-FM Hartford, Conn. Buyer is principally owned by R. Peter Straus, chairman. It also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Straus's wife, Ellen, also has app.'s for new AM and new FM in Washington. Filed Aug. 28.

■ **WNUF(FM)** New Kensington, Pa. (100.7 mhz; 20 kw; HAAT)—Seeks assignment of license from Milton J. Hammond to Empire Media Corp. for \$1.5 million cash. Seller has no other broadcast interests. Buyer is owned by Elton L. Spitzer who owns WYLF(FM) South Bristol, N.Y.; WMYL(AM)-WYUT(FM) Herkimer, N.Y., and is app. for interim operator of WLIR(FM) Garden City, N.Y. Filed Aug. 24.

■ **WLNT(AM)** Loudon, Tenn. (1140 khz; 1 kw-D)—Seeks transfer of control of Tellico Broadcasting Co. from James W. McGhee and Howard W. Oberholtzer (50% each before; none after) to Clinton W. Swafford and Roy B. Watson (none before; 50% each after) for assumption of liabilities. Seller has no other broadcast interests. Buyer, Swafford, is Winchester, Tenn., attorney. Watson is retired mortician also from Winchester. They have no other broadcast interests. Filed Aug. 28.

■ **WJED(AM)** Somerville, Tenn. (1410 khz; 500 w-U)—Seeks assignment of license from Fayette County Broadcasting Co. to Floyd Broadcasting Inc. for \$130,000 cash. Seller is principally owned by Edward Plunk, and his wife, Debbie. They also have interest in WNBG(AM) Waynesboro,

Tenn. Buyer is owned by W. Dave Floyd and his wife, Betty. Floyd is general manager at station. Filed Aug. 27.

■ **KROD(AM)-KLAQ-FM** El Paso (AM: 600 khz; 5 kw-U; FM: 95.5 khz; 88 kw; HAAT: 1,390 ft.)—Seeks assignment of license from Rex Broadcasting Corp. to ABS Communications Inc. for \$2,525,000 cash, including \$1 million noncompete agreement. Seller is Tucson-based station group principally owned by Jim Slone. It also owns KCUB(AM)-KIIM(FM) Tucson, Ariz., and KRUX(FM) Lubbock, Tex. Buyer is equally owned by Kenneth A. Brown and Jon B. Sinton. Brown is owner of Short Pump Associates, music production company based in Richmond, Va. Sinton is vice president of Research and Development with Burkhart/Abrams/Michaels/Douglas and Associates, Atlanta-based media consultant. They have no other broadcast interests. Filed Aug. 27.

■ **KVRN-AM-FM** Sonora, Tex. (AM: 980 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT 3 ft.)—Seeks assignment of license from Mike R. Street to The Foster Broadcasters Inc. for approx. \$120,000, comprising \$100,000 cash and remainder assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Walton A. Foster (56.7%), Don W. Griffiths (28.3%) and Fred M. Key (15%). They also own KRCT-FM Ozona, Tex. Foster and Griffiths own KQSA(AM)-KIXY-FM San Angelo, Tex. Purchasers originally owned station but were forced to divest in order to comply with FCC regional concentration rules when they purchased San Angelo stations. Contract stated option to repurchase station in event of change in those rules and buyers are now exercising that option. Street was general manager of station under original owners. Filed Aug. 27.

■ **WABV(AM)** Abbeville, S.C. (1590 khz; 1 kw-D)—Seeks assignment of license from Abcco Inc. to Yearick Broadcasting Corp. for \$80,000, comprising \$35,000 cash and remainder note. Seller is principally owned by William S. Bussey, president. Norman Whamm (Pau) S. Mimms and William Thompson who have no other broadcast interests. Station was originally sold in July 1983, and FCC approval granted ("For the Record," Sept. 5, 1983), but sale fell through. Buyer is owned by Harry O. Yearick, former owner of KWOA(FM) Sun City, Ariz. He is mobile home dealer in Greer, S.C., and has no other broadcast interests. Filed Aug. 28.

■ **WSTA(AM)** Charlotte Amalie, St. Thomas, V.I. (1340

khz; 250 w-U)—Seeks assignment of license from V.I. Industries to Ottley Communications Corp. for \$450,000, comprising \$90,000 cash and remainder note. Seller is owned by William M. O'Neil. He also has interest in WZAK(FM) Cleveland. Buyer is owned by Athnel C. Otley (30.7%), Leonard Stein (17.3%) and nine others. Otley is announcer on WTSA and WTJX(TV) Charlotte Amalie. Filed Aug. 28.

New Stations

Applications

AM

■ **Falcon, Colo.**—Louis Foreman Allen seeks 820 khz; 2.5 kw-D. Address: 411 Lakewood Cir., Colorado Springs, 80910. Principal is also app. for new AM in Widefield, Colo. Filed Aug. 28.

TV's

■ **Gulf Shores, Ala.**—Garcia Communications seeks ch. 55; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 309 ft.; ant. height above average terrain: 273 ft. Address: 1579 N. Millard, Rialto, Calif. 92376. Principal is owned by Marta G. Garcia (33.3%) and Edward R. Powley (66.6%). It also is app. for new TV in Paradise, Calif. (see below) and Missoula, Mont. Powley's brother, John R. Powley owns WHGM(FM) Bellwood, Pa.; WOPC(TV) Altoona, Pa.; CP for WIIM-TV Iron Mountain, Mich., and is app. for six new TV's. Filed Aug. 28.

■ **Gulf Shores, Ala.**—Brahman Communications seeks ch. 55. Address: 34 East Bridge, Oswego, N.Y. 13126. Engineering portion was omitted from app. Principal is owned by Michael Shanley (49%), Lillie Mae Gill (25%) and Josie Montgomery (26%). Montgomery also has interest in app.'s for four new TV's. Filed Aug. 29.

■ **Selma, Ala.**—Selma Broadcasting and Communications seeks ch. 29; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 147 ft.; ant. height above average terrain: 247 ft. Address: 4809 Coleherne, Baltimore 21229. Principal is owned by Paul Goodson, William Gault and Elizabeth Rogers. Ownership



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- **Beaumont, Tex.**—Brahman Communications seeks ch. 21. Address: 34 East Bridge, Oswego, N.Y. 13126. Engineering portion was omitted from app. Principal is owned by above average terrain: 150 ft. Address: 1579 N. Millard, Rialto, Calif. 92376. Principal is owned by Marta G. Garcia (33.3%) and Edward R. Powley (66.6%). It also is app. for new TV in Gulf Shores, Ala. (see above). Filed Aug. 28.
- **Paradise, Calif.**—Gomez Broadcasting seeks ch. 46; ERP vis. 3386 kw, aur. 339 kw; HAAT: 1,452 ft.; ant. height above average terrain: 260 ft. Address: P.O. Box 493, Paradise, Calif. 95969. Principal is owned by John D. Gomez (35%), Gaylen Gomez (35%) and Matt V. Tucker (30%). They have no other broadcast interests. Filed Aug. 28.
- **Salina, Calif.**—Odessa Communications seeks ch. 44; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,269 ft.; ant. height above average terrain: 247 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie B. Woodberry, who also has app.'s for two new FM's and four new TV's. Filed Aug. 24.
- **Minneapolis—MGT Broadcasting** seeks ch. 45; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 887 ft.; ant. height above average terrain: 775 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Michael Thurman (51%) and Josie Montgomery (49%). Montgomery also has interest in app.'s for four new TV's. Filed Aug. 29.
- **Albuquerque, N.M.**—Alpha-Omega Broadcasting of Albuquerque Inc. seeks ch. 32; ERP vis. 17.179 kw, aur. 1.718 kw; HAAT: 4077.33 ft. Address: 3301 La Sala Del Osete NE, Albuquerque 87111. Principal is equally owned by Raymond L. Franks, Ida Huletta Franks and Raymond L. Franks, Sr. They have no other broadcast interests. Filed Aug. 24.
- **Santa Fe—Santa Fe Broadcasting** seeks ch. 19; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 147 ft.; ant. height above average terrain: 343 ft. Address: 505 Cabin Branch Road, Seat Pleasant, Md. Principal is owned by Vernice Boozer (51%) and Michael Shanley (49%). Boozer is app. for new TV in Rockwell, N.M. Filed Aug. 24.
- **Alpine, Tex.**—Alpine Broadcasting seeks ch. 12; ERP vis. 100 kw, aur. 10 kw; HAAT: 5,003 ft. ant. height above ground: 30 ft. Address: 11921 Midland Ave., Syracuse, N.Y. 13201. Principal is owned by William Gault (51%) and Gary Shanley (49%). Gault has interest in app. for new TV in Selma, Ala., and Lewiston, Me. Filed Aug. 24.

portion was omitted from app. Filed Aug. 24.

- **Paradise, Calif.**—Garcia Communications seeks ch. 46; ERP vis. 930 kw, aur. 93 kw; HAAT: 621 ft.; ant. height Michael Shanley (49%), Lillie Mae Gill (25%) and Josie Montgomery (26%). Montgomery also has interest in app.'s for four new TV's. Filed Aug. 29.
- **Fredericksburg, Va.**—Rappahannock Cablecast Co. seeks ch. 69; ERP vis. 4,932 kw, aur. 493.2 kw; HAAT: 844.2 ft.; ant. height above average terrain: 775.6 ft. Address: 706 Andora Dr., Fredericksburg, Va. 22401. Principal is owned by Thomas A. Seay (80%) and Dr. Michael Bass (20%). It is local cable programer. Filed Aug. 28.

In contest

The Review Board made the following decisions:

North Miami, Fla. (RadioCentro Broadcasting Co.) FM Proceeding.—Scheduled oral argument for Oct. 4 on exceptions to initial decision of ALJ Edward J. Kuhlman granting app. of South Florida Broadcasting Co. for new FM station in North Miami and denying app.'s of RadioCentro (Miami), Constance J. Woodlinger (Miramar), Rana Broadcasting Co. (Liberty City), Southwest Radio Enterprises Inc. (North Miami) and Onyx Broadcasting of Miami Inc. (Miami). Each party has 20 minutes for argument. By letter, Aug. 20.

Amherst, Mass. (Hampshire County Broadcasting Co. and Amherst Broadcasting Inc.) FM Proceeding.—Scheduled oral argument for Sept. 21 on exceptions to initial decision of chief ALJ Thomas B. Fitzpatrick granting app. of Hampshire County for new FM in Amherst and denying the app. of Amherst. By letter, Aug. 16.

ALJ John H. Conlin made the following decisions:

Gurdon, Ark. (Evergreen Enterprises Inc.) FM Proceeding.—Granted joint request and dismissed app.'s of Evergreen and Clark County Broadcasting Inc. Granted app. of Southwestern Broadcasting Inc. for new FM in Gurdon and terminated proceeding. (By Order).

ALJ Frederic J. Coufal made the following decisions:

Emporia, Kan. (Gregory Ray Steckline and Communication

Group Inc.) FM Proceeding.—Granted joint request and dismissed Communication Group's app. with prejudice, granted Gregory Steckline's app. for a new FM in Emporia and terminated proceeding. (By Order, Aug. 24.)

North Charleston, S.C. (LowCountry Women Communications Inc.) FM Proceeding.—Granted motion and dismissed app. of Carolina Broadcast Services Inc. with prejudice. (By Order, Aug. 20).

Virginia Beach, Va. (Virginia Beach Television Ltd.) TV Proceeding.—Granted motion for summary decision by Tidewater Broadcasting Co. and resolved air hazard issue in its favor. (By Order, Aug. 22).

ALJ John M. Frysiaik made the following decisions:

Charleston and South Charleston, W.Va. (Women's Coalition for Better Broadcasting) FM Proceeding.—Granted joint request and dismissed app. of Women's Coalition for Better Broadcasting and Communicast with prejudice and granted app. of CLW Communications Group for new FM in South Charleston and terminated proceeding. (By MO&O).

ALJ Joseph P. Gonzalez made the following decisions:

Alma, Ga. (Queen City Broadcasting System Inc.) FM proceeding.—Granted joint request by Queen City Broadcasting System, Alma Broadcasters and Nell Head and dismissed Alma's app. with prejudice. (By MO&O, Aug. 23).

ALJ Byron E. Harrison made the following decisions:

Rancho Palos Verdes, Calif. (South Bay Broadcasting Co.) TV Proceeding.—Granted motion by South Bay Broadcasting Co. to add issue of real party-in-interest, financial qualification, certification, candor and if basic and comparative qualifications are affected. (By MO&O).

ALJ Edward J. Kuhlman made the following decisions:

Evergreen, Colo. (Payne Communications Inc.) FM Proceeding.—Granted motion by Evergreen FM Ltd. and Sey-Dan Inc., and dismissed their app.'s with prejudice, dismissed Lord Broadcasting's app. with prejudice and granted petition by U.S. Department of Commerce and made them party to proceeding. (By MO&O).

ALJ Walter C. Miller made the following decisions:

Paris, Tex. (Paris Broadcasters Inc.) FM Proceeding.—Granted motion for partial summary decision by Palm/Prairie Broadcasting Inc. and resolved air hazard issue in its favor. (By MO&O).

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Facilities changes

Applications

AM's

Tendered

- **KNTA (1430 khz)** Santa Clara, Calif.—Seeks CP to change TL. App. Aug. 30.
- **WEXY (1520 khz)** Oakland Park, Fla.—Seeks CP to add night service with 250 w; change city of lic. to Wilton Manors, Fla., and make changes in ant. sys. App. Aug. 30.
- **WCLE (1570 khz)** Cleveland, Tenn.—Seeks CP to increase power to 5 kw. App. Aug. 30.
- **WMUF (1000 khz)** Paris, Tenn.—Seeks CP to increase power to 5 kw. App. Aug. 30.
- **KENU (1330 khz)** Enumclaw, Wash.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Aug. 30.
- **KIOL (1500 khz)** Lacey, Wash.—Seeks CP to change TL. App. Aug. 31.

Accepted

- **WTYN (1160 khz)** Tryon, N.C.—Seeks mod. of lic. to operate by remote control at main SL. App. Aug. 30.
- **WTBN (560 khz)** Brentwood, Tenn.—Seeks MP to change TL. App. Aug. 30.
- **WYSH (1380 khz)** Clinton, Tenn.—Seeks CP to delete radiation restriction. App. Aug. 29.
- **KSPL (1150 khz)** Seattle—Seeks mod. of lic. to change SL to 1756 114th Ave. S.E., Bellevue, Wash. App. Aug. 31.
- **KAAR (1480 khz)** Vancouver, Wash.—Seeks MP to change TL and make changes in ant. sys. App. Aug. 30.

FM's


Tendered

- **New (88.9 mhz)** Flagstaff, Ariz.—Seeks CP to install

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aux. power generator. App. Aug. 31.

■ *New (91.3 mhz) Pocatello, Idaho—Seeks CP to change TL; change ERP to .713 kw; change HAAT to 837.88 ft., and make changes in ant. sys. App. Aug. 29.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to 0.946 kw. App. Aug. 30.

■ *KRZA (88.7 mhz) Alamosa, Colo.—Seeks CP to change ERP to 9.76 kw; change HAAT to 2,078 ft., and move ant. site. App. Aug. 30.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Seeks CP to change ERP to 835 kw and change HAAT to 544 ft. App. Aug. 30.

■ KMFE-FM (101.7 mhz) Emmett, Idaho—Seeks CP to change SL to Meridian. Idaho. App. Aug. 30.

■ WKOX (104.9 mhz) Bekin, Ill.—Seeks mod. of lic. to install new transmission sys. App. Aug. 31.

■ KWK-FM (106.5 mhz) Granite City, Ill.—Seeks CP to change TL; change ERP to 93 kw, and change HAAT to 1010.24 ft. App. Aug. 30.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Seeks CP to change HAAT to 328 ft. App. Aug. 30.

■ WNAP (93.1 mhz) Indianapolis—Seeks CP to make changes in ant. sys. App. Aug. 31.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Seeks CP to change TL and change HAAT to 300 ft. App. Aug. 30.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks CP to change TL; change ERP to 20.4 kw, and change HAAT to 710.6 ft. App. Aug. 30.

