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*A.C. Nielsen, Dec. 1982, Advertising Awareness Study



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*SOURCE: A. C. NIELSEN NTI 1984

Broadcasting Sep 24

Radio takes center stage in Los Angeles Harte-Hanks sells radio group for record price Dead end for broadcast deregulation

RED HOT IN L.A. □ Radio industry's first joint convention draws over 5,000 and the praise of many in attendance. **PAGE 31.**

MAJOR DEAL □ Harte-Hanks sells nine-station radio group for record price. Gary Edens to get seven stations, Gannett two. **PAGE 32.**

CURTAIN CALL □ House Telecommunications Subcommittee holds hearing on broadcast deregulation bill, but parties fail to reach agreement on what would be acceptable to congressmen and NAB. **PAGE 33.**

NEW BLOOD □ Sharon Rockefeller voted out of CPB seat. **PAGE 35.**

LOSE ONE □ Appeals court rules in favor of ASCAP-BMI in music licensing suit brought by television broadcasters. **PAGE 36.**

GOVERNORS' WORK □ Intelsat board gives vote of confidence to Colino, postpones action on some controversial items until December meeting. **PAGE 37.**

RADIO SHOW □ Radio Convention and Programing Conference sessions run the gamut from sales to programing. On **PAGES 42-50**, a look at innovative sales techniques, selling older demographics, collecting on unpaid bills, selling hard-to-sell spots and gaining adequate station financing. RAB President Bill Stakelin outlines Chevrolet and K-Mart radio campaigns. **PAGE 52.** Reps view changing world. **PAGE 54.** AM stereo makers show their stuff. **PAGE 56.** Arbitron and Birch radio executives debate value of monthly ratings reports with broadcasters. **PAGE 58.** A look at

broadcast dereg prospects and the course of Docket 80-90. **PAGES 61-64.** A review of station formats runs on **PAGES 73-75.**

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TELECHALLENGE □ ABC saves millions of dollars in telecommunications costs for summer Olympics as telephone competitors vie for their business. **PAGE 77.**

STAYING AFLOAT □ Union at UPI votes in favor of wage cutbacks that company says will help put it in the black. **PAGE 79.**

CAMERAS DENIED □ Judge refuses CNN request to televise CBS-Westmoreland trial. **PAGE 80.**

DEBATE AGREEMENT □ Reagan and Mondale camps come to agreement on three televised debates, two for presidential candidates and one for vice presidential candidates. **PAGE 81.**

NEW FROM PARAMOUNT □ Paramount and Post-Newsweek agree to produce new one-hour strip, *America Today*. **PAGE 86.**

SLOW GOING □ Olympics cut into third-quarter spot buying, broadcasters report. **PAGE 90.**

NEW NUMBERS □ Arbitron and Nielsen release new ADI numbers for 1984-85 season. **PAGE 92.**

MEETING CHALLENGES □ Norman Wain, president of Metroplex Communications, has specialized in turning underdeveloped radio properties into big money makers. **PAGE 119.**

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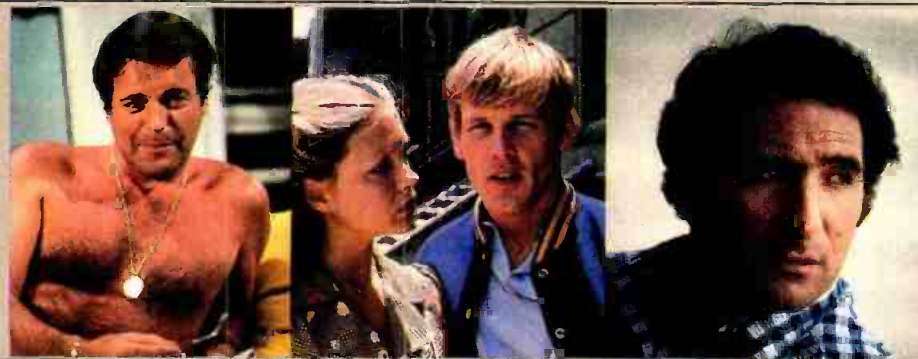
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Early results

Viewing of prime time shows has gotten off to rocky start, but network research analysts are still finding good news in numbers. HUT level during first week of sneak previews (Sept. 10-16) was down to 57.8 from 58.3 during same week year earlier. Combined three-network share fell to 70 from 75 and combined rating slipped from 43.8 to 40.3.

In first three days of second week (Sept. 17-19), decline accelerated. HUT levels dropped 6%, from 62.9 to 59.3, while combined share fell from 79 to 77 and combined rating dropped from 49.8 to 45.6. One caveat: new shows appear to be getting higher sampling than last year. Last year at this time, nearly 12 hours of new shows premiered and earned average 18.2 rating. This year, 13.5 hours have debuted with average 19.4 rating. Network researchers are hopeful that decline in HUT levels is tied to repeat programs scattered on schedule during premiere weeks and, by evidence of higher sampling achieved by new programs, not indicative of new season viewing patterns.

Full house

Exhibitors signed up so far for NATPE International in January look as if they may burst seams of San Francisco's Moscone Center. Already, 175 program distributors have purchased 125,000 square feet of floor space, 35% ahead of last year. About 60% of returning distributors have requested larger exhibit spaces. With only 5,000 square feet of exhibit space remaining, NATPE officials see no problem in surpassing 200 or so distributors who were on floor last year. King World, perhaps spurred by success of *Wheel of Fortune* and *Jeopardy*, is this year's largest exhibitor, with 4,000 square feet, up from 1,600 square feet last year. Only other exhibitor with 4,000 square feet is consortium of 10 U.K. distributors. Telepictures has also increased its space, from 3,000 to 3,600 square feet, as has LBS Communications, from 2,000 to 2,800 square feet. Among distributors that plan to move out of Fairmont hotel and onto floor are Orion, ITC, Katz Communications, Cannon and Claster Television.

Unfinished business

Now that CBS has made major commitment to Betacam half-inch tape format (see story, page 76), attention turns to other networks to see whether they

will follow CBS's lead or turn to incompatible half-inch M-format or quarter-inch format. From operational perspective, it makes sense that all networks use same format so they could exchange tapes and equipment in field.

ABC favors standardized quarter-inch format, but Bosch and Hitachi, makers of incompatible quarter-inch systems, are having trouble reaching standard. NBC has not indicated its preference, but it's believed that had network liked M-format, it would have adopted it long ago. NBC has undoubtedly come under considerable pressure from RCA, its parent company, to go with M-format. RCA's broadcast equipment division introduced M-format in 1981.

NAPTS countdown

New President for National Association of Public Television Stations is expected to be named by end of October. Among those reportedly under consideration: John Porter, executive director of Eastern Educational Television Network; Peter M. Fannon, acting president of NAPTS; Stanley L. Harrison, director of corporate communications for Corporation for Public Broadcasting; Forrest L. Morris, executive director of Mississippi Authority for Educational Television, and O. Leonard Press, executive director of Kentucky Authority for Educational Television.

Telephone talk

Recurring rumor on Washington circuit is that FCC Chairman Mark Fowler has imminent plans to move on to private sector, story chairman has frequently dismissed as nonsense. Fact that Fowler has now appointed new general counsel and is poised to bring in new chief of Common Carrier Bureau (see "In Brief") would appear to lend support to chairman's words of assurance. One source last week said question of how AT&T should be regulated now that it has been divested of its local telephone companies is "major issue" for chairman, one he wants to resolve before he moves along. Chairman himself is said to believe that deregulation question must be dealt with "prudently" over period of time.

Also on common carrier front, some observers are wondering what impact selection of Albert Halprin to take over Common Carrier Bureau will have on deregulation of AT&T. Halprin, they note, was consultant to AT&T in private practice. In interview, Halprin suggested

that doesn't mean AT&T will have especially sympathetic ear. He said he served as consultant to broad range of clients from telephone industry. "When I come into the government, my one client will be the public," Halprin said.

Can we talk money?

Entertainment at Radio Convention and Programming Conference in Los Angeles, unlike previous meetings, came with expensive price tag. In past, luncheon speakers have often been well-known broadcasters who appeared free or for nominal fee. Comedienne Joan Rivers, whose performance ran about half-hour, was paid \$25,000, half her original asking price.

It shall return

Effort to permit broadcast coverage of Senate chamber has fallen short once again (see story, page 37). Senate Majority Leader Howard Baker (R-Tenn.), initiative's sponsor, is moving on to other things, but topic is not expected to go away. Senate source last week said it was "likely" that resolution would be reintroduced next session by Senator Charles McC. Mathias (R-Md.), who led support of resolution on Senate floor. If not Mathias, "somebody else will," source said.

Fringe benefits

National Association of Broadcasters is implementing new perks package for its senior VP's. VP's will be evaluated on yearly basis through point system. Points will be used to obtain extra benefits such as beefed up dental or health insurance plans or use of company car. NAB is also setting up deferred income plan in which NAB will match funds set aside by employees.

Potomac fever?

Those with interest in acquiring radio property in Washington market should keep eye on WPKX-AM-FM Alexandria, Va., country-formatted combination owned by Metroplex Communications. Company, which has received several offers for stations, may make decision some time soon on whether or not to sell. "We haven't crossed that line yet," said company President Norman Wain. "We're trying to make up our minds." He said stations are worth around \$13 million, although some think that is little steep.

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Financial troubles at Nabu

Canada's Nabu Network, which reported losses of \$5 million (Canadian) during this year's second quarter, last week gave notice that it is laying off 186 of its 234 employees effective Nov. 13.

The company, which has developed a system for delivering computer software to home computers via satellite and cable, has been receiving "shareholder advances" from its 54% owner, Canadian real-estate developer Campeau Corp., for the past couple of months.

Last week, however, Nabu announced that it had been "advised" that no more funding would be forthcoming past the middle of November.

John McArthur, president of Nabu Network Corp., which is based in Ottawa, told BROADCASTING that the company intended to keep providing its service while it searches for alternative financing. The corporation has been spending \$2 million a month, but McArthur said the company believed it could continue to provide "a much smaller support operation here" with a \$100,000-a-month budget.

McArthur said the company was "optimistic" that it would be able to find a new financing partner at the corporate level. "But clearly if we were certain... we wouldn't have made the announcement," he added.

At the same time, McArthur said financing was being sought independently for the company's Alexandria, Va.-based U.S. subsidiary.

Former National Cable Television Association President Tom Wheeler, president and chief executive officer of Nabu's wholly owned U.S. subsidiary, said he and the subsidiary's other directors—including John Saeman, vice chairman and chief executive officer of Daniels & Associates; Doug Dittick, president of Tribune Cable, and Bob Schmidt, another former NCTA president who is now president of Communications Technology Management—were "exploring" the idea of putting together a group of U.S. cable interests to buy out the U.S. portion of the company.

Wheeler, who became president of the company's U.S. subsidiary on Aug. 1, said the U.S. subsidiary had laid off a secretary, an accountant, a public relations person and a receptionist, bringing its staff down to about 20. But Wheeler expressed confidence that backing would be found and said it was still business as usual in the meantime. "We're [still] signing up subscribers," he said.

The company said the consumer tests for its software service had attracted about 2,000 subscribers in Ottawa, and roughly another 750 on Tribune Cable's Alexandria, Va., system. Wheeler said the latter Nabu customers, almost 4% of Tribune's subscribers, had signed up after about 14 weeks of marketing. Wheeler also said the company had only been marketing the service to about one-third of Tribune's customers.

Best of MTV

In a ceremony packed with rock music performers from Herbie Hancock to Cyndi Lauper, music videos were celebrated last week at the "First Annual MTV Video Music Awards." The two-and-a-half-hour event was held at Radio City Music Hall in New York (tickets were \$100 apiece) on Friday, Sept. 14, and was cablecast live on MTV, sponsor of the awards. It was also syndicated to broadcast stations.

In the cable universe, which Nielsen estimates at 35,783,000, the program garnered a home viewing audience that ranged between a 6.8/11 and an 8.6/15. Thirty-second spots on MTV, which normally sell for about \$2,500, were reportedly sold in groups of five for \$250,000. Showcased were videos run on MTV between May 1983 and May 1984. Vo-



Hosts Dan Akyroyd and Bette Midler

ting for all but one of the awards was done in three stages of elimination by 1,500 "members of the video music industry."

An institution at the ripe old age of three, MTV received nothing but praise that night:

■ New York Mayor Ed Koch: "It's one of the best programs on television." In response to a question about the purported sex and violence in music videos, Koch said, "I'm not a judge of that. I'm sure there are some music videos not in good taste, but there is a lot of other television not in good taste."

■ Asked what the awards mean to the industry, John Hall of the group Hall & Oates said: "It means status... and status turns to money."

■ Huey Lewis, lead singer for the group Huey Lewis and the News, responded to the same question: "It says that MTV is really a force in the industry. Everybody is here to meet others in the music industry." Lewis added, "Radio put us here first and radio is still a force."

A two-hour version of the event has been syndicated to 82 stations representing 75% coverage of U.S. television homes. It was

distributed by LBS Communications, by Ohlmeyer Communications Companies, which produced the event along with MTV, was responsible for selling the 12 minutes of national advertising time. All sponsors of the MTV cablecast, however, were edited out of the syndicated version. Major sponsors the second time around were Nabisco and Anheuser-Busch. Stations have double plays within a two-week window ending September 23. The show has been picked up by mostly independent stations, according to LBS, including all the Metromed stations in the major markets.

BET all day

Black Entertainment Television will become an around-the-clock service on Oct. 1, expanding its current six-hour-a-day schedule with a few new shows and a heavy dose of music videos.

Bob Johnson, president of the black-oriented, advertiser-supported service, made the announcement at an informal press conference at BET's Washington headquarters.

With its expanded lineup, he said, BET intends to fulfill its goal, set at the time of the service's start-up nearly five years ago of becoming "the dominant medium" for programming and advertising aimed at black viewers. But that doesn't mean BET is writing off white viewers, he said. "Good entertainment is color blind."

The essence of BET's new programming schedule will be four hours of entertainment, public affairs and sports followed by four hours of music videos, called *Video Vibrations*. The eight-hour block will be repeated twice to fill the day.

BET's new shows are *This Week in Black Entertainment*, *Close Up with Sammy Davis Jr.* and *Front Page: The Week in Review*.

This Week will be similar to the popular syndicated strip series *Entertainment Tonight*, Johnson said, but will focus primarily on black entertainers. *Sammy Davis Jr.* borrows from *Donahue*, he said. Davis will interview two guests—one from the world of entertainment and one from the world of current events—during the first half of each show and invite members of the studio audience to ask their questions in the second half, he said. Guests for the series' two pilots included Diahann Carroll and Richard Pryor, he said. *Front Page* will be a weekly wrap-up of news stories of special significance to blacks, Johnson said. BET has a deal with ABC that allows BET to use the network's national or international news footage, he said.

Video Vibrations will feature music ranging from rhythm and blues to soul to jazz. To make the service appealing to the suppliers of the videos, Johnson said, BET will devote entire hours to artists from one record company. Johnson said BET already has deals with some labels for videos, but declined to say which ones.

BET now reaches 7.2 million cable homes. Its goal is to reach 11 million by October

385 and 14 million by October 1986. According to Johnson and BET Executive Vice president Ed Maddox, much of BET's growth will come from such large cities as Washington, Baltimore, Philadelphia and Chicago, which have large black populations and which are not yet wired for cable. They are just beginning to be wired. BET will soon try to sign affiliation agreements with existing systems, said Maddox. BET has targeted 1,400 systems serving 7 million homes in communities where at least 8% of the population is black, he said. Despite the expanded programming day, BET will hold the line on its monthly per-subscriber fee at three cents.

Johnson and Maddox acknowledge that BET has had trouble attracting cable affiliates. "The advertising industry has been more supportive of BET than the cable industry and has less cause to be so," said Johnson. Some of it is due to the satellite dropping BET has done—it started on Satcom III-R, moved to Westar V and is now on Galaxy I—and some of it to the network's being a part-time service, he said. It also comes from some cable operators' "ignorance" about BET, Maddox said. And some of it is "willful ignorance," he added.

Johnson said he will "have a problem" with any cable operator who makes room to carry a second music video service—either MTV Networks' yet-unnamed service or Ted Turner's Cable Music Network, which launches Oct. 26—but who fails to find pace for BET. "The black community deserves more than music video," said Johnson. "It would be a slap in the face for cable operators to add a music video service and say, 'We are serving the needs of the black community because we are giving them video records.'"

The BET executives plan to overcome some of the cable operators' resistance by urging various black groups and leaders to persuade cable operators in their communities to carry the service. Johnson told a group of black journalists in Atlanta last month that cable operators that take the money of black subscribers and offer them no black-oriented services are "programming slumlords" (BROADCASTING, Aug. 27). Johnson planned to return to Atlanta last week to address an association of black college presidents to enlist their support in the carry-BET campaign.

BET is owned by Johnson (60%); Tele-Communications Inc., the nation's largest cable MSO, and Taft Broadcasting, a major group broadcaster. Johnson intimated that BET's growth would be funded by his two "well-positioned" partners. "We anticipate that they will make the commitments that will allow us to expand as much as the market dictates."

Big lift

Cable Networks Inc., a cable advertising rep firm, announced it has been named by Cable Sales Inc. to sell national advertising on the Syracuse (N.Y.) Interconnect and seven other upstate New York cable systems, representing almost 300,000 subscriber homes. Syracuse Interconnect is operated by Cable Sales, a joint venture of Newschannels Corp. and Rogers Cablesystems of Syracuse, and consists of two contiguous systems, Upstate Newschannels and Syracuse Newschannels, which are linked by micro-

wave, and Rogers Cablesystems of Syracuse, which receives its commercial spots on videotape. Other systems covered in the agreement are Binghamton Newschannels, Harron Cable of Utica, Troy Newschannels, Group W of Elmira, Rome Newschannels, Auburn Cable and Corning Newschannels. Cable Networks Inc., based in New York, was formed in 1980 and is a subsidiary of 3M Co.

Quincy affirmed

The FCC has affirmed its decision to fine Quincy Cable TV Inc., Quincy, Wash., \$5,000 for failing to carry the signals of three Spokane TV stations subject to must carry rules. The commission originally had fined Quincy in 1982. The cable company challenged the must carry rules and subse-

quently appealed to the Court of Appeals in Washington. The court asked the FCC to re-examine the case since the cable company, well before the oral argument of the case, had increased its capacity from 12 channels it had been basing its case upon to 32 channels (BROADCASTING, April 2). In its decision, the FCC noted that Quincy now had more capacity than ever to meet its must carry obligations. In another action, the FCC fined Continental Cablevision of New Hampshire, serving Concord and Boscawen, N.H., \$5,000 for ignoring an order to carry WNNE-TV Hartford, Vt., even though the cable system later backed down and started carrying signal. The FCC also proposed to modify rules to use a single application for construction permits and licenses in Cable Television Relay Service.

"THREE'S COMPANY" BLASTS THE COMPETITION IN BALTIMORE.

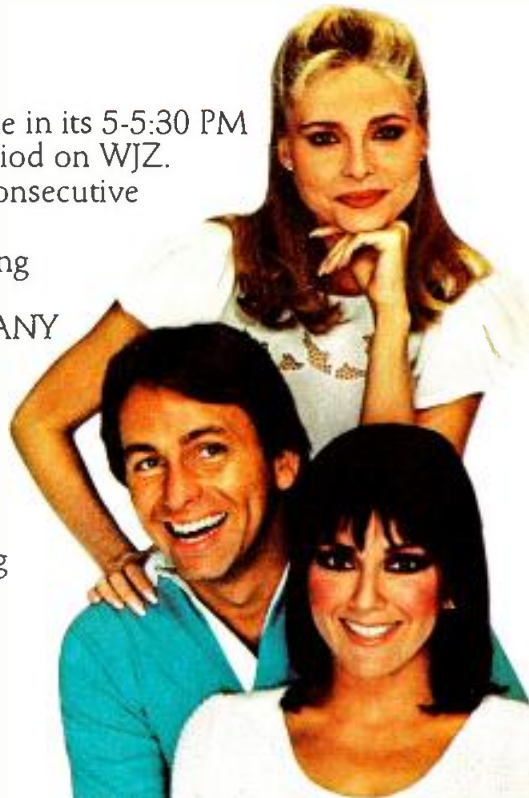
It's Number One in its 5-5:30 PM Mon.-Fri. time period on WJZ.

For the fourth consecutive sweep period.

With its 12 rating and 31 share, **THREE'S COMPANY** beats **BARNEY MILLER**, **EIGHT IS ENOUGH**, **NEWSCOPE**, and **EARLY MOVIE**.

And it tops its own lead-in rating by 100 percent!

SOURCE: ARB, JULY 84



THE AUDIENCE POWERHOUSE

From D.L. TAFFNER SYNDICATION

NEW YORK (212) 245-4680 ATLANTA (404) 393-2491 CHICAGO (312) 593-3006 LOS ANGELES (213) 937-1144

Tie. Tie.

Virtual Tie!!!



Source: NTI September 1983 - April 1984 © 1984 Universal City Studios Inc. All rights reserved.

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.

MSATV

Somebody Stole Our Gals!



Source: NTI September 1983-April 1984 © 1984 Universal City Studios Inc. All rights reserved.

A 1983-84 love story!

More young women loved
Simon & Simon
than any other series
on television except for
a couple of nighttime soaps.
Sexist but true!



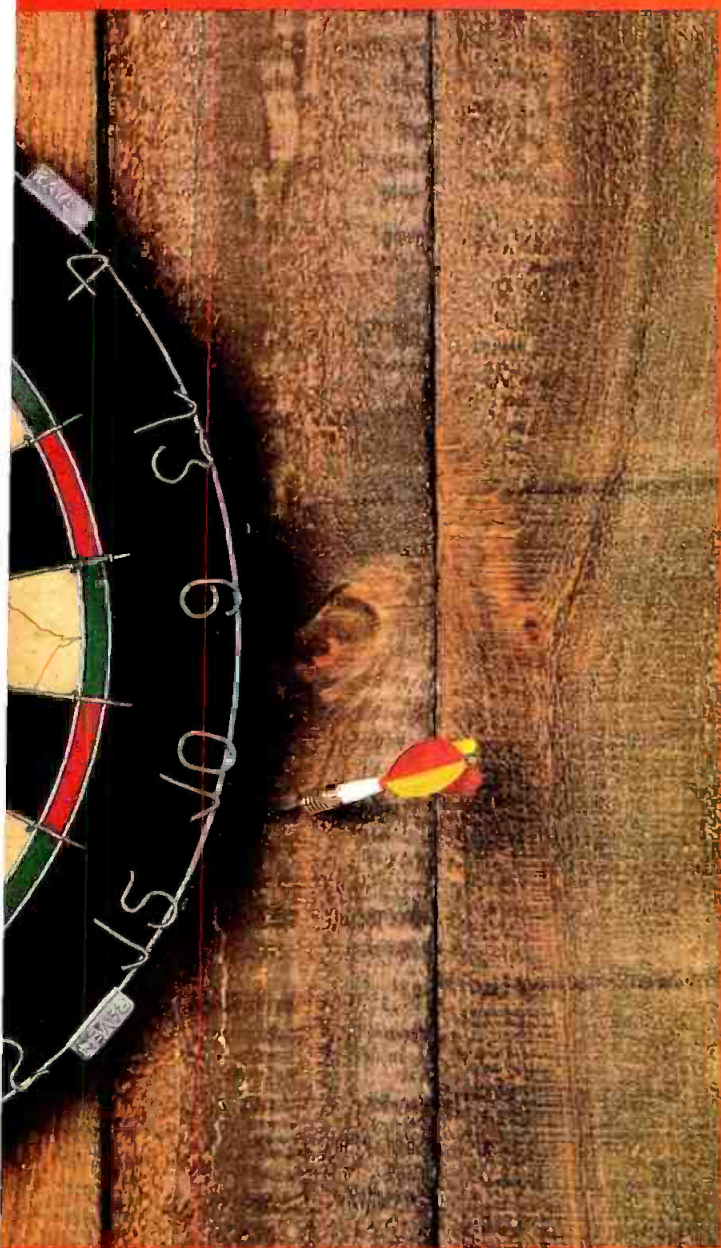
Simon & Simon

The action series with the light touch.

Coming soon.
MCA TV

Oops!





A 1983-84 nearly!

For all but one week of the first-run season (23 out of 24 weeks), Simon & Simon increased its ratings over the comparable period of a year ago. Nobody's perfect!



Simon & Simon

The action series with the light touch.

Coming soon.

MCA TV

Source: NFI September 1982-April 1983 vs September 1983-April 1984
© 1984 Universal City Studios Inc. All rights reserved.

Business Briefly

TV ONLY

Francis Denny Co. □ Interlude perfume will be promoted in three-week flight over four weeks, starting Oct. 22 in 26 markets. Commercials will be carried in daytime and news periods. Target: women, 25-54. Agency: Stuart Ford Inc., Richmond, Va.

Gordon Jewelers □ Retail chain will advertise its Miss U.S.A. Collection in 50 markets, including Oklahoma City and Tucson, Ariz., for one week starting in mid-October. Commercials will be scheduled in news, fringe, prime-access and prime segments. Target: adults, 18-34. Agency: Goodwin, Dannenbaum & Wingfield, Houston.

Evans Furs □ Flight of about one week will begin in early October in 18 markets to promote sales of furs in stores owned by Evans or by others in which Evans leases space. Commercials will be carried in all dayparts. Target: women and adults, 25-49. Agency: State

Advertising Agency, Chicago.

El Chico Restaurants □ Fast-food Mexican restaurants will launch seven-week effort in four markets in Southwest. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Keller Crescent, Dallas.

RADIO ONLY

Toyota Dealers □ Trucks will be spotlighted in six-week flight to start in early October in six major markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Guild Winery □ Six-week flight is scheduled to begin in early October in four markets. Commercials will be carried in all time periods. Target: adults, 21-54. Agency: Dancer Fitzgerald Sample, New York.

NYNEX/Yellow Pages □ New York-New England areas will be site of flights lasting from two to four weeks, starting

Penney's \$22 million. JC Penney is spending \$17 million in television as part of a \$22-million campaign reminding customers that the company has started a five-year refurbishment program and has upgraded its merchandising mix to emphasize men's and women's fashions. Initial advertising was scheduled to break last Saturday (Sept. 22) during prime time and was to be followed by other commercials in subsequent days on CBS-TV and NBC-TV. There will be a heavy schedule of advertising until Oct. 15 on nighttime and daytime network television, followed by substantial amounts of advertising through the remainder of the year. The agency for Penney is N W Ayer, New York.

in October in six markets, including New York, Boston and Buffalo, N.Y. Commercials will be placed in morning and afternoon drive. Target: men, 25-54, and adults, 18 and older. Agency: Harold Cabot & Co., Boston.

Procter & Gamble □ Luvs disposable diapers will be featured in two-week flight starting in early October in approximately eight markets. Commercials will be carried in all dayparts. Target: women, 18-34. Agency: Dancer Fitzgerald Sample, New York.

Volvo of America □ Imported car will be spotlighted in flights of three to eight weeks, depending on market, starting in late September in 24 markets. Markets will include Milwaukee, Los Angeles, San Francisco, Boston and Cleveland. Commercials will be carried in drive times and on weekends. Target: adults, 25-54. Agency: Scali, McCabe & Sloves, New York.

Key Banks □ Six-week flight to promote various banking services is scheduled to start this week for six weeks in five

Sweetening radio's pot. In its first advertising campaign in 10 years, the Sugar Association is spending about \$2 million on radio and in print to stress sugar's low-calorie content. The Washington-based association said its market research showed consumers are "grossly overestimating calories in a teaspoon of sugar." The campaign began this month on daytime network radio and included buys on ABC, NBC, Mutual, Sheridan and the National Black Network. The agency is North Castle Partners, Greenwich, Conn.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

ROAD TEST—SEPTEMBER 24— AP hits the road again in our five-part series that takes a look at the hottest car choices for 1985.

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.

DIVERSIONS— AP highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

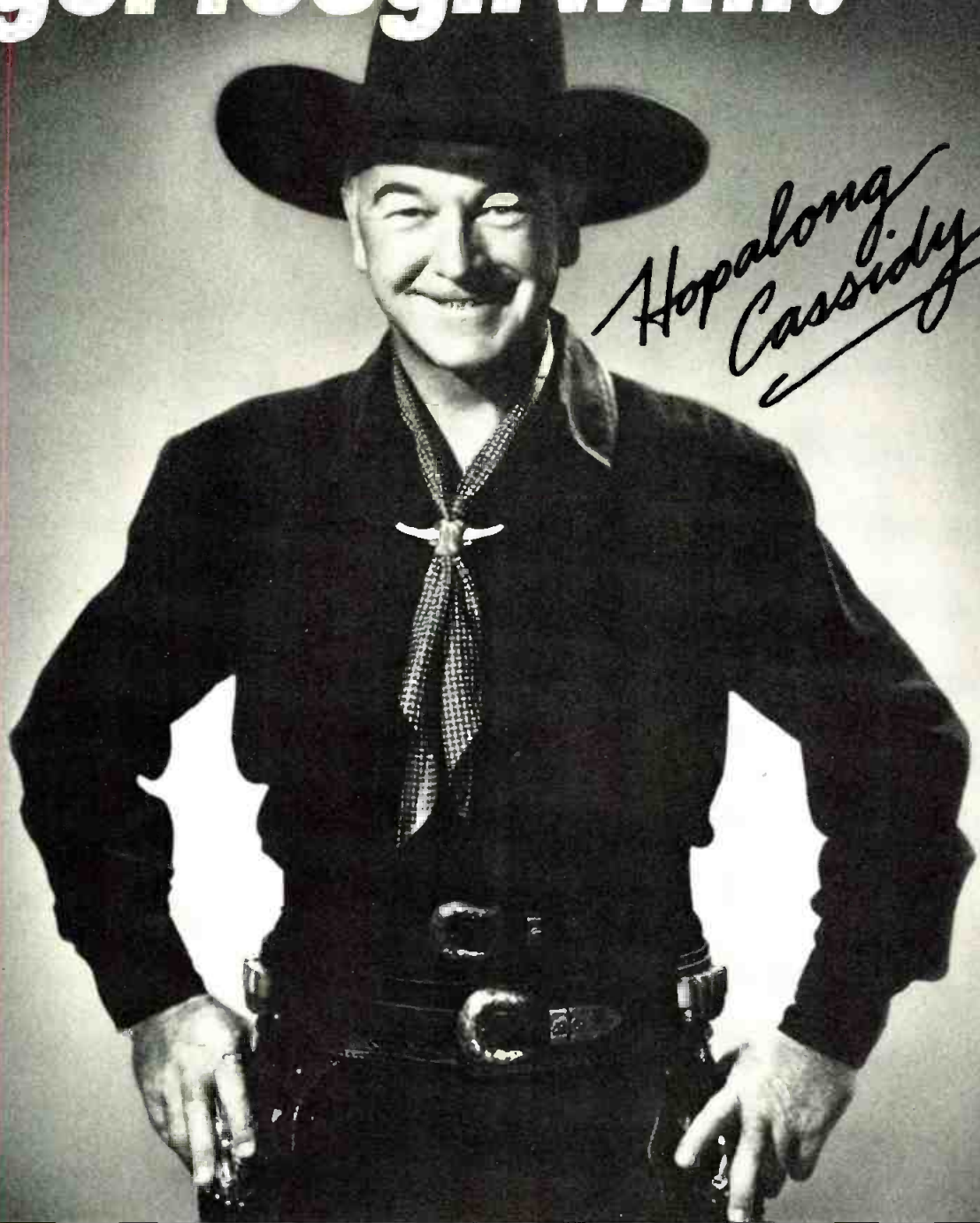
COMING ATTRACTIONS— All of AP's features are in this Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

MUSICWATCH— This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

"Now: Who do I have to get tough with?"



Not with kids and teens. They love Hoppy. Not with late afternoon and nighttime audiences. They love him. Not with weekend viewers. Ditto.

Only with your competition. Hoppy's back! And he can get tough. Don't find out the hard way.

Hopalong Cassidy. The original. 52 half-hours, 54 hours, 12 features. Distributed exclusively by The Entertainment Network, Inc., 8665 Wilshire Boulevard, Suite 205, Beverly Hills, California 90211.



THE ENTERTAINMENT NETWORK, INC.

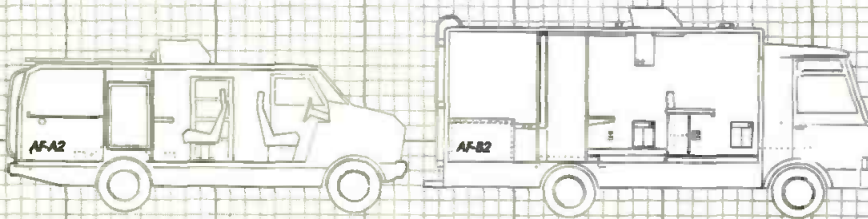
Call Bill Doyle or Eve Joffe at (213) 652-2070. In the Midwest and East: Karen Katz at (314) 889-1947.



Name change. Needham, Harper & Steers Inc., New York, has changed its name to Needham Harper Worldwide Inc. to reflect its growing international character and has elected Keith Reinhard (l) chairman and chief executive officer. Reinhard, 49, who has been chairman and chief executive officer of NH&S/USA for past two years, succeeds Paul C. Harper Jr., 63, (r) who becomes chairman emeritus of Needham Harper Worldwide. In another top management development, Blair Vedder, vice chairman of corporation, has announced his intention to resign from agency in December, ending 38 years with company. Harper has served as chief executive officer of Needham, Harper & Steers from 1965 to 1984. Agency's volume increased during that period from \$85.5 million to estimated annual rate of \$775 million in 1984. In 1983 Needham allocated more than \$290 million to domestic radio and television.

NEW FROM AFA

Two superbly-equipped mini mobile units that every station can afford!



Each of these standard mobile units brings with it the combination of the nation's leading mobile system designer, broadcast-quality equipment and a brilliantly-engineered Wolf Coach vehicle.

The AFA2 is a 19' 2-camera ENG/EFP unit that is equipped with your choice of broadcast-quality color cameras, a Grass Valley 100-N video switcher, two Sony BVU-50 portable 3/4" VCRs and a Yamaha audio console.

The AF-82 is a 23' 2- to 4-camera EFP unit that features your choice of broadcast-quality color cameras, a Grass Valley

1600-1L production switcher, a Yamaha 8 input audio console and two Sony BVU-800 series VCRs.

Both units can be expanded to include 1" VTRs, character generators, editing facilities and more.

The low cost of these standard mobile video systems will surprise you. The high quality is exactly what leading broadcasters and production and post-production companies have come to expect as a matter of course from AFA. Call us for details: in the East at (201) 767-1000; in the West (213) 466-5066.



A.F. ASSOCIATES INC.

ADVANCED SYSTEMS AND PRODUCTS FOR THE VIDEO INDUSTRY
AFA SYSTEMS DIVISION 100 STONEHURST COURT NORTHVALE NJ 07647
1438 NORTH GOWER STREET HOLLYWOOD CA 90028

markets including Portland and Bangor, both Maine. Commercials will be slotted in all dayparts during weekdays. Target: adults, 18-44. Agency: Ingalls Associates, Boston.