■ WHEB-FM (100.3 mhz) Portsmouth, N.H.—Seeks CP to change ERP to 50 kw; change HAAT to 47 ft., and change ant. App. Aug. 30.

■ KMGZ (95.3 mhz) Lawton, Okla.—Seeks CP to install aux. transmitter and ant. App. Aug. 30.

■ New (103.1 mhz) Russell, Pa.—Seeks CP to change TL. App. Aug. 30.

■ KIVY-FM (92.7 mhz) Crockett, Tex.—Seeks CP to change HAAT to 300 ft. App. Aug. 30.

■ KTXQ-FM (102.1 mhz) Fort Worth—Seeks CP to install aux. ant. App. Aug. 30.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks CP to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. App. Aug. 30.

■ WHLX (105.5 mhz) Bethlehem, W.Va.—Seeks CP to change TL. App. Aug. 30.

■ WBTQ (93.5 mhz) Buckhannon, W.Va.—Seeks CP to make changes in ant. sys. App. Aug. 30.

■ New (93.1 mhz) Riverton, Wyo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 884 ft. App. Aug. 31.

TV's

Accepted

■ WBFS-TV (ch. 33) Miami—Seeks MP to move SL outside of community of lic. App. Aug. 31.

■ New (ch. 25) Gulfport, Miss.—Seeks MP to change ERP to vis. 2,240 kw, aur. 224 kw; change HAAT to 1,600 ft., and change TL. App. Aug. 31.

■ WMIB-TV (ch. 49) Buffalo, N.Y.—Seeks MP to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft; change ant., and change TL. App. Aug. 31.

Actions

AM's

■ WFYM (1300 khz) Temple Terrace, Fla.—Dismissed app. to change SL to 1711 West Kennedy Blvd., Tampa, Fla. Action Aug. 14.

■ KIIX (600 khz) Fort Collins, Colo.—Granted app. to operate by remote control from main SL. Action Aug. 27.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change TL. Action Aug. 23.

■ WCSY (940 khz) South Haven, Mich.—Granted app. to change TL. Action Aug. 23.

■ WTWZ (1150 khz) Clinton, Miss.—Granted app. to change freq. to 1120 khz and change power to 2.5 kw. Action Aug. 24.

■ WINR (680 khz) Binghamton, N.Y.—Granted app. to operate by remote control from main SL. Action Aug. 20.

■ KSLR (630 khz) San Antonio, Tex.—Granted app. to change SL to 5430 Fredericksburg Rd., Suite 504, San Anto-

nio. and to operate by remote control from that SL. Action Aug. 27.

FM's

■ KARZ (106.1 mhz) Burney, Calif.—Granted app. to change TL and change HAAT to 1,977 ft. Action Aug. 23.

■ WGER-FM (102.5 mhz) Bay City, Mich.—Granted app. to change TL. Action Aug. 29.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Aug. 28.

TV's

■ KEET (ch. 13) Eureka, Calif.—Granted app. to change ERP to vis. 187 kw, aur. 28 kw and change transmitter. Action Aug. 24.

■ KRKB-TV (ch. 31) Sacramento, Calif.—Granted app. to change HAAT to 1,830 ft.; change TL, and change ant. Action Aug. 24.

■ WTVF (ch. 5) Nashville—Granted app. to change HAAT to 1,390 ft. Action Aug. 29.

■ *KLJU (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 9.2 kw, aur. 1.7 kw and change HAAT to 438 ft. Action Aug. 29.

Call letters

Applications

Call	Sought by
<i>Existing AM's</i>	
WBYL	WDAX Albert P. Hopkins Jr., McRae, Ga.
WSYY	WMKR Katahdin Broadcasting Inc., Millinocket, Me.
<i>Existing FM's</i>	
KZSO	KVML-FM Melvin Winters, Sonora, Calif.
WKIV	WDAX-FM Albert P. Hopkins Jr., McRae, Ga.
WSYY-FM	WKTR Katahdin Broadcasting Inc., Millinocket, Me.

Summary of broadcasting as of July 31, 1984			
Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
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.

Grants

Call	Assigned to
<i>New AM's</i>	
WWTG	James J. McCluskey, Stanwood, Mich.
WHRY	Big G. Little O. Inc., Hurley, Wis.
<i>New FM's</i>	
WQZX	Haynes Broadcasting Inc., Greenville, Ala.
*KMRO	The Assoc. for Community Education Inc., Camarillo, Calif.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
WITW	Mighty-Mac Broadcasting Co., Cadillac, Mich.
KZEN	Osage Radio Inc., Central City, Neb.
WMTK	White Mountain FM Inc., Littleton, N.H.
WMQI	Larry W. Livesay, Robbinsville, N.C.
KDSR	Dianna L. Simpson, Williston, N.D.
*WMEJ	Maranatha Broadcasting Inc., Proctorville, Ohio
KTLT	Wichita Falls Communications, Wichita Falls, Tex.
WXXX	Champlain Valley Broadcasting Corp., S. Burlington, Vt.
<i>New TV's</i>	
KNHH	GACO Communications Corp., Houma, La.
KMHO	Matlock Communications Inc., La Grange, Ore.
KRRT	Hispanic American Broadcasting of Texas Inc., Kerrville, Tex.
<i>Existing AM's</i>	
KIKX	KIIQ Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
KCNM	WSZE Inter-Island Communications Inc., Marianas Islands of Saipan
WLTS	WYAT Phase II Broadcasting Inc., New Orleans
WBAG	WORB Falcon Communications Inc., Burlington, N.C.
KLUP	KTEW Audiophase Communications Inc., Poteau, Okla.
<i>Existing FM's</i>	
KIKX-FM	KIIQ-FM Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
WLTS-FM	WLTS Phase II Broadcasting Inc., Slidell, La.
KZMI	WSZE-FM Inter-Island Communications Inc., Marianas Islands of Saipan
WZOU	WCOZ WHDH Corp., Boston
KMMC	KSMO-FM Ultra-Sonic Broadcast Stations Inc., Salem, Mo.
*WCQS-FM	WUNF-FM Western North Carolina Public Radio Inc., Asheville, N.C.
WZZU	WBAG Vilcom Broadcasting Inc., Burlington, N.C.
KZZE	KLUP Audiophase Communications Inc., Poteau, Okla.
WKXS	WATP-FM Winfas of South Carolina Inc., Marion, S.C.
KIKT	KGVL-FM First Greenville Corp., Greenville, Tex.
<i>Existing TV's</i>	
KHNL	KHNL-TV Mid-Pacific Television Associates, Honolulu

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager -#2 person. New young company being funded for national satellite distribution of exciting new multiple networks of ethnic broadcasting via SCA. Prominent broadcasting company behind it. Already operational. Highly talented leadership. Need equivalent of executive vice president. Knowledgeable all aspects broadcasting, programming, sales, marketing, administration. Contact Herb Hobler, Chairman, 609-921-3800.

97WK seeks experienced sales manager. Must be able to recruit, train, lead, motivate local sales force, plus personally handle large list. Situation requires aggressive, take charge individual with strong sales managerial skills. Rush resume to Rod Kroi, General Manager, WKWK-FM, PO Box 6624, Wheeling, WV 26003. EOEMF

Assistant controller. Group radio broadcaster expanding its headquarters staff. Successful candidate will have at least 3 yrs experience in radio accounting. Primary responsibility: supervision of corporate acctg. dept. Great growth opportunity \$30K+ Resume to Box Y-18.

Station manager. Growing group broadcaster. Excellent opportunity and benefits for aggressive radio pro. Replies held in strict confidence. Resumes to Ms. Healy, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

National Association of Broadcasters has opening in its radio department for assistant to senior VP. This individual will assist and work closely with the sr. VP in performing wide variety of detailed radio projects; monitoring status of administrative facets of the department's operations and acting for sr. VP in related transactions; working with dept. coordinator in planning of all nationwide radio meetings, seminars, conferences, conventions, and serving as liaison at staff/committee meetings. Experience and/or knowledge of all phases of radio and excellent communications/writing skills required. Degree in communications/broadcasting and prior association experience desirable. Excellent fringe benefits. Send salary requirements and resume to D. Parnigoni, NAB, 1771 N Street, NW, Washington, DC 20036 EOE.

Educational radio station manager - responsible for daily administration of 1,000 watt campus FM, educational radio station, teach one course per semester in department of communication. Requires Master's degree or equivalent in communication, with minimum 2 years professional experience in commercial or educational radio to include administrative responsibilities. Knowledge of programming, production, broadcast law, ability to supervise student station staff and teach basic broadcasting course. Salary commensurate with qualifications/experience. Submit resume and letters of recommendation by October 5, 1984, to: Station Manager Search Committee, 301 Student Center, University of Delaware, Newark, DE 19716. The University of Delaware is an equal opportunity employer which encourages applications from qualified minority groups and women.

Young expanding company needs hot GM with winning SM record for outstanding top 100 Sunbelt contemporary C. High income, long term career opportunities for committed professional. Bring resume to Ken Stephens at NRBA convention or send to Box Y-35.

Strong general manager with sales background. Class IV AM, explosive growth single station central Florida market. Opportunity for dynamic radio executive to run own show for growing small market group owner. Box Y-42.

General manager with heavy sales background. AM/FM combo, rapidly growing area, coastal NE. Opportunity/challenge for individual looking to grow with aggressive small market group. Box Y-43.

VP/GM WMKM-FM, A/C, St. Augustine, FL. Sales/mgt. & GM experience. Fast growing Sunbelt market. 904-824-0833. EOE.

Station manager. West Coast small market AM-FM. Opportunity for right sales-oriented person to grow with fast growing group. Stations are number one in adults in competitive 8-station coastal market. Resume to Box Y-48.

General manager. Northeast FM/AM. Unique opportunity for aggressive, successful manager to join/grow with our expanding station group. Replies held in strict confidence. Resumes to Box Y-49. EOE.

General manager. Powerful WGTO-AM, Cypress Gardens, Florida. Must be solid professional with heavy sales background and top leadership/organizational skills. We are looking for high achiever/motivator with programming experience. Outstanding opportunity for growth with company committed to communications industry. Submit resume/salary history in confidence to John E. Mayasich, Hubbard Broadcasting, Inc., 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

General manager, Wichita, Kansas. Seeking experienced take-charge individual as General Manager. New class C FM. Position reports directly to board, responsible for entire business. Successful candidate must have demonstrated track record as General Manager in top 200 market generating cash flow of 30% of revenue. Top revenue/ratings position in market. Minimum 8 years broadcast experience with increasing responsibility; minimum 3 years general manager. Seeking college graduate, assertive self-starter with excellent communication skills, with "big picture" perspective. Excellent compensation package. Clearly, looking for someone who achieved what we want to achieve: top position in market. Accomplish this goal and reward is substantial. Resume/recent salary history to: Sedgwick Broadcasting Company, 908 E 35th Street, Sioux Falls, SD 57105.

Community club awards, (CCA), 30-year-old media-marketing plan, has immediate opening: California, Arizona, Nevada, Washington, Oregon territory. Additional: Midwest (multi-state) territories open. Full-time, Monday/Friday travel. Media sales experience required. Substantial draw against commission. Call/write for personal interview. Can interview NRBA convention, Los Angeles, September 16/19, Bonaventure Hotel John C. Gilmore, President, P.O. Box 151, Westport, CT 06881. Tel: 203-226-3377.

HELP WANTED SALES

We're accepting resumes for possible future openings on our sales team of marketing specialists. You've got to be experienced, love the mountains, know radio, understand the needs, wants, desires of businesses in tourist economy. Write to Dave Luce, Sales Manager, KFMM-FM, Box 772850, Steamboat Springs, CO 80477. EOE.

Sales/sales managers - if you're high quality salesperson or sales manager looking for growth/new challenges, I'd like to hear from you. I specialize in career placement of broadcast sales personnel. All fees paid. Please send resume to Media Career Consultants, 853 E Semoran Blvd., Suite 220, Casselberry, FL 32707. Attn: Deborah Chester.

Sales manager/account executives. San Francisco Bay area all-news radio sales department. Send letter by September 15th, telling us about yourself and why you are ready for this challenge, to Box 2564, Oakland, CA 94614.

Regional sales, WMKM-FM, A/C, St. Augustine, FL. Cover all Florida and Southeast markets including Jacksonville. Medium to large market agency sales experience. 904-824-0833. EOE.

Local account executive. WMKM-FM, A/C, St. Augustine, FL. Local radio sales experience. Florida preferred. 904-824-0833. EOE.

Central East Coast Florida #2 rated station seeking experienced, motivated salesperson. Five figure draw, 20% commission. Resume, references, stats to WJZX, P.O. Box 3387, Cocoa, FL 32924.

Aggressive salesperson. SE group. Salary/commission. Some relief announcing/production. Mountain area. EOE. Resume to Box Y-52.

Morning sign-on personality/salesperson. GA, VA, NC group. Salary/commission. Good oppo. EOE. Resume to Box Y-53.

HELP WANTED ANNOUNCERS

Help wanted announcer. \$500/wk. to the right fast moving morning personality. Contemporary format. South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 accounts gives you extra \$200/wk. total \$700 wk. Rush tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

Easy listening WSRS is again accepting audition tapes from smaller market announcers to be considered for future openings. We look for low-keyed, warm, friendly delivery. Women/minority applicants encouraged to apply. Send tape/resume to Operations Manager, WSRS, West Side Station, Worcester, MA 01602.

Hardworking, energetic announcer. Florida Keys' promotion-oriented CHR-FM. Tough boss, low pay, but great market to learn radio/have fun. WIIS-FM-107, Box 1620, Key West, FL 33041. 305-296-7511.

Fulltime jock/production with extra-time sports position available now! N.E. small market personality AC. EOE, M/F. Resume to Box X-121.

Announcer with good production needed. Contemporary stations. Send resume/tape: WZYJ/WFMO, P.O. Box 665, Fairmont NC 28340.

Successful New England adult station seeks experienced, mature, reliable talent for part-time on-air position. MOYL. Tape/resume to Steve Williams, WMAS Radio, P.O. Box 1418, Springfield MA 01101.

Announcer: expanding staff. Production/copywriting/voice. WMKM-FM, A/C, St. Augustine, FL. Experienced, Florida preferred. 904-824-0833. ESOE.

Talk talent - major Midwest talk station seeks warm, knowledgeable host-anchor. News background/solid interview skills essential. Opinionated, controversial not needed. All replies confidential. Resume/ references to Box Y-58. EOE.

HELP WANTED TECHNICAL

Chief radio engineer. WBST radio has opening for chief radio engineer to perform technical/supervisory duties related to maintaining/operating the broadcasting/recording equipment of the station. BS degree in electronic engineering or equivalent plus 2-3 years experience required. Application deadline: 9/21/84. Send resume to Personnel Services Office, Ball State University, Muncie, IN 47306. An equal opportunity affirmative action employer.

AM radio multi cable system needs engineer. Broadcast, studio, transmitter, cable TV experience. Work, learn with best chief around. Good salary-profit-sharing-paid benefits. 215-384-1575.

Broadcast engineer: radio tech. University of Wyoming, Laramie, KUWR 50kw FM. Eng. II rating. Transmitter maintenance/repair; electronic troubleshooting control/production rooms; STL. Responsible for radio operation. Must be in good condition and have experience in radio field. FCC general or first. University benefits package. Twenty days annual leave. Collect to Dave Worley, 307-766-4240. AA/EOE.

Chief engineer. Small market directional AM, beautiful area, needs experienced, motivated first ticket. Good salary, excellent benefits. Resume/salary requirements to Box Y-57.

Technically oriented, competitive minded C.E. for progressive, superbly equipped, leading AM/FM. Excellent support. Growth opportunity. Attractive Gulf Coast city. Box Y-62.

HELP WANTED NEWS

Golden opportunity for energetic anchor/reporter to join one of top rated stations in the country. For more than 20 years, the leader in Georgia's #2 metro. Become one of our staff of six. Work in the newest newsroom facility in Southeast. Excellent profit sharing plan. No beginners. Rush resume, tape, writing samples to ND, WBBQ AM/FM, 1305 Georgia Ave., North Augusta, SC 29841. EOE.

News/sports combo opening. Send interests/experiences in resume, along with letter showing how you'll do this impossible combination. New England full service station demands your energy/enthusiasm. EOE, M/F. Resume to Box Y-3.

Sports and special events director. WMKY Radio, Morehead State University is seeking highly qualified individuals to apply for rewarding position of sports and special events director. Responsibilities include play-by-play of university basketball, football, baseball for flagship of Eagle Sports Network. Gathering, writing, editing sports for daily sportscasts. Serves as co-host for morning magazine/seasonal sports specials. Produces/anchors coverages of special events. Assists news department with coverage of public affairs. Recruits, trains, supervises student staff in sports operation. Qualifications: BA degree communications or related field with extensive background all phases of sports reporting. Play-by-play/interviewing skills very important. Intelligent/sensitive treatment of issues expected. Should be well organized, able to work well under pressure of daily deadlines. Send letter of application, resume, references, writing samples, audition tapes by September 22, 1984, to Larry Netherton, General Manager, WMKY, Morehead State University, UPO 903, Morehead, KY 40351. AA/EOE.

Supervisors, anchors, reporters, support staff. San Francisco Bay area, all-news radio operation. Resume and/or tape by September 15th to Box 2564, Oakland, CA 94614.

New Jersey's largest radio news department has openings for news anchors. Experience a must. Send recent aircheck/resume to: Carolyn Jones, WOBM-FM, Box 927, Toms River, NJ 08754. EOE.

Producer/reporter. WAER. Produce features, news reporting, supervise newsroom. Must understand news format. Minimum 2 yrs. producing or reporting & Bachelor's or equivalent. Salary very competitive. Resume/tape: Rick Mattioni, WAER, 215 University Place, Syracuse, NY 13210. An AA/EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program administrator/supervisor. Major market multi-ethnic station. Knowledge of marketing research/demographics helpful. Sensitivity to ethnic communities a must. Knowledge and/or fluency foreign language preferred. Commercial orientation necessary. Resumes to Box Y-60. EOE.

SITUATIONS WANTED MANAGEMENT

Hard charging general manager, 20 years experience managing AM/FM, all markets. Effective management skills include: leadership, motivation, programing, heavy promotions. Achiever of increasing sales/profits. If you want state of the art pro, check it out. Box X-130.

Nice nets in CCM? I've consulted the best! Looking for OM/PD-FM position, top 50 market. 915-683-6630, George McNerlin.

Expertise in AFRTS, college, commercial radio. Retail and broadcast management background. Versatile with news, board, production. BA communications. Sound good? Find out. Robert Headland, 412-282-3551. 352-3 Whitestown Road, Butler, PA 16001.

Experienced major market PD now in sales seeking first GM or station manager position. Top 200 markets only. Box Y-24.

General manager available soon. Calif. only - all market sizes considered. If you want sales-oriented, highly motivated, extremely successful GM, let's talk. 707-643-6995.

Radio executive, 25 yrs. experience, including president in major mkt. Desires move to equity with aggressive group or major operator. Write Box Y-36.

SITUATIONS WANTED SALES

Salesman/announcer available! Top announcer, excellent production. Will bill \$2500 to \$4,000 per month in sales. Seek small market position at \$900 per/month for airwork/production, plus 20% commission. Box Y-44.

SITUATIONS WANTED ANNOUNCERS

I'm looking for a full-time position with AC or top 40 station. Anywhere in continental U.S. Education, experience. Call Fritz, 616-755-4974, for tape and resume.

Extremely ambitious and versatile beginner. Will work any shift; will relocate. Call Bob, 414-282-8862.

Need a "can-do" attitude around your station? Trained beginner gives 150% effort, any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

College graduate, many years experience, seeks permanent position. Speech trained, creative, imaginative, knowledgeable. Bill, 804-229-2280.

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.

Bargain hunting? Adult contemporary/soft rock announcer. Merchandise - top grade. Price cut for fast sale. Shop by phone. George, 312-348-3314.

Movie star aura. Presently employed on-air. Combo man: announcer, newscaster, commercial production, automation. FCC 1st. Salary negotiable. For T & R, write Box Y-34.

Successful personality. MOR, community service, talk formats. Professional attitude + more. Excellent credentials. Box Y-37.

Get your money's worth! Trained DJ, news, production. Will work long hours, anywhere, any format. Bob Frederick, 914-683-1360 (X 89), or Box Y-38.

Can you use a very good announcer who does excellent production? Will also bill \$2,500 to \$4,000 per/month sales! I'm available for \$900 per/month for airwork/production, plus 20% commission. Box Y-47.

SITUATIONS WANTED TECHNICAL

Chief engineer looking for similar position, Eastern top 50 market. Experience includes AM, FM, studio, transmitter; and satellite installation, repair, maintenance. Box Y-55, or 804-233-1545.

SITUATIONS WANTED NEWS

Seeking PBP, drive time sports position; graduated college May; have 4 1/2 years commercial radio, TV, newspaper sports; currently employed in radio, but want more PBP. Can relocate immediately. Andy, 203-632-2242, afternoons.

Sports anchor-reporter. Now sports director, 100-plus market. Ready to move up. 2-years experience. Box X-143.

Experienced newsman seeks Minneapolis-St. Paul market. Excellent writer, organizer, voice. Angelo, 212-338-8328, between 12PM-1PM EDT.

Experienced reporter, good voice, writing skills, news judgment, dedication. Prefer California/Southwest. Call 818-508-7148.

Aggressive, serious minded female, 1st class FCC holder, seeks news reporting position. Monica Braddy, 212-634-8562.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Renaissance broadcaster. 15+ years announcing, production engineering. Seeking PD/OD, cold climate AC. Unique combination intellect, wit, voice, humanitarianism. Box 10005, Elmwood, CT 06110.

Experienced professional wants to relocate. Management experienced personality, operations, programing, sales, TV anchor, excellent PBP. Understands bottom line, will entertain all offers. For tape/resume, write Box Y-50.

Seeking position with radio station promotion department. 3 years record company experience. Brad, 815-968-3241, evenings.

TELEVISION

HELP WANTED MANAGEMENT

General manager: top group-owned VHF affiliate seeks GM with solid experience in budgeting, cost control, news, sales and programming. Station in economically sound Southeast. Resume in confidence to Box X-46. EOE, M/F.

Very aggressive, highly competitive, savvy, medium market station looking for well-organized operations manager. Someone who can pull loose ends together/lead team to zero defect, flawless operation. This well-equipped, forward-thinking station needs operations leader. Box X-150.

Local sales manager for leading NBC affiliate, proven track record of creative selling with local accounts necessary. Applicant skills must include ability to lead and direct aggressive 7-member staff in rapidly growing market. Must be highly organized and competitive, plus have desire and potential to grow in management. May be experienced or seeking first challenge - but must have strong desire to succeed. Apply in writing to General Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702, by September 15, 1984. An equal opportunity employer.

Group manager. Help build/establish new full power independents, Southeast. Successful independent station management. Resume in confidence to American Communications and Television, Inc., P.O. Box 1513, Gainesville, FL 32602.

General manager: top group owned VHF affiliate seeks experienced GM with solid background in budgeting, cost control, sales, programming, good knowledge of news operations. Our station is in economically sound Southeast. Send resume in confidence. E.O.E., M/F. Box Y-17.

Operations manager. Independent station, America's finest city, San Diego, California, has opening for operations manager. Prospective candidates must have minimum five years' experience in production or operations management with hands-on knowledge of production. Please send resume, tape, salary requirements to KUSI-TV, P.O. Box 11985, San Diego, CA 92111. An equal opportunity employer.

HELP WANTED SALES

Major broadcast services organization is looking for traveling sales executives with strong broadcast background. Excellent incentive and benefits program. If you are a class, top producer and like the road, send introductory letter and complete resume to Box X-161.

Sales manager. Network affiliate, mid-Atlantic area. Experience in leading local sales team, handling national business required. Previous sales management experience preferred. Excellent opportunity with growing company. Good compensation/fringe benefits. Send resume to Box Y-19. We are an EOE/MF.

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. Resume/compensation requirements to Box X-83. An equal opportunity employer.

Affiliate, mid-sized Midwestern market, wants national sales manager with rep experience to direct national sales effort, assist in managing local sales department. EOE. Reply Box Y-61.

HELP WANTED TECHNICAL

Maintenance engineer-major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Strong maintenance skills and digital experience musts. Salary commensurate with experience. Contact Bruce Graham, Chief Engineer, 305-920-0800.

Engineer. TV mobile unit based in Arlington, Texas. Background in video maintenance required. Resume to Tel-Fax Texas, 1601 East Lamar Blvd., Suite 205, Arlington, TX 76010.

Merlin Engineering has immediate openings for experienced (3-5 years) Ampex quadruplex VTR engineers/techs for our expanding Quad rebuild program. Excellent benefits/profit share. Send resume or call: Merlin Engineering, 1880 Embarcadero Road, Palo Alto, CA 94303. 415-856-0900; 800-227-1980.

Maintenance engineer-Sacramento, California. UHF independent. 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references. FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRBB-TV 31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

Experienced engineer. Top-notch videotape editing facility in Hollywood Sony/GV/CMX. Non-union. Friendly, professional atmosphere. Flexible hours, including nights. Starting salary: \$500/wk. Medical insurance. Send resume in strict confidence to Box X-151.

Freelance ENG crews wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: News Team, 53 East 34th Street, Third Floor, New York, NY 10016.

WDIV, the Post-Newsweek Station in Detroit, has position open in engineering department for television maintenance engineer. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape, and working knowledge of digital equipment, still store, frame sync, video effects. Minimum two years' technical schooling preferred. Send resumes: Personnel Manager, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. An EOE.

Transmitter supervisor/engineer - KNME-TV/KUNM-FM, salary range - \$19,594 to 24,502. DOE. Write to: UNM Personnel, 1717 Roma N.E., Albuquerque, NM 87131, mention reference #575A in your reply.

Transmitter engineer - must have 3 years extensive experience with FH line transmitter. Also work on studio equipment. Medium Midwest market. Call 417-623-7260, (Glenn Valenta), or send resume to KODE-TV, P.O. Box 46, Joplin, MO 64801. An equal opportunity employer.

VTA Technologies, a research, development, manufacturing firm in Hollywood, Florida, is accelerating its expansion plans and therefore has following openings: digital design engineers, software engineers, analog engineers. Challenging opportunity for engineers with television engineering background and ability to apply advanced technologies to news areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hemsky, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

Maintenance engineer: maintain, install, repair various studio and mobile unit electronic equipment, editing equipment, studio cameras, graphic units, RCA/Sony ENG cameras, tape machines, microwave equipment. General radiotelephone license required. Prefer applicant have four years technical experience in television broadcasting and/or college degree or technical training in electronics. Prefer applicant have adequate understanding of digital theory/circuits. Send resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101.

Expanding Sunbelt independent needs two good people. Maintenance technician, repair/maintain broadcast equipment. Production technician, shoot, edit, direct, local commercials, programs. Send resume/salary requirements to WKFT-TV, 230 Donaldson Street, Fayetteville, NC 28301. An equal opportunity employer.

Quality control engineer. Minimum requirements are two years technical training and one-two years experience in TV broadcast station. VTR maintenance background helpful, not essential. Must be familiar with videotape editing/dubbing procedures. Primary responsibilities will be to process all incoming videotape and film commercial material for on-air use. Send resume to Robert Truscott, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607, 803-288-2100. EOE.

Transmitter supervisor. CBS affiliate. Constructing new facility including 1800 ft. tower. At least 5 years transmitter experience necessary. Microwave & satellite helpful. All new equipment. Salary commensurate with experience. Contact Don Stafford, KOTV, PO Box 6, Tulsa, OK 74101, 918-582-6666. M/F, EOE. A Belo Broadcasting Station.

Chief, technical operations. Minimum three years supervisory experience, three years maintaining television transmitter and studio equipment. FCC first or general. KAID-TV, Boise. Salary \$25,000 to \$26,000. Contact: Doe, Idaho Educational Public Broadcasting System, 1910 University, Boise, ID 83725, 208-385-3727. Closes 9/25. EOE.

Assistant chief engineer. Only full power VHF independent in Kansas. Seeking assistant engineer with experience in modern studio equipment, including 3/4" Sony U-matic VTRs. Must have solid background in digital electronic theory and good RF transmitter knowledge. Valid FCC general radio-telephone license required. Resume/salary requirements to Chief Engineer, KLBV-TV4, POB 562, Colby, KS 67701. EOE.

Chief engineer - Group-owned, small market TV station, West Coast, has outstanding opportunity for hands-on chief or maintenance engineer who's ready to move up. Extensive studio/UHF transmitter experience essential. Must be well organized, have good people skills. Opportunity for advancement into major market facilities. Qualified applicants should send resume to Box Y-59. EOE.

HELP WANTED NEWS

Business reporter: KWGN-TV, Denver, is looking for business specialist who's a self-starter, w/economics background, who can demonstrate experience with the use of production and graphics to visualize business news. Resume and tape with examples to: Don Shafer, News Director, KWGN-TV, P. O. Box 5222, Englewood, CO 80155. No telephone calls, please. A Tribune Broadcasting Station. EOE.

Good small California TV market looking for reporter-anchor. Send tapes to P.O. Box 489, Chico, CA 95927.

Weekend anchor. Top 20 Florida market. Seeking excellent on-camera presence, seasoned, aggressive reporter. Send tape/resume to Bob King, News Director, WXFL-TV, 905 E. Jackson St., Tampa, FL 33602. EOE, M/F.

Documentary photographer. Established, award winning documentary unit, large Midwestern market, needs an excellent photographer to shoot and edit hour length videotape documentaries. We require documentary experience, ability to create beauty and record reality. Resume and written credits (no tapes please) to Box Y-14. We are an equal opportunity employer.

Reporter. Solid, aggressive person who can do more than features. Net affil. Southeast, seeks committed reporter, minimum two years experience. If you can write, produce, edit with class, respond to: 3421 M Street, NW, Suite 321, Dept. MG, Washington, DC 20016. M/F, EOE.

Weekend news producer. Aggressive, creative person with news production experience. College graduate/equivalent. Able to work with graphics, live shots, satellites. Must have solid writing/leadership skills. M/F, EOE. Send resume/tape to: 3421 M Street, NW, Suite 321, Dept MG, Washington, DC 20016.

News producer. ABC affiliate. Fast-paced productions. Require crisp writing, ability to coordinate live helicopter, live satellite, DVE special effects. Send tape, resume, writing samples to Cathlynn Cannon, Executive Producer, WFRV-TV, 1181 East Mason Street, Green Bay, WI 54301. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production photographer/editor wanted. Expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements, minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box X-139.

Television producer/director with experience needed. Fast-paced newscasts and variety of studio/remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Resume to Box X-140.

Audience promotion producer. WPHL-TV, Philadelphia, looking for on-air promo producer. Must have considerable hands-on experience in writing and producing on-air spots for movies, strip shows, specials, plus general promotion experience. Send resume and reel to Clive Brash, WPHL-TV, 5001 Wynnefield Avenue, Phila., PA 19131. EOE, M/F.

Director. WVIT-TV 30 has opening for director. Responsibilities include daytime production of commercials, early morning news inserts, promotional/public affairs spots. Applicants must have minimum of two years practical experience in commercial broadcasting, degree in communications, strong references. Skills required include: switching, one-inch/3/4-inch editing. WVIT-TV/30 is an equal opportunity employer. No phone calls. Send resumes to: Bill Mendoza, Assistant Production Manager, WVIT-TV/30, 1422 New Britain Avenue, West Hartford, CT 06110.