RADIO AND TV

Hartford Insurance □ Four-week flight will begin in mid-November in 50 radio markets and 23 television markets. Commercials will run in all dayparts on radio and in news and fringe periods on television. Target: men, 35-64. Agency: McCaffrey & McCall, New York.

RepReport

WTIC-TV Hartford, Conn.: To Katz Independent Television (no previous rep).

□

WWLP(TV) Springfield, Mass.: To Blair Television from Seltel.

□

KJOL(FM) Los Angeles: To Major Market Radio Sales from Selcom.

□

KFSD-FM San Diego: To Christal Radio from Hillier, Newmark, Wechsler & Howard.

□

WTIX(AM) New Orleans: To Christal Radio from Blair Radio.

□

KCEE(AM)-KWFM(FM) Tucson, Ariz.: To Major Market Radio Sales from Christal.

□

KAKZ-AM-FM Wichita, Kan.: To Christal Radio from Blair Radio.

□

WZZT(FM) Columbus, Ohio: To Masla Radio from Uni-Rep.

□

WKMI(AM) Kalamazoo, Mich.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WWOD(AM)-WKZZ(FM) Lynchburg, Va.: To Christal Radio from Torbet Radio.

□

WLBJ-AM-FM Bowling Green, Ky.: To Christal Radio from Savalli-Schutz.

□

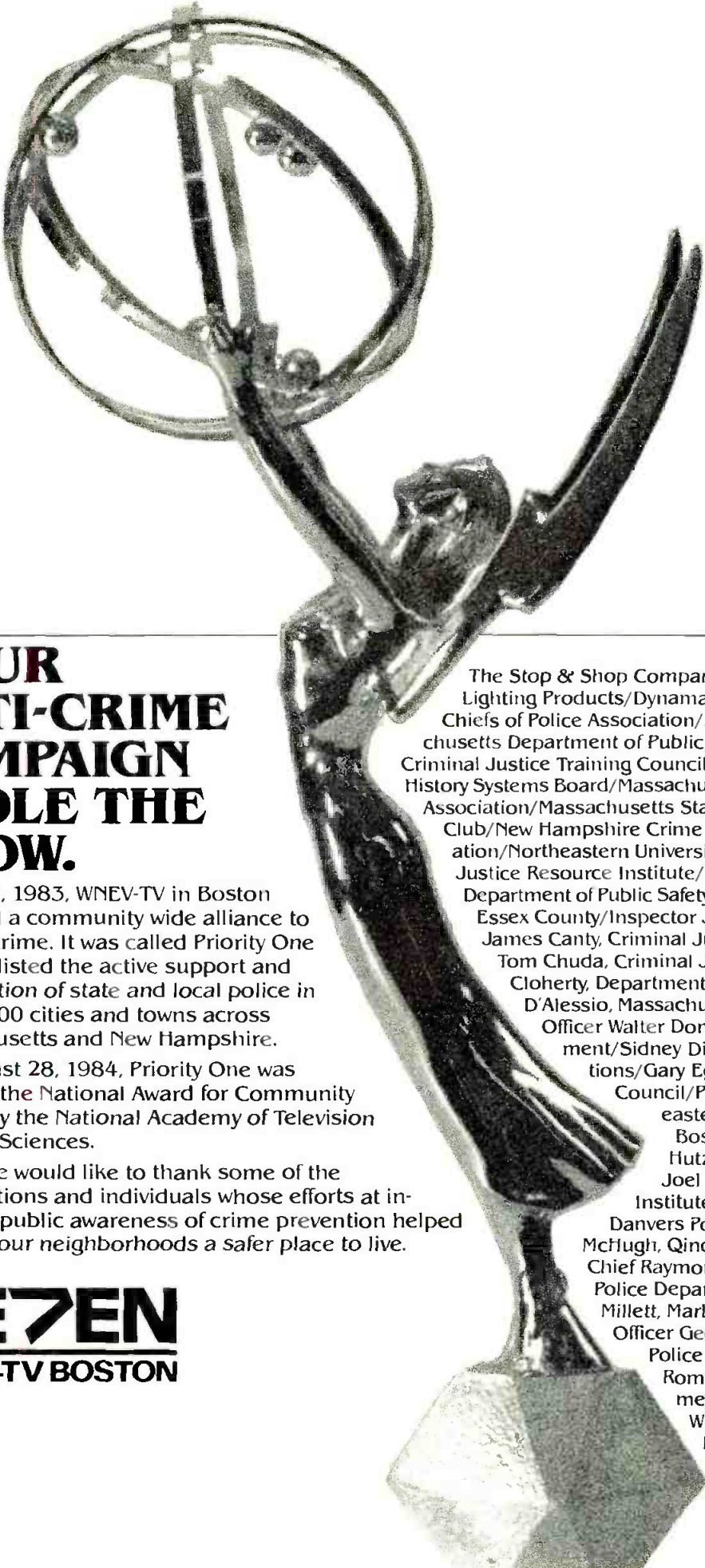
WROA(AM)-WZKX-FM Gulfport, Miss.: To Masla Radio (no previous rep).

□

WABG(AM) Greenwood, Miss.: To Christal Radio from Gert Bunchez & Associates.

□

Boston-bound. Avery-Knodel Television has opened its 14th regional office—in Boston at 1400 Statler Office Building, 02116. Telephone is (617) 542-0478. Santo J. Crupi, manager of Seltel's New England office, has joined Avery-Knodel as manager of its new Boston office.



OUR ANTI-CRIME CAMPAIGN STOLE THE SHOW.

In March, 1983, WNEV-TV in Boston launched a community wide alliance to prevent crime. It was called Priority One and it enlisted the active support and participation of state and local police in almost 200 cities and towns across Massachusetts and New Hampshire.

On August 28, 1984, Priority One was awarded the National Award for Community Service by the National Academy of Television Arts and Sciences.

Today, we would like to thank some of the organizations and individuals whose efforts at increasing public awareness of crime prevention helped to make our neighborhoods a safer place to live.

SE7EN
WNEV-TV BOSTON

The Stop & Shop Companies, Inc./GTE Sylvania
Lighting Products/Dynamark, Inc./The Massachusetts
Chiefs of Police Association/Executive Office of Massa-
chusetts Department of Public Safety/Massachusetts
Criminal Justice Training Council/Massachusetts Criminal
History Systems Board/Massachusetts Crime Prevention Officers
Association/Massachusetts State Federation of Women's
Club/New Hampshire Crime Prevention Officers Associ-
ation/Northeastern University School of Criminal Justice/
Justice Resource Institute/Secretary Charles Barry,
Department of Public Safety/District Attorney Kevin Burke,
Essex County/Inspector James Britt, U.S. Post Office/
James Canty, Criminal Justice Training Council/
Tom Chuda, Criminal Justice Training Council/John
Cloherty, Department of Public Safety/Joseph
D'Alessio, Massachusetts Locksmiths Association/
Officer Walter Donahue, Hudson Police Depart-
ment/Sidney Dimond, Dimond Communica-
tions/Gary Egan, Criminal Justice Training
Council/Professor Edith Flynn, North-
eastern University/John Herbert,
Boston Police Department/John
Hutzenlaub, Dominion Lock/
Joel Kershner, Justice Resource
Institute/Sergeant Richard Landers,
Danvers Police Department/Chief Jack
McHugh, Qinchester Police Department/
Chief Raymond McKeon, Chelmsford
Police Department/Lieutenant David
Millett, Marblehead Police Department/
Officer George Norton, Wayland
Police Department/Chief Paul
Romano, Lynnfield Police Depart-
ment/Officer Frank Scarpa,
Winthrop Police Department/
Professor Robert Sheehan,
Northeastern University/
Representative Paul White,
D-Dorchester



"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 of things, we'll be adding more Betacam systems

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

efore long. If for no other
ason than to stop our
ews from fighting over
ho gets to use the ones we
urrently have."

**"THIS IS CLEARLY A
SYSTEM BUILT FOR THE
REAL WORLD."**

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

You rarely find news under ideal
onditions. More likely you're get-
ing jostled around by a huge crowd,
uffed by gale winds or caught in a
ery tense, fast-moving situation. All of
hich tend to play havoc with equipment
fe spans.

"Betacam, however, seems to have been de-
igned especially for this environment. It's
n extremely well-built, exceptionally rugged
ystem, particularly for its weight. And the
et result is that in the year we've had them,
owntime has been virtually nil.

"Equally important, because Betacam is
otally 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, bet-
ter 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.

This week

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**—*Washington Metropolitan Cable Club* meeting. Speaker: Bill Daniels, chairman, Daniels & Associates, Denver. Vista International, Washington.

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

■ Indicates new or revised listing

Borchert, (608) 263-2157.

Sept. 24—*Women in Cable*, New York chapter, cable follies. 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.). Marbury House hotel, Washington.

Sept. 25—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goldenson, 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 af-

filiate chapter, *Syracuse University*, "distinguished visiting professor lecture series." Speaker: George Newi, 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: Dor Borchert, (608) 263-2157.

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

Sept. 27—*Philadelphia Cable Club* and *Women in Cable*, Greater Philadelphia chapter, 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**—*Congressional Black Caucus* Communications Braintrust. Guests include Representative Tim Wirth (D-Colo.); Senator Ernest Hollings (D-S.C.); George Ware, president, Black Music Association, and LeBaron Taylor, VP-general manager, CBS Records. Rayburn House Office Building, Washington.

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—*New York TV Academy* dinner. Topic: "Master Writers and Their Craft." Copacabana, New York.

■ **Oct. 1**—Deadline for entries in *Freedom's Foundation* at Valley Forge 35th annual national awards. Information: (215) 933-8825.

Oct. 1-3—Second annual Women in Telecommunica-

Major Meetings

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.

SHOWBIZ INSIDE OUT

Entertainment: Coast to Coast

Coming January 1985—a new and different one hour weekly radio show that zeros in on the “inside” stories from the entertainment capitals of the world. Music and movie reviews, video, television, concerts, exclusive celebrity interviews, direct reports from affiliates across the country, a rundown of the top hits of the week—all on ENTERTAINMENT: COAST-TO-COAST.

Co-hosts Kris Erik Stevens and Keri Tombazian are joined each week by other feature editors, to take listeners through the glittering, fast-paced world of entertainment.

ENTERTAINMENT: COAST-TO-COAST captures this vital part of America’s young adult lifestyle. Reserve it in your market. Contact Susan Jacobi (212)975-6917.



IRK



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Vogelsinger, Staff Director, 1031
31st St., N.W., Washington, D.C.
20007. 202/628-1300.

1983 Broadcast Winners

Grand Prize and First Prize, Television: Doug Longhini, Bonnie VanGilder, Peter Karl, Joe Paszczyk, WMAQ-TV, Chicago, for "Beating Justice: A Special Report"

First Prize, Radio: Patrick Cassidy, WMAQ Radio, Chicago, for "School Says...You're Retarded"

Honorable Mention, Television: Don Hewitt, Suzanne St. Pierre, and Morley Safer, CBS News 60 Minutes, "Lenell Geter's In Jail"

Honorable Mention, Radio: Verta Mae Grosvenor and Art Silverman, National Public Radio for "Daufuskie"

Citation, Television: Carol M. Rosenbaum, WTVD-TV, Durham, N.C., for "Poverty Has A Woman's Face" and Lee Luse, KTCA-TV, St. Paul, Minn. for "The Legacy of Baby Doe"

Other Media Categories: This contest is also open to newspapers, magazines, photojournalism and editorial cartoons for work published in 1984. (Student entries are welcome, but will be judged separately from professional entries.)

Awards Committee

Frank Mankiewicz, Chairman	The Cleveland Plain Dealer
Ernest Holsendolph	
Mary McGrory	The Washington Post
Renee Poussaint	WJLA-TV
Steven V. Roberts	The New York Times
Lesley Stahl	CBS News

tions 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.

Oct. 3—Southern California Chapter, Society of Satellite Professionals meeting at Sheraton Universal hotel, Los Angeles. Speaker: William M. Hynes, director of telecommunications, ABC Inc.

Oct. 3—New York TV Academy luncheon. Speakers: Robert MacNeil and Lester Crystal, MacNeil/Lehrer NewsHour. Copacabana, New York.

■ **Oct. 3—Bay Area Society for Television.** Advertis-

ing and Radio "Casino Night." Giltcenter, San Francisco.

■ **Oct. 3—Overview of Cable Television and Technical Background,** part one of five-week course offered by Women in Cable, Washington chapter, and Washington Metropolitan Cable Club. George Washington University, Washington.

Oct. 3-5—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Memphis.

Oct. 3-6—National Indian Communications Conference. "The Business of Media." Keynote speaker: Ed Pfister, president, Corporation for Public Broadcasting. Tulsa Excelsior, Tulsa, Okla.

Oct. 4—Cabletelevision Advertising Bureau local cable sales advertising workshop. Airport Hilton, Los Angeles.

Oct. 4—"Multichannel MDS: Wireless Cable?" communications forum sponsored by Massachusetts Institute of Technology. MIT campus, Bush room, Cambridge, Mass.

Oct. 4-5—"Reporting Public Affairs in the Year 2004,"

Stay Tuned

A professional's guide to the intermedia week (Sept. 24-30)

Network television □ ABC: *Heartsounds* (love story), Sunday 9-11:30 p.m. CBS: *Mistral's Daughter* (three-part mini-series), Monday and Wednesday 8-11 p.m., Tuesday 9-11 p.m.; *Murder, She Wrote** (mystery), Sunday 8-10 p.m. NBC: *Super Password** (game show), Monday noon-12:30 p.m.; *Secrets of a Married Man* (drama), Monday 9-11 p.m. PBS: *New York City Opera: Carmen*, Wednesday 8-11:30 p.m.; *On Television: The Violence Factor* (discussion/study), Friday 9-10 p.m.; *Forces of Order* (documentary), Friday 10-11 p.m.; *Nature: Krakatoa: The Day That Shook the World* (natural history film), Sunday 8-9 p.m.



Krakatoa on PBS

Network radio □ ABC Radio Networks: *Soundcheck* (10-part news series), Monday-Friday, two parts per day (check local times). CBS Radio Network: *The Pennant Race Fever* (four-minute updates), Tuesday through Friday, six times each evening (check local times); *News-mark: Beyond the Headlines* (documentary), Friday (check local times); *The Wonderful World of Baseball* (16-part interview/nostalgia series), Saturday and Sunday (check local times).

Cable □ Arts & Entertainment: *The Consultant* (four-part thriller), Friday 11 p.m.-midnight and three successive Fridays.

Syndication □ WCRB Productions: *The Boston Symphony Orchestra*, Monday on 80 stations (check local times).

Play It Again □ Christian Broadcast Network: *Don't Ask Me, Ask God* (Viewers' religious questions, based on Gallup poll), Monday 8-9 p.m. PBS: *What's a Nice Guy Like You Doing in Local TV News?* (documentary/profile), Thursday 10-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Saturday. *See It Now: A Retrospective*, 30 shows, now through Nov. 1. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. For information and air times call (212) 752-7684.

* indicates premiere episode

We're giving America's youth our vote of confidence.



If you're not registered, you can't vote. The sad fact is that about half of all young Americans aren't registered.

The League of Women Voters feels that if young people know how to exercise their rights, they will. To show them how, we've launched "Taking Charge." Taking Charge is an innovative, nationwide campaign which combines a medium they listen to with a message that they'll hear. Young people listen to the radio. RKO Radio's 12 stations and RKO Radio Networks combine over 600 affiliate stations from coast to coast. The strategy is this: The League supplies the information on how to register, RKO supplies the airwaves and popular recording stars deliver the message.

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THE LEAGUE OF WOMEN VOTERS 


RKO RADIO


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sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everett Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—National Religious Broadcasters Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 4-7—American Women in Radio and Television Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Oct. 7-9—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—National Religious Broadcasters Southwestern chapter convention. Astro Village Complex, Houston.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—Southern California Women in Cable meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

Oct. 9—Association of National Advertisers annual promotion management workshop. Halloran House, New York.

Oct. 9—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10—New York TV Academy luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

Oct. 10—New York TV Academy forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

Oct. 10-12—National Religious Broadcasters Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—Indiana Broadcasters Association fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—Women in Communications 75th national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton at Walt Disney World,

Orlando, Fla.

■ Oct. 11-13—National Federation of Local Cable Programers fall regional conference for Midatlantic. Abraham Lincoln Inn, Reading, Pa.

Oct. 11-14—National Black Media Coalition's 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 11-14—American Women in Radio and Television Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—Massachusetts Association of Broadcasters annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 12-14—Foundation for American Communications conference for journalists, "Economics and the News," co-sponsored with *Gates Foundation*. Keystone, Colo.

■ Oct. 12-14—National Federation of Local Cable Programers fall regional conference for Midwest. Hilton Inn, Minneapolis.

Oct. 13—Unda-USA Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—Radio-Television News Directors Association region 10 meeting with *Memphis State University*. Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by *Perod Associates/MIDEM Organization*. Palais des Festivals, Cannes, France.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 14-16—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

Oct. 15—Direct Broadcast Satellite Association annual meeting. Vista International, Washington. Information: (202) 822-4105.

Oct. 15—Deadline for entries in *National Black Programming Consortium's* fourth annual video/film competition, "Prized Pieces '84," honoring "finest in black-oriented programming." Information: NBPC, 1266 East Broad Street, 1-E, Columbus, Ohio, 43205.

Oct. 15-18—Southern Educational Communications Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16—Association of National Advertisers annual new product marketing workshop. Hotel Roosevelt, New York.

Oct. 16—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton North Shore, Chicago.

Oct. 16-18—Mid-America Cable TV convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 17—New York TV Academy luncheon. Speaker: Neal Pilson, executive vice president, CBS/Broadcast Group. Copacabana, New York.

Oct. 17—Cabletelevision Advertising Bureau local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17-20—American Association of Advertising Agencies 47th annual Western region convention. Hotel del Coronado, San Diego.

Oct. 17-21—"Music Personnel Conference," sponsored by *Association of Music Personnel in Public Radio*. Rochester Plaza hotel, Rochester, N.Y. Information: David Paisley, KSOZ(FM) Point Lookout, Mo., (417) 334-6411, or Marianne Carberry, WXXI-FM Rochester, N.Y. (716) 325-7500.

Oct. 18—Cabletelevision Advertising Bureau local advertising sales workshop. Airport hotel, Dayton, Ohio.

Oct. 18-19—Society of Broadcast Engineers, Pittsburgh chapter, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 18-19—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Waldorf-Astoria, New York.

Broadcasting Publications Inc.

Founder and Editor
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Errata

Aug. 13 "Business Briefly" item for **North-west Orient Airlines** incorrectly listed Bozell & Jacobs, Minneapolis, as advertising agency. **Grey Advertising, Minneapolis, handles account.**

"Closed Circuit" in Sept. 17 issue incorrectly said FCC Commissioner **Henry Rivera** dissented from commission's **decision to permit Metromedia Inc. to keep KLRD(AM) Dallas** after purchasing co-located KLRD-TV. Rivera was absent when item came up for vote, so **did not vote on item.**

Price for sale of **Kentuckiana Cablevision Inc., et al, to Midwest Cable Inc.** was **\$3 million**, not \$9 million, as incorrectly reported in "Changing Hands," Sept. 17.

Format for **WHAM(AM) Rochester, N.Y., is MOR/talk**, not contemporary hit radio, as listed in Top 500 radio station chart in Sept. 17 issue.

"Ayer, Hoy y Siempre" Holiday Radio Special!

"NAVIDAD EN MEXICO"

A Celebration In Spanish



The popular Spanish-language series "Ayer, Hoy y Siempre" departs from its usual format to bring your listeners this most unusual sampling of holiday music and customs south of the border.

"Christmas In Mexico" sparkles with choral and instrumental music, highlighted by an enactment of "Las Posadas," in which Mexican children portray Mary and Joseph seeking shelter in Bethlehem...and includes charming interviews with Mexicans about holiday customs in their homes. The homily takes its theme from a traditional Mexican carol, "Who Will Give Them Lodging?"

Reserve this Christmas treat for your Spanish-speaking listeners now. The half-hour show is available free of charge, as one 30-minute disc or two 15-minute segments. Call Vi Knickrehm at (314) 647-4900, or mail the coupon.

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Title _____

Station _____

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City/State/Zip _____

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St. Louis, Missouri 63139-2983

The Lutheran Hour

International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Missouri 63139
In Canada, PO Box 481, Kitchener, ONT N2G 4A2.

A broadcast acquisition commentary from Stuart Brotman, Brookline, Mass.

Preparing to increase a broadcast portfolio

The FCC's recent, dramatic move to raise the broadcast multiple ownership rule from 7-7-7 to 12-12-12, and to eliminate all such restrictions by 1990, has created a great sense of enthusiasm among current and prospective radio and television station owners. Although the television portion of the commission's decision faces possible changes on Capitol Hill, the clear message to broadcasters should be to plan now, even if implementation will not occur immediately.

An understandable first response within the broadcasting industry has been to identify potential properties and price tags, and to check the balance sheet to insure that a healthy credit line will be available when acquisitions are to be made. The substantial increase in ownership limits, accompanied by a rather bullish broadcast market, also suggests that group owners would be well advised to undertake a more thorough task of strategic planning in anticipation of making high-stakes corporate moves. After all, a decision to double a company's station portfolio over a five-year period may be the single most important decision that the company will ever make. If location, location and location are the three keys to success for retailers, little hyperbole is needed to suggest that planning, planning and planning may be the most important buzzwords for those pursuing business opportunities in the expanded multiple ownership marketplace.

There is, unfortunately, no magic formula I can prescribe that would detail how long such a pre-acquisition planning process should take, nor what information would have to be analyzed in individual situations. There are, however, a number of prominent issues that are likely to arise in virtually every case. Here is my suggested checklist, which hopefully will be used to begin the planning process for taking advantage of 12-12-12 and beyond:

■ **Management resources**—Any substantial acquisition program should involve a detailed assessment of the strengths and weaknesses of the current management team, both at the corporate and station levels. For example, will current management be shifted to cover new properties, or will such a move spread human resources too thinly? Are there individuals at the station level who can be promoted to higher positions at newly acquired stations? If new staff are to be brought in, how will this be done and what effect will it have on the morale of the existing staff? What type of management training will be carried out so that management practices are consistent in both existing and acquired stations?

■ **Economies of scale**—There may be a greater possibility of cost savings with ex-



Stuart N. Brotman, a communications lawyer and management consultant based in Brookline, Mass., serves private and publicly held clients in broadcasting, cable and other media industries. From 1977-81, Brotman served as special assistant to the director of the National Telecommunications and Information Administration. He has also served on the staffs of the Aspen Institute's Program on Communications and Society and the National News Council.

panded ownership arrangements due to increased economies of scale. It will be important for broadcasters to understand exactly how these economies of scale will operate in order to make more informed decisions concerning the level and time frame of anticipated acquisitions. For example, what economies of scale will exist for capital expenditures if one new station is acquired, or two, three, four or five? How will acquisitions affect bulk purchases of office equipment or supplies? In the area of advertising, will new arrangements be possible for national and spot ad sales due to the wider audience reach the station group develops through acquisitions?

■ **Ancillary revenue sources**—Acquisitions can transform a company's outlook beyond a mere collection of stations to shaping a unified media entity capable of exploiting previously underdeveloped sources of ancillary revenue. Such sources, in turn, can be used to justify higher credit limits and more or better acquisitions, as well as offer stockholders and other investors the potential long-term rewards that can be realized upon resale. For example, will the acquired stations generate additional revenues through leasing their production facilities to outside groups, thus recouping part of the budget for capital expenditures? Are radio properties being evaluated in terms that account for a

variety of SCA uses that can provide punch to the bottom line? Can the existing advertising sales force be offered for a substantial advisory fee to local cable operators looking to enhance their own revenue streams by selling local avails provided them by CNN, ESPN and other national cable networks? If so, can appropriate arrangements be made for combination advertising rates, such as a coverage encompassing both the local cable system and the local radio station?

■ **Market research**—In addition to financial ledgers, the acquisition process should take into account the findings embodied in market research that has been conducted in the past. A comparison of bottom line figures with such research may indicate why performance has increased or decreased, and how likely the boom or bust is to last. Such information may be extremely valuable to have during the final stages of price negotiations to justify or downplay the selling price. It also adds another dimension to balance sheets that are often dressed up in anticipation of acquisition. The methodology for past market research is worth a closer look as well so that future studies will be able to be compared if replication of the methodology is possible. In any event, new owners should be prepared to undertake their own market research shortly after acquisition in order to establish a baseline for evaluating future performance.

■ **Joint ventures**—A major station acquisition program may require a quantum leap in financial and management resources that is too great for one company to handle on its own. Given the prices that some major market stations may be asking, the possibility of pooling resources with another group owner may emerge as an attractive option. Joint ventures, however, can bring with them substantial pitfalls, especially if both parties have not in advance explored their own motivations for seeking a partner, or have devoted too little time to identifying an appropriate partner. Quite possibly, the search for a joint venture arrangement may stem from an unrealistic acquisition portfolio or schedule, leading the broadcaster to believe that others must be brought into the fold to expand holdings in a meaningful way. On the other hand, maybe a successful business marriage looms on the horizon, to be realized only if a proper courtship takes place.

This group of critical planning issues can be used by potential buyers and sellers alike. Not surprisingly, the answers derived by each party may be very different indeed. Knowing that both sides of the negotiating table have done their homework, however, can lead to a more detailed exploration of mutual terms. The seller will have a better sense of market value, and the buyer will have a broader view of how to best take advantage of new multiple ownership opportunities. □

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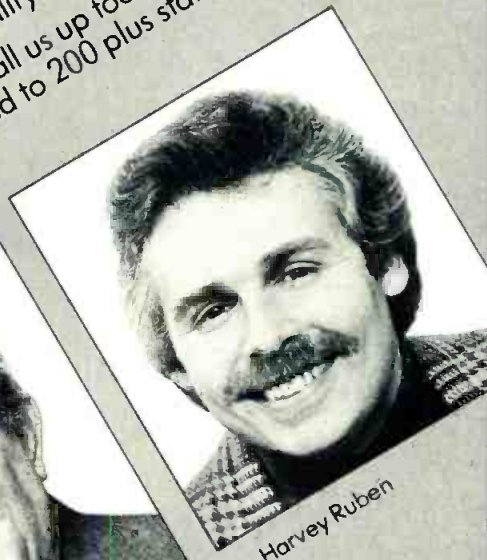
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Bernard Meltzer



Dr. Harvey Ruben

Talknet

FROM NBC RADIO

Broadcasting 4 Sep 24

Vol. 107 No. 13

TOP OF THE WEEK

A wow week for radio

The health and exuberance of the aural medium was evidenced across the country last week. In Los Angeles, the National Radio Broadcasters Association and the National Association of Broadcasters put aside their traditionally competitive natures to jointly produce a successful Radio Convention and Programing Conference. ¶ And from San Antonio, Tex., came the announcement by Harte-Hanks Communications that it is selling its nine radio stations for a record-setting \$76 million.

By all accounts, the National Association of Broadcasters and the National Radio Broadcasters Association successfully pulled off the largest radio meeting in the history of the industry last week (Sept. 16-19) in sun-baked Los Angeles. The first-ever jointly sponsored Radio Convention and Programing Conference drew a crowd of 5,084, including on-site registrants, exhibitors, hospitality suite hosts, guests and spouses.

The NAB and NRBA received high marks from attendees who were pleased at both the efforts of the two groups in working together to stage one major meeting as well as the meeting's outcome. (The RCPC combined the NAB's Radio Programing Conference and NRBA's annual convention.) "Broadcasters I talked with had a very positive feeling about the meeting," said NAB President Eddie Fritts. NRBA President Bernie Mann agreed, calling the RCPC "fantastic."

The convention, whose theme was "Up With Radio," was divided between the Westin Bonaventure and Biltmore hotels. There were more than 80 workshops covering topics ranging from selling older demographics to music research to Docket 80-90. Sessions attracting standing room only crowds included workshops on contemporary hit radio, AM stereo receivers and buying and financing radio station

acquisitions. Also attracting a lot of attention were workshops on ratings services, SCA's, and managing large market AM stations. Although pleased at the depth of the agenda offerings, attendees were drained by the trek between the two hotels in 100 degree heat.

Some of last week's bigger radio news did not take place in the workshop rooms. Broadcasters were buzzing about reports of the sale of the nine Harte-Hanks radio stations—seven to Gary Edens, president and chief executive officer of Harte-Hanks Radio, for about \$40 million, and two to Gannett Radio for \$36 million (see page 32).

Also causing a controversy during the convention was news that Joan Rivers, Monday's (Sept. 16) luncheon entertainer, had barred the press because, NAB says, she received bad press during a luncheon for Nancy Reagan in Dallas last month during the Republican National Convention. "I was aghast at the restrictiveness of Rivers," said Fritts.

The meeting's 42,000 square feet of exhibit hall space spread across three floors of the Bonaventure hotel, drawing some complaints about having to travel from floor to floor to visit the 137 exhibitors. Traffic on the exhibit floors throughout the three-day event ranged from very light to moderate with few new products un-



The Up With People opening viewed by Presidents Fritts and Mann

veiled. Among the news on the equipment side was Leonard Kahn's introduction of new AM stereo "receiver technology" which will provide for a new multimode AM stereo receiver (see page 56).

The largest radio meeting of the year was not without several new programming announcements, including Westwood One's agreement with Malrite Communications Group calling for the production and distribution, via satellite, of a three-hour weekly

CHR countdown program hosted by Scott Shannon, air personality and program director for Malrite's WHTZ-FM Newark, N.J. (New York); program consultant Mike Joseph's agreement with TM Communications for syndication of "Hot Hits" along with Joseph's new modern MOR format, "Comfy," and CBS RadioRadio's unveiling of its 1985 programming lineup, which includes a new weekly one-hour music and entertainment magazine program called *Entertainment*

Coast-to-Coast (See "Riding Gain," page 82).

The RCPC opened Sunday with remarks from both NRBA President Bernie Mann and NAB President Eddie Fritts. They were initially slated to address the audience jointly; however, they abbreviated the presentation and appeared separately. "On behalf of the NRBA and NAB, welcome to history in the making," said Mann. "You are about to be part of the most exciting and largest radio

Harte-Hanks out of radio to the record tune of \$76 million

Two weeks after the FCC's deregulation of radio ownership rules allowing the purchase of up to twelve AM and FM stations, the first indications of a new wave of station trading, especially of whole radio groups, seemed to emerge.

Harte-Hanks Communications Inc. announced on Sunday, Sept. 16, that it had reached an agreement in principle to sell its radio group. Harte-Hanks' two stations in Houston (KKBQ-AM-FM) went to Gannett Co., and the remaining seven to a newly formed corporation headed by Gary D. Edens. The terms were not disclosed, but sources estimated the price of Edens' acquisitions to be \$40 million, and Gannett's purchase about \$36 million.

If those prices bear out, the Houston stations would be a record for sale of a stand-alone AM-FM combination, and the total \$76-million sale price would be the largest for a radio station group sale. The old record for a combo was the \$22 million A.H. Belo paid for KOA(AM)-KOAQ(FM) Denver, and Schering-Plough's sale of its radio properties for \$65 million was the old record for a radio-only group.

Then on Thursday, Sept. 20, Abell Communications Corp. announced it plans to sell its six radio stations and one of its TV's to Stephen D. Seymour, president of A.S. Abell Co.

The Harte-Hanks stations sold to Edens Broadcasting Co., based in Phoenix, were KOY(AM)-KQYT(FM) Phoenix; WRBQ(AM) St. Petersburg and WRBQ-FM Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond, Va., and WSGN(AM) Birmingham, Ala. Harte-Hanks purchased most of the stations from Southern Broadcasting in 1978, merging to form the radio group. Gary Edens, who will become chairman of the new group, was named president of Southern in 1971 after beginning as an account executive there in 1968. He became senior vice president at Harte-Hanks after the merger and was named president of Harte-Hanks Radio in 1981. The new corporation will retain managers from the radio group to form the new management team. They include Michael Horne, KQYT, L.G. (Bob) Jones, WRVA; J. Phillip Goldman, WRVQ, and Michael D. Osterhout, WRBQ-FM. Edens became station manager of KOY in 1970 and still holds that title.

Harte-Hanks went through a leveraged buyout earlier this year (BROADCASTING, July 9), and Edens speculated that the radio division was sold to help raise capital to assist in its move to private ownership. Edens said the new group will actively pursue acquisitions, and plans "substantial expansion."

Richard M. Gozia, spokesman for Harte-Hanks, confirmed Edens' guess, saying, "With the buyout, we have an interest in steady, consistent earnings, and although the radio industry is very 'up' right now, we don't want any fluctuation in our product line. For instance, just a few years ago the Houston stations were in very bad shape, and now they've been turned around to be

the number one stations in the market. Radio is just more volatile than we'd like."

Harte-Hanks' president, Bill Moll, said, "As Harte-Hanks disengages from the radio business, I am delighted that seven of the stations will continue to be linked together to become the nucleus of Edens Broadcasting."

Harte-Hanks owns 27 daily newspapers and 75 nondaily publications, four VHF network affiliated television stations, cable systems serving 146,000 subscribers, a programming division developing entertainment programs, 25 direct mail systems, seven private delivery services and a nationwide trucking service. The radio division produced \$30.9 million of the company's \$443.6 million in total revenues for 1983.

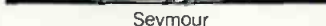
The Houston station purchase by Gannett was made possible by the recent FCC deregulation of radio ownership limits of seven stations each in the AM and FM services. Gannett, based in Rochester, N.Y., and headed by Allen H. Neuharth, chairman, owned its full complement of seven AM's and FM's in addition to six TV's. This sale will make Gannett the first station group to purchase an eighth FM and make it the group owner with the greatest number of stations, 22. (An eighth AM station was bought the week before by Universal Broadcasting [BROADCASTING, Sept. 17].)

Neuharth said, "Gannett's continuing growth in broadcasting fits naturally with our expansion as a diversified national news and information company. We look forward to other such opportunities."

A.S. Abell Co., based in Baltimore, is publisher of the *Baltimore Sun* and *Country Magazine*, owns WCFB(FM) Daytona Beach, Fla. [formerly WDOQ(FM)]; WCRJ-AM-FM Jacksonville, Fla.; WJZZ(AM) Newport



Edens



Seymour

News and WNVZ(FM) Norfolk, both Virginia; WMAR-FM-TV Baltimore, and has recently agreed to purchase WFLA-TV Raleigh, N.C., for \$15 million. It is selling all the broadcast properties except WMAR-TV to Seymour.

Seymour stepped down as president and CEO of the station group on Tuesday as part of the purchase plan. He expects all negotiations to be completed by Oct. 15, and final closing to be around the first of February. Although no sale price could be disclosed since the negotiations haven't closed, the sale price for the group was estimated to be \$32 million-\$35 million.