Producer/reporter - The Department of Agriculture Information Services, Oklahoma State University, has opening for television production manager. Baccalaureate degree, five years' demonstrated skill in television. For full consideration, send resume/samples of work to Charles Voyles, Head, Agriculture Information Services, 102 Public Information Bldg., Oklahoma State University, Stillwater, OK 74078. Applications accepted until Sept. 20, 1984. An equal opportunity/affirmative action employer

Promotion creative: produce promotional material for station programming and special events. Provide creative awareness of Market and products and positioning of product in market. Schedule/maintain promotion inventory. Produce program schedule information for distribution. Minimum two years commercial copy/producing background in agency or broadcast station required. Prefer prior experience in TV broadcast promotion, editing experience, log experience. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101.

Video editor. Top-rated, major market station wants creative, energetic videotape editor for weekly TV magazine/other projects, with some camera or audio field work possible. News experience helpful. Self-motivation, enthusiasm, teamwork musts. Send resume/tape (no phone calls) to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

Producer/director of films/videotapes for in-house use and general public. Extensive experience in both film/tape production preferred. Should have skills as writer and film/tape editor. Immediate opening. Salary mid-20's. Non-profit agency. EOE. Send resume to Box Y-56.

SITUATIONS WANTED NEWS

Entry level position: I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150 or leave a message at 617-322-4423. Opportunity is more important than starting salary.

TV Weatherman. Prefer Southeast. 20 years radio experience. 2 years TV weather. Bill Yale, 404-231-1250.

Meteorologist. AMS seal, other awards, hard working, science reporting, computer weather knowledge, too. Call Stuart, 314-962-8419.

TV/radio sports reporter. '84 Boston University graduate. MS broadcast journalism. Network affiliate sports experience. Capable, enthusiastic. Can write, shoot, edit, interview. Seeks entry level opportunity, preferably Northeast. Jeffrey Henig, 201-444-8425, 759 Wynetta Place, Paramus, NJ 07652.

Need your police covered? Crime/gen. assign reporter with comm radio news experience and law enforcement background seeking TV news career. Recent college grad avail now/will relocate. Box Y-9.

Black male, co-anchor for evening news breaks on Memphis independent station. College grad seeking gen. assignment reporter position. 901-274-8270.

Meteorologist. Five yrs. TV/radio experience. Computer graphics knowledge. If you seek a professional who's not boring, I'm the one. Box Y-39.

Forecaster, female, weekend and mornings, weather computer experienced, member NWA. Box Y-41.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Husband & wife team - comedy/interview/features. Broad experience. Excellent writers. Built-in rapport! Young (33), very photogenic. Seek challenging broadcast situation anywhere in the country. 201-288-6687.

Award-winning director, 39th mkt., seeks position. East/West Coast. w/TV station or production co. Great client rapport. Some news directing experience. Hayes DeLisle, 405-843-6641.

Film director, presently with small market independent. seeks new challenge in larger market. Quality conscious, responsible team player. Hands-on experience with promos, featurettes, counterprogramming. Good working knowledge of syndicated properties. Box Y-7.

Need opportunity. Hispanic male seeks any entry level job in radio/TV production. Will use Wayne State College education in TV/radio production & business. Have burning desire to succeed. Darryl Paramo Hasta Luego. 313-651-3861; 371-7583.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive director, California Chicano News Media Association-non-profit membership organization of 140 Hispanic journalists and 5 staff persons. Project administration and grant-writing experience required; journalism experience/Spanish fluency preferred. Send resume and references to: CCNMA, Journalism School, University Southern California, Los Angeles, CA 90089-1695. Position starts January 1st.

HELP WANTED INSTRUCTION

Tenure track assistant/associate professor. Good opportunity for specialist in EFP writing and post-production, especially ENG and corporate A/V. Hope you can also teach in one of these: broadcast advertising, commercial writing, broadcast management, sales. Responsibilities include advising undergraduate, M.S. and Ph.D. students, directing theses. You should have Ph. D. in hand (or assured) and have demonstrated teaching, advising, research capability. Professional experience in your field a plus. By November 1st, send vita and graduate transcript to Dr. Darrel Holt, Head, Department of Broadcasting, University of Tennessee, 295 Comm. & Univ. Ext., Knoxville, TN 37996-0323. Title 9/Sept. 504/AA/EOE/

CBN University announces available positions. Full-time faculty members w/expertise in 1 or more of following areas: film production, radio, TV production, advertising, mass communication theory/research, media management. Qualifications: earned Ph. D. w/relevant teaching/other professional experience in communication field preferred. Master's degree/significant professional/teaching experience considered. Responsibilities: successful applicants will be expected to participate in program development, teaching, research, student counseling, advising. Salary/compensation tentative. Rank at assistant, associate, or full professor levels, depending on qualifications. Appointment date Sept. '85 or later. Applicants should include resume of prior experience & the name, position, address, & phone # of 3 references. Other supporting documentation may be forwarded at applicant's discretion. Send to Dr. J. D. Keeler, Dean, Communications School, CBN University, Va. Beach, VA 23463. CBN U. is a community of mature Christian scholars who are highly competent in their chosen disciplines, & who know God & His word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest intellectual standards, w/ the transcending purpose of glorifying God & His son, Jesus Christ. CBN is an equal opportunity employer sharing an evangelical Christian perspective & is associated w/the Christian Broadcasting Network.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Collins 830D1A, 1KW FM, CSI 20KW FM, ITA 5KW, Harris MS-15 EXC. (1982), 25KW Bird Dummy Load. Call M. Cooper/Transcom Corp., 215-379-6585.

2" videotape, 3 M series 420. Low pass. Perfect for syndication dubbing. Over 1500 reels of 60s. Carpel Video, 301-845-8888.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

RCA TTU-60KW UHF transmitter complete. Presently on channel 42, 1100 feet, 6 1/8". 75 ohm transmission line, elbows, etc. Currently in service. Available October/Nov. '84. Fred Vinson, 205-322-4200.

New and used radio broadcast and microwave towers. Complete nationwide sales, service and erection available. located in central U.S. T.M.C.I., 402-467-3629.

61 AM/FM transmitters, in stock. All spares, all inst. books, all powers, all prices, all working, all our inventory. Crystals for your freq. World leader in AM/FM transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R. E. Witkowski, owner.

Harris automation system 90—features 3,600 program events, look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 3 IGM 48-tray instacarts (mono), 5-IGM 78 tray go-carts (stereo), 2 control consoles, TI printer. Call Greg Hurst, 317-927-4200, for very versatile live-assist or complete automation system.

Sparta 701B, presently on 780, 10 years old, good condition. Being replaced because of power increase. Available November 1. \$6,500, plus shipping. Call WABS, 703-534-2000.

ITC 770 reel decks (2), like new, \$985 each. Gates 250W AM transmitter, \$800. Audio and interface boards for RAM (6), \$100 each. Thompson Associates, 918-335-3533.

Sony 1" VTR - BV500 with chroma stabilizer HT500, power supply AC500, BP-90 batteries, charger, \$15,500 or best offer. Sony 3/4" VTR's - two BVU-800 editing decks, \$8,000 each or best offer. Sony 3/4" playback deck, VP2011, \$700 or best offer. National Video Industries, 15 West 17th Street, New York City, NY 10011. 212-691-1300.

FM transmitters: 25KW, 10KW, 5KW, 1KW, 250W. Continental Communications, 314-664-4497, Box 78219, St. Louis, MO 63178.

TK-44Bs complete with Vinton mounting, Sony 1" VTRs, TR-600s, Hitachi FP-22s, Dubner CBG-2 graphics, much, much more. Call Marvin Luke, Media Concepts, 919-977-3600.

Two IGM go-carts, 42 trays each. Three years old, in use for only 6 months. Purchased new for \$7,300 each; will sell both for \$7,500. Contact Ron Adams, WNAT/WQNZ, 601-442-4895.

MISCELLANEOUS

Subcarrier available: 100,000 watt class C subcarrier available immediately, Natchez, Mississippi. Contact Ron Adams, WQNZ, 601-442-4895.

For Fast Action Use BROADCASTING's Classified Advertising

RADIO Help Wanted Sales

Account Executives

Katz Radio—America's largest national Radio representative is looking for accomplished and aggressive sales executives to fill current and expansion openings in Katz Radio offices across the country. If you have:

- a proven track record in medium to major market Radio Sales
- strong agency experience
- and, research and organizational skills to match

Send resume in confidence to: Dick Romanick, Vice President, General Sales Manager, Katz Radio, 1 Dag Hammarskjold Plaza, New York, NY 10017, or phone (212) 572-5560 between 9-5, Mon.-Fri. Katz Communications is an Equal Opportunity Employer.

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz Radio. The Best.

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

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.

Help Wanted Programing, Production, Others

ASSISTANT PD

I've lost my assistant to Malrite. Now have excellent opportunity at Sunbelt monster! The person I hire probably has little programming experience and is in small or medium market. Your desire to succeed is extremely important. You'll handle an airshift, do production, work lousy hours, serve as my right hand person, and definitely will not be eatin' caviar the first year! But you will learn and be given chance to advance within our company. Send tape of your airshift/production/promos/etc., as well as detailed description of your adventures in radio to: R. T. Simpson, WBAP/820, One Broadcast Hill, Ft. Worth, TX 76103. EOE. Pullleeze, no calls!

**Help Wanted Programing,
Production, Others
Continued**

**MAJOR
MARKET
PD**

Are you a forward-thinking, creative, experienced PD? Can you evolve a traditional easy listening station into a modern-day environmental station, & get 25-54 numbers? If your answers are yes, & you meet the following requirements, send immediate written request for an application for this position. We're talking BIG-BIG STATION, VERY BIG MKT. Career position w/major broadcast group. (1) Build/maintain ratings leadership. (2) Interpret/apply mkt. & music research into ACTION. (3) Knowledge of legal/renewal procedures. (4) Quality programing track record (document it!). (5) Operations track record (oversee staff, news, production, interact w/engineering.) (6) Promotion-minded (coordinate w/promotion director). (7) Generate/execute plans & budgets. (8) Work w/consultants (mgmt., programing, research). (9) Work effectively WITH sales dept. (10) WINNING, LEARNING, GROWING ATTITUDE. Reply only if you meet all the above requirements. Send written application request & cover letter to Box Y-51. An EOE.

Help Wanted Management

**AM STATION MGR.
SOUTH FLORIDA**

Successful AM/FM, S. FL., will end simulcasting & begin AM satellite programing. Seeking indiv (M/F, EOE) to handle graphics, promotion, admin. of AM, sell AM alone (FM salespeople will sell both). Apply for sales & mgmt. Salary \$20s + sales commission/chance to grow with group, become GM. You'll work with/independent of AM/FM GM. Reply: PO Box 96, NY, NY 10185.

GENERAL SALES MANAGER

Adult contemporary FM, top ten market, seeking seasoned professional to maximize our local and national sales efforts. Successful major market sales/sales management track record a must. Our station is part of major broadcast group, offering good growth potential/benefits. Salary commensurate with experience. Send resume to Box Y-26. An equal opportunity employer.

Help Wanted Announcers

CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

TELEVISION

**Help Wanted Programing,
Production, Others**

PRODUCER/DIRECTOR

Ground floor opportunity to spearhead exciting new magazine program for major pay-TV outlet. Must have 5-10 years major market or network TV production experience. Top-notch writing and directing skills. Send resume (no tapes) to Box Y-30. EOE.

Help Wanted Programing, Production, Others Continued

**CORPORATE VIDEO
COMMUNICATIONS
OPPORTUNITIES**

Aramco is the largest oil-producing company in the world. We currently have immediate openings in Saudi Arabia for:

FILM/VIDEO PRODUCER

You will produce our corporate film/video programs as well as supervise/coordinate studio and field productions. This involves planning, scheduling of personnel, equipment logistics and facilities in a high volume, top quality corporate production studio. You must have a Bachelor's degree in communications with emphasis on film, television, production and visual arts, backed by 10 years' experience at director or assistant producer level. Portfolio required. Industrial/corporate media work essential.

**SUPERVISOR MEDIA
ELECTRONIC MAINTENANCE**

You will supervise/provide technical maintenance support, installation and commissioning (includes video systems design work) for electronic radio and television studio/field productions. You will also direct the on-shift work of technicians and instrument repair-people maintaining digital electrical, optical television and radio production equipment. You must have 3 years of technical training in communications equipment and 3 years of line supervisory experience. Also required are 12 years of direct experience (candidate with a BSEE needs 10 years) in the design, maintenance and commissioning of electronic systems. Your systems experience should include digital electronic audio/video equipment, audio video production, broadcasting systems.

Explore an exciting and interesting lifestyle in a multicultural environment. You will have competitive salary and enjoy additional benefits such as long vacations, comfortable housing, abundant recreation and excellent school system.

For immediate consideration, call Nemesio Perez, toll free, 800—231-7511 out of Texas; local 713—750-6109.

Or send resume to: Nemesio Perez, Aramco Services Company B-O66-4, P.O. Box 4531, Houston, TX 77210.

**ARAMCO
SERVICES COMPANY**

**ON-AIR PROMOTION
PRODUCER/WRITER**

for CBS-owned station in Philadelphia. Experience in topical news & program promotion desired. Please send tape, resume & salary requirements to:

**BRIAN BLUM
WCAU-TV
CITY AVE. &
MONUMENT RD.**

PHILADELPHIA, PA 19131.

An equal opportunity employer, M/F.

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AVAILABLE IN
MICROFORM**

**University Microfilms
International**

300 Zeeb Road, Dept. PR., Ann Arbor, MI 48106

**Help Wanted Programing,
Production, Others
Continued**



11 person PM Magazine staff with a strong tradition of excellence is accepting applications for a co-host. If you have excellent writing, field producing, and on-air skills, then we want to hear from you. Send resume' and tape (no phone calls, please) to:

**PRODUCER
PM MAGAZINE UTAH
P.O. BOX 30901
SALT LAKE CITY, UT 84130**

**VIDEO
VTR
OPERATORS**

Manhattan-based New York metro interconnect seeks operators with master control room & 1 inch experience for day & evening shift. 1 inch editing experience helpful. Offering competitive salary & excellent benefits. Send resume & salary requirements to:

**BOX MBWBR 4467
261 MADISON AVE.
NEW YORK, NY 10016**

Help Wanted Sales

GENERAL SALES MANAGER

Major Northeast satellite & videotape distribution company needs take-charge, goal-meeting general sales manager to direct sales staff, forecast/meet objectives. Candidate should have knowledge and experience in satellite & videotape marketing. Send resume with sales/salary history to Box Y-25. EOE.

Help Wanted Technical

**SATELLITE
COMMUNICATIONS
ENGINEER**

Extensive travel with transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

**Help Wanted Technical
Continued**

**Maintenance
Engineers**

KLCS-TV Los Angeles — a PBS affiliate and award-winning producer of instructional programming—has outstanding opportunities for skilled Engineers who can maintain and repair electronic and mechanical broadcasting equipment. Candidates selected will also supervise television engineers and serve as technical director and transmitter operator.

At least 3 years recent experience in a TV broadcasting facility is required, including responsibility for operation/maintenance of color video production recording and transmission equipment and maintenance of FCC logs/reports. Minimum 1 year experience must have entailed supervision and training of television engineering staffs.

Phone (213) 742-7761 or send resume (before Oct. 26, 1984) to:



**Los Angeles
Unified School District
Recruitment Dept.
P.O. Box 2298
Los Angeles, CA 90051**
An Equal Opportunity Employer

**Engineering
DIRECTOR/
CHIEF ENGINEER
TV CENTER
SEARCH REOPENED**

Brooklyn College of the City University of New York requires a director/chief engineer to supervise operation & maintenance of a multi-studio TV & radio facility. The Center's mission is to support the Department of TV & Radio & other departments of the college which utilize media. Programs produced in the studios are distributed over broadcast & cable outlets. Candidate expected to supervise daily activities of all employees, provide leadership, & plan for updating ongoing systems of the 3-studio facility.

8 yrs. experience required, at least some of which is in design of audio-visual systems & staff supervision; Baccalaureate degree BSEE preferred. Salary \$40,000 range, commensurate w/experience. Position effective October, 1984. Resumes by Sept. 28, 1984.