Seymour said, "I negotiated the sale of WFLA-TV for Abell. When they decided they didn't want to buy it, they offered it to me. I always wanted to be a broadcaster so I jumped at the chance." When asked to comment on the current rash of group sales, Seymour said, "Radio is not for the faint of heart. If you are not used to the vagaries of the market it can be very nerve-racking. You have to anticipate and you really have to know radio." Seymour was former vice president and board member of Westinghouse Broadcasting; he became president of Abell in 1981.

meeting ever," he added. The RCPC, he emphasized, was born out of cooperation between the NRBA and NAB. "It is really true synergism at work: One plus one equals three."

Mann asked the attendees to write him with their thoughts and suggestions on the meeting. "Most of all I'd like to thank you for giving up your time, giving up your expense to come here to try and make your radio station better. On behalf of your listening public I applaud you."

Fritts talked about some of the legislative and regulatory issues facing the industry. He called on broadcasters to join NAB on a local level in the national campaign to curb drunk driving without banning advertising of beer and wine products. "By informing your audiences and by working with local groups on this issue you can be an important part of the solution to this national tragedy," he said.

Both NAB and NRBA, Fritts said, will continue to cooperate on legislative matters. "We believe Congress should recognize that the radio deregulation the FCC brought us should be affirmed into law because it is in the public interest. Radio deregulation is an idea whose time has come," declared Fritts. He also urged broadcasters to conduct local and regional debates. "You've got what it takes to help facilitate the election process."

Most importantly, he said, "to prevail we must continue to be united and work together in the spirit of cooperation. With your continued support and interest I am confident we will see an even brighter future for this great industry we all love and cherish."

Fritts' and Mann's opening remarks were followed by a presentation by Chuck Blore of Los Angeles-based Blore/Richman Inc. and a performance by the singing group Up With People.

ABC sports commentator Howard Cosell became the first recipient of "The Radio Award" at Tuesday's luncheon, at which he expressed gratitude to a number of people who contributed to his success, including Leonard H. Goldenson, chairman of ABC Inc., and Roone Arledge, president, ABC News and Sports (see box this page).

During the luncheon, special Armstrong Awards were given to Raymond Nordstrand, president of WFMT Inc. Chicago, for "outstanding service to broadcasting" over 31 years and to WQXR-AM-FM New York for "technical achievement" for being "the first and only classical music station in the world to broadcast in both AM and FM stereo." A separate award was given to Lee Larsen, general manager of KOA(AM) Denver, in honor of talk show host Alan Berg, who was shot to death on June 18 (BROADCASTING, June 25).

Much of the convention's news was reported on a special low-power FM station set up for the meeting called K-RADIO. The station operated for 83 continuous hours, airing both music and news at 104.7 mhz. Serving as news consultant was Jim Cameron of Brooklyn, N.Y.-based Cameron Communications Inc. K-RADIO was founded by Thom O'hair of San Francisco-based Inchi Bon Inchi O'hair Inc.

Prior to the start of the convention, NRBA



Howard's own mike. ABC Sports Commentator Howard Cosell was the recipient of the first Radio Award last Tuesday (Sept. 18) during last week's Radio Convention and Programming Conference. On accepting the award, Cosell said radio has given him a platform for expression over the years. "Where else could I do the show [*Speaking of Everything* over the ABC Radio Networks] that's meant more to me than any other show I've done in terms of giving expression to myself and to the variety of views that I've entertained about all aspects of life?" Cosell also reminisced about the early days of radio when he first began to use actualities in sports reports. Presenting the award to Cosell (center) were Ben Hoberman (right), ABC Radio president, and Michael Jackson, KABC(AM), the luncheon's master of ceremonies.

Cosell took time out from his speech to take issue with CBS News correspondent Mike Wallace's remarks to Barbara Walters on ABC-TV's *20/20* broadcast on Sept. 13, during which Wallace said that *60 Minutes* scrapped a 1976 interview with Cosell because the sportscaster became a "marshmallow." The interview was never aired, Cosell said, because "I beat Mike Wallace's ass, that's why."

had its semi-annual board meeting, where Bernie Mann was re-elected as association president. Mann also served as convention co-chairman along with Martin Beck, chief executive officer of Beck-Ross Communications of Rockville Centre, N.Y.

NAB and NRBA have scheduled the second annual Radio Convention and Programming Conference for Oct. 6-9, 1985, at the Anatole hotel in Dallas.

Complete coverage of RCPC '84 begins on page 42. □

Broadcast dereg grinds to a halt

At House hearing, NAB balks at price broadcasters would have to pay if H.R. 6122 passes

Prospects for legislation deregulating the broadcasting industry—which have dimmed noticeably in the past year—appeared to reach the point of nonexistence during a hearing before the House Telecommunications Subcommittee last week. To the National Association of Broadcasters, the bill (H.R. 6122) serving as the basis for the hearing would impose a price, in terms of new regulation, that would be too high for the deregulation it would buy. And representatives of citizens groups opposed the bill on the ground it would give the broadcasting industry too much.

So much for support for the bill. A couple of plays attempted by NAB President Edward O. Fritts designed to shake things loose and get movement on some kind of deregulation did not seem to have been crowned with success. Noting that most of the controversy regarding broadcast deregulation centers on television, he urged enactment of deregulatory legislation restricted to radio, a

proposal industry officials had made privately to members of Congress in the past. When that failed to generate any enthusiasm, he suggested the panel refer the pending bill to the full committee, which the NAB feels would be more sympathetic to the industry's position ("Closed Circuit," Sept. 17). But a subcommittee staffer said the bill is dead for this Congress. "It will not be brought up."

The subcommittee also heard witnesses on a second measure dealing with a controversial broadcasting issue—that involving the FCC order transforming its 7-7-7 multiple ownership rule into one setting a limit on station ownership at 12 AM, 12 FM and 12 TV stations. The bill (H.R. 6134) was treated with more kindness. But it still managed to provide a setting for another debate between Jack Valenti, president of the Motion Picture Association of America, and a network executive on easing restrictions for the networks and other group owners. In the main, the views expressed echoed those heard a week earlier at a Senate Judiciary Committee hearing on the ownership rules (BROADCASTING, Sept. 17).

The deregulation issue is one that, as was

mentioned several times at the hearing, has been under discussion on the House side of the Capitol for 18 months and has provided material for nine hearings by the subcommittee, not to mention hours of private discussion. And while for a time it seemed broadcasters would get the House bill they wanted—the Senate had long since acted on a bill they found more than satisfactory—it seemed last week that Subcommittee Chairman Timothy Wirth (D-Colo.) had prevailed in his determination to block passage of a bill that would be without much cost to the industry. "Legislation is a two-way street," Wirth said at one point. "What does the public get back?"

The NAB's goal has been legislation that would eliminate the comparative renewal process—and thus guard licensees against challenge at renewal time—and codify the FCC's deregulation of radio and television. The bill, introduced by Representative Al Swift (D-Wash.); Wirth; Representative John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee; Representative Mickey Leland (D-Tex.), and Representative John Bryant (D-Tex.), and described by Wirth as a compromise reached by subcommittee members after months of work, would eliminate the comparative renewal process. It would also prohibit the adoption of rules scrapped by the commission in its deregulation proceeding.

But it also provides for quantification of television broadcasters' public interest programming. Fritts does not object to the quantification proposal, as such. Subcommittee members insisted on it as the centerpiece of any deregulatory legislation. But, Fritts said, other provisions restore and strengthen the rules the commission had repealed. For instance, he said the bill would re-establish much of the program-logging and ascertainment record-keeping requirements for radio that were rescinded by the FCC (broadcasters would be required to maintain records of their ascertainment activities and their programming) and would restore all of the commission's former program categories. He also noted it would strengthen the discovery rights of petitioners to deny who seek information from a licensee before a renewal application is designated for hearing and would tighten the equal employment opportunity rules now on the commission's books.

Fritts said broadcasters were being asked "to choose between supporting a bill that is decidedly more regulatory than deregulatory and supporting no bill at all." And NAB's

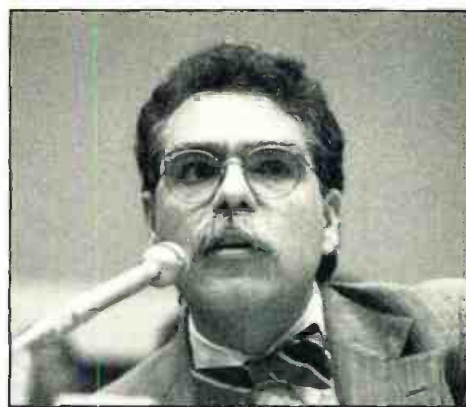


Fritts

choice: "We cannot support a bill that turns back the regulatory hands of time and returns the industry to the overburdened status of yesterday."

On the other hand, Samuel A. Simon, executive director of the Telecommunications Research & Action Center, and Andrew Schwartzman, executive director of the Media Access Project, said the bill unduly favors broadcasters at the expense of the public interest. Simon said that because of the "numerous compromises made to obtain NAB support for the bill," TRAC cannot "embrace it." Simon said TRAC was particularly concerned over the proposed elimination of the comparative renewal process, which, he said, "is a unique tool empowering individuals in a community to exercise some degree of control over the information and entertainment environment of their communities." Schwartzman said he cannot support the bill because he feels it does not provide for "protection against occasional license abuse" as a substitute for the comparative renewal process it would eliminate. Schwartzman said that FCC Chairman Mark Fowler has demonstrated he will not enforce the Communications Act—he is "a bleeding heart, about as soft on perpetrators as a marshmallow on a hot sidewalk." As a result, Schwartzman said the bill should be "beefed up in several areas"—among them, retention of the comparative renewal process and inclusion of specific program obligations for minorities, the old and the young.

Fritts did not find himself in a completely cold climate at the hearing. He had a sympathetic ear in Representative W. J. (Billy) Tauzin (D-La.), a member of the full committee who sat with the subcommittee and who with Representative Tom Tauke (R-Iowa) had sponsored a deregulation bill (H.R.



Schwartzman

2382) that was attuned to the industry's wishes. It has attracted the support of more than half of the members of the House—236. But Wirth has managed to keep it bottled up. Tauzin said—contrary to Wirth's statement on the subject—that agreement on the "core issues" of the Swift bill had not been reached, although "we came close." But he said he felt there was "a lack of balance" in the bill as it was introduced.

There was support, too, from Representative James T. Broyhill (R-N.C.), ranking minority of the parent committee. He said there is "only one small change that should be made in the Communications Act immediately"—"elimination of the so-called comparative license renewal process." As an example of the expensive litigation he said comparative renewal proceedings can generate, he had brought with him to the hearing the documents that were filed in the 12-year (failed) effort of Central Florida Enterprises to supplant Cowles Broadcasting Inc. as licensee of WESH-TV Orlando, Fla.—stacked one on one, they would have risen to a height of 10 feet.

Fritts said the growth in competition—both within the industry and between it and new technologies—eliminates any need for "intrusive government regulation." And broadcasters, who are regulated, he said, "want to compete on a level regulatory playing field with our new competitors." As for the existing comparative renewal process, Fritts said it simply offers entrepreneurs an opportunity to seek to acquire a license for no more than attorney's fees—which, though they may be expensive, would be far less than the cost of buying a station. And Fritts said the entrepreneurial nature of the challenges was borne out in a study NAB has filed with the commission. Of 20 challenges filed since 1982, it says, 19 involved corporate business interests (financial information for one applicant was unavailable).

But Wirth was not impressed. He had initiated the subcommittee's work on deregulation legislation with a proposal that would have swept from the books most of the regulations broadcasters find onerous—but would have included a provision for a spectrum fee. Because of that provision, the NAB opposed the measure, and Wirth was forced to retreat. But he never abandoned the idea that, where deregulation is concerned, there is no free lunch.

With the days of the 98th Congress fast running out, the one chance the broadcasting



Dunham, Sutton, Valenti

industry's allies appear to have for securing passage of legislation closer to the Tauke-Tauzin than to the Swift measure would be in prying the Swift bill from the subcommittee. Representative Matthew Rinaldo (R-V.J.), ranking minority member of the subcommittee, in a brief appearance at the hearing, called for an early markup of the bill and referral to the full committee. The JAB appears to feel it would have more success in pressing its case there than in the Wirth subcommittee. Tauzin said he would join Rinaldo in requesting a markup "to give the full committee a chance to express its views and permit the House to act." And that was the course Fritts urged. "We want the subcommittee to report H.R. 6122 out of the subcommittee as it is written, even though we don't support it as it is written," Fritts said.

However, off his performance last week, it appeared that backers of the Tauke-Tauzin bill would have to roll over not only the chairman of the subcommittee, but the powerful chairman of the full committee, as well. Dingell made it clear he felt the commission needed the weapons to deal with broadcasters guilty of what he would consider serious breaches of their public trust—he cited the case of KTTL(FM) Dodge City, Kan., known for its virulent attacks on Jews and blacks. And along with Wirth, Dingell expressed support for the provision in the Swift bill that would allow petitioners to obtain discovery rights before a renewal application is set for hearing. At present, those rights are not granted until after the hearing is designated—a situation that has troubled citizen groups bringing such actions. Wirth described as a "Catch 22," one in which a petitioner cannot secure the information needed to prosecute a hearing until after a hearing is ordered.

To Tauzin, who noted the commission is to designate an application for hearing once petitioners demonstrate there are substantial questions of fact, said the petition to deny provision represents one of the failures of the Swift bill's authors to balance competing rights. And his discussion of the issue led him into a sharp exchange with MAP's Schwartzman. Tauzin said there is a need to "strike a balance between legitimate complaints and attempts at blackmail"—at warnings to a renewal applicant that its application will not be granted until the petitioner gets "what he wants." Schwartzman said agreements licensees reach with petitioners to end disputes "benefit the public."

"We can make a law that the FCC can award expenses to a winning [petitioner]," Tauzin said. "But I don't like the payment of fees for withdrawing a petition."

The Swift bill would prohibit payments for the withdrawal of petitions to deny unless they are approved by the commission. McKinney said legislation is needed to guard against petitions to deny filed for improper reasons. But he said the commission should not be burdened with responsibility for determining the acceptability of the agreements. Because many agreements involve objectives "that have some claim of legitimacy arguably raised in a proper forum," he said, the new provision would not

"alleviate the complaints and would simply add a new administrative complication to the process."

□

The multiple-ownership bill under discussion, which was introduced by Leland, along with Dingell and Wirth, was part of the political fallout from the controversy generated by the commission's decision to replace its rule of sevens with a rule of 12's and then to eliminate all restrictions in 1990. (Because of congressional concern, the commission has stayed its television portion of the rule until April 1, 1985, or 60 days after reconsideration of its decision, whichever is later. And Congress has written that stay into law.) Wirth called the rule "arbitrary" and said it "ignores the need to have along term policy on multiple-ownership of broadcast properties in effect." Wirth said the Leland bill "is by no means perfect" but he said it incorporates needed concepts.

MPAA's major concern with the bill, as with the one in the Senate and the commission rule, is that it treats the networks the same as other group owners. "They are big 900-pound gorillas, and they should not be allowed in your backyard," Valenti said. The MPAA does not oppose raising ownership limits for other group owners. "Let them go," he said. "But keep the networks on a short tether." He said that "deregulation" in the television marketplace means less, not more competition and said Congress should guard against a "few private corporations" dominating national and local news and entertainment.

The networks' position, expressed by Corydon B. Dunham, executive vice presi-

dent and general counsel of NBC, also tracked the argument the networks made through a spokesman at the Senate hearing: "The [Hollywood] studios want to keep a protected market for the entertainment programming they produce. This may be an understandable commercial interest, but it is not a valid public interest on which to base regulation."

Liberalization of ownership restrictions for networks as well as other groups was supported by Joseph P. Dougherty, president of the broadcasting division of Capital Cities Communications Inc., and Dr. William F. Baker, president of Group W Television. "We have not thought it appropriate to seek opportunities for ourselves that are not in principle available to others," Dougherty said. There were some differences among the networks and the groups regarding the Leland bill. Baker, for instance, saw "considerable merit" in the point system approach while Dougherty said that, since market rankings change from year to year, it and the use of a television reach concept would cause problems. Dougherty also said the bill's use of the Grade B contour as determining market "would magnify the flaws of the audience reach approach."

Two other witnesses saw things differently. Wilhelmina Cooke, of the Citizens Communications Center, which had opposed the FCC's repeal of the 7-7-7 rule, supported the Leland bill. She said the provisions for restricting ownership according to reach and a percentage cap serves the ends of the anti-trust laws and the diversification of ownership of media goals which, she said, are the same. But on one key point she parted com-

Rockefeller out as CPB chairman

Sharon Percy Rockefeller's three years as chairman of the board of directors for the Corporation for Public Broadcasting, ended last Friday (Sept. 21), following her defeat for re-election during the board's annual fall meeting. Rockefeller, a Democrat whose current term expired Friday, lost to Republican Sonia Landau (a member of the board since November, 1981) by a 6-4 vote.

Before Friday's meeting, Landau, director of the Women for Reagan/Bush Committee, had the votes necessary to win: her own, that of Republicans Richard Brookhiser, Harry O'Connor and R. Kenneth Towery. Any chance of Rockefeller's re-election seemed dependent on the confirmation of three new CPB board nominees—Democrat Lloyd Kaiser, president and general manager of Metropolitan Pittsburgh Public Broadcasting Inc.; Connecticut Republican businessman William Lee Hanley Jr. and independent Howard Gutin, president and general manager of KLRU(TV) Austin and KLRN(TV) San Antonio, both Texas—to the then seven-member board. Rockefeller was counting on Kaiser and hoped to get Gutin's vote. (Hanley was expected to support Landau.) Rockefeller was believed to already have the support of independent Lillie Edens Herndon and Democrat Howard A. White.

According to sources on Capitol Hill, Rockefeller was lobbying the Senate Commerce Committee to get the three nominees confirmed in time for the vote. She proved successful: the hearing on the nominees was held two days before the CPB board's meeting and the Senate confirmed their appointment late the following day.

Addressing the board following her defeat, Rockefeller said that the chairmanship held "important responsibilities, both substantive and symbolic," and was a position that required waging "many battles for CPB and for public broadcasting." Rockefeller, who's fought many battles herself against federal funding cuts for public broadcasting, said that although "resistance may be fierce... no one must ever doubt the seriousness of our pursuit. Indeed, the energy of our commitment may be more persuasive than any given set of facts, statistics or articulation of need."

Towery was elected vice chairman of the board.

pany from the bill: Like Valenti, she thought networks should be treated differently. With affiliates covering 95% of U.S. households, she said, the networks "have the potential to dominate" the television market. "Does it make sense to permit the networks to acquire more stations when the idea is to provide alternatives to them?" she asked.

Percy Sutton, president of Inner City Broadcasting and president of the National Association of Black Owned Broadcasters, was concerned repeal of the rule of 7's would work to the disadvantage of minorities seeking to break into the ranks of station owners, particularly in radio. He said that with group

owners acquiring additional stations, they would offer stiffer competition for stations in markets they serve. Furthermore, he said, lifting the ownership limits would drive up station prices, putting them out of reach of most minority group members.

But opening, not closing, the door to blacks and other minorities was one of Leland's aims in drafting the bill. And he asked the industry representatives whether the incentives to promote such ownership—by offering a bonus in terms of additional properties to those parties with minority ownership—would achieve that goal. All thought that it would. □

Appeals court rules for ASCAP, BMI

It overturns decision which supported broadcasters' position that blanket music licenses are antitrust violation; stations will appeal to Supreme Court

The United States Court of Appeals for the Second Circuit last week reversed a lower court's decision that held that blanket music licenses for television stations violated antitrust laws and restrained competition. In a unanimous decision, the Second Circuit Court overturned a 1982 decision reached by U.S. District Court Judge Lee P. Gagliardi that found the blanket licenses offered to television stations by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. were anticompetitive and illegal (BROADCASTING, Aug. 23, 1982).

The blanket license system grants local television stations the right to carry the music contained in syndicated and locally produced programs as well as the music contained in commercials sold in the spot market. But a suit filed in 1978 in the U.S. Southern District Court of New York by Buffalo Broadcasting Inc., licensee of WIVB-TV Buffalo, N.Y., and five other broadcasters on behalf of all local television stations, sought to replace blanket licenses with a system of source licensing in which program producers would acquire the music-performance rights when they produced the programs.

The circuit court found the suit did not prove that the current method by which local television stations are charged to play copyrighted music represented a restraint of trade. Wrote Circuit Judge Jon O. Newman: "Since the blanket license restrains no one from bargaining over the purchase and sale of music performance rights, it is not a restraint unless it were proven that there are no realistically available alternatives... the plaintiffs did not present evidence to establish the absence of real alternatives."

Both ASCAP and BMI lauded the court's action almost immediately after the decision was issued late Tuesday night (Sept. 18). In a statement, ASCAP President Hal David said, "This is a great day for all songwriters and music publishers throughout the world. The unanimous decision by the second circuit affirms a system which has always served our industry and the public well. I believe that the value of the blanket license

will continue to grow as new technologies create new ways of performing music." Similarly, BMI President Edward M. Cramer said in a statement that "we are delighted with the court's decision in this matter, BMI's position once again being upheld. I believe that the court's decision was the right one and one that, to me, was never in doubt."

At the same time, the All-Industry Television Station Music License Committee announced it would appeal the second circuit's decision. Leslie G. Arries Jr., chairman of the Committee and president of WIVB-TV Buffalo, N.Y., said in a statement that "ASCAP/BMI litigation has always been characterized by decisions, reversals and reversals of reversals. We remain confident that we are correct in our factual and legal position and plan to pursue our case to the United States Supreme Court, if necessary." An attorney for the committee said it would ask the second circuit to review the case and if it declines, the next step would be to petition the Supreme Court. The committee is expected to file for review within the next several weeks.

The licensee fees television stations pay to ASCAP and BMI have been frozen at 1980 levels since the 1982 district court decision. It is estimated that those 1980 levels generated over \$80 million in fees in 1983. The freeze will remain in effect until all appeals are exhausted. □

Judicial Conference blocks broadcast media access to federal courts

Broadcast journalists' hopes of gaining access with their cameras and microphones to the federal courts—as they have to most state courts—were deflated last week by the Judicial Conference of the United States. The conference, which sets the rules of procedure for the federal courts, decided to retain the rules that ban radio and television coverage of the those courts. Its action came in a vote at its semiannual meeting, at the Supreme Court, to approve a recommendation of a special committee that it reject a petition by 28 media groups urging a revision of the rules. The "alleged public bene-

fits" of broadcast coverage, the committee said, "are outweighed by the risks to the administration of justice."

The principal argument of the petition filed 18 months ago (BROADCASTING, Mar. 14, 1983), was that such coverage is essential to fully inform the public how the federal courts operate. And it cited the experience of courts in some 40 states that permit cameras and audio equipment as rebutting the arguments that have been made against such coverage—that it would violate a person's right to a fair trial or interfere with the decorum of a court.

Those filing the petition—including the three major networks, Turner Broadcasting System and the Public Broadcasting Service, felt their chances were good. In addition to the ground gained in the states, the Supreme Court, in *Chandler vs. Florida*, in 1981, upheld the constitutionality of the rules of Florida courts permitting television coverage of trials. The opinion noted the revolution in technology that had occurred since the 1930's, when rules banning cameras and microphones were adopted and the equipment was clumsy and intrusive. Chief Justice Warren E. Burger, who heads the Judicial Conference, opposes television coverage and has said he would resist television coverage of the Supreme Court. But the petitioners took heart from the fact Burger wrote the *Chandler* decision.

Ed Godfrey, president of the Radio-Television News Directors Association and new director of WAVE-TV Louisville, Ky., issued statement "deploring" the Judicial Conference's action. "As a result of that decision the American public will continue to be denied the right to see and hear what happens in their federal courts," he said, adding "The verdict of the Judicial Conference ignores the successful use of cameras and microphones in the courts of 41 states and substitutes for that hard evidence a litany of 'what might happen if' and the fact that most members of the American College of Trial Lawyers and most federal judges don't like the idea."

The committee, which has been studying the matter for a year and which did its own research, reported "overwhelming opposition" to the proposed change in the rules. The report said 78% of the 600 active and senior federal circuit and district judges and 84% of the 636 members of the American College of Trial Lawyers who responded to the survey opposed the proposed changes. The committee also interviewed judges and lawyers and reviewed the reports of the experience of the state courts that admit cameras and microphones.

Furthermore, the committee said it found no evidence to support the claim that broadcast coverage provides an educational benefit. "On the contrary," the report says, "there appears a great potential for miseducation and presentation of distorted images occasioned by the necessity of limiting most broadcasts to short segments of selected sensational cases. Economic considerations and time constraints preclude the universal televising of entire trials, requiring selection of trials and parts of trials sufficiently sensational to attract viewers." □

Intelsat postpones decision on competing satellite services

A number of controversial issues delayed until December meeting

The 60th board of governors meeting of the International Telecommunications Satellite Organization, conducted in the midst of more controversy that attracted more press attention than usually attends such meetings of organs of the 20-year-old organization, concluded in Washington on Wednesday, with some key issues postponed to the next meeting, in December. But while the dust has yet to settle, it appeared that Director General Richard Colino, who had been at the core of the controversy, has the board's confidence, if not its support in all respects.

The controversy had erupted principally around the proposed codification and revision of guidelines for coordinating separate satellite systems with Intelsat under Article XIV(d) of the Intelsat Agreement, a proposal that had aroused considerable concern in the U.S. That was one of the items postponed to the December meeting. Another matter disturbing to the U.S. was the director general's proposal to establish a classification system to protect documents considered sensitive. The U.S. is understood to have made it clear it would not be bound by such a system. But the item was approved.

The board also considered 29 requests for coordination of U.S. proposals for transborder service. Action on those matters was deferred to the board meeting in December; the delay will enable the organization's technical committee to review the items. However, successful coordination of all of the proposals in the package seems assured. One transborder item involving the U.S. that the board cleared for final action by the Assembly of Parties at an extraordinary meeting now scheduled for Jan. 29-30 was the request for coordination of Hughes's Galaxy I used by Spanish International Television to transmit live programming from Mexico to Spanish-language television stations in the U.S.

As for the proposals dealing with procedures for coordinating separate systems, representatives of U.S. applicants reacted to them with alarm, contending they seemed designed to screen out virtually all such applications. U.S. officials reacted similarly, and instructed the Communications Satellite Corp., the U.S. signatory, to oppose adoption of the proposals (BROADCASTING, Sept. 17). The views of board members were said to have ranged across a broad spectrum, from antagonistic to favorable. U.S. officials took the board's decision to postpone action as a sign that support for the proposal was shaky, at best. The item also was not placed on the agenda of the Assembly of Parties' meeting, as had been expected. But U.S. officials conceded that deferral of action was, as one put it, "the best we could get."

With controversy swirling about Colino, the board made a special effort to demonstrate support for him regarding the issue. It wrote into the record the assertion that, "not-

withstanding the differences" among board members regarding the proposals, "it was appropriate to record" that the documents had been submitted to the board in response to a request it had made at a meeting in September 1982—the same point Colino himself had made two weeks ago in letters to U.S. officials explaining the background of the issue. Furthermore, the board said, the documents "would prove of great assistance to the board . . . and should not in any way be viewed as being aimed at prejudicing the consideration of any particular coordination that may come up under Article XIV(d) in the future."

The board said the request for the review had been made in light of the increasing number of coordination requests. It and the Assembly of Parties—both of which have responsibilities in the area—have been applying criteria on an ad hoc basis, and it said that, "if appropriate criteria were ultimately adopted," the work of the director general and the board in reviewing coordination requests would be greatly eased. And it said the director general "should be congratulated for the quality" of the work on the proposals.

Colino said after the meeting that board members felt most of the proposals—"maybe 70% to 80%—were an articulation of existing guidelines. The remainder," he said, "may or may not be controversial." One that was controversial, he said, called for the use of a "cap" on traffic that could be diverted from Intelsat before "significant economic harm" would be likely to occur. But the cap would not be limited to a single system: It would apply to all systems proposed by a country for 10 years. On the other hand, he said clearance of the Galaxy I proposal offered an example of the kind of criterion board members liked. The staff's rationale for recommending coordination in that case, he said, was based on the fact that, when SIN originally sought the service, in July

1983, "Intelsat couldn't provide the service, and didn't plan to."

The establishment of a classification system—which Intelsat lacks the power to enforce—was prompted at least in part by what the board said was its "concern over release of Intelsat documents" before their consideration by the board and the recognition that signatories (such as Comsat) "may not be able to control the distribution of documents." That was an apparent reference to the FCC's release earlier this month of Intelsat documents in connection with the new U.S. scheme of making such material public to permit interested parties to participate in instructing Comsat on what positions to take at Intelsat meetings. Stories on the documents were reported in the trade and consumer press (BROADCASTING, Sept. 10). However, Colino had proposed such a system a few days before the storm of publicity broken.

The board adopted a classification of "Intelsat Restricted" that Colino is now charged with applying to documents falling under three categories: personnel matters; material which could be used against Intelsat, such as information regarding contract negotiations, market analysis and implementation of new services, and information of a strategic financial or operational nature, including future charging policy or future network needs. Material not falling into those categories would be made available to interested parties. Colino said he had told the board he would be "conservative" in his use of the restricted category—there would be less of it rather than more. Asked if he would have classified the document concerning the proposed 14d guidelines "restricted," he said he would not. The board will review the matter and adopt regulations to implement it at its meeting in March.

The deferral of action on requests for coordination of the 29 proposals for transborder service flows from what seems to have been a series of glitches in relations between the Intelsat staff and the FCC. Commission officials, who transmit technical data on U.S. applicants through Comsat,

Television rerun

The Senate last Friday killed any hope for passage of S. Res. 66, which would authorize television coverage of that chamber. It defeated a move for cloture (which would have limited debate on the actual measure) by a vote of 47-37.

"There will be no further action on this matter in this session," said Senator Howard Baker (R-Tenn.), the chief backer of the resolution. "It seems the time has not yet come." Baker, who is retiring from the Senate, had hoped to get the item passed before Congress adjourned, scheduled for Oct. 4. (S. Res. 66 would have permitted gavel-to-gavel radio and television coverage of Senate proceedings similar to what the House has had since 1979. Approved by the Senate Rules Committee last year, the resolution stalled due to overwhelming opposition from both parties.)

Earlier in the week, however, Baker had succeeded in getting the measure past some parliamentary tests. On Tuesday, the Senate voted 73-26 to close off debate on Baker's motion to consider the bill. And Wednesday it voted 67-32 to consider the measure.

But by Friday, the resolution's opponents, led by Democrats Russell Long (La.) and Wendell Ford (Ky.), had gathered enough votes to stop it.

While Ford opposed S. Res. 66, he spoke favorably of permitting radio-only coverage during debates earlier in the week. "Radio can do it as well as, if not better" than TV, he said. And at the time, he said he was considering offering an amendment that would authorize radio-only coverage.

SAY Intelsat was unreasonable in the amount of data it sought. Correspondence, which passed through Comsat, seemed endless. And the result was that the Intelsat staff was unable to process the material and submit it to the technical committee before its meeting in August, in advance of the board of governors session. Colino says charges that Intelsat was unduly demanding are answered by the board's action on the 15 proposals of Eutelsat, the European regional satellite system "Those 15 European countries were able answer as many questions as were put to the FCC, and more," he said. The material was processed, submitted to the technical committee in time for it to act and to submit its findings to the board of governors.

The staff has now completed its work on 14 of the 29 U.S. proposals. It expects to complete work on the remaining 15 in time for all 29 to be submitted to the technical committee at its November meeting for clearance to the board the following month. The staff has also found the systems would not cause "significant economic harm." So it appears the 29 are finally on their way to coordination in January, at the Assembly of Parties meeting. □

Football ratings show decline

Both professional and college numbers are down over last year

Three weeks into the 1984 football season, ratings for televised games on the professional and college levels are down significantly from a year ago. Most agree that the Supreme Court's decision last June, opening the way for more extensive coverage of live college games, has created a glut of football programming which is contributing to the declining ratings.

Under the 1983 NCAA television contract, live television coverage of member schools was dominated by ABC, CBS and Turner Broadcasting. A typical noncable market had access to two Saturday afternoon games and cable markets received, additionally, TBS's Saturday prime time game. This year a typical noncabled market has access to two broadcast network games as well as perhaps two or three syndicators while cabled markets are receiving those games plus ones televised by TBS, USA Network, ESPN and various regional sports networks. In New York, for example, viewers will have a choice of no less than eight live Saturday college games—those carried on ABC, CBS, ESPN, TBS, Madison Square Garden Network, Katz Sports, USA Network and the Public Broadcasting Service, which is offering a weekly Ivy League game.

Although the ratings are down, and it is not known if the trend will continue, the numbers have not declined as much as some network executives had expected. ABC's first college game this season, a prime time contest on Saturday, Sept. 8, received an 8.8 rating and 17 share, tied for the worst prime-time college football rating ever on the network. The year prior, the network's first col-

lege game, also in prime time, scored a 10.1/23. The network's second college game, in the late afternoon time slot on Sept. 15, scored a 7.4/20, down more than two rating points from the year earlier when football scored a 9.5/25. CBS's first college game, in the early afternoon time period on Saturday, Sept. 15, scored a 5.4/17, compared to an 8.1/24 a year ago, a decline of close to 3 rating points. Locally, in the New York market, CBS's game scored a 4.2 rating against ABC's 4.4. Katz Sports' syndicated game, seen on WPIX-TV, scored a 1.1.

The numbers on the national level were not unexpected, said an ABC executive. "We were projecting 6's [for ratings]. Maybe in this era a 7.4 is a good rating for a college." According to another executive at the network, advertisers buying college football are receiving bonus audiences, because they have been buying 30-second spots for an average \$30,000, based on a projected 5.5 rating. (The network has sold virtually all of its available college football spots.) Last year ABC was selling NCAA 30's for an average \$53,000. But the rights packages for this year do not cost as much as last year's. ABC is paying \$12 million for a College Football Association package of 13 games, compared to \$33 million last year for a 14-game package of NCAA games.

It also appears that the glut of football product is taking its toll on network NFL ratings. For the first three weeks of the season, CBS has averaged an 11.7 rating, off 15% from 1983 figures when it averaged a 13.8. NBC NFL ratings after three weeks are off 9%, to an average 9.5. □

Cable and cities on hold again

Talks on H.R. 4103 break off over rate and service regulations

Negotiations between the nation's cities and the National Cable Television Association on H.R. 4103 ended in a stalemate last week. The parties were unable to resolve their differences on the bill's section dealing with regulation of rates and services. A special NCTA board meeting is being held today (Sept. 24), and the future of the legislation may be settled once and for all.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is applying pressure on the cable industry to return to the bargaining table. He issued a statement last week putting heat on the industry. "Having repudiated the agreement ratified by the three organizations last June, the cable industry has demonstrated an intransigence at the bargaining table that appears to doom the chances of a new agreement. Until the cable industry proposes a resolution of the rate regulation issue that is acceptable to the cities, no agreement is possible," Dingell said.

Furthermore, the chairman expressed "anger and disappointment at the greed and arrogance of those leaders of the industry who have tied the hands of their negotiators. Cities and consumers across the country will

be the immediate victims of this 'public be damned' attitude. The ultimate victim will be the cable industry itself," added Dingell.

Despite Dingell's harsh tone, sources said the chairman will not impose a compromise on the parties. Since the cities don't have the votes to move the legislation, Dingell is applying as much pressure on cable as he can to get the industry to come around.

Dingell is the driving force behind efforts to revive negotiations between the National League of Cities, the U.S. Conference of Mayors and NCTA after talks broke down two months ago. They agreed two weeks ago to hold one more bargaining session.

During the meeting last Wednesday, which lasted about six hours, the cities and cable were able to agree on roughly 95% of the issues in dispute, primarily on the bill's franchise renewal section. NCTA is also interested in improving the bill's Equal Employment Opportunities provisions and its "consumer access to cable" section. Those matters, said NCTA President James Mooney, have been solved.

However, "we got hung up on rates," said Mooney. At issue are H.R. 4103's rates and tier packaging provisions that would grandfather rate regulation of basic tiers of service and franchise provisions prohibiting cable operators from removing programming from the basic tier for four years. The grandfather clause, however, conflicts with the FCC's *Nevada* decision of last November, which limited rate regulation by cities to basic tiers that contain local broadcast signals and gave all cable operators the right to move programming from rate-regulated basic tiers to nonregulated tiers.

And when the Supreme Court's *Crisp* decision affirmed the *Nevada* decision, NCTA insisted the grandfathering be deleted so that the *Nevada* decision would be codified.

During the meeting, the parties kicked around the idea of a two-year transition period instead of four. But trouble surfaced when the cities asked that some elements of the *Nevada* decision, dealing with content control, be rolled back permanently. Cable would not accept the request. Many operators acting under the *Nevada* decision have already repackaged their services and NCTA is not willing to negate the impact of that decision.

"I told them I needed to settle the nonrate issues first, they didn't like that. We did get 95% of the nonrate issues settled and turned to rates at about 7:15 p.m. They gave us a take it or leave it offer on rates and when I said we couldn't take it, they got up and said they had to leave," Mooney said.

However, he added, "I was prepared to stay all night. If the cities were willing to stay, we might have reached an agreement. I think they had difficulty [since] they were not the only ones playing hardball. They're not used to that from cable operators."

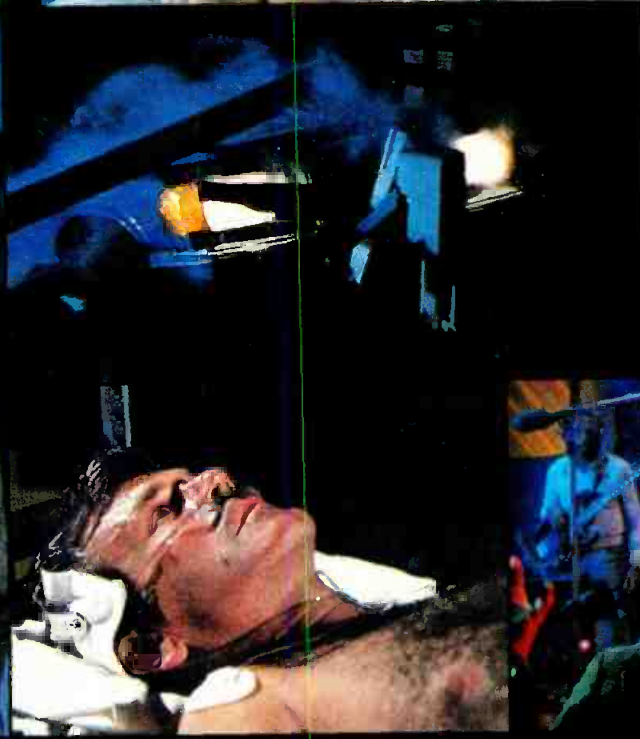
Mooney said his board will decide how to handle the matter. He expects the cities to "put the onus on us for the meeting breaking up." And, he agreed Dingell's statement was hard on the industry, but he added, "any lobbyist in his right mind would recognize that as a lightning bolt, but I think the chairman is leaving us some room for redemption." □

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How to boost the bottom line

Panelists offer advice on how stations can drum up new business and make the greatest use of co-op ads

Innovative sales techniques and hard work can be applied effectively by radio stations to dramatically improve their bottom line performance, according to panelists at two Monday morning RCPC conference sessions. Co-op advertising, promotional tie-ins, on-air auctions, nontraditional clients and print vehicles are among avenues being pursued to good effect by stations throughout the country, speakers declared.

During a session titled "In Search of New Dollars," Gary L. Capps, general manager of KGRL(AM)-KZIQ(FM) Bend, Ore., stressed the need to plan promotional campaigns well in advance so that substantial revenues can be realized. He also said that promotions ought to be limited in duration to two or three weeks of on-air campaigns so that listener interest is kept at a high level. Examples of under-utilized sales arenas include tie-ins with trade shows (such as health fairs), seasonal retail promotions (including off-season ski equipment sales) and special category promotions (i.e., National Restaurant Month or Valentine's Day).

Roger Utnehmer, general manager of WATK(AM)-WRLO(FM) Antigo, Wis., urged stations to consider two controversial proposals implemented with success at his stations: on-air auctions and advertising sales guarantees.

"Your greatest obstacle is a fear of failure in radio advertising on the part of local retailers," Utnehmer emphasized. "Sharing the risk with the advertiser diminishes the fear of failure associated with running an expensive ad schedule."

In his 8,500-person market, Utnehmer said he has convinced several businesses to sign one-year contracts valued at a minimum

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of \$5,000 per month by guaranteeing a specified increase in annual sales volume. The agreements between his stations and the retailers call for results agreed upon in advance, with the stations receiving a payment of 20% of the entire contract paid in advance. If goals are not met, the retailer receives a price break. The executive reported that his campaigns have been effective for a variety of businesses in all but a few instances.

Utnehrmer also described how his stations had garnered more than \$240,000 over an 18-month period through a telephone auction promotion, whereby retailers traded merchandise for blocks of radio advertising time. The stations schedule the auction of trade-out merchandise Saturday mornings, collecting an average of from 55% to 60% of the retail value of material obtained from local merchants. Both promotions, he stressed, have led to better long-term relations with advertisers who might have expressed reluctance to advertise on radio in the past.

Bill Quigg, general manager of WKBY(AM)-WRJA(FM) Richmond, Ind., suggested stations explore untapped potential advertisers in the markets, namely industry and hospitals. He suggested that hospitals place 1.5% of their annual gross revenues into advertising, and urged local stations to approach hospital management with suggestions on how to market themselves in their communities. Care must be taken in approaching hospitals, especially nonprofit entities, because of preconceived notions of improper hype and promotion associated with some campaigns of the past.

Another difficult to reach segment, heavy industry, can be tapped by organizing a special "industry week" promotion, Quigg said. His stations ran a week-long series of vignettes about the importance of industry in the area, drawing upon interviews with local political and educational leaders. Major local industries purchased tag lines on the 100 public affairs reports and participated in an in-depth talk show on the role of their companies in the community. Quigg explained how many of these firms, along with several colleges, later purchased full advertising schedules after the conclusion of "Industry Week." Quigg suggested that stations drop their use of public service announcements promoting nonprofit hospitals and schools as a way of encouraging these groups to develop marketing campaigns through paid advertising.

Dave Lyman, general manager of CJAX(FM) Edmonton, Alberta, urged stations to determine what percentage of total local retail sales is represented in radio advertising. A good rule of thumb, he said, is that one-half of 1% of gross retail sales should be spent on local radio schedules.

"Make no mistake," he declared, "the money is out there."

Lyman echoed the sentiment of fellow panelists in prompting them to consider selling nontraditional sponsors (such as image-conscious manufacturers or real estate developers) and personalizing campaigns for major retailers, such as auto dealers. He also

suggested developing a rate card based on C-P-M (cost per thousand) efficiencies, rather than ratings. This is especially effective, according to Lyman, for suburban stations being undersold by competitors in adjacent major markets. "You need to sell people rather than announcements," Lyman concluded, urging stations to make audience estimates based on the past two ratings periods.

In a separate session, "Co-op Is Easier Than You Think," Bert Levine, president of Broadcast Marketing Co. of San Francisco, cautioned stations not to consider co-op as anything more than "a vehicle to get advertising on the air."

Levine estimated that only \$4 billion of some \$11 billion of co-op advertising available each year is being used.

"We believe that co-op should be a part of every retail schedule," he explained. "[But] you must sell an adequate schedule." Levine said an inadequate campaign might result in reinforcing negative attitudes toward radio advertising, which would be counterproductive. He urged stations to take advantage of the wealth of information available on co-op target demographics, peak sales periods and incentives.

Larry Rothstein, president of Cooperative Advertising Associates of Saddle Brook, N.J., also had a few words of warning:

"[Selling co-op] is a very difficult process, but with the proper system in place, many co-op dollars can be realized."

Rothstein stressed the need for careful planning in co-op advertising, which includes the proper match-up of retailers to station audience as well as evaluation of vendor accrual rates. Some co-op plans, he allowed, may not be cost-effective for station and advertiser alike.

Co-op campaigns must be backed up by consistent and effective station support, he continued, that includes contact with retailers after the campaign. And the station should be willing to handle all related paperwork on behalf of the retailer. Campaigns will also be more effective, according to Rothstein, when tied into national or local promotional campaigns and when co-op commercials are afforded the same on-air scheduling respect as nonco-op commercials.

"Give it a year to succeed," Rothstein advised, adding that too often bottom-line oriented managers dismiss co-op advertising before it has a chance to prove itself.

Madison West Advertising President Phil Roberts stressed the need to select a management level co-op sales professional from the sales, rather than the traffic, ranks. The co-op sales manager must be prepared to conduct an audit of co-op opportunities in the market if needed, said Roberts, and aggressively sell radio to reluctant retailers.

Finally, Jack Levar, local sales manager for KSRO(AM) Santa Rosa, Calif., urged stations to take innovative approaches in selling co-op advertising. Many manufacturers and retailers will claim not to have co-op plans, he pointed out, but they can easily be persuaded to participate in customized plans worked out by the local station. He estimat-

ed that 25% to 30% of KSRO's gross billings are in co-op dollars.

It is a mistake to place a traffic director in charge of co-op sales on a part-time basis, Levar feels, because paperwork and follow-up will drown that individual quickly. Instead, there should be a major sales department effort to support co-op sales activity.

Moderator Don Sharp, general manager of WGIL(AM)-WAAG(FM) Galesburg, Ill., emphasized the need to do as much paperwork as possible on behalf of the co-op advertiser, who otherwise may feel the system is more trouble than it is worth. "Make sure the monthly billings are properly documented," Sharp concluded, or both station and retailer may face reimbursement difficulties. □

Advertisers on radio advertising

Aural medium is praised and advised by representatives from major companies

National advertisers discussed the virtues of using radio as an effective ad medium during a crowded Tuesday morning workshop Moderated by Nick Verbitsky, president of the United Stations. "Radio is in the forefront of all of our activities," said Don Hallen, vice president, marketing, for Armour Food Co., who noted the company's success in reaching its target audience of women, 25-54, through the aural medium.

Pat Knorr Roschke, director of marketing and communications, Frito Lay, told the assembly of broadcasters that her company's investment in radio in 1984 is just under 10% of its total ad dollars for the year. "Our initial interest in radio was due to the high cost of television and its audience erosion," she said. But, according to Roschke, the company discovered that through specific formats, they were able to reach their target audience, "frequently."

Paul Mulcahy, president of CSC Advertising, the in-house agency for the Campbell Soup Co., said he uses radio heavily during the pre-lunch time of 10:30-12, Saturday morning, and during the winter months to reach an audience which he says is already 96% aware of his product lines. Mulcahy also described Campbell's "storm radio" campaign, in which it will run ads the day before and the day after a major snow storm.

"Radio is the best frequency medium," he said. "But," he added, "many agencies use television because of two factors: habit and security." He advised radio executives in the audience to come to advertisers with ideas. Campbell Soup, he said, has set up a media experimental budget just for trying new ideas.

If there is one area among advertisers where radio has not gained acceptance it is the household products category, according to Bob Bolte, director of media operations for the Clorox Co. He said household products companies placed less than 1% of their media investment in radio last year. He noted that the Clorox Co., which nationally ad-

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vertises 19 brands, only has four of those brands in radio, which also represents less than 1% of the company's total ad budget.

Bolte said his company is very comfortable with television because of the belief that it is necessary to have a visual message to sell household products. "Our brands hold top positions, so we don't want to tamper with success."

But he said household product companies can be convinced about radio's effectiveness if it "is clearly demonstrated" to brand and product managers. "Try to become partners in test marketing selective brands," he said.

Advice from the audience on how to reach the decisionmakers at the ad agency was offered by Leonard Stein of Young & Rubicam, who said broadcasters should approach the agency planner, a level above the buyer.

On the other side of the fence from Clorox is Anheuser-Busch Co., which was the top radio advertiser in 1983. According to Tony Pontura, director of media services for Anheuser-Busch, the company's radio ad expenditures from 1980 to 1984 soared 179%. Pontura said the radio medium offers flexibility in that it can deliver "tailor-made commercials" to its target audiences.

Also on the panel was Owen Kearney, president of the Automobile Club of Southern California, head of advertising for the Southern California Automobile Association, who stressed radio's "cost effectiveness" in reaching target demographics. He said the association advertises on 73 stations in 13 counties. □

Selling older

Stations with more mature demographics have a lot to offer

"It's time to come out of the closet." So said Broad Street Communications president and panel moderator, Fred Walker, in opening last Tuesday morning's session on selling older demographic stations to advertisers.

Two panel members said the problem in reaching advertisers lies, not in programing, but with the station sales department. "We need to make the sales departments believers," said Ted Dorf, vice president and general manager of Greater Media's WWRG(AM), which just switched from talk to nostalgia, and easy listening WGAY-FM, both in Washington. According to Dorf, in an effort to boost WGAY's sales potential, he insisted each salesperson make at least one presentation per week utilizing the sales material available from the 35-64 Committee, an industry group organized by Dorf over two years ago to promote the sales potential of older demographics.

Dorf advised station managers in the audience to get together with other stations in their market which share common target demographics in order to make 35-64 presentations to advertisers.

Sharing Dorf's thoughts was Diane Sutter, general manager of talk formatted WTKN(AM) Pittsburgh, who said her biggest problem was getting the station's sales staff



Dorf, Stumbo, Walker and Sutter

to go out and sell the format. She said station managers need to make sales people aware of the psychographics of their audience. "It is the most affluent demographic to sell," she added.

One way Sutter set out to educate both station personnel and advertisers was to ask listeners to send in their names and addresses for a program schedule. She then constructed a mailing list for sending audience profile questionnaires, and used the results in sales presentations. Sutter said questions, which covered a number of areas such as housing accommodations and income, were sent to 500 listeners, with 340 responses. "It was the most powerful thing we ever did at the radio station," she said. Sutter noted that one of the questions asked listeners for their favorite television program, and that information, she said, was used in planning the station's TV advertising. "The 35-64 demographic is only a few years away from being the core demographic," she proclaimed.

Phil Stumbo, general manager of WHLI(AM) Hempstead, N.Y., which airs the "Music of Your Life" format, cited several blue chip advertisers such as Shearson/American Express and Bank of America as showing an interest in reaching the 35-plus audience. He likened advertiser acceptance of 35-plus-targeted radio stations today to their acceptance of top 40 radio 25 years ago.

Driving home the new advertiser awareness of the sales potential for the 35-plus age group was George-Ann Rosenberg, editor of the Westlake Village, Calif.-based *Powers Newsletter*, a periodical which covers the automotive industry. She cited research her company, J.D. Powers & Associates, did on new car buyers, which, based on the first quarter of 1984, projected men 50 and older will account for one-third of all new car purchases this year. Rosenberg noted that the total purchase made by the 50-plus group (men and women) will account for 43% of all passenger car sales in 1984.

"In contrast," she said, "the under-25-year-olds have the lowest new car purchase potential of any age and sex segment, accounting for only 8% of all new car sales." She pointed to today's cost as the primary reason for the low sales volume in this group.

"This year may be your best shot in reaching the [automotive] advertisers.... By

1986, your opportunity may still be there, but there will be a shift back to a more normal buying structure, with younger people buying more middle-priced cars," she said. □

Getting what's due

Panelists offer suggestions on how broadcasters can make sure they collect from advertisers

How to collect from your accounts—even the difficult ones—was the subject of a Tuesday morning session entitled "Collectables." Moderated by Jack Gennaro of WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., the panel offered specific guidelines for collecting revenues in a "timely and appropriate manner."

According to Linda Sanchez, assistant controller of KPRZ(AM)-KIIS(FM) Los Angeles, the key to collecting is consistency, follow-up or, whenever possible, cash in advance. "Never, never forget to call someone back" who has promised payment by a specific date and has not delivered, she said. "Remember," she added, the client is "keeping your money that you need to run the station." Sanchez suggested that a station hire someone specifically for collections, whose responsibilities include "knowing the advertisers" (including those who pay and those who do not).

Bob McAuliffe, executive director of the Broadcast Financial Management Association, said that according to a survey conducted by the BFM Broadcast Credit Association on credit and collectables for 1984, 71% of the AM's and 76% of the FM's surveyed did not have a full time credit manager. He suggested that if a station could not support such a position, it should relegate those responsibilities to specific individuals. He added, however, that salespeople should be kept out of a direct collection role.

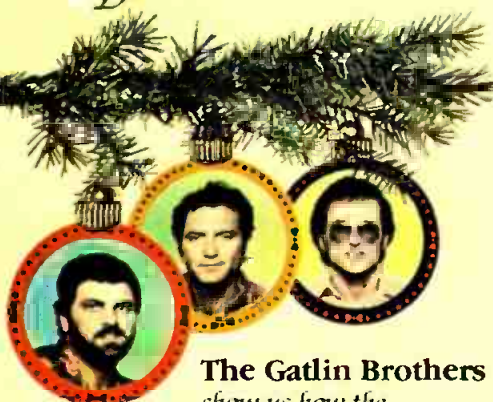
Hugh F. Del Regno, controller for CBS Entertainment, stressed that "a sale is never completed until the amount contracted for, in exchange for the service rendered, is collected." Along those lines, Sanchez suggested "charging back" salespeople after an account is 120 days outstanding. If the money from a sale is not collected by then, Sanchez said, the salesperson loses the commission. Added Del Regno, "Any personnel involved in a

The Gift of Song



with hosts
Dick & Pat Van Patten

Christmas TV Special



The Gatlin Brothers

show us how the Christmas tree became an indispensable part of the American Christmas tradition, in a quaint German village.



Juice Newton leads us through a majestic English castle and recaptures the spirit that gave us the traditional Christmas card.

Marilyn McCoo

takes us to a joyous Sinterklaas Festival of 16th century Holland to meet the forerunner of our own Santa Claus.



Through the magic of "living Christmas cards," a dazzling array of stars conjure up Christmas traditions from around the world. A beautiful, song-filled celebration at the home of Dick and Pat Van Patten, from Multimedia Entertainment's StartimeTV family-entertainment package.

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**60 minutes —
December 1984**

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Neil Sedaka

tells the story of the original manger scene in an Italian village square of the 17th century.



Amy Grant, 1983 Grammy Award winner, makes a special guest appearance, giving this holiday celebration the unique charm that's making her one of today's fastest-rising stars.



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What you see above is yet another installment of TV's longest-running horror series: "The Lost Commercial."

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.

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MAINTAINING MACHINERY VS. MAINTAINING PROFITS.

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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.

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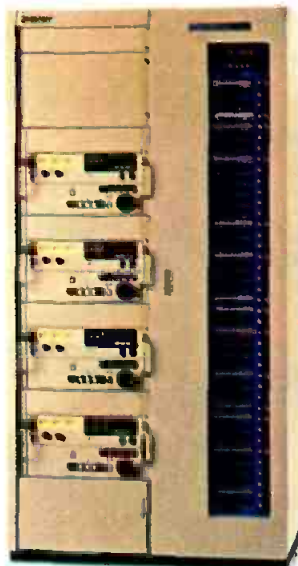
All these advantages, plus its low initial cost make the Sony

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.

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

SONY
Broadcast



revenue function. . . has to support the function of collecting." It is "a team effort," he said. However, he too agreed that sales personnel should be removed from the actual collection of outstanding billings, in order not to jeopardize the rapport they have with clients.

To facilitate the collection effort, Del Regno stressed that credit application be made on "every customer on the air." Also, if an account is designated "cash in advance," the station should not deviate from that, he said.

As for a timetable for making collections, he suggested that the sales management meet on the eighth and 15th working days of each month to review all accounts with the general manager.

After 30 days outstanding, the account executive and the sales people should "make inquiries" of the client as to whether there is a problem with making the payment. In addition, the station should make sure at this point that the client has been billed correctly.

After 60 days outstanding, the station "heavies" should make a call or send a "formal demand letter" to the client. When an account is between 90 to 120 days past due, a certified letter with a return receipt, threatening legal action or turning the client over to a collection agency, should be sent. A telephone log of all calls made to the client during this period should be kept, Del Regno said, in the event a legal suit is necessary. He added: "If you don't collect the money, [the station] has had it. All those other things planned will go down the tubes." □

Why companies don't buy radio

Selling radio spots isn't always easy. And for a variety of reasons some advertisers are hesitant to use the medium. But one panel at the RCPC had some advice for broadcasters who face the day-to-day challenge of selling radio.

"Radio can be a dominant medium, but the retailer has to be persuaded," said Bill Taylor, McManus Furniture Stores, Los Angeles. Taylor, who is a former radio broadcaster, told the audience that about 50% of his company's advertising goes to print and the rest to radio. "Radio is informative and can target a specific group," he said. For example, his firm uses radio to reach Los Angeles' Hispanic population. And they use radio to promote a special event, either for a single store or a cluster of stores. "We buy radio in gigantic gulps," close to 800 one-minute spots in two days, Taylor said.

While Taylor finds radio particularly useful for his company, other advertisers on the panel did not. "The biggest problem is communication," said Edie Keller, MGM, Los Angeles. Keller felt communication breaks down because the seller "is not listening." The movie business is unique, she said. That means the industry's advertising needs are also unique. One of the problems is "We have to build awareness quickly to sell this new product. And TV has been the greatest

arena for us to get immediate, quick awareness."

"You've got to make your medium sexy. You've got to get creative people to work in your medium," suggested Larry Bershon, manager of corporate advertising for Atlantic Richfield. ARCO, he noted, has used radio over the years, but its corporate advertising uses magazines and TV more often. "Magazines provide us with a national base and presence. And television has less waste than other media," he said.

Furthermore, Bershon noted, ARCO's message is not simple. "We don't want to be in that clutter," he said, referring to the competitive advertising environment fostered on

radio. Bershon also felt radio should try harder to reach corporate advertisers. He told the audience he isn't approached often enough by the medium.

More advice followed from broadcasters on the panel. "Come up with ideas where the retailer sees extra dollars coming through the door," said Harry Spitzer, Southern California Broadcasters Association. And Spitzer went on to stress the importance of letting sales people have enough time to develop good ideas.

Eric Yonker of KFWB(FM) Los Angeles told his colleagues to be more flexible. "We have to be more willing to do things we don't do well," was his advice. □

Station buying primers

Brokers, bankers and others tell how to get that first station

Changes in FCC regulations have piqued interest in radio station trading, if attendance at a special two-part session on acquisition is an accurate index of activity. More than 120 persons crowded the Bonaventure hotel room turned over to a discussion of station acquisition last Monday and Tuesday.

Bullish predictions about investment opportunities in radio station ownership were forthcoming from brokers, venture capitalists, financial analysts and banking officers participating in the panels.

During "Acquisitions 101" on Monday, the overflow crowd heard a series of simulated conversations between principals involved in the purchase of a fictional southeastern FM station, including a detailed discussion of considerations needed to create adequate financing for the \$3.2-million property.

"How you are buying is as important as what you are buying," emphasized Vic Ives, owner of KMJK(FM) Portland, Ore. "You need to consider your competition, equipment, FCC actions, engineering and financial assets."

Broker Thomas L. Gammon, from Americom Media Brokers in Washington, stressed the level of give-and-take in the negotiating process for acquiring a station, adding that the buyer's ability to succeed must be documented by an industry track record. "If you are a first-time buyer, you will need a resume with actual figures on it, such as ratings before and after taking over a turnaround station," he said.

Many deals break down because the broker is not satisfied that the first-time buyer is qualified, agreed Ives, who has parlayed his programming and management successes into ownership of several stations in Oregon and Washington.

"There is no point in negotiating a deal where the buyer has a very slim chance of recovery," advised Jose Echeverria, an officer specializing in broadcast properties for Marine Midland Bank, based in New York. "We are cash-flow lenders for secured properties. Although the bank evaluates each situation differently, we need to see a financial package that makes the deal believable and

understandable."

A critical issue, added Matthew Leibowitz, a Miami-based communications attorney, is the valuation of a station's assets. "The buyer needs to do lots of homework," he said, since buyers are inclined to set the value of assets at a different level than prospective sellers.

During "Acquisitions 401" on Tuesday afternoon, broker Ted Hepburn of The Ted Hepburn Co., based in Cincinnati, said buyers must establish their financial credibility early and demonstrate continuing interest by consistent contact with their broker. "You need to stay on top of the broker's list," he said.

Chesley Maddox, a communications banking officer for Ameritrust, based in Cleveland, said the three critical factors she uses in evaluating a potential buyer are past performance of the management operations team, quality of the station's technical facilities and revenue potential of the market under consideration. As the prices of broadcast properties increase, Maddox said, lending approaches will vary widely. Her bank is generally willing to lend up to 60% of the station's estimated value for the loans that are typically of five to 10 years' duration.

An increasingly popular source of station financing is via venture capitalists such as Boston-based David Croll, a managing partner in TA Associates. This so-called "mezzanine money" is often employed by first-time buyers with little or no capital of their own, borrowed at high interest in exchange for a percentage of station ownership. Croll emphasized that venture capitalists are generally not interested in participation in station management and try to remove themselves from their partnership positions within five years of acquisition.

"Radio is a growing and healthy industry," Croll stressed. "We believe advertising will be a growth industry in the future and radio will get its share of that growth." He predicted radio would be the medium least likely to be outmoded, remaining mobile and localized for years to come. The demographic specialization of radio is a key asset in the eyes of advertisers, he pointed out.

Entrepreneurs seeking venture capital must convince backers of their management track record, said Croll, and of their ability

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to turn around underdeveloped stations.

Stewart Cahn, senior vice president of the entertainment industries group of Chemical Bank of New York, advised prospective buyers to outline a "worst case" scenario for stations they seek to acquire, and reminded his audience that bankers are generally conservative when tracking future station performance. "The most important document is your projection," he concluded. "Be prepared to back it up." □

Harvesting profits from farm broadcasts

Community involvement is key to a successful agricultural effort

One of the largest and most often overlooked advertising markets and sources of revenue, according to an early Tuesday morning panel, "Selling the Farm," is the agricultural marketplace. It is a radio market that goes beyond the Midwest farm belt, extending nationwide and reaching an estimated 2 million farmers and between 6 million and 10 million people in "agricultural businesses," according to Art Secrest, of WJBC(AM) Bloomington, Ill., and president of the National Association of Farm Broadcasters.

Secrest was joined on the panel by others involved in agricultural broadcasting, including Glenn Kummerow of Katz Radio, who moderated the session; Ron King, sales manager for KIT(AM) Yakima, Wash.; Larry Edwards, of WMT-AM-FM Cedar Rapids, Iowa, and Lee Bullis, of Bellaire, Tex.-based Allen & Dorward, who gave the advertiser's perspective on the panel.

According to Secrest, a farm broadcaster must do his job in "a different fashion" than most on-air personalities. It requires placing priority on community involvement. "Get out and become friends with the people you communicate with," he said. Not only does this connection create "an excellent environment" for a station's advertisers, Secrest said, but it also establishes the farm broadcaster as a valued supplier of information within the farm community.

One element of supplying that information is speaking "the language" of the farmer, the panelists said, and supplying information that farmers depend on, such as weather reports, times of sunrises and sunsets, as well as a capsulized analysis or compilations of farm data. As Bullis said, radio can play a large part in farm advertising. The "immediacy of the medium," he added, makes it particularly effective in times of crisis.

But "if you're going to get into farm broadcasting," Edwards told those at the session, "provide the product that the farm audience would like to have; document that audience, and then go out and get your advertisers." He added that getting into the agricultural marketplace requires a commitment of time and resources. "It will probably take two to three years from the day you start before you're really going to see the kinds of money" that station management expects, he said, adding that WMT has a budget of \$112,000 for this year for its farm depart-

ment, which supports two full-time broadcasters, a travel budget of \$18,000, with additional expenses incurred for phone bills, a station vehicle and subscriptions to farm news and commodity sources.

In order to better judge what farm listeners want to hear, Edwards said, WMT utilizes a "farm advisory panel," chosen annually by the station. The panel brings in "key people from the listening area, purposely chosen as known listeners, to help keep the station closer to the audience." These listener advisors vary by the size of their farms, and by their commodity interests.

Yet a farm broadcasting station is not limited to farm reports. As King pointed out, the farm marketplace increasingly represents the "sophisticated farmers" who want the same local, regional and national news as nonfarmers or "city people." Additionally, stations should include "crossover kinds of programing," such as weather reports that appeal to rural people as well as those in the metropolitan areas. It is the "timeliness" of reports that will keep the farm broadcasters in business, King said.

And how does an advertiser choose a station for its ads? Bullis said that he reevaluates stations each year, in order to "zero in on the stations that deliver the client." He advised stations to do the same in their own markets—to "zero in on what major crops are grown" in the regions covered by their stations. Radio, he said, can play a large part in farm advertising. □

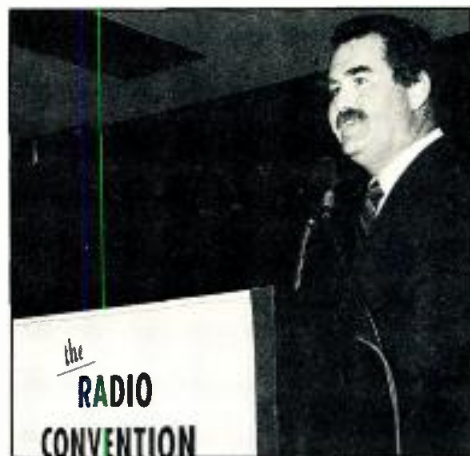
Stakelin outlines major radio campaigns by Chevrolet, K-Mart

RAB head spells out marketing plans for new flights and their effects on local advertising plans

"Chevrolet, through its agency Campbell-Ewald in Detroit, is planning a substantial use of radio to support new model introductions," said Radio Advertising Bureau president and chief executive officer, Bill Stakelin, last Monday afternoon at a workshop entitled "The Power of Sound." During the 75-minute session, Stakelin discussed the marketing plans for both Chevrolet and K-Mart and their implications for radio.

Chevrolet, said Stakelin, will purchase national spot radio in 27 markets at a frequency rate of 400 (gross rating points) for six weeks beginning in late September. "This new level of radio use by Chevy represents the first use of radio by a major car manufacturer for any new model introductions in the last four years," he said. The automotive manufacturer is increasing its share of the automotive market in 1985 with several new small models, said Stakelin, and "we can expect Chevy to strive for greater efficiency from its ad budget."

Looking at the retailing industry, Stakelin said K-Mart, the second largest retailer in the U.S., is currently going through a marketing "revolution" in terms of the audiences it wants to reach and customers it wants to



Stakelin

get through the door.

According to Stakelin, K-Mart is looking to attract the 25-54 middle class adults in addition to its core customers—18-44 year-olds whose income is "downscale." K-Mart is upgrading product lines featuring brand names and designer goods which will "ultimately make co-op dollars available for the first time in these areas," said Stakelin. He added that K-Mart will also be creating new "free-standing" mini-stores and will be increasing local advertising in 1985 for its K-Car Auto Centers.

But, said Stakelin, K-Mart has only used radio as a promotional vehicle, primarily for opening new stores. Stakelin said broadcasters should call upon K-Mart's new regional marketing groups which have been set up to oversee the new product mix. "In a few weeks, RAB will conduct a series of meetings with the all-new regional advertising people. They can influence the distribution of budgets and authorize changes in the media mix for local markets."

Stakelin also said local Chevy dealers and new K-Mart managers have "limited discretion" for ad spending. "They are now empowered to adjust and augment national advertising plans to address local conditions in your market," he said.

"We need to understand our clients and approach them in a marketing manner," said Stakelin, in presenting the marketing plans of two major companies. "And we need to refocus our thinking away from just our monthly quotas and begin thinking about our industry's long-term future." Stakelin also showed the association's new audio/visual presentation, "The Power of Sound" narrated by actor Orson Welles. □

Blore gives pep talk to radio ad men

"Stand up and be counted." That was the message delivered by Chuck Blore of Chuck Blore & Don Richman, Hollywood-based radio commercial production firm during the opening session of the RCPC. Blore, who has captured radio programmers attention for years, gave the broadcasters a few pointers on how to beef up their advertising spots and convince Madison Avenue that radio is not a secondary medium.

Advertisers, Blore said, "have little re-



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spect for radio and the biggest reason is radio has such little self esteem." Furthermore, he added, "radio can beat the hell out of TV with 10-second saturation spots." Blore, through the use of integrated radio spots created by his company which were broadcast during the presentation, emphasized "the power of radio to move the audience."

One of the failings of television advertising, he said, was that it rarely talks to people, but "talks at them." Radio, on the other hand, talks to people, Blore said. Nonetheless, he noted: "Radio advertising must be fresher and radio management must not only encourage creative thinking, it must demand it. If people are bored with your ads they are bored with your station."

Blore talked about what he calls "radio graphics"—pictures made of sound. Radio, can involve the audience through the power of emotion, he said. There are a number of challenges facing radio advertising, he said. "Keeping it fresh and interesting and using radio to make something familiar sound brand new" are just some of them, he said.

Public service ads, Blore suggested, is one area radio should be encouraged to explore. Blore said PSA's can have a powerful impact in a community and help to develop a more positive image for a station.

"Radio is a proud industry," Blore summarized. "It needs to be more proud. It doesn't have to take a back seat ever again." □

Reps' retrospective on changing world

Sunbelt markets flourishing; number of independent reps diminishing

A number of the industry's leading radio reps appeared before the RCPC last week to underscore what everyone knew: that there had been some changes made. During the last two years a series of consolidations and mergers has made the so-called independent rep virtually a thing of the past, and has put the number of stations under each corporate umbrella at totals never before imagined.

A number of reasons were given for this reordering of the rep's world, but the strongest seemed to be a reshaping of the buying patterns of the national spot marketplace. John Boden of Blair Radio remarked about the continued regionalization of agency buying. He noted that Chicago had always ranked second in that category but now was third or fourth. San Diego, he said, has almost doubled its contribution. Sacramento, Calif., only 33d among media markets, ranks 18th in radio outlays.