**Dr. Mordecai L. Gabriel
Associate Provost
BROOKLYN COLLEGE
Brooklyn, NY 11210**
Equal opportunity employer, M/F.



**For Fast Action Use
BROADCASTING's
Classified Advertising**

Situations Wanted Management

**ENTREPRENEURIAL
MANAGEMENT**

1984 UCLA MBA finance & marketing seeks mgmt./business affairs position in corporate or group operations of growth-oriented, aggressive broadcast telecommunications firm. Currently special projects mgr. for Los Angeles UHF applicant/televentrepreneur investment group, w/hands-on demonstrated functional experience in strategic planning, capital acquisition, finance, mktg., as well as general mgmt./personnel experience. I have strong communication skills, FCC/business law experience, sales background, computer/technical knowledge. My entrepreneurial & career interests are in those organizations that see opportunities in deregulation/start-up ventures in UHF, 80/90, LPTV, new technologies. I'm creative team entrepreneur (goals w/results-oriented) for video in the '80s. Contact John P. Marcom, 1015 Gayley Ave. # 347, L. A. CA 90024. 213-824-4792.

Public Notice

PUBLIC NOTICE

Applications for cable television license.
Boylston, MA

The Town of Boylston will accept final applications for cable television license pursuant to regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 12 noon on Monday November 12, 1984. Applications must be filed on the Massachusetts CATV Commission form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Boylston. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. An Issuing Authority Report is available upon request from the Town Clerk, and there will be no opportunity for applicants to amend their applications. This is the only time period during which applications may be filed. The Selectmen reserve the right to reject any and all applications. The Board of Selectmen, 84 Main Street, Boylston, MA 01530.

Radio Programing

**THE GREATEST
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We're proud to present the world's most unique radio programming service designed especially for automated stations in the '80's. Now available: "The All American Request Station." Order your demo today. Contact:

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203-481-7245**

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Help Wanted Instruction**

**UNIVERSITY OF TENNESSEE
BROADCASTING
DEPARTMENT
HEAD**

Guide/manage established program in broadcasting; develop curricula in new media, corporate video, telecommunications direct marketing; promote research and teach undergraduate/graduate courses in broadcasting. Professional experience, teaching/research record, doctorate in mass communications/related area preferred. Willingness to develop strong ties with industry in region required. Send letter, resume, and related information to Dr. J.A. Crook, Chairman, Search Committee, 300 Communications Bldg., University of Tennessee, Knoxville, TN 37996-0330. UT is an equal opportunity employer and actively seeks responses from members of minority groups and women. Applications due by October 15, 1985.



Associate Directors Gannett Center for Media Studies

*A Gannett Foundation Program at
Columbia University*

The Gannett Center for Media Studies is a newly-created institute for the advanced study of mass communication which will operate a residential fellows program and a technology laboratory as well as conduct conferences and seminars for journalism educators and media professionals. The Center which is located on the campus of Columbia University in the City of New York invites applicants for two associate directorships.

Associate Director for Administration

Duties: Management of the day-to-day administrative and fiscal operations of the Center to include working with administrative offices at Columbia University and various higher education and mass media organizations. Additional responsibilities include physical plant management, assistance with administration of residential fellows program and organization of conferences and seminars. Successful candidate will have shared responsibility for public dissemination of Center findings and activities.

Position Requirements: Substantial administrative experience in higher education or mass media and knowledge of journalism and mass communication as well as mid-career education and training. Advanced degree in an appropriate field preferred with demonstrated communication skills, research capabilities, including quantitative skills required.

Associate Director for Technology Studies

Duties: Direction of the Center's technology laboratory and program of technology conferences, seminars and workshops. There will be liaison with mass communication and high technology industries as well as research and consulting organizations and shared-responsibility for dissemination of information about Center programs. Additionally, you will coordinate computing activities and assess technology training needs of education and industry.

Position Requirements: Substantial experience in mass media, high technology industries or higher education and knowledge of technology issues in mass media industries as well as training or mid-career education. Advanced degree in an appropriate field preferred with demonstrated communication skills; knowledge of, or experience with, computer assisted instruction, data bases and administrative uses of computers is essential as is competence in communication research.

Salaries for both positions will be commensurate with candidate's experience. Excellent benefits. Qualified applicants should submit resume and detailed letter of application, including salary requirements, indicating position of interest to:

**Appointments Committee
Gannett Center for Media Studies
Columbia University—SIA
420 W. 118th St. Room 1506
New York, New York 10027**

APPLICATIONS MUST BE RECEIVED BY SEPTEMBER 20th
(No Phone Inquiries Please).

The Gannett Center is an equal opportunity employer

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886

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Miscellaneous Continued

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Business Opportunities

OWN THE NEW FM STATION IN YOUR CITY!

We'll help you prepare the application to get an FCC permit for one of the 684 newly approved FM radio stations. You pay only if you get the permit. Call 615/327-3800 now or write today for more information at:

**ASSURED FM
INVESTMENTS, INC.**
Ninth Floor Vanderbilt Plaza
2100 West End Ave., Nashville, TN 37203

For Sale Equipment

TV EQUIPMENT FOR SALE

1" recorder Hitachi HR200B. 2" Ampex recorder time-base & monitors VR2000R. 25 KW RCA amplifier \$6,000. 936' TV tower on ground. 960 x 6 1/8" coax 26' trailer almost brand new 3 camera complete studio. Cost \$110,000, sale \$85,000. Assorted monitors, cables, misc equipment. For more information, call Star, 616-453-7754.

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The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production. 1 wk computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

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CONSTRUCTION PERMIT WANTED

Want to purchase FM construction Permit. Please include details of permit, telephone number, asking price. Responses held confidential. Write Box X-125.

WANTED TO BUY

AM-FM or FM only in small to medium Southwest market. Experienced broadcaster with substantial cash down payment. Write Box Y-45.

WANTED

AMPEX ACR-25's

New or Used

Call (213) 245-8500

For Sale Stations

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants
LET'S TALK!

You're invited to visit our hospitality suite (Biltmore #6337) during the RCPC to have a confidential talk about buying or selling a broadcast property.

Recent sales in Punta Gorda, FL; Charleston & Columbia, SC; Charlotte, NC; Louisville, KY; & pending FCC approval, Moncks Corner, SC, Birmingham, AL & Atlantic Beach, FL

1819 Peachtree Rd., NE, Ste. 714, Atlanta, GA 30309. 404-351-0555.

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\$800,000
TERMS

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MIDWEST FM SINGLE STATION MARKET

This class A FM is the only station licensed to small Midwestern market with contiguous market coverage of 50,000 population. Excellent signal. Presently operated by non-broadcaster. An owner/operator dream. Price: \$290,000. Terms: \$90,000 down. Reply Box X-136. All inquiries held strictly confidential.

- UHF CP - Florida growth mkt.
- Class A FM - top 5 market.
- AM-FM - medium market.
- AM-FM - small market.
- LPTV's - FL, TX, SC, NC.
- AM - successful relig. format.

Bill Kitchen / Dan Dunnigan
(404)324-1271



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Corporation

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nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1800K	\$500K	Bill Whitley	(214) 680-2807
WI	Sm	AM/FM	\$1700K	30%	Burt Sherwood	(312) 272-4970
GA	Sub	AM/FM	\$1450K	\$400K	Brian Cobb	(404) 458-9226
FL	Sm	AM	\$795K	\$150K	Randy Jeffery	(305) 295-2572
CT	Sm	AM	\$745K	Terms	Warren Gregory	(203) 364-5659
CO	Metro	AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
CO	Sm	FM	\$600K	Terms	David LaFrance	(303) 534-3040
RI	Sub	AM	\$499K	Terms	Ron Hickman	(401) 423-1271
VA	Sm	AM	\$300K	\$37K	Mitt Younts	(804) 355-8702
IN	Sm	FM	\$160K	35%	Peter Stromquist	(319) 359-4768

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. Stop by our suite at the Westin Bonaventure during NRBA, 9-16 to 9-19.

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Radio/TV Brokers specializing in
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William L. Simpson

San Francisco: (415) 441-3377
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221 First Avenue West/ Seattle, WA 98119

Florida and Georgia

Owner is retiring, 5000 watt gospel station in Florida, billing over \$19,000 per month. Asking \$525,000, downpayment \$100,000, balance financed. 1000 watt AM station in south Georgia, single station market, asking price \$160,000, downpayment \$30,000. 803-585-4638.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

It's been a **HOT** summer!

WEZL-FM	\$3.9 million	WSIC/WFMX	\$2.1 million
WDLV/WIOZ	\$1.2 million	WFLB-AM	\$1,050,000
WFSC/WRFR	\$750,000	WRHI-AM	\$650,000
WSOK-AM	\$435,000	WCOV-AM	\$150,000
KCPK-FM	\$325,000		

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809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

H.B. La Rue

Media Broker

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

Bill Exline

Andy McClure

Radio
Convention
Address:

Bonaventure Hotel
Suite 2438
Center Tower

213-624-1000

William A. Exline, Inc.

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SAN RAFAEL CALIFORNIA 94903
(415) 479-3484
MEDIA BROKERS - CONSULTANTS

MIDWEST AM FULLTIMER

Profitable AM, medium size market. Consistently high Arbitron & Birch ratings. Valuable real estate included. Net revenues exceed \$1,000,000. Reply in confidence to:

Box Y-40.

MIDWEST AM

Fulltime AM will bill app. \$840,000 with \$190,000 cash flow. Asking \$1,250,000 cash. Box Y-31.

EXCELLENT POTENTIAL

FM, Ark. Beautiful facility. Asking \$300,000, down pmt. \$100,000, owner financing. AM, TN. \$25,000 down pmt. VA AM/FM, \$1.5 million. 803-585-4638.

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Sunbelt class C combo in 4th fastest growing metropolitan area in the U.S. \$2,250,000.
512-327-9570
950 W. LAKE HIGH DR.
STE. 103
AUSTIN, TX 78746

WESTERN OKLAHOMA

AM/FM combo. Class C. Heart of oil and gas rich Anadarko Basin. Owner wants out at \$575,000 including real estate. Brokers protected. Mr. Kimvon, 1475 Manley Lane, Napa, CA 94558, 707-944-2727.

SPOKANE AM/FM JUST SOLD FOR \$5 MILLION+

You, however, can have 5000 days/2500 nights (directional nights only) for only \$350,000 (\$45,000 dn.). Buyers defaulted, savings are yours if you buy before 9/30/84. Station silent; directional proof needed. Excellent radio town. PO Box 2129, Salt Lake City, UT 84110; 801-363-2002.

CENTRAL ILLINOIS A

New equipment, real estate, strong local economy, clean, with good management. \$300,000. Midwest Group, Box 1831, Champaign, IL 61820. 309-274-2161, Bill Bro.

■ Southeast. Top 25 mkt. Daytime AM, fulltime application. Incl. studio real estate. Exc. cash flow. \$1,750,000.

■ Long profitable, absentee-owned Midwest AM-FM. Good terms to qualified buyer. \$1,325,000.

John Hurlbut, Associate.
Jim Mixon, VP-Broker.

LIC. REAL ESTATE BROKERS WALKER MEDIA, INC.

PO BOX 1845
HOLMES BEACH, FL 33509
813-778-3617
813-778-7071

SUNBELT COMBO

Florida metro AM/FM combo. Excellent ratings. Will sell to qualified buyer for \$2,000,000. Box Y-32.

SOUTHWEST AM FM POWERHOUSES

Last five years profits/cash flow \$950,000. Strong retail, recreation, agriculture, oil, gas. Only serious and qualified buyers, please. \$2.2 million cash. \$2.5 million terms. Box Y-6.

UHF TV CP'S FOR SALE

All in metro markets of over 50,000 - 150,000 population. Must sell immediately. Asking \$75,000 each. Serious, qualified inquiries only. No brokers. Box Y-29.

Class A FM

Colorado resort community. \$1 million. Terms available. Write Box Y-46.

COMBOS

ALA. AM/FM, 2.5 times billing, asking \$250,000, includes real estate. ARK. AM/FM, asking \$335,000, down pmt. \$60,000, includes real estate. IND. AM/FM, 2 times billing, asking \$425,000. 803-585-4638.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued

- FM near San Antonio. \$290,000, terms.
- Translators: Flagstaff, Camp Verde, Prescott, Prescott Valley, Omaha, Tucson & Decorah. \$30,000 complete each.
- Fulltimer. 60 miles from St. Louis. \$80,000.
- 100,000 watts covering 488,000 people with 3.16 mw/m Deep South. \$2.1 million, terms.

BUSINESS BROKER ASSOCIATES
615-756-7635 - 24 hours

OWNER FINANCING

NC. Fulltime AM, excellent market, asking \$450,000, down pmt. \$90,000. MO FM. 2 times billing, asking \$325,000. 5000 watts VA AM, 1.5 times billing, asking \$150,000. 803-585-4638.

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dh

Media Brokers
RADIO, TV, and CATV
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11311 N. Central Expressway • Dallas, Texas

SUNBELT AM

AM available with CP to move tower and increase power and height. With upgrade, station would have one of best signals in one of the most attractive Florida growth markets. Box Y-33.

5 KW STATION VA. MTNS.

Absentee owner will sell 94% for \$125,000 cash; or \$150,000 on terms, \$50,000 down. Small mkt. Ideal for owner/operator. Write Box Y-54 for details.

TOP 50 SUNBELT

Growth mkt. AM/FM. \$2 million cash/\$2 million assumable financing. Excellent facilities. Call Charles Giddens. 404-458-9226.



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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

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

3. Michael Donovan, general sales manager, WKQX(FM) Chicago, named VP, general manager.

R.T. Wardell, general sales manager, WCTI(TV) New Bern, N.C., joins WWMG(AM) New Bern-WSFL(FM) Bridgeton, N.C., as general manager.



McPhail

Irene McPhail, director of public affairs, Cablevision's Long Island, N.Y., cable system, named general manager of Cablevision of New Jersey, serving Bergen county and Bayonne.

Gary Girard, from WPOP(AM) Hartford, Conn.-WIOF(FM) Waterbury, Conn.,

joins WNLC(AM)-WTYD(FM) New London, Conn., as general manager.

John Quinlan, general sales manager, WLNE-TV Providence, R.I., named general manager.

William Poole Jr., general sales manager, WAZZ(FM) New Bern, N.C., named general manager.

David Polan, attorney, Chicago, joins KPOL-TV Tucson, independent UHF scheduled to go on air in fall, as station manager. Polan's father, Julius Polan, is president and part owner of JP Communications, which owns station.

Bob Innes, director of marketing, KMMK(FM) McKinney, Tex., named operations manager.

Marketing

David Kubes, president, Garden Way Marketing Associates, New York, joins Tracy-Locke/BBDO Direct, Dallas, as president.

Richard Levenson, senior VP, creative director, Benton & Bowles, New York, named executive creative director. **Thomas Carey**, senior VP, account director, B&B, New York, named director of account management.

Jack Valente, VP, associate media director, Needham, Harper & Steers, Los Angeles, joins Marsteller Inc. there as senior VP, media director.

Nancy Temkin and **Joseph Goldstein**, account supervisors, Benton & Bowles, New York, named VP's.

Appointments, BBDO, New York: **David Somerville**, from Rosenfeld, Sirowitz & Lawson, New York, and **Allison Lusardi**, from Wells Rich Greene, New York, to senior broadcast negotiators; **Eric Bloom**, from local broadcast negotiator, to local broadcast supervisor, and **Nina Goldstein**, secretary, to assistant local broadcast buyer.



Tiedemann

York, named VP and director of Eastern sales.

Appointments, Weiss & Powell: **Steve Marriott**, VP, Los Angeles, named senior VP, West Coast divisional manager, San Francisco, succeeding **Mike Sobol**, resigned; **Carol Salter**, account executive, McGavren Guild, Los Angeles, to manager, Los Angeles office; **Jay Berman**, from Torbet Radio, Chicago, to regional manager there, succeeding **Pam Caldwell**, resigned; **Christi Taylor**, from Republic Radio, Dallas, to manager, Dallas office, and branch managers named VP's, regional managers: **Boots Ballard**, Atlanta; **Kay Lavsa**, St. Louis, and **Marian McMechan**, Detroit.