The Sunbelt has been and remains a principal factor in that shift of media buying fortunes, along with the "maturing" of the stations in those markets—which, according to Boden, means "they're charging more and getting it."

Noting that 38% of all buys in Los Angeles were one-station buys, and that 83% of all buys were for seven stations or fewer, Boden cited still another fact of life in today's radio marketplace: that "the rich get richer."

Lou Faust of Selcom Radio had a more comforting message. "There is hope out there," he declared. But he said that each station is in reality two stations: the real one known in the local community and the remote one viewed by the national buyer. Faust said that statistics—although perhaps ubiquitous in today's media world—are not omnipotent. He cited the importance of perspective and said there are ways to improve the problems of the changing scene.

Frank Boyle of Eastman Radio had opened the session with a series of statistics showing, among other things, that national spot radio billings had grown from \$350 million to \$760 million in little more than a decade, and that the wired networks alone had grown from \$50 million to \$275 million during that same period, while total radio revenues was growing from \$1.260 billion to \$5.235 billion.

Ralph Guild, whose Interep organization led the way in the consolidation movement, said that national spot radio had peaked out several years ago—and, indeed, that it had not changed since 1969. (Now, he said, radio is growing at four or five times the rate of inflation.) After a number of group broadcasters decided to get out of the rep business Guild felt there was room for another company in the field.

The wave of the future is that national reps will be measured by their ability to bring new revenue into the medium, Guild said. Then, in an allusion to the imminent onset of fall, he added that "this year's leaves are being pushed away by next year's buds."

Ken Swetz of Katz Radio, another speaking to the question of why the rep business had changed so drastically, said that "the radio rep business is a profitable business so why not expand. We had matured where we were," he said.

Now, Swetz said, reps have to compete against all national program services that have "bartered out" so much of the business. And there is increasing competition from direct business. Nonetheless he concluded that "1984 is the best year I've seen in 16 years in the business, and 1985 should be another dynamite year." □

Minorities given advice on financing and programing

"It's a mistake to look at broadcasting as anything other than a business," said leadoff panelist Bill Shearer of Intercity Broadcasting at one of the RCPC's opening sessions, devoted to minority broadcasting. His point—and one reiterated by speaker after speaker that afternoon—was that the minority nature of the enterprise was secondary to the strict adherence to basic business principles.

"Too often," Shearer said of his experiences in looking over other minority businesses, "they don't have a business plan and they don't have a budget—both of which are necessary to convince a third party [read lender] that someone has thought out the process."

Shearer's sentiment was echoed immediately by Larry Edler of Storer's minority enterprises small business investment corporation operation. Not only does a business plan help lenders have confidence in the minority broadcaster, he said, but it helps the minority broadcaster understand his own business. Among other things lenders look for, he said, are the asset base (the underlying value of the property) and the key members of the management team. Edler emphasized that "banks don't like startup situations and they don't like standalones" (single property deals).

John Oxendine, head of BROADCASTAP, the National Association of Broadcasters unit devoted to assisting minorities in the purchase of broadcast properties, pointed out that limited partnerships have become a new deal in enabling minority entry into the marketplace.

Christopher A. Hart, of Hart, Carroll & Chavers, observed that obtaining money through securities is one of the most expensive ways to proceed in financing a minority broadcast property. His basic advice: to approach your professionals (lawyers and financial advisers) early in the game, while everyone is in a position of maximum flexibility.

The FCC's John Kamp gave as his first advice being attentive to what's going on at the agency (his recommended vehicle: the trade press). Tax certificates and distress sales both are important instruments in aiding minorities buying radio and TV stations, the latter designed to allow prices lower than would be charged the market at large. But Kamp spoke also of new opportunities for minority entry, including direct broadcast satellites (he said that minority programing may be one of the things that will make DBS pay), low-power TV, the likelihood of more stations in the AM band and the 80-90 proceeding, which will add hundreds of stations in the FM band.

A "part two" of the panel addressed programing issues, as opposed to those associated with ownership. Walt Love, a program syndicator, encouraged blacks to program generally, not just with ethnic fare—an opin-



Swetz, Boden, Faust, Guild, moderator Rick Buckley of Buckley Broadcasting and Boyle



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Oxendine, Kamp, Edler, Shearer and Hart

ion seconded quickly by Bob Dockery, a specialist in black-oriented programming, who added that black broadcasters should seek out and hire qualified blacks.

Jack Patterson of KDAY(AM) Los Angeles countered with the observation that people tended to gravitate to something they know, and Dockery added that the perception of advertisers is that if you are black they will see you can sell a black project.

A speaker from the audience, Earnest James, observed that "our white counterparts don't hesitate to operate black stations. We are part of the general culture and should so conduct ourselves."

As the afternoon wore on, the discussion became increasingly edged with frustration over what was seen as the relative ease with which white broadcasters make a go of it in the media world, and how difficult it is for blacks. "There are so few dollars among all of us," was a final lament. □

AM stereo makers tout their wares

In two separate sessions during RCPC, manufacturers and their clients provide update on state of AM stereo for broadcasters

"The decline is over for AM radio," declared Leonard B. Kahn, president of Kahn Communications, during a Sunday afternoon drop-in session that provided an update on the competing AM stereo broadcast systems. Kahn was joined by representatives of Harris, Magnavox and Motorola during the presentation, each contending that the lack of a single AM stereo standard should not be seen as an impediment to continued development of his company's network of proponent stations.

Kahn warned against the possible emergence of Motorola's C-QUAM system as what he termed an industry "monopoly." He claimed that his system is technically superior to Motorola's, while acknowledging that the latter system has gained widespread support among station general managers and manufacturers. Kahn also criticized Motorola for not responding to marketplace demand for superior technology that he argued can easily be incorporated into multisystem receivers.

Kahn himself announced development by his Westbury, N. Y., company of new receiver technology "that will allow manufacturers to convert Motorola-only AM stereo radio designs to an automatic switching multisystem design." The receiver, capable of tuning Motorola, Kahn and Harris AM stereo systems, can be converted for a cost of less than \$3 in parts, according to Kahn. He said negotiations are under way with "a number of major receiver manufacturers" for trade-secret technology transfer agreements. He predicted development of such a system would permit "full implementation of AM stereo at a rapid pace." Kahn displayed a prototype of the new multisystem receiver, dubbed "Stereo, Stereo," on the NRBA/NAB exhibit floor. He estimated new laboratory production facilities would enable Kahn to soon reach production rates of up to 1,000 AM stereo exciters and monitors per year.

"We are totally convinced that we are the winner in the AM stereo competition," countered Chris Payne, director of AM stereo development for Motorola. According to Payne's estimates, Motorola's C-QUAM system has about 175 stations on the air, followed by Harris with 100, Kahn/Hazeltine with 90 and a handful for Magnavox.

Payne said his company is "offended" by charges made against the C-QUAM system on technical grounds which he disputed on a point-by-point basis. He also claimed competitors are artificially inflating the number of stations said to be using their systems, and predicted Motorola will continue to grow in adherents while the three other systems experience a decline. Reacting to Kahn's announcement, Payne said he feels the multimode receiver proposed by Kahn is too expensive to be considered practical.

Oscar P. Kusisto, a retired Motorola vice president and now a consultant to the firm for AM stereo development, said new agreements signed by the company with three integrated circuit manufacturers will enable Motorola to provide 300,000 AM stereo IC's by the end of this month and as many as one million per month by the end of 1984.

"We do not share the optimism that has been expressed by many in the multimode receiver," said Kusisto, citing cost and technical requirements. "I look upon the fourth quarter [of 1984] as the real start of the AM stereo boom," he continued, noting that two additional C-QUAM stereo exciter sources will be added to the two already available, plus three manufacturers of stereo gener-

ators. "In 1985," said Kusisto, "I predict a boom in AM stereo."

Bob Streeter, director of AM stereo development for Magnavox, now a part of North American Philips, urged broadcasters to shift their attention to cooperation with the receiver manufacturing industry for fulfillment of AM stereo's promise. "The future does depend very strongly on two factions that have a history of very poor cooperation," he pointed out. Rather than debate the merits of Magnavox's system over its competitors, Streeter chose to simply offer results of technical studies evaluating the performance of the Magnavox AM stereo system.

Representing the Harris AM stereo system, Joe Di Angelo stressed his company's conviction to "grow with the industry" in development of AM stereo, and said the firm is committed to constantly improving technical standards for its product. He estimated that more than 200 stations are currently using the Harris AM stereo system. The company, based in Quincy, Ill., was demonstrating a stereo exciter and stereo modulation monitor on the exhibit floor. Motorola also displayed an exciter and modulation monitor on the floor, while Magnavox, represented by Continental, demonstrated AM stereo transmission equipment.

At a separate session on Tuesday afternoon, AM receiver manufacturers discussed the status of AM stereo radios, predicting a dramatic increase in production in months to come, especially among Detroit auto makers. According to panel moderator Ed Buterbaugh, chief engineer for CKLW(AM) Windsor, Ontario, Delco projects it will produce 500,000 AM stereo car radios in 1985, an increase in its previous projection of 350,000, made just a few months ago. The company delivered only about 3,500 AM stereo receivers in 1984 vehicles, limited to Buick Century automobiles. The new receivers, which include cassette players and graphic equalizers in high-end models, will be available in a wider choice of General Motors automobiles for an add-on price of about \$20. The Delco receivers will be capable of receiving C-QUAM signals only, although the manufacturer claims it is willing to consider a multimode receiver in the future.

Ford will also soon begin offering a C-QUAM-only receiver in its autos. The AM stereo receivers will first be available through dealers on a test marketing basis. The receiver will have a 3 khz bandwidth, compared to the 6 khz bandwidth offered in the Delco receiver.

Frank Andrews, manager of radio product development for Chrysler Corp., said the manufacturer had delivered about 40,000 AM stereo-equipped autos to dealers for 1984 and would be shipping about 500,000 such cars in 1985. By 1986, said Andrews, about two-thirds of Chrysler vehicles (over one million) would be able to receive AM stereo. Like Ford and Delco, Chrysler has opted for a C-QUAM-only receiver.

"We have no plans at present for a multi-plex-system receiver," Andrews explained, "although we will continue to monitor that front." He predicted that by 1986, all AM-

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FM-cassette systems in Chrysler cars would include AM stereo capability. These models would have bandwidths of from 3.5 khz to 4 khz, according to Andrews.

Bart Locanthi, vice president for development of Pioneer N.A., said his company's first AM stereo receivers will be available early in October, with a suggested retail price of \$299. The auto radios will receive C-QUAM system transmissions only, at 4 khz in a narrow-band and 8 khz in a wide-band position. A home model AM stereo receiver will "probably" be shown by Pioneer at the Consumer Electronics Show in Las Vegas next January, Locanthi disclosed.

Almon Clegg, an engineering consultant to Panasonic, Technics and Quasar, said his employer has not yet adopted an AM stereo receiver because marketing experts for the parent firm (based in Japan) are not yet convinced that a sufficient market exists for the product. He said the firm also does not feel, given current conditions, that it can produce a reasonably priced multimode AM stereo receiver. Panasonic, Clegg emphasized, has carefully studied AM radio buying patterns and does not feel that consumers are willing to pay the price needed for a high quality AM stereo receiver, although the firm feels AM stereo is a significant improvement in the medium's technical quality.

At Sansui Electronics, engineering consultant Jerry LeBow said the company's current AM stereo tuner has an 8 khz bandwidth and will try to provide a 10-12 khz bandwidth on a model to be introduced early in 1985. The new model, with full stereo separation and less than 0.5% true harmonic distortion, will also include some digital signal processing equipment designed to minimize distortion and crossmodulation interference problems, according to LeBow. He urged fellow manufacturers to consider the synchronous detection system employed in the Sansui AM stereo receivers rather than the envelope (diode) detection systems used in virtually all other receivers. Although the synchronous detection receivers may not "test as well," he added, they garner excellent response from listeners in blind side-by-side comparisons.

LeBow emphasized Sansui's interest in allowing broadcasters to make their own decisions about AM stereo transmission systems, saying his company preferred to concentrate on development of high quality receiving equipment. The Sansui models are capable of receiving all current AM stereo systems, although LeBow conceded that the

current model has some problems with second-order harmonic distortion when receiving the C-QUAM system.

Frustration was expressed by several of the manufacturers at the variation in pre-emphasis in AM transmissions from station to station. They urged broadcasters to collectively select and use a standard pre-emphasis curve. Such standardization would make it easier to reduce the amount of de-emphasis built into AM receivers, they said, yielding greater fidelity. Broadcasters in the audience responded by saying the bandwidth of most AM receivers is so narrow that they are forced to use pronounced signal processing in their transmissions as compensation.

"The point is not AM stereo," declared David Bishop, representing WBT(AM) Charlotte, N.C. "It is high fidelity, and wide bandwidth. I would rather have a 10 khz bandwidth AM receiver [on the market] than one that receives AM stereo but only has a 3 khz bandwidth. Most listeners care about high fidelity, not stereo [on AM]." Bishop argued that Sony and Sansui had demonstrated their ability to provide wide-bandwidth AM receivers that yielded high quality AM stereo reproduction.

Chrysler's Andrews said manufacturers are seeking an optimum system, and speculated that wide bandwidth would be difficult to accommodate on the U.S. AM band. He and others on the panel, however, suggested that manufacturers work together toward a common goal of greater fidelity in transmissions and receivers. □

RCPC panel debates value of monthly ratings information

Arbitron and Birch Radio are providing it, but station managers aren't sure they need it

A sharp division of opinion emerged between advocates and opponents of monthly radio ratings information during a Tuesday morning session entitled "The New Ratings Game: Trend Without Trauma." Generally, the battle line was drawn between representatives of Birch Radio and Arbitron on one side and station managers on the other.

"What we are offering is rolling averages,

not monthly ratings," insisted Rhody Bosley, vice president of sales and marketing for Arbitron Radio. "Arbitron has been maligned and misunderstood," he said, explaining that Arbitrends, as the service is called, merely provides information updated monthly from the same sample base used for quarterly ratings reports. He said 64 stations in 23 of the top 100 markets are now subscribing, with another two markets expected to be added this winter. Bosley downplayed any negative impact of Arbitrends on advertising agency buying habits, predicting little change in flight placement and scheduling.

Tom Birch, president of Birch Radio, presented a detailed description of his monthly ratings data reporting service, created in 1980, he said, as a response to station demand.

"Radio is a dynamic medium," Birch declared. "Monthly trend information is needed to give stations a competitive edge." Such reports can help station personnel determine the influence of the weather, school openings, market format changes, personality shifts and the success of local sports teams.

"We think agencies are using this information for backup and analysis," he added. "They are sensitive to broadcaster concerns about the use of monthlies as primary buying tools."

In the top 100 markets, Birch offers stations 12 monthly trend reports, four quarterly summaries, and two qualitative reports annually.

"More is not better," countered Ed Giller, general manager of WFBG(AM) Altoona, Pa., and chairman of Arbitron's station advisory council. The ratings services, he argued, are trying to sell stations "stuff we don't need" and giving agencies "more information to sell us spots at lower prices. The key question is: 'Do we want to give this [monthly] information to advertisers?'" Giller contended. Despite attempts to prevent it, he insisted there is no way to prevent the monthly data from falling into advertising agency hands. "The radio industry has the tendency to shoot itself in the foot," Giller added.

Panel member Dan Hill, program director for KFMK(FM) Houston, expressed a different opinion, suggesting monthly trend information is "critical" in order to compete effectively in many markets. Even small markets can use such information as a tool for counterprogramming. An issue of greater concern than possible misuse of the data by advertisers, said Hill, is the "disheartening" number of discrepancies between Arbitron and Birch for stations measured in the same markets.

Both Hill and Giller suggested stations investigate the use of in-house surveys, which they said might extract more useful information at less cost than commercial services. The drawback of such an approach, Giller admitted, is that agencies are conditioned to rely on Birch and Arbitron in making their advertising buys.

Bosley resisted Giller's charge that broadcasters have turned a cold shoulder to Arbitrends, although he conceded response has "not been overwhelming. It is making some progress," he said, and it is too early to

On behalf of the young. How does a broadcaster sell the younger demographic to its advertising clients? According to RCPC panelist Miles Sexton of KKHR(FM) Los Angeles, it is a matter of turning "defensive selling" techniques—a reaction to criticism that a station "only" has younger listeners—to "offensive marketing"—developing "good, solid quantifying reasons" to place ads with that station. One way to accomplish the last, according to Jhan Hiber of Jhan Hiber & Associates, is to find out what formats the advertising community in a specific market will support. To do this, Hiber offered four research aids: national and regional surveys; customized research on a local basis (such as a survey conducted by a local university, for example); Arbitron or Birch ratings, and what Hiber called "PAR—perceptual advertising research." The last uses "honest, objective feedback" in order to determine how an advertiser feels about a station's format. "Why handicap your sales efforts by not knowing what an advertiser has on his or her mind?" Hiber asked.



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gauge long-term interest.

Birch, in turn, said he has felt little impact as a result of Arbitron's entry into monthly trend reporting, except that some stations have frozen funds for the moment that would otherwise have been available for such services.

There was one area of agreement between the two camps, however. Birch said recent FCC deregulatory actions, specifically call letters and station identification, have created a situation that is "potentially a nightmare" for stations in ratings research. Giller noted that the Arbitron advisory council has circulated a questionnaire among stations asking about the possible negative impact the FCC's decisions would have on their ratings reporting. □

Turning SCA's into a profitable venture

A bullish attitude toward subsidiary communications authorizations (SCA) was projected during a panel discussion at last week's RCPC. The bottom line was "go out there and make SCA's work for you."

Bill Dunnivant of WZYP(FM) Athens, Ala., described the station's experience in using SCA's for paging services. He told the group his station experienced some equipment problems with the pagers. The first batch, he noted, had a 40% failure rate. Nonetheless, the system went on the air in late January and is grossing \$1,000 a month, he said.

The viewpoint of SCA's leading paging competitor, the radio common carrier industry, was provided by Tom Lamoureux, president of Telocator Network of America. Lamoureux noted the industry has three million pagers now in use. He admitted the common carrier industry was initially alarmed over the prospects of competition from SCA's. But their fears, he added, are not now as strong. "SCA paging does have some promise and can turn out supplemental income for FM operators."

There can be, however, Lamoureux said, technical problems caused by terrain. "Pag-

ing can work, but SCA's are not a pot of gold," he said.

Ken St. John of Johnson Electronics agreed with Lamoureux. He said reliability has been a point of contention between radio common carriers and SCA's.

St. John also pointed out that "from a quality standpoint, people understand high level production problems." He urged FM broadcasters to "get out there and talk to paging people. Decide," he added, "once and for all whether you want to get into SCA's."

The subject of data transmission was broached by Joe Meier of Radio Data Systems, a subsidiary of Bonneville Communications specializing in data transmission via subcarriers. Data transmission is the most efficient use of SCA's, declared Meier. "Our optimism remains high in terms of data transmission which can be used to a high degree of frequency." He noted that paging services might take a greater interest in FM stations in smaller markets than data services.

Ray McMartin of McMartin Industries, an Omaha-based manufacturer of SCA receivers, warned broadcasters not to get "greedy" when selling their SCA services. "If you overprice your subcarriers you'll destroy the business. Try and get someone in it for the long run," he suggested.

Washington attorney Harry Cole is also convinced data services will utilize SCA's the most. He recommended broadcasters conduct an analysis of the systems first. And National Public Radio's John Kean called on the broadcasters to insist on higher industry standards for SCA equipment. □

AM stereo, transmitters on exhibit floor

Only a few new products and services were unveiled on the main exhibit floor during the NRBA/NAB Radio Conference last week, with most of those questioned indicating that the majority of their new products will be released during the NAB convention during the spring or as market demand dictates.

One exception was the Harris Corp., in-

roducing its new FM-3.5K, a 3500 watt FM transmitter with a standard remote control interface. The unit consumes 7 kw at full output, requiring single-phase AC wiring. In addition to other transmitting and automation equipment, the Quincy, Ill.-based company was displaying its STX-1 AM stereo exciter and modulation monitor. Both Motorola, with its C-QUAM AM stereo exciter and modulation monitor, and Kahn, with its Kahn/Hazeltine AM stereo exciter and reception equipment, were also on hand for those stations interested in adding AM stereo capability. Kahn used the occasion to announce availability of multimode AM stereo receiver technology, which Kahn said would be incorporated in new AM stereo radios under licensing agreements now being negotiated (see page 56).

A large number of computer-based information processing systems were on display at the convention, and exhibitors reported steady, serious interest in their products. "We had many new inquiries during the conference," reported Rhody Bosley, vice president of sales and marketing for Arbitron Radio, which was promoting its Arbitrends monthly radio data reporting service. Business was also said to be brisk among companies offering computer-based services handling news, music, billing and sales tasks. Jefferson-Pilot demonstrated a new Darts microcomputer sales/traffic system and an updated radio newsroom system. Computer Concepts was on hand with a rate card optimizer software program, plus a micro-bridge interface for use with Wang personal computers in radio applications.

Business was reported to be relatively slower among radio program and format syndicators, although only a handful of new programs were introduced (see "Riding Gain"). One syndicator said the programming marketplace appears to be near saturation, although an increasing number of small market stations are showing new interest in barter material and syndicated music formats. □

Music licensing update

A status report on where the radio industry stands with Broadcast Music Inc. and the American Society of Composers, Authors and Publishers contracts was given by Bob Henley, president of KGNR(AM)-KCTC(FM) Sacramento, Calif., and chairman of the All-Industry Radio Music Licensing Committee, at a Tuesday afternoon session on music licensing. The industry, said Henley, will pay ASCAP and BMI between \$90 million and 100 million in 1984. "My position is that they [ASCAP and BMI] don't deserve all of our money," he said.

Henley discussed the new two-year agreement with BMI reached last month in San Francisco (BROADCASTING, Aug. 13). Henley said the agreement, which is retroactive to Jan. 1, 1984, when the previous contract expired, raises rates beginning in 1985 at about 8.8% ("Riding Gain," Sept. 17). This is "substantially less" than the 15%-18% increase imposed by BMI's original four-year contract sent to stations on June 22, he said.



Lamoureux; St. John; Dunnivant; Meier; Cole; Eric Small, Modulation Sciences, New York; Kean; McMartin, and moderator Tom McCoy, NRBA.

(Contracts were sent out when talks between BMI and the committee broke off.)

Henley underscored what he considered the most crucial part of the new agreement: the creation of a "formal rate-making procedure" if the committee and BMI cannot agree on new contract terms at the end of 1985. "In this way," said Henley, "BMI will not be able to go directly to stations with new licenses."

As for ASCAP, Henley said the committee reached an agreement in principle with the firm on all provisions for a new contract except for the "final" rate. (The industry has been operating with interim agreements since the last contract expired on Dec. 31, 1982.) Henley said the committee is "ready to sign." Panel member David Hochman, ASCAP director of radio licensing, responded by saying his firm is also ready to sign, "but the only question left is the price. . . . But I'm sure we will be able to reach an agreement."

Henley said the tentative agreement with ASCAP calls for, among other things, payments based on gross revenues instead of net revenues; the elimination of trade and barter reporting and the sustaining fee, and the simplification of language in the per-program license. Henley also said the committee is planning to meet with SESAC on Oct. 16 to see if the two organizations can work closer together. ASCAP's Hochman, as well as Laurence Sweeny, vice president, licensing for BMI, and Vincent Candilora, executive vice president, SESAC, gave brief descriptions of their companies. Serving as moderator was Bill Clark, president of the radio division of Shamrock Broadcasting and current NRBA board chairman. □

Hopes for broadcast dereg fade as Congress nears adjournment

Even in next session, broadcasters are told, it may not be easy to get legislation passed

Broadcasters shouldn't hold their breath waiting for Congress to pass major deregulation legislation this year. That was the final analysis of a panel comprising broadcasting lobbyists and Senate Commerce Committee senior counsel, Ward White.

White told the group not to expect legislation to emerge from Congress during the last three weeks of the closing session. (Adjournment is slated for Oct. 4.) Moreover, he warned the radio industry that next year it may not be easy to move a deregulation measure through the Senate. He said Democratic members may be more reluctant to embrace such a bill. "I am afraid the ground swell for deregulation after the FCC decision in 1981 is gone," he said.

White was joined by John Summers, executive vice president, government relations, National Association of Broadcasters, and Abe Voron, executive vice president,



Moderator Don West, managing editor, BROADCASTING; White; Voron, and Summers

National Radio Broadcasters Association. They discussed the foibles that lie ahead as broadcasters attempt to achieve deregulatory legislation. Summers said the House of Representatives is not willing to consider any bill unless "they get something back from broadcasting." He said members of the House Telecommunications Subcommittee were trying to "paint us as obstructionists, rather than themselves." He also felt the deregulation hearing this week in the House Telecommunications Subcommittee on H.R. 6122 (a measure introduced by Representative Al Swift [D-Wash.]; Tim Wirth [D-Colo.], the subcommittee's chairman, and John Dingell [D-Mich.]) is an effort to make the "subcommittee look good and make the industry look bad." Although NAB does not support the bill, he said, they would still like to "see something move. We don't care what it is."

White felt the tradeoff broadcasters would have to make in the House will involve television. Summers agreed that TV deregulation would not go far. However, he said, radio is still in danger. "There are many members, like Al Swift, who feel what the FCC did on radio went too far."

Voron agreed with Summers's analysis of legislation in the House. He called the bill "a charade and a form of reregulation." He cited two barriers which must be overcome to secure regulatory relief from the lawmakers. Voron said one problem is that Congress won't separate radio from TV. But a good sign, he said, is the congressional decision to separate radio from television in the matter concerning the FCC's multiple ownership rules. "An even more difficult barrier," he added, "is the House Energy and Commerce Committee itself. They do not trust the marketplace as the best guarantor of regulators."

"We don't claim the marketplace is the ideal regulator, but it is more efficient than a Washington bureaucracy. If we can't convince them that's true, I don't see how we'll get more than a little deregulation," Voron said.

Despite those drawbacks, both Voron and Summers said their associations would go back to the Hill next year. "We've got an obligation to try to get competing applications removed from the law. It creates instability," Summers said.

What about the legislative outlook for the coming year? White believes the industry

has a chance if it circumvents the House committee. The composition of the subcommittee, Summers said, is expected to change. NAB thinks some new members will have a different philosophy.

White suggested broadcasters become more active in the political process to get their message across. Furthermore, he added, "you've got to get an overall strategy on how you're going to do it. You can't wait for events to come along." He also noted that broadcasters will have a tougher row to hoe next year due to effectiveness of interest groups in the House and Senate working against broadcast deregulation legislation.

Among the issues that may crop up next year is the matter of alcohol beverage advertising on radio and television. Summers cited the efforts being made by a group called Stop Marketing Alcohol on Radio and Television (SMART), which is working with the PTA to present one million signatures to Congress calling for a ban on advertisements. He said NAB's members are already working on the issue. "We have a very responsible industry. We think we can make our case."

First Amendment rights for broadcasters is another issue likely to surface next year. White said the achievement of full First Amendment rights for the electronic media was a chief priority for Senate Commerce Committee Chairman Bob Packwood (R-Ore.). However, the groundwork must first be laid by the broadcasters. They must educate members of Congress on the matter. The senator, he continued, "perceives this as a long-term project."

What does Congress think of the broadcasting industry? White feels it is not the broadcasters but the networks that have a "real serious problem with Capitol Hill." But Summers injected the notion that in the House, key leaders "don't trust broadcasters and think they have got to legislate."

Voron said the networks are in trouble on Capitol Hill. However, "radio gets dragged around behind the chariot," he said.

The panelists agreed deregulation legislation is essential. "Deregulation is everybody's bottom line," Voron said. Nonetheless, Summers stressed the importance of not "giving away the store." But, White pointed out, "if you want to get in to get something you have to be prepared to horse-trade. That's what it's all about." □

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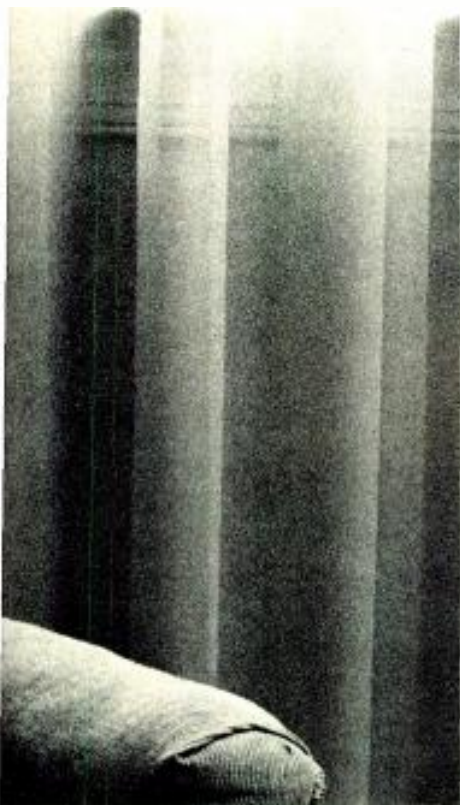
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Docket 80-90 survival kit

Strategies for applying for new FM stations discussed

"You've got to be prepared to move quickly," Washington attorney Erwin Krasnow told a packed Monday afternoon session entitled "FM Competition Ahead: Where and When for Docket 80-90." But, Krasnow added, now "is too premature to develop an 80-90 strategy." The time to do so, he said, is "within minutes or hours after the FCC issues its report and order." Nevertheless, Krasnow joined Washington attorney David Tillotson of Arent, Fox, Kintner, Plotkin & Kahn in discussing various elements of that strategy, including the use of consulting engineers and legal counsel, to get one of the 600-plus FM channels that will become available.

Among the elements discussed during the session was what method the FCC might use to accept applications. A lottery, Krasnow said, is no assurance that the FCC will choose "the best people" for the channels. In a comparative proceeding, however, Tillotson said that unless a male is a black or Hispanic, he is "not going to get an FM channel or any broadcasting facility in today's marketplace. There's something wrong with that, but that's the way the world is today," he said. "So if you're thinking about filing for these new channels, start teaching your wife" or a minority friend or business partner about broadcasting "so you can make a realistic case that [he or she] is a true applicant, and you'll have a reasonable shot at it," Tillotson said.

Responding to an audience member who said he was "offended" by the idea of using women and minorities to get a station, Tillotson said that it was the FCC, "not the lawyers," that had created this vehicle for applications. He said he "would really like to see... the NAB or the NRBA—someone—actually take on the whole process in a meaningful way and make the FCC start to look up to the kind of sham it has created."

Another method of choosing applicants discussed was a point system whereby the FCC would take comparative criteria and quantify it. If applicants tie in their point totals, a somewhat "more subjective but still quantifiable system" will have to be employed, Krasnow said. The FCC will have to put "teeth" into any system it will ultimately select, Tillotson said.

During the debriefing session, Tillotson broached the subject of what Docket 80-90 means to broadcasters with existing FM's who want to improve their facilities. Under the present proposal, Tillotson said, the FCC is going to be dropping in channels all over the country. "Right now," he said, "those proposed channels will have no impact on applications to move to a new transmitter site. Until that rulemaking is adopted and the new channels are officially assigned, the FCC's position is that it will process applications to change facilities without regard to short spacing the proposed assignments."

Daytimer debriefed. Operators of daytime stations were given a regulatory update during a Sunday afternoon RCPC "Daytimers' Forum" moderated by Daytime Broadcasters Association President James J. Wychor of KWOA-AM-FM Worthington, Minn. Attendees listened to reviews of the organizations' recent compromise on post sunset power, and other issues facing daytimers on foreign clears by Association for Broadcast Engineering Standards Inc. President Wallace E. Johnson, DBA chairman Gary L. Capps of KGRL(AM) Bend, Ore., and Gregg Skall of Baker & Hostetler, DBA legal counsel and Washington lawyer.

Skall called the agreement, which resulted in a joint petition to the FCC to modify its orders in the post sunset extended hours proceedings, "very reasonable," and one which "could be implemented immediately" by the FCC. The compromise, he said, would minimize interference to fulltime Class III stations, while providing for operation by daytimers of up to two hours after sunset with shifting power levels. He said that "practical matters"—limited computer resources at the FCC, for example—were slowing action on the petition, although he was hopeful it would be on the October agenda, in time for winter hours.

Also discussed were foreign clearance negotiations with Mexico and Canada. Johnson said that negotiations were "going forward," and that an agreement with Mexico was "close to being finalized."

After the rulemaking is finalized and a channel is assigned, any conflict between the new station and the existing one will have to be resolved in a hearing. In most instances, Tillotson said, the new station will win. Therefore, Tillotson recommended that anyone "seriously thinking about making a facilities change" should apply now, because "there is still a chance that it could be filed and granted before the rulemaking is adopted."

Summing up, Tillotson said it appeared that broadcasters were still "several years away" from the first of the new FM stations coming on the air, and Krasnow added: "Come back to the convention next year. There will be another panel on Docket 80-90." □

The time to plan for 80-90 is now

The subject of Docket 80-90—one of the most popular at last week's RCPC—cropped up again Monday afternoon at a panel featuring two of the FCC's Mass Media Bureau chiefs in dialogue with a number of consulting engineers. Perhaps foremost among the messages they meant to convey: that station management had best get busy in deciding how they're going to meet 80-90's requirements, or risk being left behind.

(There are two principal parts to the 80-90 rulemaking. The first requires existing stations operating below maximum performance levels to come up to those levels or be downgraded to their present performance specifications—"to use it or lose it," as one panelist put it. The second is the "omnibus" proposal to add 684 new channels to the FM band—a process that may end up producing some 825 proposals and counterproposals.)

John Morgan, chief of the FCC's AM branch, said that 80-90 came about because of increasing interest in the FM service. Among other things, it affects present class B's and C's by demanding upgrade. It also revises the definition of major and minor changes, with most technical changes hereafter treated as minor.

Ray LaForge, chief of the FM branch, added that the demand for FM service has escalated sharply in the last three years, and

that it's the FCC's hope to grant 500 new facilities per quarter once 80-90 gets rolling. The first applications could be filed in February or March 1985, LaForge estimated.

Ogden Prestholdt of A.D. Ring & Associates remarked that FM antennas have always come from the cheapest methods because, historically, that medium had always been in the poorest financial shape. He related a number of horror stories about broadcasters who had found themselves behind engineering eight-balls, and warned his listeners to "be careful if you're too far away" (from the target community).

Ben Dawson of Hatfield & Dawson said that most of the FM upgrading will be in antenna height, not effective radiated power, and thus some scrutiny by a local land use body will be required. Four principal problems will be encountered, he said: visual clutter objections, complaints that the tower will affect the quality of the neighborhood, ice hazards and radiation density. Construction atop other buildings may pose particular problems because of the reflective surfaces involved.

Bill Cordell of KTRH(AM) Houston related his experience in coordinating a joint venture among nine FM stations in that market. Involved: a \$2,250,000 tower, a \$1 million transmitter building and an outlay of over \$800,000 for land. It took several years to complete the project, but the result was a facility that met the upgrade needs of all parties on a cost-efficient basis. The key to such projects, said Cordell, is to "stop saber rattling" (the normal competitive attitudes of competing stations) and get people to join on an equity basis. □

On the road to 80-90

FCC's McKinney sees final list being released in six weeks

The high interest accorded the FCC's Docket 80-90 proceeding by the broadcasting industry was manifest in an RCPC panel session that starred the chief of the FCC's Mass Media Bureau and several of his chief lieutenants.