William Battaglia, VP, creative director, Clinton E. Frank, Chicago, joins Intergroup Marketing & Promotions, Chicago-based subsidiary of D'Arcy MacManus Masius, as senior VP, managing director.

Ed Ruggles, creative group supervisor, Ted Bates & Co., New York, joins Weightman Advertising, Philadelphia, as VP, executive art director.

Larry LaBelle, president, LaBelle & Associates, Minneapolis, joins Red Barron Advertising there as VP, retail accounts.

Kathy Biss-Barbera, media planner-buyer, Byer & Bowman, Columbus, Ohio, named media supervisor.

Matthew Shapiro, associate program director, MMT Sales, New York, named manager of program operations.

Carol Meese, research associate, Keller-Crescent, Evansville, Ind., named assistant research director.

Alan Causey, research account supervisor, Needham, Harper & Steers, New York, named associate research director.

Doug Moss, account executive, Cable Networks Inc., New York, named national sales manager.

Andrea Luebbert, from George, Gibbs, Hammerman & Meyers Advertising, St. Louis, joins D'Arcy MacManus Masius there as account executive.

Robert Moore, VP, account supervisor, Barkley & Evergreen, Shawnee Mission, Kan., named director of client services. **Connie Kennedy**, media supervisor, Barkley & Evergreen, named senior account executive.

Izzy Rostovsky, account executive, KTLA(TV) Los Angeles, joins Katz Independent Television there in same capacity.

Sharon Moloney, account executive, WFYR(FM) Chicago, joins CBS Radio Spot Sales there as account executive.

Jon Hirshberg, general sales manager, WBZ(AM) Boston, joins WEEK(AM) there in same capacity.

Paul Carpowicz, local sales manager, WLNE-TV Providence, R.I., named general sales manager, succeeding John Quinlan (see "Media," above).

Harvey Ostroff, local sales manager, WYSP(FM) Philadelphia, named general sales manager.

Timothy Bever, local sales manager, KTRV(TV) Nampa, Idaho, named director of sales development.

Michael Poth, local sales manager, KIRO-TV Seattle, named director of sales operations.

E.R. (Bert) Medina, assistant coordinator, Arbitron Rating Co., joins WSVN(TV) Miami as research analyst.

Mike McMahon, from WWMM(FM) Sylvania, Ohio, joins WLQR(FM) Toledo, Ohio, as ac-

By Popular Request

SHERLEE'S IN PERSONAL MANAGEMENT

For a long time, news talent has been asking Sherlee Barish to handle them as a personal manager. Now she's agreed to represent a limited number of clients. She'll help you prepare a successful presentation, negotiate your contract, suggest a financial program, and get you ready for your future moves. Call her at her new number.



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Broadcast Personnel, Inc.
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NEW YORK CITY 10019
212/977-3580

count executive.

Theresa Beindorf, from American Stock Exchange, New York, joins WRLH-TV Richmond, Va., as account executive.

Named account executives. WNLG(AM)-WTYD(FM) New London, Conn.: **Susan Keneson**, from WWO(AM) Waterbury, Conn.; **Andy Russell**, from WLIS(AM) Old Saybrook, Conn., and **Richard Schiess**, from WELI(AM) New Haven, Conn.

Clif Wilson, from WKKN(AM) Rockford, Ill.-WYFE-FM Winnebago, Ill., joins WXRT(FM) Chicago as account executive.

David Paul Harrison, from KLTR(FM) Houston, joins KEBC(FM) there as account executive.

Debra Duree, account executive, KEZQ(FM) Jacksonville, Ark., joins KKYK(FM) Little Rock, Ark., in same capacity.

Heidi Bluthart, from KIXK(FM) Denton, Tex., joins KRQX(AM)-KZEW(FM) there as account executive.

Terry Hopkins, from KRSL(AM)-KCAV(FM) Russell, Kan., joins KAYS(AM) Hays, Kan., as account executive.

Programing

Appointments, Paramount Television Domestic Distribution: **James Martz**, VP, domestic sales, Telepictures, Los Angeles, to VP, Western division manager, Los Angeles; **Dick Montgomery**, central regional manager, Chicago, to VP, central division manager, and **Stan Justice**, from Cascom, Nashville-based

animation house, to central division manager, Chicago.

Chuck Larsen, head of Almi Television Productions, New York, joins D.L. Taffner/Ltd. there as executive VP in charge of syndication.



Larsen



Susskind

Andrew Susskind, VP, creative affairs, Embassy Television, Los Angeles, and formerly with The Susskind Co., production company he co-founded with his father, David, named senior VP, comedy development, for Embassy.

Laura Schrock, writer-producer, NBC Entertainment, Los Angeles, named director, comedy development.

Martha Burke-Hennessy, managing director, CBC Enterprises, U.S., New York, assumes additional duties as head of co-productions for Canadian Broadcasting Corp.

George Paris, independent producer, based in Los Angeles, joins MGM/UA Television there as vice president, syndicated programs

and special projects. **Robert Horen**, Midwest ern division sales manager, MGM/UA, Chicago, named director, Midwestern sales **Chuck Atkins**, VP, sales, Lorimar Television Distribution, New York, joins MGM/UA there as Eastern division manager.

Karen Danaher, director, motion pictures for television, NBC Entertainment, Los Angeles, joins Ohlmeyer Communications Co there as VP, creative affairs.

Paul Foster, VP, RKO HomeVideo, Encino Calif., named president.

Mona Klugman, director of production operations, MTV Networks Inc., New York, named VP, production operations.

Kathleen Conner, associate casting director, *Fantasy Island*, Spelling Goldberg Productions, Los Angeles, joins Douglas S. Cramer Co. there as casting director, *Love Boat* (produced in association with Aaron Spelling Productions).

Anne Starr Hotchkiss, director of cable research, ASI Market Research Inc., joins The Disney Channel as director of research, remaining based in Los Angeles.

Charles Hinds, executive director, Catholic Television Network, Chicago, joins Tribune Entertainment Co. there as director of administration.

Gary Zaremba, independent writer-video editor, joins BNS Video Services, New York, as director of production.

Shelley Fischel, VP and chief counsel, labor and litigation, Home Box Office, New York, named VP, human resources department.

John Behm, from Morgan Burchette Associates, Alexandria, Va., joins Henry J. Kaufman Associates, as VP, director of Creative Directions, subsidiary that provides creative services and collateral production on per-project basis.

Barry Kresch, research manager, Nielsen Home/Video Index, New York, joins Lifetime, New York, as VP, research.

Mark Handler, VP, sales and marketing, Cox Cable, San Diego, joins The Disney Channel, Burbank, Calif., as VP, sales and affiliate relations.

Greg Tantum, news director, KSDO(AM) San Diego, joins KING(AM) Seattle as program and operations manager.

Bob Cooper, air personality, KWEN(FM) Tulsa, Okla., named program director.

Edna Herbst, VP and assistant general manager, KCRG-AM-TV Cedar Rapids, Iowa, assumes additional duties as program director.

Greg Easterling, operations manager, Spectrum Subscription TV Service, Joliet, Ill., joins WFBN(TV) there as program director.

Tim Cowden, director of broadcast operations, KAUT(TV) Oklahoma City, joins KOKH-TV there as program director.

David Gariano, from Jim Long & Partners, Dallas, joins WZOU(FM) (formerly WCOZ(FM)) Boston as program director.

Truman Taylor, director of public affairs, WLEN(TV) Providence, R.I., named acting program manager.


Richard Greninger, from California Video,

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Beverly Hills, Calif., joins KOKH-TV Oklahoma City as director. Studio 25, station's production subsidiary.

Mike Chamberlin, sports anchor-reporter. (OVN(TV) Sacramento, Calif., joins KRBK-TV here as sports director.

Appointments, *Panorama*, WTTG(TV) Washington: **Jane Stoddard**, producer. *Inside Story*, ?BS, Washington, to newly created position of executive producer; **Jeff Zella**, assistant producer. *Panorama*, to associate producer. and **Dana Amalfard**, from *Today Show*, NBC, Washington, and **Leslie Webb**, from WWRC(AM) Washington, to assistant producers.

Vig Sakowicz, host of *Superstar*, KTNV-TV Las Vegas, will also be host of *Vegas Hotline* on KPRO(AM) Riverside, Calif.

Don McLeese, music critic. *Chicago Sun-Times*, Chicago, joins WLUP(FM) there as air personality.

Jay Wilson, assistant sports director and weekend sports anchor, WKOW-TV Madison, Wis., joins WISN-TV Milwaukee as sports reporter.

News and Public Affairs

Betsy West, field producer. *Nightline*, ABC-TV, New York, named senior producer, overseas, for program, becoming ABC-TV network's first woman senior producer to be based overseas. **John McWethy**, chief Pentagon correspondent, ABC News, Washington, named national security correspondent, succeeding **Barrie Dunsmore**, who joins ABC's London bureau as correspondent. **Rick Inderfurth**, Pentagon correspondent, becomes acting chief Pentagon correspondent.

Appointments, Cable News Network: **Stephen Cassidy**, supervising producer, CNN Headline News, to senior producer, Headline News; **Robert Weiner**, assistant bureau chief, Los Angeles, to bureau chief, succeeding **Phil Brady**, who remains VP, operations, West Coast; **Bella Shaw**, from KTVY(TV) Oklahoma City, to anchor, Atlanta; **Brian Nelson**, director of communications, Donald Johnston Leadership Campaign, Liberal Party of Canada, to correspondent, Miami bureau; **Ray Suarez**, editor and news writer, ABC Radio, New York, to correspondent, Los Angeles, and **Don Carson**, from WTVN-TV Columbus, Ohio, to meteorology staff, Atlanta.

Jeff Michaels, morning co-anchor, WROR(FM) Boston, joins WZOU(FM) (formerly WCOZ(FM)) there as news director and morning newscaster.

John Reid, head of Hartford, Conn., bureau, Associated Press, named assistant general manager and senior deputy director, broadcast services, AP, New York. **Burt Goodman**, broadcast supervisor for Arizona, AP, Phoenix, named broadcast executive for Arizona and New Mexico.

Anali Torrado, producer and co-anchor, 11 p.m. weekend news, KHQ-TV Spokane, Wash., named co-anchor, 6 p.m. news. **Carole Geer**, reporter, KHQ-TV, succeeds Torrado as weekend co-anchor.

Paul Alberta, from Passaic, N.J., *Herald-News*, joins WINS(AM) New York as editorial director.

Dick Nelson, news director, KSNW-TV Wichita, Kan., joins KCRG-TV Cedar Rapids, Iowa, in same capacity.

Phil Samuels, writer-producer, Gannett Production Services, Denver, joins KCPQ(TV) Tacoma, Wash., as news manager.

Natalea Brown, news director, Group W's WPCQ-TV Charlotte, N.C., joins co-owned WJZ-TV Baltimore in same capacity. **Dave Cochran**, assistant news director, WJZ-TV, named news manager.

Jim Ogle, executive news producer, WLOS-TV Asheville, N.C., joins KTVN-TV Reno as news director.

Tom Claycomb, news producer, WKYC-TV Cleveland, named news manager.

Harold Dale, assignment editor, WXTV(TV) Greenville, Miss., named news director.

Ed Ives, from Washington State Game Department, Seattle, joins KIRO-TV there as assignment manager.

Jessica Baldwin, writer, morning news, KING(AM) Seattle, named producer, midday news.

Kathy Padgett, morning anchor-reporter, WJBF-TV Augusta, Ga., named assignment editor.

Appointments, WPLG(TV) Miami: **Gayle Yamada**, associate producer, to producer; **Holly Teeter**, associate producer, to producer; **Caryn Ward**, producer, KTUL-TV Tulsa, Okla., to producer; **Valerie Cummings**, reporter, *Miami Herald*, to associate producer; **Elaine Higgins**, assistant assignment editor, to nightbeat assignment editor, and **Jim Hawkins**, from KWTW-TV Oklahoma City, to photographer-editor.

Appointments, WTNH-TV New Haven, Conn.: **Mark Davis**, from WTIC-FM Hartford, Conn., to Hartford bureau chief; **John Lindsey**, from KMGH-TV Denver, and **Janet Peckinpugh**, from WXEX-TV Richmond, Va., to co-anchors, 6 p.m. news; **Rad Berky**, reporter and bureau chief, WFSB-TV Hartford, Conn., to reporter; **Geoff Fox**, from WGRZ-TV Buffalo, N.Y., to weather anchor; **Peter D'Oench**, from WFTV(TV) Orlando, Fla., to reporter, and **Linda Church**, from WCHS-TV Charleston, W. Va., to weather anchor.

Sherry Margolis, from WKBW-TV Buffalo, N.Y., joins WJBK-TV Detroit as anchor-reporter.

Brandon Brooks, anchor, noon news, WTAJ-TV Altoona, Pa., named 6 and 11 p.m. anchor.

Bob Holland, from KCAU-TV Sioux City, Iowa, joins KTVV(TV) Austin, Tex., as 6 and 10 p.m. co-anchor.

Pat Barry, from WKRQ(FM) Cincinnati, joins WLWT(TV) there as weather anchor.

Kirk Melhuish, meteorologist, WZVN(FM) Lowell, Ind., joins noncommercial WILL-AM-FM Urbana, Ill., as meteorologist and weather producer.

Valissa Smith, news director and weekday co-anchor, KQTV(TV) St. Joseph, Mo., joins WSTM-TV Syracuse, N.Y., as weekend co-anchor and weather anchor.

Bob Levey, columnist, *Washington Post*, Washington, joins WJLA-TV there as commentator, 6 p.m. news.

Liz Gonzales, from KTTV(TV) Los Angeles, joins WBZ-TV Boston as reporter.

Suzanne Bates, from WXFL(TV) Tampa-St. Petersburg, Fla., joins WCAU-TV Philadelphia as reporter.

Randy Paige, sports anchor, KSBY-TV San Luis Obispo, Calif., and **Kathy Chin**, news writer-reporter, KSBY-TV, named weekend anchors.

Jerry Taft, weather anchor, WMAQ-TV Chicago, joins WLS-TV there in same capacity.

Mark Schuman, from WLUC-TV Marquette, Mich., and **Donald Seavey**, from WCSH-TV Portland, Me., join WOKR(TV) Rochester, N.Y., as news photographers.

Technology

Donald Haight, from Ampex Corp., Redwood City, Calif., joins Modulation Associates, Mountain View, Calif.-based manufacturer of satellite communications equipment, as president and chief executive officer.

Peter Nielsen, manager of interconnection engineering, Mutual Broadcasting System, Arlington, Va., named director of systems engineering.

Clifford Eggink, general manager, electronics division, Robert Bosch Corp., New York, named president of video equipment division, based in Salt Lake City.

Jim Taylor, director of engineering, Oral Rob-

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erts Television Productions, Tulsa, Okla., joins Phipps & Co. Productions there as director of engineering.

Joe DiBuono, VP, marketing, Reeves Tape, New York, joins Unitel Video there as VP, corporate marketing.

Edward Drake, from Sooner Cable Services, Tulsa, Okla., joins Satellite Syndicated Systems there in newly created position of VP, consumer services division.

Jody Lynn Nye, master control supervisor, WFBN(TV) Joliet, Ill., named technical-operations manager.

Appointments, United Video, Tulsa, Okla., in restructuring of cable service's sales department: **Joan Rickett**, telemarketing director, to Eastern division sales manager; **Leanne Knowles**, Southeast regional sales manager, to major market sales manager; **Chris Bourne**, advertising sales manager, Electronic Program Guide, to Western division sales manager, and **Jamie Witmer**, north central region sales manager, to new services manager.

Appointments, CMX, Los Gatos, Calif., manufacturer of videotape editing systems: **Gary Schultz**, product manager, medium-scale systems, named manager, product management; **Ed Bolger**, product manager, large-scale systems, named Western regional manager, based in Los Angeles, and **Christin Hardman**, staff editor, to product specialist, product management department.