Bureau Chief Jim McKinney didn't even

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wait for a question before declaring that "Docket 80-90 is well under way. The good news is that there have been a small number of counterproposals [to the FCC's original 684] which indicates there is not going to be a landslide of applications. The final list [of markets] should be produced in six weeks and the commission will be accepting applications by the end of this year. If we are deluged with applications there will have to be a lottery to decide among them."

Will daytimers be given a preference in the granting of 80-90 stations? McKinney said he didn't know, although he added that there is talk of adding a preference for women.

Ray LaForge, chief of the FM branch, added that the FCC hopes to get all applications reviewed and approved in three years—based on an anticipated 5,000 applications. He emphasized the importance of submitting good initial applications, noting that the agency is rejecting 30% to 40% of those it receives, and that the time spent in resubmission can cause the applicant to miss its deadline.

A question from the floor regarding implementing the minimum power agreement for daytimers by fall drew a cautionary response from McKinney. "That's optimistic," he said. The problem is still not resolved with Mexico, although it's just a matter of concluding the negotiations, he said. It was noted that the U.S. clear channels were opened for nighttime use in 1980, and an attempt is being made to open up Canadian channels by the end of this year.

McKinney remarked that deregulation has not resulted in degradation of technical standards in the broadcast industry. What it has done, he said, is to put responsibility at the station level. "And now you are seeing a lot of innovation in processing, new sounds. I agree that the FCC ought to be out of the business of saying how a station ought to sound. And, next, I think you'll see a major deregulation of audio proof-of-performance coming up," McKinney said. □

The problems and pluses of personalities

"Stations attract audiences' and personalities keep them." That was the conclusion drawn by one group of broadcasters on an RCPC panel entitled "Programming to Succeed: Is It Talent or the Station?"

The panel was a mixture of managers and air personalities. Included were: Dean Thacker, WHTZ(FM) Newark, N.J.; Dan Griffin, WRKO(AM) Boston; Robert W. Morgan, KMGG(FM) Los Angeles, and Ray Dunaway, KMBZ(AM) Kansas City, Mo. Herb McCord of Greater Media, New Brunswick, N.J., was moderator.

They also talked about the relationship between managers and station talent. "There has to be a happy medium between the two," Thacker said. Griffin suggested managers make air personalities feel "more secure and comfortable." In addition, he recommended they offer incentives to "make everybody

feel they're going one way."

What makes good talent? Griffin felt it was essential for talent to "know why they are there and know the town inside and out." He continued, good talent will "know what they've got to do and want to see the station do well."

Another issue that came up during the discussion was what to do when air personalities alienate a client. It does happen, Dunaway said. However, "as long as the numbers are high a lot of times you can get away with it." And, noted Thacker, "if the controversy is funny enough, much of the commotion raised can turn into a positive." Station talent, however, he added, "should know the limits." Also, Morgan felt advertisers were getting more accustomed to what used to be considered "borderline" comments.

One broadcaster in the audience asked if there is a shortage of good personalities. In about two years, Morgan said, he thought there would be a reemergence of personalities. Griffin stressed the value of "letting personalities come out gradually and seeing what happens."

Dunaway emphasized the need to "match personalities to a station." And Morgan said, "You've got to have confidence in who you hire and stick with them." □

Dereg doesn't spell end to watchful eye of FCC, panel says

Commission will likely deregulate further and take action on ownership rules and section 315; deregulation thus far means more record keeping and responsibility for broadcasters

What will the future bring from the FCC? That was the question put to Washington attorneys last week during a panel session at the RCPC. They made a few predictions and gave some advice, which included caution to the audience to maintain records and "not assume the FCC has gone away, never to be heard again."

"What the commission has done with deregulation doesn't mean you've been totally abandoned. You still have to file ownership reports and annual EEO reports," said John Hildreth of Fletcher, Heald & Hildreth, Washington. He maintained the FCC "will not leave broadcasters alone." He reminded broadcasters that the FCC's field offices will be making inspections.

The problem, he continued, will be one of record keeping. "Make sure you are carrying out EEO." Furthermore, said Hildreth, "since the FCC no longer has quantitative limitation for programming, you have to make sure you're maintaining service to others." He urged all licensees to "continue what you've done in the past."

Some of the FCC's regulatory actions have caused complications, the panelist said. Hildreth thought the commission was

Outstanding Coverage of a Single Breaking News Story

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Outstanding Background Analysis of a Single Current Story

- **A Doomsday Scenario: Banking at the Brink.** Production of WGBH Boston, Stephen D. Atlas, executive producer; Glenda Manzi, producer; Paul Solman, writer/correspondent. Funded by a grant from the Cabot Corporation Foundation. Additional funding provided by the Corporation for Public Broadcasting.
- **Frontline "Abortion Clinic."** Production of KCTS Seattle, WGBH Boston, WNET New York, WPBT Miami, WTVS Detroit, David Fanning, executive producer; Mark Obenhaus, producer/director; Michael Schwarz, Rita Stern, producers. Funded by the Corporation for Public Broadcasting, public television stations and the Chubb Group of Insurance Companies.
- **Inside Story "Nicaragua: A House Divided."** Production of Inside Story, Ned Schnurman, senior executive producer; Christopher Koch, executive producer; Hodding Carter, correspondent. Funded by a grant from General Electric.
- **The MacNeil/Lehrer NewsHour "Marines in Beirut."** Michael J. Soloff, producer; Jim Webb, correspondent.

Outstanding Investigative Journalism

- **Inside Story "Uncounted Enemy, Unproven Conspiracy."** Rose Economou, Joseph M. Russin, producers.

Outstanding Coverage of a Continuing News Story

- **Inside Story "Dateline: Moscow" and "Inside the USSR."** Philip Burton, Christopher Koch and Joseph M. Russin, producers.

Outstanding Informational, Cultural or Historical Programming

- **Vietnam: A Television History.** Production of WGBH Boston in co-production with Central Independent Television/UK and Antenne-2/France, and in association with LRE Productions. Richard Ellison, executive producer; Stanley Karnow, chief correspondent. Major funding provided by the National Endowment for the Humanities, public television stations and the Chubb Group of Insurance Companies. Additional funding provided by the George D. Smith Fund, The Christopher Reynolds Foundation and the Corporation for Public Broadcasting.
- **"Roots of a War,"** Judith Vecchione, writer/producer
- **"LBJ Goes to War,"** Austin Hoyt, writer/producer/director
- **"America Takes Charge,"** Andrew Pearson, writer/producer
- **"Peace is at Hand,"** Martin A. Smith, writer/producer
- **"The End of the Tunnel,"** Elizabeth Deane, writer/producer
- **"Legacies,"** Richard Ellison, producer
- **National Geographic Special "Rain Forest."** Production of the National Geographic Society and WQED Pittsburgh. Dennis B. Kane, executive producer for the National Geographic Society; Thomas Skinner, executive producer for WQED Pittsburgh; David and Carol Hughes, producers. Funded by a continuing grant from the Gulf Oil Corporation.

Special Classification of Outstanding Program Achievement

- **Nova "The Miracle of Life."** Co-production of WGBH Boston and Sveriges Television, Sweden. John Mansfield, executive producer; Bo G. Erikson, Carl O. Lofman, producers; Lennart Nilsson, cinematographer; Bebe Nixon, writer/producer for WGBH Boston. Funded by grants from public television stations, The Arthur Vining Davis Foundations and the Johnson & Johnson Family of Companies.

Outstanding Individual Achievement in News & Documentary Programming

- **Direction**
Jim Brown, director for *The Weavers: Waan't That a Time!* Production of Jim Brown Productions, Jim Brown, George Stoney, Harold Levant, producers. Funded by the Corporation for Public Broadcasting.
- **Cinematography**
Gregory Andracke, cinematographer for *American Journey*. Production of WPBT Miami, Malcolm Clarke, producer/director. Funded in part by a grant from Cooper Industries Foundation. Additional funding provided by the Corporation for Public Broadcasting.
- **Film Sound Recording**
David Clark for *National Geographic Special "Save the Panda."* Miriam Burch, producer.
- **Scenic Design**
Francis Mahard for *Frontline* segments from "Crisis in Zimbabwe." Christopher Jeans, producer/director.

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promoting an "atmosphere of flim-flam applications." Joel Levy, Cohn & Marks, concurred. "A number of actions have been harmful in varying degrees."

Levy thinks the FCC's decision to drop its financial statement requirements and its rulemaking on call letters was a "disservice." He advised broadcasters to "think more carefully and assess what you want from the agency."

In the future, what should the industry expect from the commission? Levy predicted the FCC's inquiry into repeal of the fairness doctrine and section 315 could become intertwined with the issue of ownership. "The industry may have to choose whether it wants to live with 315 or be limited by the number of stations it can own," he said.

Lawrence Secrest of Wiley & Rein thinks the lifting of restrictions on the number of stations radio groups may own could lead to the development of regional networks. That kind of development, Secrest continued, would attract congressional attention. He also predicted the FCC will go after "much deeper forms of deregulation in programming." The inquiry on the fairness doctrine, he said, has the potential for some "real tough sledding for the commission."

When asked if the FCC might roll back its duopoly rules, John Kamp of the FCC's Mass Media Bureau replied with a firm "no." However, he also made it clear the FCC has not "reached bottom in the swing of the pendulum toward deregulation. I think we'll go a lot further."

On the subject of docket 80-90 and how the commission will process applications, Kamp did not have answers. He said the question of using a lottery has not been settled, and that the FCC would look for a way to minimize many of the comparative hearings which could develop. In other areas, he said, the FCC's FM branch would soon be "full strength" and ready to go.

Radio and television deregulation, Kamp noted, has laid a challenge before broadcasters. "You've got to pay attention to the statutes the commission has changed. It's time for you to express creativity in the way you serve your audience. Find ways to serve the public differently." □

AM success stories in large markets

AM broadcasters give tips on being competitive in major cities

The success of some AM broadcasters in large markets was the centerpiece of a panel at the RCPC that gave other AM broadcasters advice on how to reach the top.

Ted Atkins of WTAE(AM)-WXKX(FM) Pittsburgh told the audience that "longevity and consistency" in programming is crucial. He noted that many stations face a "signal handicap" and suggested they try using audio processing to help "sound more in the forefront." He said he believes stations can no longer "be all things to all people."

Sports for Atkins' station has been a real



Front: Luckoff, Dunn and Atkins. Back: Bev Brown, KGAS(AM) Carthage, Tex., and moderator Ted Dorton, Gannett Broadcasting.

programming plus. WTAE is the originating station for broadcasts of the Pittsburgh Steelers, Atkins noted, and sports has become a "very important ingredient." Twice he stressed the importance of "consistency of purpose, image and promotion." And, he added "audience involvement is absolutely essential."

For WTIC(AM) Hartford, Conn.'s Bob Dunn, a station's success begins with examining the basics. "Evaluate the ground system. Look at the towers. Look at your studio and office environment," Dunn suggested. Dunn also felt AM stereo was a key investment for a bright future. He also stressed sales training and the use of computer research.

Dunn emphasized the importance of hiring people who exhibit key qualifications: "self motivation, curiosity, high energy level, integrity and a team attitude." Another key ingredient for running a successful station is the ability to identify and handle problems. "Consider life styles of a market," he said. "Conservative markets dictate very different approaches than a liberal market. Change when necessary and trust your instincts."

Promotion of your station, Dunn stressed, should be pure and not cluttered, and should complement the overall programming. Everyone working toward the same goals, he added, "brings [out] the very best we can be."

More advice followed from Michael Luckoff, KGO(AM) San Francisco. He advised the broadcasters to "find your own niche on the dial and decide what you're going to be and be it."

In this age of specialization, he said, "don't try to be everything to everyone." On the subject of promotions, Luckoff pointed out the importance of "promoting what you are" and, he said, "don't hesitate to put something back into the business."

During the discussion, broadcasters in the

audience recounted some of the problems they encountered running AM stations in large markets. Merrell Hansen, president and general manager, KUSA(AM)-KSO(FM) St. Louis, discussed some of the changes instituted to improve station performance. She noted that the station's new call letters, KUSA, along with a revamped programming schedule, have contributed to its success.

Former Phoenix radio broadcaster James F. Tazsarek complained that AM was being dragged down by "allowing ourselves to be measured by a finite number." He maintained that the medium does work and that the industry was "selling itself cheap." □

Networks-affiliates urged to open lines of communication

Challenge lies in meeting each other's needs, panelists say

Radio networks need feedback from affiliates in order to make proper programming decisions. That was the message echoed loudly from network radio executives last week in a Monday afternoon workshop.

"We are working harder to understand your business," said Dick Penn, senior vice president, NBC Radio Networks. "Every day, we hear you want something we're not giving you... That's our greatest challenge," he said.

"There's plenty of inventory and programming on the air Monday to Friday, but we have to know what stations want," said Dick Brescia, senior vice president, CBS Radio Networks.

On the topic of developing innovative programming, Brescia said he wasn't convinced innovation always served the adver-

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tisers' and the stations' best interests. "A couple of years ago when we had a new programing idea, we couldn't get two stations to agree on it," he noted.

"Program development goes on all the time with us," said Westwood One President Norm Pattiz. "We have 13 programs in the developmental stage right now... But we have to be on the cutting edge of something that is going to clear at least 80% of the country," he said. And Terry Robinson, Transtar Radio Network president, added that "every network's research budget is going up substantially to find out what listeners want to hear."

ABC Radio Networks President Ed McLaughlin told the audience that his division has just concluded some meetings with the ABC Television division, exploring more new programing ideas.

McLaughlin said network radio should be a \$500-million business. He cited projections from Bob Coen of McCann-Erickson, who said network radio will be a \$350-million business in 1984, or 6% of the total radio ad pie vs. network television, which will be nearly a \$7.9-billion business this year. Network radio's small piece of the pie, said McLaughlin, was the reason for forming the Radio Networks Association. "A lot of advertisers misunderstood what network radio is all about. We had to reach the real decision makers," he said.

According to Penn and Nick Verbitsky, the association breaks networks into two broad categories: "old line" traditional networks such as ABC, CBS, NBC and Mutual and program networks such as Transtar, Satellite Music Network, Westwood One and the United Stations.

However, Sam Michelson, of Dancer Fitzgerald Sample, New York, posed a question from the audience on why Westwood One and United Stations were not being measured by RADAR network audience measurement service of Westfield, N.J. (Statistical Research Inc.) if they consider themselves networks.

Pattiz said Westwood is not in RADAR because the company offers over 30 different radio programs which are essentially 30 dif-

ferent radio networks. "It would cost us 30 times more than other networks to be included in the measurement service," he said. Verbitsky said he has had discussions with RADAR on developing the methodology. Both Pattiz and Verbitsky said research on their audience research could be gathered from using Arbitron's nationwide market-by-market radio survey report.

Also on the panel were Bill Hogan, president of RKO Radio Networks; Jack Clements, executive vice president and general manager, Mutual Broadcasting System, and Bob Brutton, general sales manager for the Satellite Music Network. Moderating the discussion was Carl Hirsch of Malrite Communications. □

Adler warns of news cutbacks

An alarming cutback in news and public affairs efforts among AM stations since radio deregulation went into effect was cited by the head of the Radio-Television News Directors Association last week as he addressed an RCPC panel on the subject of "Spotting Poison Ivy in the FCC Underbrush." Lou Adler, of WOR(AM) New York, opened the session by observing that "we think they're treading on very thin ice. If conditions in a given market are not just right they may be putting their licenses at risk.

"Licenses are still being granted for serving the public interest," Adler said. "Jukeboxes don't qualify." He warned that "we're reaching the saturation point" in the number of radio stations the country can support and said it may be cheaper for some aspiring entrepreneurs to "go shopping for challenges" than to pay inflated prices or try to find room for another signal.

An immediate government response came from John Kamp, legal assistant to FCC Mass Media Bureau Chief Jim McKinney, who said that "journalism is perhaps the most important career we can have, and while this commission doesn't want to tell

you how to do your job it doesn't mean that journalism is a part of your job that you can ignore."

Kamp went on to describe the FCC's policy requiring stations to produce, quarterly, a list of 10 key program areas, and then show what the stations had done to meet them. That's the "official" position on journalism, Kamp said, and "about as far as the FCC can go to give you your full First Amendment rights. It's time for you to carve out how best you can serve; the commissioners thought you were smarter than they were [in determining program judgments]."

Gene Bechtel, of Bechtel & Cole, noted that it's important to know what has been deregulated and what hasn't been. The first "should be believed" and taken advantage of, while the second set of regulations should be complied with.

Lauren Belvin of the FCC General Counsel's office spoke about what constitutes renewal expectancy, remarking that the situation is in flux "but to the good from your point of view." She cited three cases as being pivotal in that area—the Cowles case, the Victor Broadcasting case and the Simon Geller case—and said the lesson is that "it ain't what you do but the way that you do it." A broadcaster's ultimate ace in the hole is to be able to document that program efforts were appreciated by the local community. □

Radio panelists stress value of news

Abandoning news listeners to the competition is "unwise and unprofitable," insisted vice president and news director of WOR(AM) New York, Lou Adler, during a Monday morning session, "News: How Valuable Is It in Your Format?" People are no longer isolated, he stressed, they want to know what is going on.

Besides being informative, "news is fun and people want to hear it. It can be interesting and entertaining," according to Associated Press deputy director of broadcast services, James Hood. If stations can provide listeners with information about the "section in society they are interested in, it is fairly obvious we can build a lot of loyalty with those people. New people as well as programmers and station managers and consultants are going to have to be a lot more flexible in the way we build this news product to take advantage of all this," he said.

According to George Burns of the Los Angeles-based management and marketing firm Burns Reports, one problem facing the news format is that "people have come to believe that news is a television forte and that radio is some kind of briefing service." Burns recommended that today's journalists look back to the "old" radio broadcasters such as Edward R. Murrow and Paul Harvey. The future of radio news, Burns said, "is dependent on those in it... it's going to take inventiveness and creativity and stick your neck out—you might as well—because in 10 years there may be no radio news anyway... unless you make the damn stuff

Kissing cousins. Music television, a phenomenon that has captured the airwaves over the past two years, is taking on a new look by using a local slant. The rise of music video stations in the local marketplace is calling attention to the role radio might play in its future. According to Mort Nasitir, Berkeley College, Boston, and moderator of a panel during the RCPC, there are now 11 independent music video stations broadcasting for all or most of the day. The stations, mostly UHF and some low power, Nasitir said, are "closer to radio than you might think."

To illustrate that point, operators from three stations discussed their product and provided the audience with programing clips. Gary Smithwick, WLXI-TV Greensboro, N.C., said the owners of the station were looking for a way to program a UHF inexpensively and still attract an audience. The concept of a local music video station met that criteria. "We try and think of ourselves as a radio station with pictures," he said. Videos are provided free by the record companies, and sales are geared to local advertisers, at radio rates. "It's the wave of the future," Smithwick said. The station went on the air March 5 and broadcasts 19 hours per day. There are 16 staff members, one of whom is fulltime.

Jack Daniels, KLRN-TV Las Vegas, a 24-hour station, feels video music should be viewed as an adjunct to radio and not as a competitor. The Las Vegas station relies on a local image, as does KWHY-TV Los Angeles, which programs three hours per day. Lanny Ziering, KWHY-TV said the station focusses on the local music scene and local events to enhance its image. Without that tie to the community, Ziering said, "we would be most vulnerable."



Sunde, Burns, Adler, Hood and Kohl

fun, and interesting," he said.

Another directive to news programmers came from ABC's news director of its information network, Bob Sunde, who suggested that stations use the national network to broaden their resources. Ken Kohl of KO-MO(AM) Seattle recommended that stations ask themselves: "Who cares?" when deciding what news will reach their specific audience. Added Burns, "outstanding quality" will solve the problem of diminishing audiences. "No one has ever tuned out something they were interested in," he said. □

Advice to news/talk formatted stations: show the local look

The news/talk format, according to Dan Griffin, vice president and general manager for WRKO(AM) Boston, has changed from the "high energy, intense period" of talk programs on the air in the late 1960's and early 1970's, to a mix of controversy and self-help

programming in the 1980's. Additionally, Griffin told an RCPC on the news/talk format, it has become a blend of national and local information.

Pasadena, Calif.-based consultant, Bruce Marr of Bruce Marr & Associates, agreed. He said local programming "is always better than network programming of equal quality." A radio station has to be perceived as local, he said.

Jack Swanson, program director for KGO(AM) San Francisco, called it a "missed opportunity" when stations ignore local news. The "real judgment," Swanson said, is "is it a good show?"

Responding to a question on whether "blood and gore" sells, Marr suggested going with what people are talking about. Swanson recommended trusting "your air talent." Panelist Arthur Young, vice president for marketing for San Francisco-based Broadcast One, recommended establishing the "news value" of a story, rather than just reporting a traffic accident, for example. He recommended that stations provide a more generalized follow-up to specific incidents, such as traffic patterns for a city or overall accident data.

And as for what broadcasters look for in a talk show host, Griffin said the individual must be an entertainer first. For Swanson, what style a host should have was difficult to specify. "It's a suggestive business," he said, adding that "I know it when I've found it." □

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The hits return. "It's the comeback story of the year," said ABC Radio Vice President Rick Sklar, opening up a panel discussion on top 40 or contemporary hit radio (CHR) before a standing room-only crowd last Monday morning at the Biltmore hotel. Sklar said that when the industry lost top 40, "it lost a lot of the spontaneity and excitement that goes into radio. Genuinely entertaining air personalities were eclipsed in a rush to new formats, and many of the best promotion ideas vanished." But the audience heard how those aspects have come to life over the past year in three major market CHR stations from Scott Shannon, air personality and program director, WHTZ-FM New York (licensed to Newark, N.J.), and Sonny Jo White, program director of WKXS-FM Boston, who is also consulting WKTU(FM) New York. Both programmers, who played excerpts of programs from their stations, emphasized the need for creativity in executing a CHR format successfully. White said that with WKTU(FM) he was looking for a niche to play the top hits without being a "carbon copy" of WHTZ-FM. Shannon added that if every station does the same thing in programming top 40 radio, it may be a "short term" ratings fix "but a disservice to radio and the creativity of young programmers." Rounding out the panel was Jo Interrante, co-founder of San Francisco-based IS Inc., which produces *Countdown America with John Leader* and *The Hot Ones* for RKO Radio Networks. She addressed the subject of long-form CHR programs and advised stations to use these shows, which mostly air on weekends, as a tool for promoting their stations. She said program directors need to remind station sales people about the special qualities of the shows. Pictured above are (l-r) Interrante, Shannon and Sklar.

Talk is cheap and delivers numbers

Talk is cheap, but viable. That appeared to be the consensus of a workshop where the merits of news, news/talk and talk radio formats were discussed. According to panelist Charlie Seraphin of KCBS(AM) San Francisco, all talk formats generally produce a large cume and a large average quarter-hour rating. In addition, they are generally less expensive to produce (depending on the cost of the talk host) than a news format. The downside, however, is that sometimes it is difficult for a talk station to compete with news stations during drive times, and it often takes a long time to develop an audience for talk radio.

And what about the news/talk format? Seraphin said that KCBS uses a combination of news and, "for lack of a better descriptive term," what he called a "magazine concept program." The difference between this and traditional news/talk radio, he said, is that KCBS does not solicit listeners' opinions. Rather, the station uses the telephone for people to call in, but only with questions. Each "magazine" segment has a host and a guest and provides time for viewers' questions, he said. The segments cover such topics as food and other consumer-oriented programming.

According to Bob Grossfeld of KTAR(AM) Phoenix, that station is "not looking for a mindset so much as commonalities between

the audience" with its news format. Some examples of the topics its programs have covered ranged from personal hygiene to the care of watches and clocks. "Even Yuppies have problems with their plumbing from time to time," he said.

As for the news format, Jerry Johnson of San Francisco-based Voice Craft said that "news is basically what we say it is." There is a tremendous attitude, he said, "in terms of what the public will accept as being news." News/talk, he said, consists of news in the drive times and "talk in the nondrive times." But, he added, news as a format is still the key. "It commands attention. The news guys get the air whenever they want it; they don't have to explain it to anyone," he said. He characterized the talk format as one in which "there is no primary emphasis on news, no expenditure of money or time." It is also one of the most difficult of the formats

to do because usually it lacks the credibility offered by "a substantial news effort."

According to Johnson, one important element in building a successful format is to be confident. "These are not timid formats," Johnson said. Once the decision is made to program news, the station must make a commitment to stay with it. "You have to expect that it's going to take some time" to build, he stressed. "Weak-hearted owners and weak-hearted managers should stay out of these formats, because I say it's a tough way to go, but it's a viable way to go," Johnson said, adding that it is important that sales departments of stations with these formats sell "concept" until the numbers start to grow. Johnson told the broadcasters that "information is going to remain a very viable format in whatever shape you put it on the AM band. If it's local, if it's done well, it's going to work."

Urban's challenge

Urban radio is doing well in the ratings in many markets, but still is forced to confront negative stereotypes among advertisers and agencies that thwart its economic success. That was the consensus among urban format programmers participating in a Monday afternoon roundtable on the subject, although there was also agreement that ratings success has given urban stations a much-needed shot in the arm.

A greater use of cross-over material on CHR stations is also attracting more new listeners to the urban format, and program directors were advised not to dilute their own playlists to direct CHR listeners to urban stations. "Top 40 has traditionally drawn on a variety of music styles for its success," said one program director. "Let them expose the audience to your kind of music." The relatively small budgets of urban stations make it difficult for them to compete with CHR and other formats in promotion and news, panelists pointed out, but creative solutions can be found.

In some cases, however, urban stations have dropped news entirely, arguing that news is a tune-out and listeners with an interest in news will tune to other stations for that type of programming in any event. Others at the session disagreed with such measures, arguing that the urban stations have a responsibility to deliver meaningful information to a community that otherwise is isolated from the news media.

AOR upset. AOR, the big deal format for most of the last decade, is in obvious trouble in the face of competition from CHR, the new challenger for FM radio dominance. That reality colored last week's AOR format room discussion at the RCPC, and left the older way of doing radio business sounding defensive and tired.

Consultant Jeff Pollack, however, saw a silver lining. "I'm delighted at how well CHR is doing. If we're in a boring period we get our behinds kicked. If you don't evolve you'll get beaten by CHR stations."

Among other discussions occupying the panel was the demographics of it all, with consultant Lee Abrams insisting that 25-34 is becoming AOR's natural audience. Another consultant, John Sebastian, said that the only demographic to which AOR can lay claim is 18-34. "We should home in on that and not be confused by the 12+ that CHR can deliver, he said.

Abrams also remarked that AOR stations are "good at boring people to death. It's often tightly wound, nervous radio."

Beautiful music: the format lives

RCPC audience gets tips on how to keep winning with a survivor

Beautiful music stations are survivors. That was the consensus of members on a panel devoted to examining some of the problems facing that format. The panelists represented every facet of the business and included Al Ham, Al Ham Productions; Dave Graupner, TM Communications; Marlin Taylor, Bonneville Broadcasting Consultants, and Jeff Mathieu, Mathieu Associates. Some of the industry's leading beautiful music station operators were also on hand to share ideas.

Donald Nutting, WJIB(FM) Boston, talked about his station's success with promotional contests. A contest involving a crossword puzzle where players had to listen to the station to get clues, he said, was extremely popular.

Phil Stout of Leisure Market Radio, Oldwick, N.J., stressed the importance of using research to help target your audience. He warned the group not to try and "be too many things to too many people." He repeated the necessity of staying within the parameters of the beautiful music format. During a discussion on syndicated material and how much to use, Nutting cautioned the group that "going outside the market for syndicated materi-

al may not be right for your market."

Steve Van Oort, WJOI(FM) Detroit, discussed the pro's and con's of an automated station versus a live one. He pointed out that WJOI broadcasts live although part of its programming is totally automated. He's comfortable with the balance. However, Nutting thought a completely automated station has a negative perception.

Graupner advised the group to get local input. He also felt that a news mix is important. "People tune in for music and people want to be informed. We have an obligation to keep them informed." Taylor noted that with good editing "you can put a hell of a lot of news in 100 seconds."

In the future, some panel members predicted beautiful music stations will become more competitive as they fight for the new audiences emerging from the "baby boomers." Graupner said: "It's going to be a new table as the baby boomers grow up." Taylor also emphasized the need for operators to concentrate more on how the audience identifies with their station. "You've got to deal with the image and perception of your station," he said.

The success of a beautiful music station also depends on the ability to do more than just play music. "You have to be a full service station that happens to play beautiful music," Mathieu said. □

The wide world of adult contemporary

If there was one thing broadcasters took with them from the adult contemporary workshop, it was that there is no one definition for the format, which continues to be one of the most widely programed formats in the country. "There are all different types of adult contemporary stations," said Ross Reagan of KUDL(FM) Kansas City.

Panelists agreed if adult contemporary stations have a bright sound. "strong" personalities are essential. "If you have a strong lineup, you'll be a tough station to beat," said Bill Hennes of the Mt. Prospect, Ill.-based program consultancy firm Sherwood,

Hennes & Associates.

Music selection, however, was stressed as the key ingredient for success. "Be very careful about what you air," advised Ric Lippincott of KYUU(FM) San Francisco. Two songs, Prince's "Purple Rain" and Ray Parker Jr.'s "Ghostbusters," figured in discussions on whether they were adult contemporary selections. Scott Chapin of KOB(AM) Albuquerque, N.M., said he had some reservations about playing "Ghostbusters." But Lippincott noted that if the station is a foreground adult contemporary outlet, both songs should work well in the rotation. □

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Sony gets big boost for Betacam

CBS places \$11-million order for half-inch gear for New York news center; Sony leads standards battle

Sony picked up the support of CBS and considerable momentum last week in its two-and-a-half year effort to make its Betacam half-inch tape format the de facto standard for ENG in the world.

On the eve of the International Broadcasting Convention, which opened its doors in Brighton, England, last Friday (Sept. 21), the operations and engineering division of the CBS/Broadcast Group announced that it had purchased "a significant quantity" of Betacam gear for its New York news center, from which the *CBS Evening News* will originate starting early next year, and its Philadelphia station, WCAU-TV.

CBS said the order includes four Betacam recording cameras, comprising BVP-30 three-tube (Plumbicon) cameras and BVV-1 recorders; an unspecified number of BVW-20 field playback units; 32 BVW-40 recorder/editors, and four BVC-10 Betacart multicassette playback machines, each of which can be pre-programmed to play back up to 40 half-inch tapes.

Sony's announcement of the deal differed from CBS's. It said it had entered into a "long-term" agreement with CBS to supply the network with \$11-million worth of gear and suggested that the shipment destined for the news center and WCAU-TV was the first of many.

The Betacam half-inch format (as well as other small formats) makes possible the recording camera, a camera and recorder combined in a single unit that can be operated by a single cameraperson. What's more, the Betacam format and the incompatible Matsushita/RCA half-inch M-format, employing component rather than composite signal processing, produce better pictures than those of the three-quarter-inch U-matic format, which is today's ENG standard.

Despite the advantages of the half-inch format, principally operational ease and flexibility and picture quality near that of the one-inch studio tape machines, broadcasters have been slow to adopt the new technology. Part of their hesitation stems from the lack of a small-format standard. In addition to the two incompatible half-inch formats, Hitachi and Bosch have introduced incompatible quarter-inch formats and another manufacturer is reportedly working on an 8 mm (approximately one-third inch) format.

CBS's selection of the Betacam format came after "extensive laboratory and operational testing" of the various small-format tape systems, said George E. Shannon, president, CBS Operations and Engineering, in a prepared statement. The use of the Betacam gear, he said, "represents a dramatic improvement in the quality and portability of our ENG operations."

Julius Barnathan, president, broadcast operations and engineering, ABC, who is a proponent of quarter-inch technology for

network news, said: "My concern is getting an industry standard for network news gathering," he said. "I don't care what they put in the news center or what the individual sta-



Sony camera and...



playback unit

tions do."

Barnathan believes all the network news operations should settle on the same small format so that they can continue to exchange equipment and tapes in the field. He favors quarter-inch because the equipment is generally lighter, more compact and because the cassettes are much smaller.

Recognizing the need for an industry-wide tape standard, CBS had put off buying any small-format equipment and put pressure on the various manufacturers to come up with a standard. But Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, said last week as he prepared to leave for Brighton that the network had to order equipment for the news center and could wait no longer. Flaherty said he hoped that other manufacturers would adopt the Betacam format.

CBS's decision to go with Sony is not a big surprise. When Sony showed the Betacart machine at the National Association of Broadcasters convention last May, word got out that the machine had been built to CBS's specifications and that the network had purchased the first one for the news center. In addition, CBS has purchased 13 BVP-3 three-tube (Saticon) cameras over the past year, using them in the conventional way—connected by cable to a three-quarter-inch recorder.

Even before the CBS announcement, Sony seemed to be winning the half-inch standards battle. It has apparently had much greater success in selling the Betacam gear than RCA and Panasonic (Matsushita) have had selling M-format equipment. According to a Sony spokesman, the Betacam cameras,

Moving along. Comsat's two top executives, Chairman Joseph Charyk and President Irving Goldstein, released a few more details about the corporation's satellite broadcasting plans, including its partnership agreement with Prudential and other shareholders in United States Communications Inc. and UPI co-owner Douglas Ruhe, at a dinner with reporters at Comsat's Washington headquarters last week. They said they hoped to close the deal "this fall" and, although they would like to bring in other partners, Comsat is prepared to enter the business without them.

In one sense, according to Goldstein, Comsat will be in the satellite broadcasting business as soon as the deal is closed. USCI began broadcasting a five-channel service via Telesat Canada's Anik C-II satellite throughout the Northeast and Midwest last November. It now serves an estimated 12,000 homes. The proposed partnership, which would be, in essence, a merger of USCI and Comsat's satellite broadcasting subsidiary, Satellite Television Corp., would continue to provide service to USCI's customers.

Comsat will implement sometime next year STC's satellite broadcasting plans. Those plans call for broadcasting five channels of service from SBS IV to homes in the Northeast. Unlike the USCI service, the STC service would be scrambled and each of its subscribers would be addressable. What's more, the STC service could be received on smaller dish antennas (two feet rather than three feet in diameter). Charyk said the "key" to launching the STC service is the mass production of highly secure, addressable descramblers for the home.

To accommodate USCI's existing subscribers and still move to the more sophisticated STC service, Charyk said, the partnership may have to broadcast its programming from both Anik C-II and SBS IV. But the dual broadcasting will only be temporary. The partnership would move its service in early 1986 to two high-power satellites, capable of broadcasting six channels to the entire continental U.S. STC ordered the satellites from RCA Astro-Electronics in November of 1982.