Thomas Green, from Essex Corp., San Diego, and **Joseph Saucier**, from Hitchinger Manufacturing, Milford, N.H., join Times Fiber Communications, Wallingford, Conn., as sales representatives in cable television division.

Steve Di Franco, from Technicsphere, New York video sales and design company, joins Convergence Corp. as manager of sales for New York office.

Dennis Pederson, manager, customer service, Blonder-Tongue, Old Bridge, N.J., named credit manager.

Michael Hayden, chief engineer of Liggett Broadcast Group's WFMK(FM) East Lansing, Mich., and WLHT(FM) Grand Rapids, Mich., named chief of engineering operations for co-owned WCLF(FM) Detroit and WHNN(FM) Bay City, Mich., and New Tower, Detroit-based tower leasing subsidiary. **Joe Racine**, chief engineer, WBEV(AM) Beaver Dam, Wis., joins WFMK and WLHT, succeeding Hayden.

Steve Fletcher, from KCOP-TV Los Angeles, joins KHOU-TV Houston as operations technician.

Promotion and PR

Catherine Quinlan, publicity administrator, WNBC-TV New York, named manager, press and publicity. **Paula Kaplan**, publicity coordinator, WNBC-TV, named press representative.

Patti Wilusz, creative director, WSB-TV Atlanta, joins WLS-TV Chicago as manager, on-air promotion.

Kenneth Lane, assistant music director, WHTZ(FM) Newark, N.J., named promotion director.

Karla Halbakken, assistant promotion manager, KCNC-TV Denver, joins WTNH-TV New Haven, Conn., as promotion manager.



Tanner

Michael Tanner, audience promotion and research manager, KOMO-AM-TV Seattle, joins Paramount Television Group, Los Angeles, as VP, advertising and promotion.

Richard Greenberg, freelance promotion producer, joins The Disney Channel, Burbank, Calif., as on-air

promotion producer.

Susan Solomon, former public relations director, Jewish Community Federation, San Francisco, joins KPX(TV) there as director of special projects/public relations.

Eric Marengi, program director, WHEB-FM Portsmouth, N.H., joins WHOM(FM) Mount Washington, N.H., as production and promotion director.

Richard Kertzman, director of promotion and public relations, Sacramento (Calif.) Union, joins KXTV(TV) there as marketing and promotion director.

Wendy Goldberg, program coordinator, greater Boston chapter, Leukemia Society of America, joins WEEI(AM) there as publicity coordinator.

Richard Greenberg, executive in charge of production, Andrew Solt Productions, Los Angeles, joins The Disney Channel there as writer/producer, on-air promotion.

Sharon Wood, promotion manager, WXOW-TV La Crosse, Wis., joins WBAY-TV Green Bay, Wis., in same capacity.

Chris Durney, recent graduate, Slippery Rock State University, Slippery Rock, Pa., joins Mutual Broadcasting, Arlington, Va., as public relations assistant.

Allied Fields

Burt Sherwood, president, Sherwood, Hennes & Associates, joins Chapman Associates, Atlanta, as associate broker.

Dean Waite, executive director, Cable Television Administration and Marketing Society, Atlanta, will leave that organization when his contract expires Dec. 31.

Bob Hope has been voted Governors Award by board of governors of Academy of Television Arts and Sciences. Eighty-one-year-old comedian will receive award, highest given by academy, during live broadcast of 36th Annual Emmy Awards ceremonies on Sept. 23 from Pasadena, Calif.

Charna Diane Boggs, sales representative, Group W Radio, Dallas, joins Noble Broadcast Consultants, San Diego, as regional sales manager.

Mike Malter, news director, KTSM-TV El Paso, joins Audience Research and Development as consulting associate.

Joyce Boland, recent graduate, Fordham University School of Law, New York, joins

Arbitron Ratings Co. there as assistant to general counsel.

Peter Arnett, correspondent, Cable News Network, Atlanta, receives 1984 achievement award in television from National Association of Black Journalists. Award honors outstanding coverage by journalist about blacks and black condition.

Ken Keller, news director, WHBF-AM-FM-TV Rock Island, Ill., joins Southern Illinois University, Carbondale, Ill., as assistant professor of radio and television.

Deaths

Adrian Murphy, 79, president of CBS Radio, New York, from 1952 until his early retirement in 1955, died of leukemia Aug. 29 at Cape Cod hospital in Hyannis, Mass. He had been living in Truro, Mass. He started at CBS in 1936 as assistant to Paul Kesten, CBS vice president responsible for developing marketing arm of company. In 1939 he became executive director of television, remaining in that post until 1942, when he resigned to accept commission in U.S. Signal Corps. He returned in same capacity in 1945. In 1946, he became vice president and general executive in charge of all CBS radio and television technical and physical operations. In 1951, he was named president of CBS Laboratories division. Following his retirement, Murphy began second career as painter, eventually showing paintings in New York galleries, with studios in New York and on Cape Cod. He is survived by his wife, Catherine, and son and daughter from previous marriage.

Wallace Hutchinson, 62, former general sales manager, KCBS(AM) San Francisco, and co-founder of Broadcast Marketing Co. there, died of cancer Aug. 29 at his home in Pebble Beach, Calif. His other posts included San Francisco manager for Blair Television and district manager for Independent Television Corp., Los Angeles. He was author of numerous sales manuals and study courses on broadcast sales, was co-creator of radio sales presentation using motion pictures to sell radio and, at time of his death, had co-authored Retail Sales Training and Development Program for broadcast industry as consultant to Broadcast Marketing Co. He was Peabody award winner for program he wrote for U.S. Forest Service and which aired on NBC Radio. He is survived by his wife, Kay, and two sons.

William G. Smith, 57, general manager, KOOL-AM-FM Phoenix, Ariz., died of pulmonary embolism following stomach surgery Aug. 26 at Scottsdale (Ariz.) Memorial hospital. He is survived by his wife, Randy Baca, two sons and three daughters.

Julie Stevens, 67, actress who played Helen Trent in long-running radio soap opera, *The Romance of Helen Trent*, and was most recently co-host of *Ted and Julie Show* on WVLC(AM) Orleans, Mass., died of colon cancer Aug. 26 at her home in Wellfleet, Mass.

Billy Sands, 73, television actor featured in *You'll Never Get Rich* (later renamed *The Phil Silvers Show*) and *McHale's Navy*, died of lung cancer Aug. 27 at UCLA Medical Center, Los Angeles.

Al Ham: Music s his life

ix years ago, when many contemporary music stations on the FM band were enjoying increasingly good ratings, former Columbia Records producer Al Ham had an idea: to construct and syndicate a format, designed primarily for AM stations, that would feature original big band and "classic" pop adult artists that had all but disappeared from radio airplay. Ham called it "The Music of Your Life" (MOYL).

Ham's pilot MOYL station, WMAS(AM) Springfield, Mass., launched the format in the fall of 1978. Today, over 150 stations, both AM and FM, carry "The Music of Your Life," making it one of the most widely aired syndicated radio formats. Its popularity has engendered a special MOYL record label, a quarterly magazine and an upcoming television special that may become a series.

Ham, a personable 59-year-old New Englander who is a former music arranger, composer and conductor as well as a record producer, says his format appeals not only to its targeted older, upscale listeners disenfranchised from radio over the past several years but also to a broader audience. "The songs are part of our musical heritage," says Ham.

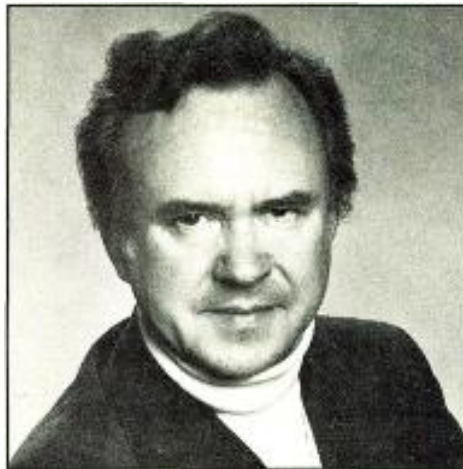
Ham's own roots reach back to the big band era of the 1930's when, at the age of 12, he started to take string bass lessons in West Haven, Conn., where he spent most of his youth. That skill would eventually bring him to work for two bands. The first, the Artie Shaw band, he joined for a brief stint in 1942 at the age of 17. The second band job was to come after World War II.

Ham enrolled in Amherst College, Amherst, Mass., in 1942. He majored in math and minored in political science, but music remained his hobby and his first love. His college career was cut short the following year, when he decided to join the Army.

After three years as a first lieutenant in the Army Air Corps, Ham returned to Amherst for several semesters. But in 1948, he decided to make his love his life, and moved to New York to study music at Columbia University. In 1949, he was hired as an arranger and bass player for the Tex Beneke and Glenn Miller Orchestra, Beneke having become leader following Miller's death.

Two years later, Ham moved back to New York and set out on his own as a freelance arranger, composer and conductor of music for television and radio commercials. He also took some more music courses at Columbia—a practice he continued intermittently throughout his career.

In 1954, Ham joined another Columbia—Columbia Records—as a producer. It was during his seven-year tenure at the recording company that he firmly established himself in the music business. At Columbia, Ham produced two of Johnny Mathis's early hits—*Wonderful*, *Wonderful* and *The Twelfth of Never*—as well as songs for Ray



ALBERT WILLIAM HAM—president, Al Ham Productions, Huntington, Conn; b. Malden, Mass., Feb. 6, 1925; arranger and bass player, The Tex Beneke and Glenn Miller Orchestra, 1949-51; freelance arranger, composer and conductor, 1951-54; producer, Columbia Records, 1954-61; vice president, Joy Publishing, 1961-65; present position since 1965; m. Tamara O'Malley, Aug. 25, 1982; children—Lori, 28 (from former marriage) and Melody Lauren, 1.

Conniff, Percy Faith, Tony Bennett and Frankie Laine, and Mitch Miller's "Sing-Along" record series. Ham also worked with then-Columbia Records president Goddard Leiberson to produce albums by the original Broadway casts of "My Fair Lady," "West Side Story" and "Gypsy." At Columbia, Ham also figured in the development of the first stereo LP's used by Columbia. Ham left Columbia in 1961 to join Joy Publishing, a New York music publishing house, as vice president.

In 1965 Ham once again caught the entrepreneurial spirit, forming Al Ham Productions, then based in New York. In 1966, Ham received an academy award nomination for adaptation and scoring of the Warner Brothers' film, "Stop The World—I Want To Get Off." During the late 1960's and early 70's Ham again lent his musical talents to radio and television commercials. Among his commercial credits were arranging and conducting the McDonald's "You Deserve a Break Today" and State Farm Insurance "Like a Good Neighbor" campaigns.

While on a promotional tour for McDonald's in 1972, Ham was approached by Walter Liss, then advertising and promotion director for Capital Cities Broadcasting's WPVI-TV Philadelphia. Liss asked him to write a station image and positioning theme that would be used with WPVI-TV's *Action News* broadcasts. Ham agreed, and soon after Cap Cities began using the theme for all of its owned television stations. Ham began developing packages for other television stations and, he says, over 200 stations eventually aired them. The project was "put on the

back burner" in 1975, says Ham, the same year that "The Music of Your Life" began to take shape.

Ham was working as a line producer on the film of the stage play, "Give 'em Hell Harry," in Los Angeles in 1975 when he began to do some test research at the campus of UCLA on how certain popular songs, no longer heard on radio, affected people emotionally. He was planning to apply the results to the beautiful music format.

Then, in 1977, at a music convention in Miami, he heard John Farina, former general manager of WDJZ(AM) Bridgeport, Conn., speak on a radio programming panel about the audience's acceptance of the station's format which included big band and MOR, or pop adult hits. Ham became convinced there was a need in the radio marketplace for that kind of sound. "Farina only hit the tip of the iceberg," says Ham.

Ham says he paid a visit to WDJZ, only to find that Farina had left the station several months before. Ham instead struck a deal with station co-owner Arthur McClinch to program original recordings of big band and pop adult artists, and WDJZ(AM) became Ham's experimental station for "The Music of Your Life."

Robert Lappin, owner of WMAS, liked what he heard on WDJZ(AM) and asked Ham to put the format on his station, which, says Ham, became the first "full-blown" MOYL station.

Ham's initial marketing philosophy was to go after poorly rated AM stations, most of which were located in either small or medium-size markets, and offer an alternative format that was getting good rating results. Ham says he's now applying the same idea to FM outlets. There has also been expansion across the border to the north, with six Canadian stations now airing MOYL.

Ham is developing a marketing umbrella for "The Music of Your Life".

In 1983 he reached an agreement with CBS Records to develop an MOYL label featuring the artists heard in Ham's format. CBS Records, says Ham, has come up with special MOYL record promotions for stations and is testing various means of distribution.

In the planning stages since early last year is a *Music of Your Life* television special which, says Ham, is targeted to become a regular series. It will be a co-production with Bob Banner Associates and will be distributed by Group W Productions.

Other future plans for Ham include four new "demographic and psychographic" targeted formats. Ham also is considering the feasibility of satellite distribution for the "Music of Your Life" format.

Ham has passed on his love of music to his children. His oldest daughter, Lori Hafer Ham, a singer, is to join the Glenn Miller Orchestra as a vocalist today (Sept. 10)—25 years after her father's debut with the same band.

In Brief

In petition for **reconsideration of FCC's controversial 12-12-12** multiple ownership ruling, **Motion Picture Association of America**, leading opponent to commission ruling, **will argue for limiting television networks to owning stations they already have.** Association also is expected to argue for permitting nonnetwork group owners to expand their television holdings but to limit those groups' reach to percentage of households. In addition, association is expected to argue against sunseting of those limitations and for taking into account interests of UHF broadcasters and minorities. Petitions are due today (Sept. 10).

CBS Radio last Friday (Sept. 7) announced it **will merge its CBS/FM National Sales rep arm with its AM rep company, CBS Radio Spot Sales**, which will be name of new unit. Edward Kiernan, current vice president and general manager, CBS Radio Spot Sales, will head expanded operation reporting directly to CBS Radio President Bob Hosking. Under new structure, two separate sales forces will continue to exist with separate groups of managers and account executives, but all support services will be shared. Linking two rep firms together will give CBS Radio Spot Sales 44 stations in 25 markets including all CBS-owned radio properties. As to status of Eli Kaufman, vice president and general manager, CBS/FM National Sales, "every effort will be made to retain him at CBS," said CBS Radio spokeswoman.

Push is under way in **House to override presidential veto of bill reauthorizing Corporation for Public Broadcasting** for fiscal 1987, '88 and '89. However, before House can act, Senate must override it first. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) sent letter last week to Senate Majority Leader Howard Baker (R-Tenn.) saying bill is "fiscally responsible" and

"seeks to insure a viable, long-term, high-quality programing a native to commercial television." He also said House leadership is poised to schedule override "as soon as Senate completes action on Bill, which set budget ceilings of \$237 million, \$253 million, \$270 million, respectively, was rejected two weeks ago for what Reagan called "excessive" funding levels.

Paramount Television Domestic Syndication confirmed late week it is **placing weekday series, Solid Gold Hits, "on hiatus"** until January. Reason for action was not given, although PTDS previously announced it was revamping program format by changing hosts. Weekend edition of series, with new host Fred Dees, will continue. In separate development, it was disclosed that PTDS has prepared pilot of new late-afternoon daytime station, **America Live**, featuring Sara Purcell and co-host yet to be named.

Vote on S. Res. 66 that would permit television coverage of the chamber is **likely to occur today or Tuesday.** Senate Majority Leader Howard Baker (R-Tenn.), author of resolution, is working for passage of measure before Congress adjourns Oct. 4.

ABC-owned KTKS(FM) Dallas (licensed to Denton, Tex.) is scheduled to **switch format** today (Sept. 10) from **"classic" rock to contemporary hit.** ABC took over ownership of station, formerly KTKX(FM), from Hicks Communications on July 16.