Goldstein and Charyk were closed-mouthed on the financial aspects of the partnership. They said the partnership would need \$500 million in debt and equity to see it through the roll out of the national service in 1986, but they would not say how much Comsat or any of the other partners had committed.

recorders or players have been sold to several broadcast group owners, including Belo Broadcasting, Metromedia, Gannett, Scripps-Howard, Harte-Hanks and Pulitzer. He acknowledged that few stations have yet to make a complete switch to the half-inch format. Betacam gear has also been sold to about 75 production companies, he said.

Sony has also done well marketing Betacam outside the United States. The European market opened up for Sony last summer when the European Broadcasting Union recommended the format to its members. And the Canadian Broadcasting Corp. has announced that it will use Betacam equipment. Indeed, the CBC has already purchased 86 BVW-3 camera recorders, 27 half-inch editing systems (BVW-10 and BVW-40) and 37 BVW-20 field playback machines. □

ABC's wiring challenge: summer Olympics

A la carte telecommunications services help ABC save \$13 million on tab

Deregulation of the telephone industry helped ABC-TV save approximately \$13 million during coverage of the sprawling 1984 summer Olympic games in Los Angeles (held in an area covering 4,500 square miles), according to William M. Hynes, director of telecommunications for ABC. Hynes told BROADCASTING in a post-Olympics interview that an initial Pacific Bell (then Pacific Telephone) projection of \$18 million for combined telecommunications costs was cut to about \$5 million, brought about primarily as a result of increased competition among telecommunications providers.

Until the Bell System's breakup earlier this year, telephone companies have faced little competition as providers of terrestrial microwave and other specialized telecommunications services for broadcasters. Hynes pointed out that during the 1980 winter Olympics at Lake Placid, N.Y., ABC used only "about three" telecommunications vendors during its coverage (and one vendor that summer in Montreal), compared with "nearly two dozen" during the Los Angeles games this year. The situation in Los Angeles, he said, represented "a microcosm of what's happening in the telecommunications world after [AT&T] divestiture."

The Los Angeles-based Robert Wold Co., for example, provided satellite feeds that bypassed telephone company microwave paths from venues at Lake Casitas and Long Beach, for an estimated network savings of more than \$200,000. The lake is only 90 miles from Los Angeles, but three mountain ranges are in between. An earth station at the venue was used to uplink the signal to a satellite and down to earth stations on the ABC lot in Hollywood. More than 110 hours of Long Beach-based water events, only 25 miles away, were transmitted via a similar route, with costs reduced from an estimated \$143,000 to under \$40,000.

Bonneville Telecommunications/Satellite Division and Netcom Enterprises provided satellite transmission services for other domestic and foreign broadcasters, while Microwave Mobile Systems constructed 19 separate microwave paths to bring television signals from various ABC and Olympic sites, in most cases interconnecting with a satellite uplink.

For communication with technicians and talent at these and 28 other venues, ABC relied heavily upon cellular telephones and remote pickup mobile units. During the games, UHF channel 16 was turned over to Olympic-related communications. Thomson-LGT, a division of Thomson-CSF Communications, supplied portable UHF transmitters used for in-house LAOOC and news

media monitoring. ABC-leased helicopters, relying on a custom radar system developed by Bendix Aerospace, were used to relay signals by microwave from remote vans to network satellite uplinks.

"Using so many vendors in addition to the two local telephone companies [General Telephone and Pacific Bell] made ABC's life much more complicated but decidedly less expensive," noted Wold Chairman and President Robert N. Wold. ABC, he continued, "capitalized on major regulatory and technical changes that have occurred in the telecommunications industry in this decade."

Thomas Donahue, district advertising manager for Pacific Bell, regards Los Angeles as "the premiere wired city in the United

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States" as a result of improvement in the local telecommunications system, notably a permanent 300-mile fiber optic transmission network. The former AT&T subsidiary had originally planned to introduce fiber optics to Los Angeles in 1986, but advanced its timetable to meet the needs of Olympics-related users.

The fiber optic network was the focus of a lively exchange between ABC and telephone company executives prior to the games, held July 28-Aug. 12, in widely separated southern California locations. ABC was reluctant to bear a large share of construction costs for the network, as had been initially suggested, and at one point warned it was prepared to contract with the telephone companies only for dial tone and other vital services, shifting to mobile earth stations and other devices for its other telecommunications needs.

"There's no way that we and the world broadcasters were going to pay for [all of] that fiber optics network," stressed one senior ABC telecommunications official.

After much discussion, Pacific Bell and General Telephone agreed to bear the bulk of the system's construction costs when it became clear that ABC was making good on its threat to use alternate telecommunications providers.

As it turned out, ABC did contract with Western Telecommunications for construction of a three-mile, 30-circuit fiber optic link between the international and domestic Olympic broadcast centers, after Pacific Bell reportedly proposed charging an amount

more than triple what WCTI assessed ABC.

Pacific Bell used 16 mobile communications centers to translate analog signals from the Olympic venues into digital data suitable for worldwide transmission. Each 45-foot-long truck contained a fiber optics multiplexer capable of sending a digital signal through the 300-mile fiber optic grid connecting the 30 sites. Each fiber optic cable, capable of replacing 100 conventional copper cables, contained up to 12 individual fibers used for video, audio and data transmission. The digital signals were converted back into an analog format at the two main Olympic broadcast centers.

AT&T Communications, the official telecommunications provider of the summer games, came under criticism before the Olympics began when installation of telephones, computer lines and other telecommunications equipment for use by the 8,000 accredited news media representatives was delayed beyond a July 15 deadline. When, on the eve of the games, foreign press representatives still did not have 525 promised long-distance transmission circuits, Los Angeles Olympics Organizing Committee President Peter Ueberroth went directly to senior AT&T executives in a successful attempt to resolve the problem.

"It's been a nightmare," conceded AT&T spokesman Michael Pollock in an interview just before the games began. He attributed the delays to the Jan. 1 breakup of the Bell System and the demands of the Democratic National Convention in San Francisco, immediately prior to the Los Angeles event.

IDB Communications Group, based in Culver City, Calif., engaged in a variety of distribution activities during the Olympics, ranging from uplinking for Radio Espanol, the domestic Spanish-language radio service carrying the games, to satellite transmission of a high resolution facsimile for the Italian newspaper, *Corriere Della Sera*. The company also provided audio channels for the Voice of America and several European broadcasters.

"We're receiving many inquiries from specialized networks which have heretofore utilized AT&T," said IDB President Jeff Sudikoff. "Since divestiture and recent local access changes, AT&T is no longer able to service the broadcast customer from the economic or quality standpoint. Several AT&T customer reps have sent their customers to us because of their frustration in attempting to provide the kind of service this customers desire."

According to Wold, a primary factor in his company's success has been support from the three broadcast networks, "because they felt competition was needed against Ma Bell." He and Hynes are troubled by telecommunications by-pass proposals advanced by the BOC's before Congress which the both feel could put many telephone company competitors out of business and defeat the purpose of divestiture.

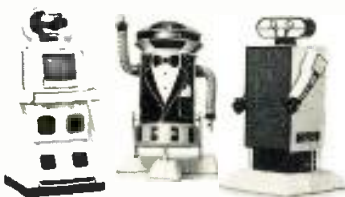
ABC's Hynes concluded: "We're on the cutting edge of technology today. Four years ago we didn't have many mobile uplinks, and no fiber optics and cellular radio. Now it's all here and we're all using it." □

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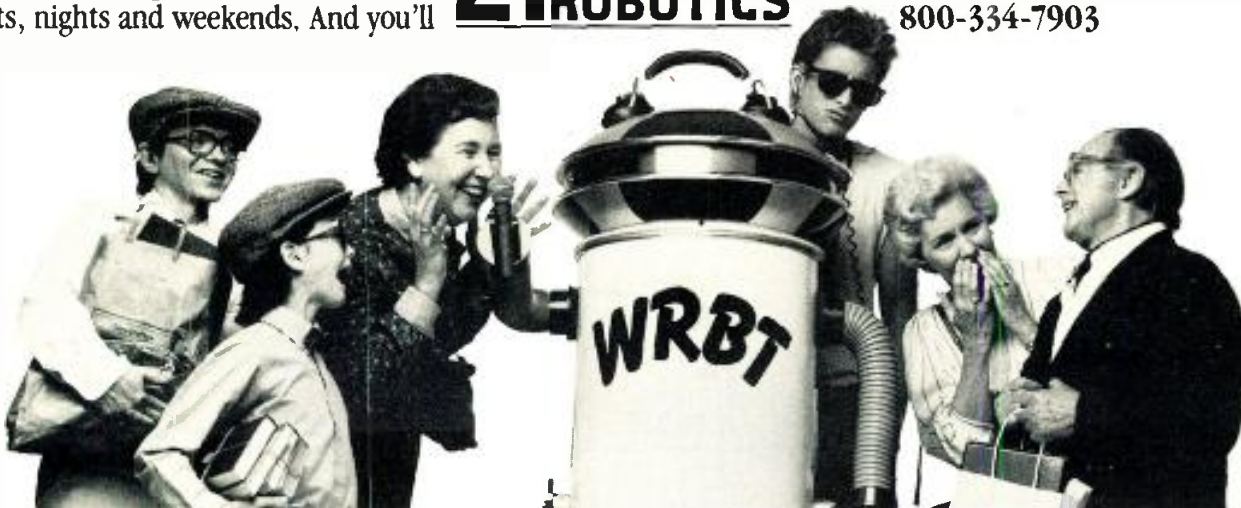


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UPI votes for wage concessions

Austerity plan, company says, will soon make company profitable

United Press International was breathing easier last week. Its union members voted by a margin of 3 to 1 to accept a three-month, 25% pay cut and other austerity measures the company said were essential to enable it to get into the black for the first time in 20 years. Now, company officials say, the 77-year-old wire service is in a position to make itself viable.

The austerity program has been fashioned to save the company \$14 million through 1985. Wire Service Guild President William Morrissey, who noted that 950 union members will be giving up three pay raises in addition to taking the pay cut, said they will in effect be giving back \$6 million in pay over the next 19 months. If all goes as planned, the \$900,000 loss the company has been suffering every month will be wiped out in a month, and the company will show a \$1-million profit by the fourth quarter of 1984.

"The company now has the best chance it has ever had to succeed within its own resources," said the company's new president, Luis Nogales, who drafted the new business scheme that includes the austerity program. "This is because we have met our problems square on, taken charge of the situation and adopted a viable plan. Now, we can move forward again, confidently."

But not everything was going all the company's way last week. William J. Small, the former top executive with CBS News and NBC News who had been president of UPI for two years until he was terminated on Sept. 8, said he would sue UPI as a result of his firing. His contract, which in June was extended for two years, had until 1989 to run. And his attorney, Lawson Bernstein, said Small will sue on the ground his contract was broken and will seek to recover the unpaid portion of the agreement plus punitive damages.

The members of the Wire Service Guild, a division of the Newspaper Guild, voted to accept the austerity package by a vote of 454 to 164, with the remaining 21% of the eligible union members not voting. The vote came after an intense effort by Luis Nogales,

UPI's new president, and other officials to urge support for the austerity package. The union leaders, after weeks of negotiating details of the package with management, also called for a yes vote as the only means of preserving the company and the jobs it provides.

Still, to William Morrissey, the outcome of the vote came as "a little surprise" and a relief—not that he liked the stringent austerity measures the union has now accepted. "But at least UPI will be around for a while." His surprise—at the margin of victory—was a function of the anti-yes vote rhetoric he says he heard from union members. "Some didn't think UPI's difficulties were as bad as the company painted them," Morrissey said. That attitude, in turn, was fed by the announcement earlier this month that the new owners of UPI, Douglas Ruhe and William Geissler, had reached a "preliminary agreement" to join the Communications Satellite Corp. and Prudential Co. of America in a direct broadcast satellite venture (BROADCASTING, Sept. 10).

However, Ruhe and Geissler, who bought the wire service from E.W. Scripps Co. two years ago, sought to head off speculation that their resources were such that the austerity program was not needed. They issued statements asserting that the DBS project would be financed by bank loans and that while banks would lend money for the proposed new venture—in which, according to one published report, they plan to invest \$235 million—they would not lend to a money-losing operation. Ruhe and Geissler have placed one of their five UHF television stations—WFBN(TV) Joliet, Ill.—on the market for \$40 million ("Closed Circuit," Sept. 17). However, Ruhe and Geissler have said they intend to keep their interest in UPI separate from their other interests.

Morrissey said he thinks the austerity program will, as company officials say, put UPI back on its feet. But he said "additional" funds will be needed, either from outside investors or the present owners. Ruhe and Geissler have said they are interested in selling an interest in 30% of the company for \$12 million. They have also said attracting the new investment needed to strengthen the company and permit it to expand and diver-

sify would be difficult as long as the company is losing money.

Union members are not the only ones subject to the austerity program. Two weeks prior to the Sept. 15 date for the union payout, 1,000 nonunion members took the same cut. Executives are also taking cuts, and several are said to have volunteered to go without salary for two weeks in September. Other austerity measures include a reduction in the 2,000-person workforce of 200 employees (about 100 of whom have already been laid off), stringent cost and expense controls and a one-year deferral of the company's next contribution to the union pension plan. That was the bad news.

The good news is that the pay cuts will be gradually restored beginning in December and will be at current levels in December 1985, with a 3% raise added in that month. The company says that from January through April 16, 1986, employees will earn 5% more than at present (although less than they would without the pay cut and the waiver of the three raises provided for in the existing contract). In addition, the plan will allocate 6.5% of the company's stock to employees. And, as one official put it, to assure employees "a voice" in the management of company affairs, a second employee will be added to the company's executive committee—its top decision-making organ—and one will be named to the board of directors.

The WSG is the major but not the only union representing UPI employees. The other is the United Telegraph Workers, which represents 50 communications technicians and teletype operators. Nogales turned his attention to that union last week. The UPI division of the union had reached a new agreement with UPI, one providing for wage increases, in February, but it has yet to be signed. Officials of the union were to meet with UPI executives in New York on Thursday (Sept. 20), and UTW International President Richard C. Brockert said he expects the company to ask for concessions from union members, as it did of the WSG members. Brockert said the company two weeks ago asked the union to permit the layoff of up to 24 of its members on a temporary basis and without severance pay. "We rejected the proposal, and it was withdrawn," Brockert said.

Small's departure from UPI was not without its awkward moments. Despite his termination on Sept. 8—decreed by the owners after attorneys for Small and the company were unable to reach an agreement on severance—Small continued to report to his office in New York. "My attorney told me I had a binding contract and should go to the office," Small said. On Monday, he found the locks on his office door changed. He was able to enter through a door whose lock was not changed, but he said he eventually

From the heart. The American Heart Association announced the three winners in the broadcast portion of its 1984 Blakeslee award, given for "outstanding accomplishment in mass communication that informs and educates the American public about heart and blood vessel diseases." The award, established in 1952, honors former Associated Press science editor and pioneer journalist, Howard Blakeslee. The winners will receive a plaque and \$1,000:

- ABC News for a collection of six TV news reports and a "Personal Touch" commentary by actress Patricia Neal.
- Dennis Johnson, medical reporter, WFAA-TV Dallas, for a series of medical news reports.
- Carol Colman, director of public affairs, WRFM(FM) New York, for a 10-part series, "Food For Life."

UPI officials asked him to leave.

The firing has distressed at least some of UPI clients. Tom Johnson, publisher of the *Los Angeles Times*, for instance, credited Small with the key role in the negotiations that resulted in all eight newspapers then under Times Mirror ownership taking the UPI wire. Seven of the papers had been subscribers; the eighth, the *Denver Post*, had dropped the service but was brought back into the fold in the negotiations with Small. "He was an effective negotiator and a good representative of UPI," Johnson said. More than that, Johnson said, Small "did a fine job of restoring confidence in UPI in a traumatic time." He said he did not know the background of management's decision to fire Small, so he could not "second guess it." But, he said, "Bill is a seasoned news executive. We're disappointed for Bill and UPI." □

Judge denies CNN request to televise CBS/Westmoreland libel trial

In ruling, Leval says court rules prevent him from allowing it, but he comes out in favor of coverage, suggesting cable network petition U.S. Judicial Conference and district court for waiver

Cable News Network has been denied its petition to cover the full proceedings of the CBS-Westmoreland trial by Judge Pierre Leval, of the Southern District Court in New York, who is scheduled to hear the libel case Oct. 9. (There is a chance, however, it will not come to trial; Leval is expected to rule shortly on CBS's petition for summary dismissal.)

But despite the ruling, Leval strongly suggested that television coverage, as prescribed by CNN, was warranted because of the broad social, legal and historical issues that the trial will cover, and about which the public has a right to be fully informed. He said that he denied CNN's request because he had no discretion to waive rules of both the Code of Judicial Conduct for the United States Courts and the Code of Conduct of the Southern District Court, which prohibit television coverage of trials.

Both CBS and Westmoreland have indicated they think the trial ought to be covered.

At a hearing (Sept. 18) the day before the ruling was handed down, Leval suggested CNN petition the U.S. Judicial Conference for a waiver (or repeal) of the federal prohibition and the Southern District Court directly for a waiver or repeal of the local rule banning coverage.

The cable network wasted no time acting on the advice. The next day, it filed a petition with the chief judge of the Southern District Court, Constance Baker Motley, for a waiver of its rule banning TV coverage, known as local rule seven. CNN's outside counsel on the matter, the Washington law firm of Ver-

ity, Dennis W. Nelson, was also busy last week preparing a petition to the U.S. Judicial Conference seeking to have the federal rule waived.

The rule has already been challenged by 28 national news organizations, including Turner Broadcasting and the major networks, which filed a joint petition in March, 1983, asking the Judicial Conference to allow televised coverage of federal courts.

In his ruling, Leval wrote seven-and-a-half pages arguing why the CNN petition should be granted, and two paragraphs denying it. "In my view the petition should be granted," he said, "but the rules of the Judicial Conference and of the [Southern District] Court are to the contrary."

There was a time, he said, when a blanket exclusion of the camera from the courtroom was "understandable and appropriate." Cumbersome equipment and the need for flash bulbs or bright stage lights would "disrupt and pervert the orderly conduct" of the courts. With advanced technology, said Leval, "it appears that filming can be done without the slightest obstruction of dignified, orderly court procedure." CNN said it would cover the trial with one electronic newsgathering camera and cameraman, one still photographer using two still cameras and possibly one soundman. It said no artificial lighting would be necessary and that it would provide pool coverage for both electronic and still footage.

Leval also said the total ban on cameras from the federal courts appeared questionable given the experience of many state courts that have experimented with broadcast coverage of trials. (A total of 41 states have conducted such experiments in their courtrooms.) By and large those experiments have shown, he said, that live trial coverage "need not interfere in any degree with fair and orderly administration of justice. A single, silent, fixed-location camera is no more intrusive than the familiar phenomena of courtroom artists working on their sketches and notetaking reporters making entrances and hasty exits to phone in their stories on deadline."

Leval also suggested that perhaps the real question is whether or not a blanket ban of cameras from the federal courts violates the right to a public trial as prescribed by the Sixth Amendment. "I would think it a strong argument on the part of a litigant," said Leval, "especially in the type of case that arouses strong public interest, that he depends on the monitoring presence of the camera to insure that witnesses tell the truth and that the court does not influence the jury by gesture, expression and tone." Additionally, "the public's legitimate interest in obtaining the information it would receive [from exposure to trial broadcasts] is beyond dispute."

That last point is particularly true with the Westmoreland case, Leval submitted, which would deal with such issues as alleged willful distortion of intelligence data by the U.S. military command in Vietnam and whether a major broadcast network engaged in "willful or reckless slander."

Finally, Leval noted it would be in the interest of the federal judiciary to admit cameras into its proceedings, to help boost

the low esteem held by the public toward judges, which he said may be due to a lack of understanding of the role they fulfill in the legal system.

In other pretrial-related decisions last week, Leval denied Westmoreland chief counsel Dan Burt's request that CBS not be allowed to show any or all of the broadcast (*The Uncounted Enemy: A Vietnam Deception*) at issue during its opening trial statement. Burt argued, unsuccessfully, that the jury would be "fundamentally prejudiced" in favor of CBS's position if it were shown the broadcast (which he described as "expressive art" and "propaganda") before the plaintiff (General William C. Westmoreland) "has had an opportunity to explain what went on there." Leval, however, was not persuaded. "It would be a precarious matter for a judge to select pieces of evidence," he said, that could or could not be used at certain times during the trial, in effect curbing the strategic maneuverings of the litigants. "I doubt it would be in my legal power to do so," Leval added. The defense, he told Burt, "is allowed to use strategy just as you are." Leval said, however, that the use of videotaped exhibits, or exhibits comprising "bulky documents" by either side would require "substantial advance notice" to the other side.

Leval also denied CBS's petition that the jury be sequestered for the duration of the trial, which could last four months or longer. David Boies, attorney with Cravath, Swaine & Moore, representing CBS in the case, argued that the jury could not help but be affected by the "substantial prejudicial publicity" that is sure to be generated by the trial. Leval countered that even so, to sequester a jury for four months is "drastic and cruel." As for how the jury should be instructed to cope with possible press accounts to which they may be exposed, Leval asked both sides to submit suggestions within a week. □

RTNDA's regional winners

Ed Godfrey, president of the Radio-Television News Directors Association, announced the winners of the association's annual regional awards for excellence in electronic news. Competition takes place in three categories—spot news, investigative reporting and continuing coverage—and awards are given to radio and television stations judged in four U.S. regions. Winners of regional awards proceed to the RTNDA international awards competition. In addition, the Edward R. Murrow Award for overall excellence is presented to one radio and one television station from each region.

This year's winners:

Northeast

Edward R. Murrow award □ WHDH(AM) Boston and WBZ-TV Boston.

Spot news □ WCKY(AM) Cincinnati and WOKR(TV) Rochester, N.Y.

Investigative □ WVLV(AM) Lebanon, Pa., and WNRE(AM) Circleville, Ohio (tie), and KYW-TV Philadelphia.

Continuing □ WHDH(AM) Boston and WWVA(AM) Wheeling, W. Va. (tie), and WABC-TV New York.

Southeast

Edward R. Murrow award □ KRDL(AM) Dallas and WSMV(TV) Nashville.

Spot news □ WRAL(FM) Raleigh, N.C., and WDSU-TV New Orleans.

Investigative □ WGST(AM) Atlanta and KPRC-TV Houston.

Continuing □ KPRC(AM) Houston and WAAY-TV Portsmouth, Va.

Edward R. Murrow award □ WCXI(AM) Detroit and WCCO-TV Minneapolis.

Spot news □ WJBC(AM) Bloomington, Ill., and WMAQ-TV Chicago.

Investigative □ WCCO(AM) Minneapolis; WBBM-TV Chicago. Continuing □ KMOX(AM) St. Louis and WCCO-TV Minneapolis.

Edward R. Murrow award □ KIRO(AM) Seattle and KRON-TV San Francisco.

Spot news □ KBOI(AM) Boise, Idaho, and KCST-TV San Diego.

Investigative □ KNX(AM) Los Angeles and KCBS-TV Los Angeles.

Continuing □ KOMO(AM) Seattle and KSL-TV Salt Lake City □

Reagan and Mondale ready to talk

Candidates agree to two debates among themselves and one between their running mates; all to be sponsored by League of Women Voters; first is set for Oct. 7

The Great Debate over the presidential debates for 1984 has finally ended. After several weeks of talks, campaign aides to President Reagan and his Democratic challenger, Walter Mondale, have agreed to two debates between them and a third between their running mates, Vice President George Bush and Representative Geraldine Ferraro (D-N.Y.) A subsidiary but related and, to the networks, key question regarding sponsorship was also resolved—in favor of the League of Women Voters. It had sponsored presidential debates in 1976 and 1980 but feared it might be bypassed in 1984 in favor of the networks after the FCC adopted a new interpretation of the equal time law permitting broadcasters to sponsor as well as cover debates without subjecting themselves to equal time obligations (BROADCASTING, Nov. 14, 1983).

League President Dorothy Ridings, who announced the settlement of the debate issue at a news conference at league headquarters in Washington last Monday (Sept. 17), said the first debate between the presidential candidates will be held on Oct. 7, in Louisville, Ky., where the subject will be domestic issues. The second debate will be held on Oct. 21, in Kansas City, Mo., where the subject will be foreign affairs. (That poses a problem for ABC, which was scheduled to carry the New Orleans Saints-Dallas Cowboys National Football League game that night. A network spokesperson said ABC will carry the debate live but is trying to "work out the conflict.") The vice presidential candidates will face off in Philadelphia on Oct. 11, and will discuss both domestic issues and foreign affairs.

All three will start at 9 p.m. NYT, last 90 minutes and be broadcast nationally. Preparations for coverage of the debates have already begun. Representatives of the League and the networks and other broadcasters who will participate met to make arrangements on Wednesday, in Louisville's Kentucky Center for the Arts, where the first debate will be held, and on Friday, in the Philadelphia Civic Center, where the vice presidential debate will be held.

The networks individually had written the Republican and Democratic national committees, offering to sponsor debates between the candidates of their parties, immediately after the commission late last year ruled that broadcasters could sponsor as well as cover debates without incurring equal time obligations. There was no official word from either camp as to why the league was chosen as sponsor. The Democrats specifically declined to comment, but one source surmised

the nod went to the league because of its experience with sponsorship in 1976 and 1980, while the way for network sponsorship had been cleared by the FCC only this year—over the league's vigorous opposition. The league saw a conflict of interest in entities regulated by the government sponsoring debates between presidential contenders, a position Ridings expressed again at her press conference. When asked when it became evident that, as far as the sponsorship question was concerned, the Reagan and Mondale campaigns saw the league "as the only game in town," Ridings said, "We always were the only game." She said the league was the only party to make a proposal to the campaigns—which it did in June—and then to negotiate with them. The league had been talking to Republican and Democratic party officials about debates for a year. Formal invitations were submitted after each of the nominating conventions last summer.

The proposal the league submitted was used as a basis for the negotiations between the Reagan and Mondale campaigns. The league had proposed two presidential debates and a third that would have involved all four candidates (an idea neither side liked). It also proposed that the candidates face each other with only a moderator between them. Thus, there was something for both sides. The Reagan camp wanted only two presidential debates, while Mondale—who is trailing Reagan badly in the polls and feels debates offer an opportunity to close the gap—wanted six in which the two candidates would question each other with only a moderator on hand.

The final shape of the agreement is closer to what the White House wanted. Besides providing for only two presidential debates, it calls for the presence of four journalist-panelists who will put questions to the candidates at each of the debates.

Mondale, accordingly, expressed disappointment. Discussing the debates issue with the press in Dearborn, Mich., on Monday, he said he had gotten only "about one-third" of what he wanted, in terms of the number of debates. He said Reagan's negotiators "had resisted like the plague" the proposal for six debates because they wanted as few "as possible" and "as structured and protected as possible." However, Mondale's campaign manager, James A. Johnson, said one key goal accomplished was to have one debate scheduled after the World Series, in the last two weeks of the campaign.

On the Reagan side, Edward J. Rollins, campaign manager for Reagan-Bush, expressed satisfaction with the agreement. "It's the two debates we wanted." He said they would offer the public "plenty of opportunity" to hear both candidates.

Ridings said the format on which both sides agreed is similar to the one used in the

debates of 1976 in which Jimmy Carter was the challenger and Gerald Ford was the incumbent. A panelist will ask a question of a candidate who after answering it will be asked a follow-up. Then the panelist will ask the same question and a follow-up of the other candidate, and the first candidate will be given a chance to rebut. Each will be allowed a closing statement.

The league will select the panel members and moderators in consultation with the campaigns. A league spokeswoman said the Reagan and Mondale camps would have a qualified veto over the league's choices. The parties "would have to have a good reason" for objecting before the league would drop a prospective panelist, according to Sandi Risser, assistant director for public affairs for the league. As an example, she said a journalist who had demonstrated close ties to one of the candidates might be subject to a veto. Representatives of the league and the two sides last week began the process of selecting the panelists and moderator for the Oct. 7 debate.

The league already has a mechanism in order to produce the debates. Vicki Harian, a member of the national staff, is manager of the debates project, and Wallace Westfeldt, a former NBC News official, will serve as producer. The team produced four debates among Democratic presidential campaigns during the primary season—in Manchester, N.H., Pittsburgh, Atlanta and Dallas. All were broadcast, though none by the major commercial networks. □

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The week's worth of news and comment about radio

RCPC program notes

Many new radio programs and formats took center stage last Monday morning during the syndicators/program producers breakfast at the RCPC. Highlighted below are some of the companies and their new wares.

■ Peters Production of San Diego introduced "Super Hits," a CHR format, and "For Today's People," a soft adult contemporary format, bringing the total number of formats being offered by the firm to eight.

■ Meridian Communications, a newly formed syndication and marketing firm based in Atlanta, is offering two 90-second weekday features, one on consumer credit advice, called *The Credit Network*, and the other, *American Entrepreneurs*, highlighting business success stories. The company also markets the Radio Action Management Revenue Program for Atlanta-based Advanced Broadcast Management Inc.

■ Radio Works of Hollywood has signed an agreement with *California Business* mag-

azine whereby its publisher, Herschel Si-may, will do 60-second weekday reports. Other new short features are *Business in the West*, *Future Trends* and *The Doan Agri Business Report*.

■ London Radio Ltd. of Washington will be distributing original BBC half-hour productions of *The Adventures of Sherlock Holmes* in addition to its new weekly three-hour countdown program, *The British Top 30 Show*.

■ The Canadian Broadcasting Corp. (CBC) of Toronto is, for the first time, offering its programs to commercial radio outlets in the U.S.

■ Dallas-based Century 21 has signed a deal to market the Burne/Somerset "Continuous Country" format which is airing on more than 30 stations.

■ Otis Conner Productions, also of Dallas, said it has reached an agreement with Eastman Radio whereby Eastman will represent all of the company's products to national advertisers.

Spot surge

National spot radio in all business categories for the first half of 1984 posted revenues of \$605.2 million—up 18.2% from the same period a year ago, according to Ken Costa vice president of marketing information for the Radio Advertising Bureau, who analyzed financial data from Larchmont, N.Y.-based Radio Expenditure Reports (RER).

Posting the largest increase in spot spending over the first six months of 1983 was the category of apparel manufacturers and retailers, up 83% to \$19.5 million. Strong gains were also posted by amusement firms (including movie theaters and TV and radio stations), up 53.1% to \$11.2 million; agricultural businesses, up 33.7% to \$19.3 million; consumer services industry, which is primarily made up of financial services, up 22.6% to \$55.6 million, and the food and supermarket industry, the top national spot category in 1983, up 21.2% to \$103.8 million.

New on CBS

Entertainment Coast-to-Coast, a new weekly hour long music and entertainment magazine program, and *The Spirit of Summer*, a special summer series featuring the hits of past summers along with personality features, were introduced last week as part of CBS's RadioRadio network's new programming for 1985.

Entertainment Coast-to-Coast, will contain music and entertainment news of the week with interviews and features hosted by West Coast radio personalities Kris Erik Stevens and Keri Tombazian, ("In Brief," Sept. 17). "The show will be wrapped up every Friday and will be distributed exclusively via satellite, making all programming elements as fresh and topical as possible, said Bob Kipperman, RadioRadio vice president and general manager. The show has been in production over a year and a half, he said.

The show will include movie and music reviews and previews, national concert activity, music video news and television highlights. The program will also make use of contributing correspondents from around the world as well as using affiliated station personalities as field reporters.

The Spirit of Summer is slated to run 21 hours over a 15-week period, according to Kipperman. Plans call for special three-hour broadcasts to run on three holiday weekends: Memorial Day—its kickoff date—Fourth of July and Labor Day—the last show—with hour-long programs airing on all other weekends. The show, which will be about 85% music, will be offered to stations via satellite as well as on disks. The host will be KMGG(FM) Los Angeles personality Sonny Melendrez.

Both shows, which are being produced by

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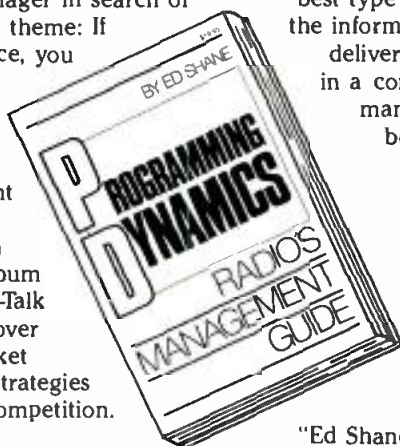
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Los Angeles-based Kris Erik Stevens Enterprises, contain six minutes for network spots and four minutes for local availabilities. The programs, said RadioRadio director of programing, Frank Murphy, are designed for a variety of young adult formats.

The network will continue to offer "Top 30 USA," currently airing on 246 stations, and "Top 40 Satellite Survey," which is distributed to more than 100 stations, as well as four daily short form features.

TM has 'Hits'

Moments before the official kick off of last week's Radio Convention and Programing Conference in Los Angeles on Sept. 16, Dallas-based TM Communications signed an agreement with program consultant Mike Joseph calling for TMC to market and syndi-



Joseph and Shaughnessy

cate Joseph's "Hot Hits" format and his new "modern" MOR "Comfy" format along with the trademark phrase "Hot Hits."

According to TMC president Pat Shaughnessy, stations will have the option of receiving the formats on carts or tapes designed for automated stations as well as Joseph's direct consultation. "We are going to be selective," said Shaughnessy. "If stations don't have the proper facility and commitment of management, we're not interested," he said.

Regarding the sound of "Comfy," Joseph said that with "Comfy" he is bringing "up-tempo" MOR back to radio. The format features MOR artists of the past 30 years such as Frank Sinatra, Perry Como, Tony Bennett, Andy Williams and Barbra Streisand. "Every song played on 'Comfy' was a top 10 record on a top 40 station," Joseph said. The format is targeted for the 35-54 demographic who is between big band and adult contemporary sounds, added Shaughnessy. The pilot station for "Comfy" is KMFY(AM) Richfield, Minn. (Minneapolis).

Surveying

San Diego's North county will be measured separately by Arbitron for the first time in the upcoming Sept. 20-Dec. 12 fall survey of radio listening. At present, San Diego county is surveyed as one metro area. But, said Laurence Shushan, general manager, KEZL-AM-FM Oceanside, Calif., "Advertisers in North county are interested in reaching consumers here. . . . We need a ratings report that would show them how many listeners we have here, as well as in San Diego." According to Shushan, the North county population grew more than 110% between 1970

and 1980, a trend expected to continue. Radio stations in the area asked Arbitron to conduct the separate survey. North county will be measured twice a year.

Arbitron also announced it will conduct an additional radio survey in two markets in 1985: Sacramento, Calif., and Portland, Ore. They will get a winter report for the first time, based on listening from Jan. 3 to March 27, with the reports to be issued next spring. Portland, the 30th largest market, and Sacramento, the 33d, will now have three measurements a year: winter, spring and fall. Arbitron said that stations in each market agreed to support the new measurement and planned to use it to study listening trends and audience fluctuations.