White House will officially **nominate Howard D. Gutin** (president and general manager of noncommercial KLRN[TV] San Antonio and KLRU-TV Austin, both Texas) this week for position on **Corporate Board for Public Broadcasting's** board.

Rumors of an ABC takeover abound

ABC stock rose and fell last week, amid rumors of a possible takeover bid by one of a number of suitors. On Wednesday (Sept. 5), ABC's stock soared six points to \$75 per share, with 662,800 shares changing hands. The momentum continued the next day as the stock rose another \$2 on volume of more than 1,014,000 shares. On Friday, however, ABC stock closed at 74, down 3 1/8 from the day before, with 347,000 shares traded.

The Wall Street Journal reported late last week that Los Angeles-based broker Jeffries & Co. had been accumulating ABC shares on behalf of an unidentified buyer. Speculation ran that the buyer might be Irwin Jacobs, a Minneapolis-based investor that reportedly used Jeffries & Co. earlier this year to acquire a stake in Walt Disney Productions. However, Friday morning Jacobs issued a statement denying that he owned or was acquiring any ABC shares.

Among those commenting last week, none seemed to think the possible suitors mentioned so far were realistic candidates. Two of the companies denied any interest. They were Capital Cities Communications Inc., the New York-based station group owner, MSO and publisher, and Gulf + Western, the conglomerate includes Paramount Studios among its holdings.

Two other companies refused to comment on speculation that they have an interest in acquiring ABC—Coca-Cola Co., Atlanta, which owns Columbia Pictures, and MCA Inc., which owns Universal Pictures.

The hectic trading and takeover rumors followed by about two weeks the abrupt dismissal of James Abernathy, ABC's vice president of corporate affairs, who was in charge of investor relations. Sources confirmed reports that he was called back from vacation by ABC President Frederick Pierce, fired on the spot and escorted out of the ABC corporate headquarters building in midtown Manhattan. The reasons remain unclear, but some speculated that Abernathy may have been approached by a company inquiring about take-over possibilities and he failed to adequately inform Pierce about the matter. Press re-

ports have also speculated recently that Pierce may not have the full support of the company's board of directors, although one board member described that as untrue, contending that Pierce has the "total support" of the board.

According to Michael Mallardi, executive vice president and chief financial officer of ABC, the company has not received any offers of takeover from outside companies and has no interest in a leveraged buyout. He described all the hullabaloo as simply "rumors feeding on rumors." As for the stock surge, Mallardi said, "we don't know very much."

Many of last week's orders, analysts said, were placed by Merrill Lynch and Wertheim & Co., with the bulk of the buyers believed to be institutional clients and short-term speculators. Mallardi said that during Wednesday's surge, while volume was high, the trades were relatively small. "Only a dozen or so," he said, "were for orders of 10,000 or more." And of those, none approached the 100,000-share figure. (Thursday's one-million-plus-share trading day was the heaviest for ABC stock all year. By comparison, roughly 740,000 shares of ABC stock are traded each week, or about 148,000 shares a day.)

Mallardi said that ABC has "no reason to believe" that any outside company is preparing a takeover attempt. Nevertheless, he did acknowledge the company's vulnerability to possible attempts in the future. "We are an attractive company," he said. "I can't deny that. Everybody is [vulnerable to a takeover bid] to some extent."

Entertainment analysts were divided last week as to the significance of the flurry of rumors surrounding ABC. Some felt an unfriendly merger would be almost impossible since ABC's core businesses are so tightly regulated by the federal government and that there was no evidence that the company was on the block. Others said a high enough offer would do the trick and that as one put it, "there's too much smoke not be something there." Gordon Crawford, an analyst with Capital Research Inc., said "it's hard to tell. But you have to consider the possibilities."

's 15th season of **Monday Night Football** premiered on Sept. 3 at its **second lowest rating in history**, averaging 18.9/37, just slightly above its lowest-rated premiere of 18.7/33 in 1974. Households-using-television (HUT) levels were depressed, averaging 56.2% and down from 56.2% in 1983, which ABC attributed to the Day holiday. Highest rated NFL kick-off was 24.9/42, recorded in 1982. Last year's NFL premiere averaged 22.2/40, which was the highest in game's premiere history, and compares to 17.6/29 season average for all *Monday Night Football* games last year.

National Association of Broadcast Employees & Technicians, which has been trying to negotiate contract with NBC for past 18 months, has agreed to present to its membership what NBC calls "**final proposal**" to union. Several weeks ago NBC submitted proposal to union and asked that it be placed before its members without recommendation by union management. At that time NBC refused to make submission but following meeting with NBC last Wednesday (Sept. 5), it agreed to have its members vote on NBC's "final" offer without making recommendation. Previous contract expired on March 31, 1983, but provisions of new pact will be retroactive to that date.

Nieslen raised its estimate of total **continental U.S. national television households to 84.9 million** from 83.8 million, effective Sept. 3. Boost exceeds last year's 500,000 additional households, or an annual increase of over 1.5 million TV households between 1980-82.

Official said last week that **commission had decided to ask for court of Appeals in Washington to reconsider order authorizing direct broadcast satellite service**. Three-member court panel overruled commission's conclusion that DBS service could be exempt from statutory broadcast obligations (BROADCASTING, July 30). Commission will request that full appellate court reconsider decision.

National Association of Broadcasters executive committee meets this week (Sept. 10-12) in Ottawa with representatives of Mexican and Canadian Broadcasting Associations. Meeting is annual event and will focus on number of common problems shared by group. Long issues slated for discussion are development of DBS, orbit-spacing issues, Cuban interference, satellite piracy and cable copyright.

Jack W. Fritz, president of **John Blair & Co., issued statement** last week **reaffirming company's "long-term commitment" to radio representation business**. Reports have been circulating for several weeks that John Blair & Co. was considering sale of its two radio firms: Blair Radio and new Blair/RAR ("Closed Circuit," Aug. 1). Latter was formerly Group W Radio Sales before it was purchased from Westinghouse earlier this year ("Riding Gain," Feb. 1). "I would like everyone in the radio representation division of John Blair & Co. to know that Blair's long-term commitment to be a major force in the radio representation business is even stronger today than it was when the company was founded in 1935," Fritz said. Managers of both rep companies in conference call to all of Blair's 23 radio sales offices.

Scheduled to testify at **Senate Judiciary Committee hearing on NBC's TV ownership rules** Tuesday, Sept. 11, are: Senator Pete Wilson; FCC Chairman Mark Fowler; Jack Valenti, president, Motion Picture Association of America; Everett Erick, ABC; Ted Turner, Turner Broadcasting; J. Paul McGrath, Justice Department; Eddie Fritts, president, National Association of Broadcasters; Robert Taft Jr., Taft Broadcasting; Rene Anselmo, SIN Television Network; Henry Geller, Washington Center for Public Policy Research, Duke University; Stanley Hubbard, Hubbard Broadcasting; Harvey Levin, Hofstra University; Ron Olson, MPAA; James Winston, National Association of Black Owned Broadcasters, and Bruce McGoril, Maine Broadcasting.

Media Corp. Chairman Ira Ritter has resigned, following recent-announced Oak Industries decisions to shut down subscription

GAO waffles

While the Los Angeles county sheriff has long been contending that he hasn't got enough spectrum as it is—and has set his sights on adding some UHF television spectrum to his portfolio—"we found that criteria and sufficient data were not available for us to measure the seriousness of [the sheriff's] problems." So said the General Accounting Office in "The Los Angeles County Sheriff's Request for Radio Frequencies," a study requested by Senator Pete Wilson (R-Calif.).

In that same report, however, the GAO said it was unclear whether technological advances can resolve the sheriff's alleged problems without additional spectrum. "The broadcasting industry is opposed to the sheriff's request for additional frequencies from the UHF spectrum because it believes that certain new technologies can improve the sheriff's communications system without the need for reallocation," the GAO said. "The sheriff's department disagrees and believes that these approaches are neither proven nor cost-effective."

In September 1981, the sheriff petitioned the FCC to reallocate UHF TV channels 14 through 20 for land mobile. According to the GAO report, the FCC staff was considering turning that request down at a meeting on Nov. 10, 1983, "on the basis that alternatives, including the use of new technology, were available to public safety users and that a convincing case for reallocation of UHF television channels was not made." However, before the petition could be addressed at the meeting, the sheriff said he was planning to submit a supplement to that petition. In that supplement, the sheriff instead requested, among other things, the immediate use of UHF channel 19 in Los Angeles. "Because the supplement substantially changed the sheriff's original petition, FCC was required to take a fresh look at it," GAO said.

Also according to the GAO report, the FCC has "agreed to the sheriff's request that he conduct an on-the-air test to evaluate public safety use of channel 19."

In a letter to Representative Mel Levine (D-Calif.), the FCC said it planned to address the sheriff's request before the end of this month.

television operations in Ft. Lauderdale, Fla. (BROADCASTING, Aug. 27) and sell Los Angeles STV subscriber base to rival SelecTV. Ritter, who assumed Oak position as head of its ON TV operations last October, reportedly reached contract settlement with company late last month. Although Oak's proposed agreement with SelecTV has not been finalized, Rancho Bernardo, Calif.-based firm has placed UHF station used to broadcast ON TV signal in Los Angeles area, KBSC-TV Corona, up for sale for reported price of \$40 million (BROADCASTING, Sept. 3). Ritter will continue television and publishing activities through separate firm he heads, Ritter/Geller Communications.

Timothy Russert, counselor and chief spokesman to New York Governor Mario Cuomo, resigned last week to join **NBC News as vice president and assistant to president**, Lawrence Grossman. Prior to joining Cuomo, Russert was aide to New York Senator Daniel Patrick Moynihan. Among other duties, he will relieve current NBC News executive vice president Tom Pettit of many of his administrative responsibilities, freeing Pettit to become more involved in day-to-day activities. Pettit had been considered number-two man at NBC News. How pecking order changes remains to be seen. In additional move, **John Lane**, VP, daily news coverage, and chief of correspondents, NBC News, New York, was named senior VP, NBC News.

Editorials

All the way?

The FCC has been implored by some of the most responsible institutions in the broadcasting establishment to take a judicial and political gamble of heroic scale. It has been urged to repeal its fairness doctrine.

The Radio-Television News Directors Association, the National Association of Broadcasters, the National Radio Broadcasters Association, CBS and NBC, among others, have presented carefully researched arguments supporting their contention that the FCC has both the power and the reason to take back all that it has been saying about fairness for the last 50 years. There are others who think otherwise, enough others to guarantee that any substantive change in fairness policy at the FCC will be challenged in the courts and Congress.

The core question here—whether the FCC has the authority to repeal the fairness doctrine—is a close call that will make a fascinating legal case if the authority is asserted by the FCC. The disputants rely on much of the same legislative history and many of the same court decisions to reach their opposing conclusions. The guess here is that if the question of the FCC's authority were to be put to the courts on appeal, the outcome, at least at the circuit court level, would depend as much on the political orientations of the presiding judges as on the merit of the arguments.

The question is whether the Congress, in amending Section 315 of the Communications Act in 1959 to exempt news programming from equal-time requirements, codified the fairness doctrine when it added that broadcasters were still obliged "to afford reasonable opportunity for the discussion of conflicting views of public importance." Except for a little-noticed staff report to the House Commerce Committee in 1968, holding that the 1959 amendment had merely affirmed the the FCC's authority to adopt a fairness doctrine, the conventional assumption, including that of the FCC until recently, was that the Congress in 1959 had incorporated the doctrine in the law.

That assumption was challenged a year ago when the National Cable Television Association, arguing for repeal of fairness standards in the federal regulation of cable, said that its reading of legislative history found the fairness doctrine to be "a commission policy; it is not mandated by Section 315" (BROADCASTING, Sept. 5, 1983). It is that conclusion, bolstered by considerably more research than the NCTA mustered, that is presented now by the advocates of FCC action.

Unlikely companions find themselves on the other side. There is ABC, which says the FCC has the power to remove some of its sillier encrustations on the fairness doctrine but not the doctrine itself. There are the Office of Communication of the United Church of Christ, the Media Access Project and the Telecommunications Research and Action Center, which want harsher federal regulation, not less, to keep themselves in business. There is the Reagan administration's National Telecommunications and Information Administration which is deregulatory by general philosophy but reads the law to say the FCC is stuck with the fairness doctrine unless Congress repeals it. There is Westinghouse Broadcasting, a maverick in the broadcasting establishment, which has always said the fairness doctrine is just swell. And what is Al Swift (D-Wash.), that busy, busy member of the House Telecommunications Subcommittee, doing as a party to the com-

ments filed by the United Church of Christ? Is his former service as a broadcasting station employe beginning to show scars? No more questions.

The truth known to both sides of the argument over the FCC's power to repeal is that if the issue is left to Congress, repeal is not in sight. The chairmen of the House Commerce Committee and its Telecommunications Subcommittee are on record with vigorous defenses of the fairness doctrine and with threats of reprisal if the FCC defuses it.

In the Senate, the cause of First Amendment freedom has a tireless champion in Bob Packwood (R-Ore.), chairman of the Commerce Committee, but no ground swell of support. A Packwood proposal to eliminate the fairness doctrine and equal-time law for radio was defeated in his committee last June by a vote of 11 to 6.

Does that mean there would be a vote of 11 to 6 in the Senate Commerce Committee for the adoption of a fairness doctrine if the FCC were to repeal the one now on the books? Good question. There are other ways for Congress to neutralize an FCC action as was proved when the FCC was frustrated in the liberalization of television station ownership limits and in the modification of the rules excluding television networks from financial participation in programing they buy and from domestic program syndication.

Still, the FCC cannot function if it quails when someone cracks a whip on Capitol Hill. It must carefully weigh the comments that were delivered last week and come to an independent conclusion.

Those arguing for repeal of the fairness doctrine have presented powerful cases. The scarcity of broadcast facilities has been proved a myth: the media marketplace creates more competition every day. If the constitutionality of the fairness doctrine could be defended in a less competitive environment, it is demonstrably unjustified now. If the public interest were ever served by a doctrine presumed to increase diversity of expression, it is clearly disserved by a doctrine that has been proved to inhibit controversy.

Does the FCC have the power to repeal a doctrine that is wholly out of sync with the First Amendment and the times? If its answer is yes, after it has studied the submissions of last week, it cannot evade the final action.




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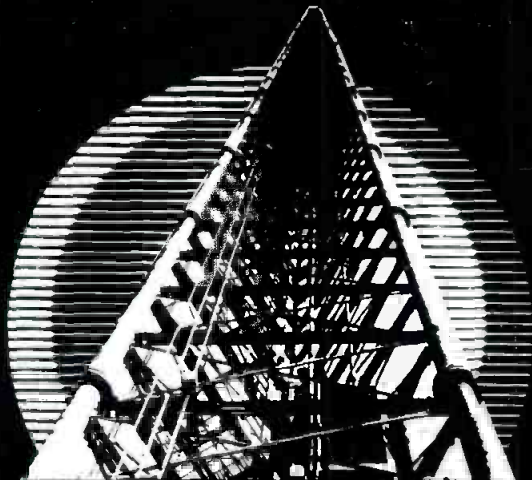
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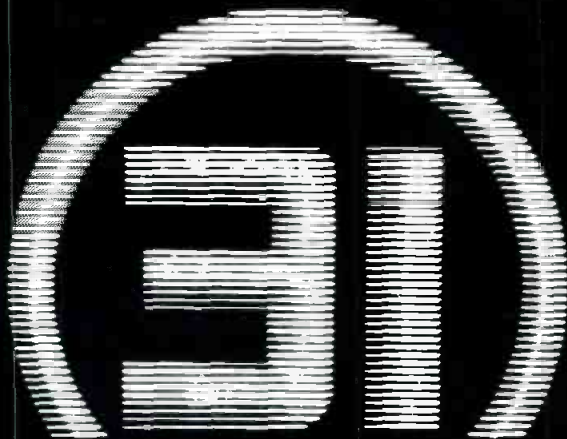
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