Print cross over

Senior executives at the Boston-based *Christian Science Monitor* are considering expansion of the weekday newspaper's radio syndication activity and the possibility of entering television news feature production, with a final decision on such ventures expected by early next year. According to John Parrott, manager of the broadcasting and syndication group at the Christian Science Publishing Society, two scenarios (one on television and another on radio) describing alternative approaches to broadcast development will be submitted to CSPA management late next month, with decisions forthcoming "within the next six months." He was not specific, saying only that "a number of possibilities" are being considered.

Parrott also serves as editor, host and executive producer of *Monitorradio*, a weekly one-hour news and feature series currently airing on 107 noncommercial U.S. radio stations. The program, introduced through the distribution services of American Public Radio last January, succeeded the Christian Science Monitor Radio News Service, a weekly news feature service previously fed to commercial stations. Parrott told BROADCASTING in an interview last week that CSPA is considering expanding distribution of *Monitorradio* to commercial radio stations and/or reviving a separate news-related program service for commercial use. He said 15

full-time staff members are now involved in the company's radio production efforts.

According to Paul Daugherty, director of station relations and promotion for CSPA, the publishing firm is pleased with response to its radio ventures and perceives a continuing need on the part of both commercial and noncommercial stations for in-depth news reporting and analysis. *Monitorradio*, he explained, is recorded late Friday and fed to stations at 7:30 p.m. NYT for use Saturday or Sunday. Material is adapted from *The Christian Science Monitor*, which has a daily circulation of 155,000.

"We really feel committed to public radio," Parrott emphasized, noting "a close parallel" between the noncommercial radio audience and *Christian Science Monitor* readership. However, he said there appears to be "a real need" for in-depth public affairs and news in both commercial radio and television, as demonstrated by the rapid expansion of information programing.

Spanish accent

United Press International announced last week it is expanding its wire service for Spanish-language radio and television stations in the U.S. According to Abel Dimant, Spanish-language wire service news editor, the service will provide an increased amount of national and regional news, greater coverage of Mexico, Puerto Rico, and the Caribbean, and delivery of several broadcast briefs per day. The U.S. Spanish-language Newswire, originating from Washington, is written in a style of Spanish specifically designed for U.S. audiences. The service has also been included in the UPI Custom News packaging system, a satellite-delivered, microprocessor-based technology which allows subscribers to select items they want and automatically exclude those of no interest.

The service will be developed in stages and eventually encompass an auxiliary network of reporters and editors filing material specifically for the new service, which already has several subscribers. In addition to Dimant, UPI personnel involved in developing the U.S. Spanish-language Newswire are Gary Neeleman, vice president for Latin

Tentative agreements. The FCC last week announced it has reached new tentative agreements with Mexico on Class IVAM nighttime power increases, FM baseband expansion and low-power television coordination. In a public notice, the FCC said the Department of State is attempting to formalize the agreements; the commission said it will supply details on the implementation of the agreements later.

In the notice, the commission said the tentative agreement would permit FM stations within 199 miles of the Mexican border to use their basebands to 99 khz. The old agreement limited baseband use to 75 khz for border stations. Tentative agreement also was reached to permit Class IVAM's to generally quadruple their nighttime power Dec. 15. Under the agreement, however, 10 U.S. Class IV stations would only be able to double their nighttime power on that date; they should be able to double their power again by July 15, 1985. The stations affected are KSON(AM) San Diego; KSOX(AM) Raymondville, Tex.; KOLE(AM) Port Arthur, Tex.; KAAP(AM) Santa Paula, Calif.; KTUC(AM), KFLT(AM) and KAIR(AM), all Tucson, Ariz.; KDAP(AM) Douglas, Ariz.; KIBL(AM) Beeville, Tex., and KVOZ(AM) Laredo, Tex. The FCC said those stations had to delay complete upgrading in order to permit linked Mexican stations an opportunity to acquire facilities for 1,000 watts of operation.

Also in the notice, the FCC said tentative agreement was reached on coordinating VHF and UHF LPTV stations. "When implemented, this agreement will establish coordination requirements on the basis of power and distance from the common border," the FCC said.

In a separate notice, the FCC said the U.S. and Canada have reached tentative agreement on the new FM broadcasting agreement and working arrangement adopting less restrictive allocations standards for stations within 199 miles of the Canadian border. An FCC source said the "hope" was that agreement would be implemented by Oct. 1.

...and Miguel Bernal, managing editor of UPI's Spanish-language radio news network, Nuestras Noticias.

Time out

Noncommercial KPFK(FM) Los Angeles, one of five stations owned by the Pacifica Foundation, began a self-imposed 10-day broadcast hiatus last Thursday (Sept. 20) in a dramatic attempt to resolve massive financial problems. The station expects to return to the air Oct. 1, according to station manager Mollie Lowery, after a concerted effort to line up new funding sources. Lowery, who joined the station in late June, explained that KPFK has about \$100,000 in outstanding short-term debt and has been paying interest only on a \$250,000 mortgage. Despite reducing paid staff from 21 to five persons during August, Lowery said the station owes substantial amounts to utilities and employees, among others.

"The main problem for us is that debt has accumulated and not been taken care of," Lowery said. "We can't avoid it any longer. I believe we can handle day-to-day expenses if we can get out of critical debt." The situation was made more urgent earlier this month when Pacific Telephone cut off the station's telephone service, after unsuccessfully seeking an overdue payment of \$12,000.

Lowery said KPFK has suffered from lack of subscriber growth and increased competition from other public radio stations.

KPFK was the second of five listener-sponsored radio stations built by the Los Angeles-based Pacifica Foundation beginning in 1949. About 80% of KPFK's income is derived from its 13,000 subscribers, with the remainder coming from the Corporation for Public Broadcasting and foundation grants. The stations have remained controversial for their maintenance of a "First Amendment" programming policy that encourages broadcast of minority points of view, leading to numerous lawsuits and landmark court decisions.

Fall lineup

American Public Radio plans to transmit a diverse schedule of more than 50 hours of noncommercial series and specials this fall, including new public affairs, fine arts and jazz programming. The nonprofit producer-syndicator, based in St. Paul, Minn., will add a package of productions celebrating the 300th anniversaries of the births of Bach, Handel and Scarlatti, beginning with seven digitally-recorded concerts from the Madeira Bach Festival in Portugal. Public affairs programs premiering this fall include a lecture series from the Ford Hall Forum, Westminster Forum and Institute of Politics

and Harvard University.

In addition, the Roosevelt Center for American Policy Studies will continue offering *The American Debate*, featuring "a free-wheeling look at the pros and cons of issues facing voters today."

Finally, 13 programs each will be presented from European producers including *Swedish Jazz* and *Sesjun' Jazz from the Netherlands*. Continuing established programs from APR include *A Prairie Home Companion*, *Business Times*, *St. Paul Sunday Morning*, *Jazz Night from Las Vegas*, *The Thistle & Shamrock* and more than a half dozen classical music performance series.

Creative changes

CRN Inc., parent company of The Creative Radio Network, has announced formation of Communications ResourceNet, a new radio "consulting and resource company" to be co-located with the producer/syndicator at its Woodland Hills, Calif., headquarters. According to CRN President Tom Shovan, services of the new unit include market positioning, packaging, promotions, music research, focus groups, program aids, sales promotions and training/motivational seminars.

Another countdown

Westwood One of Culver City, Calif., reached an agreement last week with WHTZ(FM) New York air personality and program director, Scott Shannon, to host a weekly contemporary hit radio countdown program (BROADCASTING, Sept. 17). The deal was signed during the RCPC.

Book promotion

A month of one-minute features, 31 in all, entitled *Motherhood: The Second Oldest Profession* and starring Erma Bombeck, is being offered to radio stations at no cost, without commercials and with no barter requirements, by Arielle Productions, New York. The features, to be broadcast during October, were commissioned by Dell Publishing to tie in with the release, in October, of the paperback edition of—that's right—"Motherhood: The Second Oldest Profession," by Erma Bombeck.

The features will be distributed by IDB Communications Group, Los Angeles, on Satcom I-R, transponder 3, in four batches, a week's worth at a time. Each week's seven features, Arielle said, will be pre-fed four times: Thursday at 3:15 p.m. NYT, Friday at 12:15 p.m. and 5:15 p.m. and Sunday at 11:15 a.m. Arielle said stations not currently using transponder 3 may, for \$9, buy crystals from IDB that will permit them to receive the Bombeck transmissions. Stations

were invited to record the features and broadcast them daily, whenever and as often as they wish.

Free copies of the book are available to stations for giveaways, according to Arielle, which is the new company formed by Leslie Corn, former director of program production for ABC Radio Networks and more recently in charge of programming for CBS RadioRadio.

Playback

The RKO Radio Networks and *People* magazine announced last week that they will co-produce a new 60-second feature entitled *The People Magazine Minute*, to premiere Monday, Oct. 29, over the RKO Radio Networks. Stories and scripts for the series will be supplied by *People*, with a focus on personalities, "the superstars of show business, politics, and the arts as well as ordinary people in extraordinary situations." RKO will feed 10 different programs each week for broadcast twice daily. The segments will be anchored at RKO's New York studios by staff correspondents Therese Crowley and Ross Klaven.

□

HealthComm, a health communications organization based in Boston, is producing and distributing *Health: Your Best Friend*, a new 90-second daily health-oriented feature hosted by Dr. Alan P. Xenakis, a Boston-area medical doctor and educator. The series, available on a cash basis for local sponsorship, presents preventive health vignettes focusing "on the individual's basic right to good health." A two-hour version of the program has been broadcast weekly on WRKO(AM) Boston since May 1983.

From the ALJ's

In an initial decision, FCC Administrative Law Judge Frederic Coufal has found Dr. Bernard Boozer, the sole owner of Paradise Broadcasting and Communications System Inc., an applicant for a new FM in Iliou, N.Y., unqualified to be a commission licensee. The judge alleged that Boozer, a teacher at the State University of New York and a farmer, had misrepresented the value of property interests for financial qualification purposes. The other two applicants for the frequency had settled and their applications were dismissed earlier.

□

FCC Administrative Law Judge Frederic Coufal has renewed the license of Tele-Broadcasters of California Inc. for KALI(AM) San Gabriel, Calif., denying the competing application of Life Broadcasting Co. Tele-Broadcasters is 92% owned by United Broadcasting Co., which had previously been denied renewal for WOOK(AM) Washington [now WYCB(AM)] and WFAB(AM) Miami and WOOK(FM) Washington. In the decision, Coufal essentially said the station won renewal because of its substantial past record.

Ready to read

The Radio Advertising Bureau plans to launch *Sound Business*, a new advertiser-supported sales and business magazine for association members. The first issue, which will be dated November 1984, is scheduled to be mailed in mid-October.

Inquiry interred. The House Oversight and Investigations Subcommittee staff has recommended that, "in the absence of evidence of improper activity," the subcommittee take no further action into allegations that payola through independent record promoters had become an industry problem. In a memo to subcommittee members, the staff noted that it had undertaken a "preliminary inquiry" into the subject. "The subcommittee staff determined that because of the enormous sums of money involved and the manner in which record promotion and the charting of records operate, there are ample opportunities and incentives for improper or illegal activities. However, while the staff found this industry susceptible to such improper activities, the staff has uncovered no credible evidence of specific incidents of improper or illegal activity," the memo said. "As a consequence, the staff recommends that the subcommittee not undertake a full investigation at this time."

Programming

'Looking Glass' tries to reflect reality

HBO's made-for-pay movie on nuclear crisis features real TV journalists and government officials playing themselves

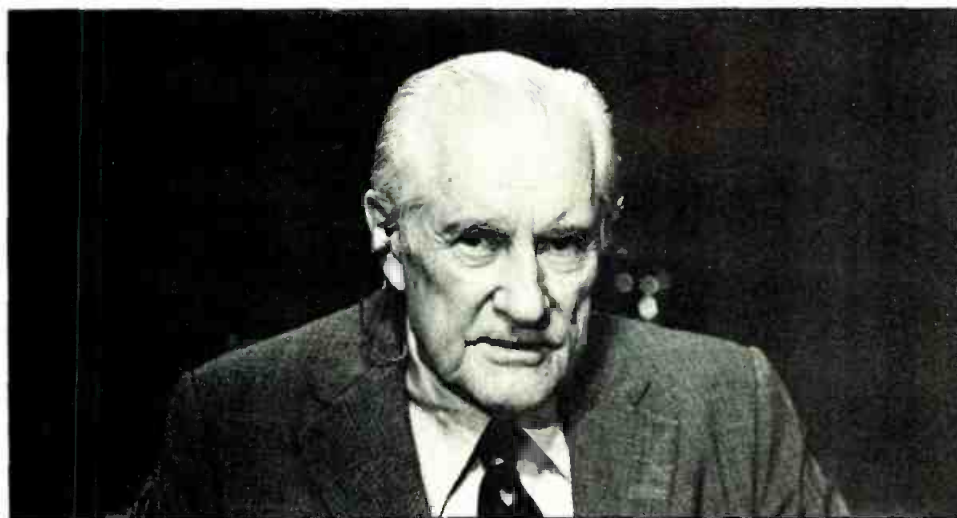
Over a nine-day period, the evening newscasts are reporting that a rapidly deteriorating political situation in the Middle East is leading directly to a U.S.-USSR nuclear confrontation. The grim commentary and reporting of broadcast journalists Eric Sevareid and Nancy Dickerson warns that the two superpowers have never been closer to a nuclear war since the Cuban missile crisis of 1962. And as is typical in such cases, the television networks seek out for comment and analysis such experts in international and military affairs as former U.S. Senator and presidential candidate Eugene McCarthy, former U.S. ambassador to NATO Robert Ellsworth, Georgia Democratic congressman Newt Gingrich, Rear Admiral (ret.) Gene R. La Roche, and Paul Warnke, former chief U.S. negotiator at the SALT talks. The networks, which by this time have gone to around-the-clock reporting, are a constant and comforting companion for millions of viewers until the President and his key advisers are evacuated from Washington and programming is pre-empted by the Emergency Broadcast System.

That scenario will be played out next month as HBO premieres *Countdown to Looking Glass*, a 90-minute made-for-pay movie that traces the events leading up to a nuclear clash in the Middle East between the U.S. and the Soviet Union as reported through the cameras and microphones of the fictional CVN television network. But unlike other television dramas, *Countdown to Looking Glass* mixes fact and fiction with real personalities and invented characters. In what HBO publicists may be accurate in calling a

"unique television innovation," all the above mentioned principals play themselves in the film, acting as they do in real life as political and military experts who are commonly called upon by the real networks to give their expert analysis during the kind of international crisis portrayed in *Countdown*.

And although the HBO movie is fictitious, its storyline is frighteningly plausible: the U.S. ambassador to Saudi Arabia and embassy staff are assassinated after a world banking crisis triggered by the default of three South American countries sets off a wave of terrorist attacks in the Middle East. The pro-American government of Oman subsequently is toppled by Soviet-backed rebels after \$700 million of the country's reserves are evaporated in a failure of three major U.S. banks. When civil war erupts in various Middle Eastern states and factions of the Saudi Arabian army rebel against the Saudi government, King Faud requests and is granted U.S. military assistance. Oman slaps a \$10,000 tariff on tankers passing through the Straits of Hormuz. A U.S. reconnaissance plane is downed over the Persian Gulf. Both the U.S. and Soviet Union send nuclear-armed naval vessels into the region. In the following days, tensions and maneuvering build between the superpowers in the Middle East until eventually, inexorably, both sides are drawn into a nuclear conflict in the Persian Gulf.

A movie about a nuclear holocaust is nothing new. Hollywood explored the subject in the 1960's with such theatrical features as "On The Beach" and "Fail-safe," both adapted from novels. More recently, the networks have taken the story a step further and rewritten it for today's political climate. The past few seasons have seen such made-for-TV doomsday movies as NBC's *Special Bulletin*, which concerned another fictional network's coverage of a terrorist group that



Sevareid in "Looking Glass"

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threatens to destroy an American port city with a nuclear device (they succeed). The following summer ABC broadcast *The Day After*, a made-for-TV movie that went into graphic detail about the aftermath of a nuclear attack on the U.S. Life and death after a nuclear war was also the subject of a theatrical release last year titled "Holocaust." But what makes *Countdown* different is that none of the others featured real-life figures portraying themselves.

The movie's title is taken from the President's airborne command center, codenamed "Looking Glass," which the President will use to communicate with U.S. military forces around the world during a nuclear crisis.

"We wanted to give the piece a very strong sense of reality and credibility," said Bridget Potter, senior vice president of original programming for HBO, in explaining why the pay cable network and movie's producers decided to forego professional actors to play certain parts. "We could have made up a story without using experts," she continued, "but it seemed to us the whole point of this thing is to explain how this could happen, and what the likely response of people would be."

The drama is based on a "geopolitical scenario" created by Lincoln Bloomfield, a professor of political science at MIT and former member of the State Department and Nation-

al Security Council. Bloomfield also plays himself in the movie. In addition, *Countdown* includes several professional actors and actresses, including Scott Glenn, who portrays CVN's Middle Eastern correspondent, and Helen Shaver, who plays the network's White House correspondent. Sevarid is referred to as CVN's "senior correspondent," an avuncular David Brinkley-type commentator based in Washington. Dickerson plays a State Department reporter. Patrick Watson, a Canadian actor and television personality who has hosted a public affairs series on PBS, plays TVN's network news anchor.

The real-life political and military experts come into play when Watson, in Ted Koppel fashion with his back to the camera and facing a monitor, solicits opinion and analysis from McCarthy et al on the worsening political situation. According to Potter, the experts did not read from prepared scripts but simply gave what would be their natural reply had they been asked the questions by a real journalist. The experts, however, were prepared as to what the storyline was and told roughly the direction of questioning, said Potter. The movie shifts back and forth between what the television viewer would see on the screen—Watson reporting the news and interviewing the experts, network file footage on Middle East fighting, correspondents out in the field—to off-camera

scenes involving the news operation.

Potter said that the experts were chosen to reflect a variety of political opinion. "It doesn't take a political stand," she said. The producers approached each of the former Presidents, she said, about the possibility of appearing in the film, but all declined. So did Henry Kissinger. Also off limits—although Potter thinks cooperation would have been unlikely—were the White House and members of Congress up for reelection. "We didn't want to get into an equal time thing or allow them to campaign on the air," she explained. □

Paramount to produce new daytime strip

'America Today' will be joint arrangement with Post-Newsweek

Paramount Television Domestic Distribution and the Post-Newsweek Stations have reached a new joint production agreement for a first-run syndicated series, *America Today* ("In Brief," Sept. 10), to premiere in the fall of 1985. The one-hour series, featuring former *Real People* regular Sarah Purcell and a male co-host to be announced, will be

ABC regains top spot in weekly ratings

ABC sailed back to victory last week in the prime time Nielsen ratings after being upset by CBS the week before. It represented the seventh time in the past eight weeks that ABC has been on top. In a week filled with mostly repeats but occasionally featuring a series premiere, ABC won every weekday night and came in third only on Sunday, when it was up against premieres of new shows on the other two networks.

For the week ended Sept. 16, ABC averaged a 14.1 rating and a 24 share, compared to a 13.7/24 for CBS and a 12.6/22 for NBC. Despite its weekly prime time win, ABC had only two of the top 10 shows. The highest-rated show of the week was CBS's special one-hour premiere of *E.R.*, starring Elliot Gould, which premiered outside its normally scheduled period. *E.R.* earned a 23/36. The second-highest rated show of the week was the two-hour pilot premiere of *Miami Vice* on Sunday between 9 and 11 p.m. in the period normally reserved for the *NBC Sunday Night Movie*. It scored a 22.8/37.

The best nightly numbers by any network during the week were 20.9/34 for CBS on Sunday night. The *Miss America Pageant*, on NBC

on Saturday night, was the third-ranked show of the week, averaging a 22.1/39 and tying with *60 Minutes*. The pageant helped deliver NBC its only nightly win of the week.

ABC's two-hour premiere of *Glitter* on Thursday at 8 p.m. recorded a 15.9/27, ranking 11th for the week. NBC's new back-to-back Sunday 7 p.m. comedy block pulled an average 20 share for the premiere of the second season of *Silver Spoons* and the debut of *Punky Brewster*. *Punky Brewster* ranked number 37 for the week, while *Silver Spoons* clocked in at 51.

Although *Monday Night Football* was the 10th-ranked show of the week, averaging a 16.8/31, that number was down significantly from its premiere the week before, when it scored an 18.9/37 and was the second-ranked show of the week. The only other prime time sports event of the week, an *NFL Football Special* on ABC on Sunday night, averaged a 9.5/18 and was the 52d-ranked show of the week.

In the early evening news race, CBS was ahead for the week, averaging an 11.7/24, compared to a 9.7/20 for ABC and a 9.2/19 for NBC.

Rank □ Show □ Network □ Rating/Share

1.	E/R	CBS	23.0/36
2.	Miami Vice	NBC	22.8/37
3.	Miss America Pageant	NBC	22.1/43
4.	60 Minutes	CBS	22.1/39
5.	Some Kind of Hero	CBS	19.5/33
6.	Cagney & Lacey	CBS	19.4/33
7.	Hawaiian Heat	ABC	19.1/34
8.	Newhart	CBS	19.0/29
9.	Kate & Allie	CBS	18.9/29
10.	NFL Football, Wash. vs. S.F.	ABC	16.8/31
11.	NFL Football	CBS	16.5/34
12.	Glitter	ABC	15.9/27
13.	Webster	ABC	15.5/28
14.	Dynasty	ABC	15.0/25
15.	Simon & Simon	CBS	14.9/25
16.	20/20	ABC	14.8/27
17.	Having It All	ABC	14.8/25
18.	Barbara Walters Special	ABC	14.6/25
19.	Benson	ABC	14.5/27
20.	Hotel	ABC	14.5/26

Rank □ Show □ Network □ Rating/Share

21.	Fall Guy	ABC	14.2/25
22.	Something So Right	CBS	14.0/24
23.	A Team	NBC	14.0/24
24.	Gimme a Break (Thurs.)	NBC	13.9/25
25.	Hill Street Blues	NBC	13.5/25
26.	Family Ties	NBC	13.4/23
27.	TV Bloopers & Prac. Jokes	NBC	13.4/22
28.	Love Boat	ABC	13.0/23
29.	Scarecrow & Mrs. King	CBS	12.7/22
30.	Mike Hammer	CBS	12.8/24
31.	Cheers	NBC	12.8/21
32.	Magnum, P.I.	CBS	12.7/22
33.	Love Boat Preview	ABC	12.6/24
34.	Knight Rider	NBC	12.5/21
35.	Night Court	NBC	12.4/21
36.	Mama's Family	NBC	12.1/21
37.	Gimme a Break (Sat.)	NBC	11.6/22
38.	Punky Brewster	NBC	11.5/21
39.	Diff'rent Strokes	NBC	11.4/22
40.	Hardcastle & McCormick	ABC	11.3/19

Rank □ Show □ Network □ Rating/Share

41.	High School U.S.A.	NBC	11.2/20
42.	Bosom Buddies	NBC	11.0/20
43.	Secret World-Very Young	CBS	10.9/19
44.	Special People	CBS	10.7/18
45.	Three's Company	ABC	10.6/18
46.	Threesome	CBS	10.3/18
47.	Marco Polo, part 3	NBC	10.1/18
48.	Marco Polo, part 2	NBC	10.1/18
49.	Marco Polo, part 4	NBC	9.9/17
50.	Quarterback Princess	CBS	9.8/18
51.	Silver Spoons	NBC	9.6/19
52.	NFL Football, Den. vs. Cle.	ABC	9.5/18
53.	Bugs Bunny Special	CBS	8.6/15
54.	Airwolf	CBS	8.3/16
55.	Sat. Morn. Preview	CBS	7.6/14
56.	AfterMASH	CBS	7.4/13
57.	Ripley's Believe It or Not	ABC	6.0/12
58.	Cracker Brothers	NBC	5.5/10

*Indicates premiere episode



The in crowd. CBS went to Washington last week to introduce its *American Portrait* series at a party in the National Portrait Gallery. (The series begins today on the CBS-TV network. It comprises one-minute specials honoring little-known Americans who have left a mark on some aspect of American life.) Celebrity guests at the party had either taped

American Portrait specials or will do so in the future. At left: CBS Inc. Chairman Tom Wyman with Senator John Glenn. Center: CBS/Broadcast Group Senior Vice President James Rosenfield with Mr. and Mrs. Edwin Meese (counselor to the President). Right: CBS/Broadcast Group President Gene Jankowski and Joan Fontaine.

distributed via satellite on a "day-and-date" basis Monday through Friday, with a separate one-hour weekend edition anticipated.

"Over \$20 million has been committed for the first year of production," PTDD President Randy Reiss told BROADCASTING last week. He said the program is being planned for the late afternoon news lead-in time period and "will examine all aspects of today's lifestyles, particularly the current fads and trends." Reiss compared the program to talk shows popular in early fringe periods during the 1960's, updated to meet today's interests and tastes. He said there might be "some overlap" with two current Paramount series, *Entertainment Tonight* and *Lifestyles of the Rich and Famous*, but predicted *America Today* will be a blend of information and entertainment with wide demographic appeal, incorporating 10 to 12 features in each broadcast.

America Today will be sold on a cash/barter basis, with specific terms to be announced later. "Advertisers are clamoring for this type of program," Reiss declared. "There's no way this will be an old-skewing show."

Independent producer Woody Fraser, credited by PTDD as creator of ABC-TV's *Good Morning America*, has been signed as executive producer/producer of the new series. Fraser's past production affiliations include *That's Incredible* and *The Mike Douglas Show*. The series pilot will be completed in November and Paramount will be selling the series during next January's NATPE and Association of Independent Television Stations meetings. Station groups are already being approached regarding purchase of the series, and Reiss said he anticipates at least 80% coverage of television households when *America Today* premieres. He also told BROADCASTING Purcell's co-host will be named "within the next week or two."

"We feel that *America Today* will fill a void in our pre-news time period," explained Post-Newsweek Stations President Joel Chaseman. "It will serve as effective counterprogramming to the increased competition coming from the independent stations as well as a counter to the escalating prices for off-network product."

Network-affiliated PNS stations are WDIV(TV) Detroit; WPLG(TV) Miami; WJXT(TV) Jacksonville, Fla., and WFSB(TV)

Hartford, Conn.

The new program is expected to originate from Paramount's studios in Hollywood.

On another matter, Reiss told BROADCASTING Paramount is implementing "creative changes" on its first-run daily series *Solid Gold Hits*, which went on hiatus this month. He said the program is expected to return with a revamped format next January, explaining that in the last season the show "did not quite do what we wanted it to."

Other creative changes were announced for two other PTDD series last week.

Bob Grossi, former news anchor/reporter

for WBNS-TV Columbus, Ohio, has been named co-host of the weekly consumer/lifestyles magazine series, *Taking Advantage*, produced in association with *BusinessWeek* magazine. Continuing as female co-host of the show is Sybil Robinson.

Additions to the on-air staff of *Entertainment Tonight* are Showtime commentator Bill Harris as Hollywood news feature contributor, New School for Social Research film professor Richard Brown as New York-based film commentator, and KPNX-TV Phoenix entertainment editor Al Owens as reporter. □

Entertainment heads attempt to allay Hollywood fears

Erlicht, Grant and Tartikoff tell HRTS networks will not become more dependent on in-house productions; agree new show premieres should be spread out over the whole season

The presidents of the three commercial television network entertainment divisions agreed last week that premieres of new series should be spread throughout the entire season rather than scheduled to compete head-to-head in late September and early October.

"What you have now is a season that extends from mid-September to May and you can bring on a new show at any time during that period," observed ABC Entertainment President Lew Erlicht, during luncheon remarks last Tuesday (Sept. 18) before members of the Hollywood Radio and Television Society, gathered at the Beverly Wilshire hotel in Beverly Hills, Calif. "If you present all your shows at once you shortchange the viewer. By staggering them, you give the viewers a chance to sample all the new shows."

CBS Entertainment President B. Donald Grant and NBC Entertainment President Brandon Tartikoff agreed that both viewers and the networks come out ahead when debuts are staggered.

During the annual session, in which the executives answer questions submitted by members of the Hollywood production com-

munity, Erlicht was also asked why ABC elected to schedule an original miniseries against a similar offering by NBC last May.

"If you ever see a miniseries up against a miniseries and they both lose in the ratings, you'll soon see a change in policy," Erlicht responded. "But there's another thing. Miniseries draw many viewers who don't normally watch television, so everyone benefits," he said.

All three discounted producer fears that increased in-house production among the networks might have a negative impact on their work, indicating that network-produced series are evaluated under the same criteria as those bought from outsiders. (Each network is limited by current FCC regulations to production of two-and-a-half hours of prime time in-house product each week.)

"Nowhere do I see in-house shows getting favoritism," declared Tartikoff. "We canceled *Father Murphy*, which was an in-house program, but not good enough. It was a painful decision."

Grant agreed, insisting the networks would be "crazy" if they became over-reliant on in-house productions, with Erlicht concurring.

Asked about what he considered television's biggest problem, Tartikoff said it is "short-range thinking. What we need are more long-range solutions to solve our programming problems. A long-range solution is

something that is daring, innovative and scary as hell. But history has shown that when you go by your instincts and stay with something you know is good you will not only get good ratings but make television a little better." Overall, Tartikoff predicted the network audience will stabilize at current levels "or go up a little," even during the summer months.

Grant expressed concern regarding the drop-off in network viewing during June, July and August. "We must pay more attention to summer programming," he contended. "We must keep [television] fresh," added Erlicht, who also feels the audience erosion has stabilized. "We must find new forms. We've seen what happened to the situation comedy. You tend to have an overabundance

[of a genre] and it takes on a sameness after a while." The ABC executive said his company had explored production possibilities in Canada, France, England and Australia and determined that production costs cannot be substantially reduced by shooting in such locales and that international casts do not fare as well with U.S. audiences as those produced here. □

Law & Regulation

Questions left unanswered in Kansas City

KKCI(FM) settles case out of court involving station's liability stemming from bar spots for free beer

In the Kansas City market, it is not unusual for radio stations to carry commercials for local taverns offering free beer. But the free beer Kim Thomas Dickey consumed at the Merry-Go-'Round bar on the Kansas side of the state line in Kansas City proved to be expensive for him, the bar and Golden East of Missouri, whose KKCI(FM) Liberty, Mo., a Kansas City suburb, broadcast commercials promoting the giveaway. Nineteen-year-old Scott Meade also paid a price.

After leaving the bar on July 17, 1982, Dickey drove his car into Meade, who, with friends, was helping a motorist change a tire on an interstate highway. Meade died, and Dickey pleaded guilty to vehicular homicide, drunk driving and leaving the scene of an accident.

Meade's parents sued Dickey, whose insurance company settled out of court for

\$20,000. The parents also sued the bar and Golden East, saying they were responsible for Dickey getting drunk. That suit now has been settled also, although the amount has not been divulged. The defendants face a second suit, filed by Ralph Wright, who was with Meade when he was struck by Dickey's car but who was not injured.

The station had carried commercials announcing free beer at the tavern between 6:30 p.m. and 8 p.m. But John Kizer, general manager of the FM and its AM affiliate—although he was not with the stations at the time of the accident—said the settlement does not constitute an admission of responsibility in Meade's death, which he called "an unfortunate incident." He said the decision to settle was made by the station's insurance company, The Firemen's Fund. It felt the trial might be long and costly and that the verdict of the jury could not be predicted—and might have to be appealed, according to Kizer. "As far as the station is concerned," Kizer said, "we'll continue to do business as

before, keeping the best interest of the station, its advertisers and most importantly the public in mind."

Kizer indicated that includes continuing to run commercials announcing free beer as a come-on for local taverns—although he said he advises clients to avoid trouble with the law in Missouri on the subject by steering clear of the word "free" in their copy.

Kizer said the station will run advertising unless he finds it "offensive and believes it will do great public harm." But he also noted that many products are believed to "cause harm," and added, "I can't see the radio station policing them." He also suggests listeners have their own obligation regarding advertising. "I believe in individual responsibility," he said.

Kizer and other broadcasters believe the case could have implications for broadcast advertising generally. "There are parallels between this and other products," he said. But some lawyers disagree. Valerie Schulte of the National Association of Broadcasters general counsel's staff said since the case was settled out of court, "it doesn't mean anything." □

Washington Watch

More time. FCC Mass Media Bureau, responding to joint petition by National Association of Broadcasters, Association of Maximum Service Telecasters and Corporation for Public Broadcasting, has extended until Oct. 4 comments deadline in its proceeding aimed at determining whether cable systems should be required to carry program-related subcarrier signals; reply comments deadline was extended until Oct. 19. Comments were originally due Sept. 19, little more than month after further notice of proposed rulemaking was released. Said FCC: "The commission is interested in expeditiously completing the TV aural subcarrier proceeding. However, it also recognizes the importance of the cable retransmission question and wishes to provide sufficient time for parties to submit comments. Therefore, the petitioners' request for a 15-day extension of time for filing comments and reply comments is granted." □

More on ownership. In late-filed petition for reconsideration of 12-12-12 multiple ownership rule, National Association of Black Owned Broadcasters has asked FCC to go back to 7-7-7. "Radical modification of the rule will substantially undermine the minority ownership policy and will substantially retard the growth of ownership of broadcast stations by blacks and other minorities," NABOB said. □

Dissenting view. FCC "abdicated its legal responsibilities" in granting Burbank Broadcasting Co. renewal for KROQ-FM on condition that it sell station to Mandeville Broadcasting (BROADCASTING, Aug. 6). So said FCC Commissioner Henry Rivera in dissenting statement released last week. According to Rivera, FCC was legally obliged to find licensee disqualified. "In light of the extensive record of misconduct here, permitting an assignment would sharply undermine the deterrent value of our enforcement proceedings," Rivera said.

Religious groups try again on '60 Minutes' complaint at FCC

At a time when the FCC is considering modifying if not repealing its fairness doctrine, five religious groups have gone to court to seek reversal of a commission rejection of their complaint that a segment of CBS News's *60 Minutes*—"The Gospel According to Whom"—constituted a personal attack under the doctrine that was subject to a right of reply.

The segment at issue was broadcast on Jan. 23, 1983, and alleged that the denominations—the United Church of Christ, The General Assembly of the Presbyterian Church of the U.S.A., Christian Church (Disciples of Christ), Episcopal Church's Ohio Diocese, and the United Methodist General Commission on Christian Unity and Interreligious Concerns—were supporting revolutionary groups in the Third World against the wishes of church members.

And in the appeal filed with the U.S.

Court of Appeals in Washington, the groups said the segment attacked the honesty and integrity of the church leaders involved. They cited an interview with a church leader critical of the groups contained in the segment. He said the groups' leaders are "telling lies" about financial aid they provide Marxist countries that "imprison" and "slaughter" their people and that they "are committed to the world global revolution of which they believe the antithesis is the United States."

The commission under Chairman Mark S. Fowler has moved to wipe the fairness doctrine from the agency's books, contending it violates broadcasters' First Amendment rights. The commission has urged Congress to act in the matter, and it is currently examining the question of whether it has the authority itself to repeal the doctrine. Nevertheless, commission officials maintain that they will continue to enforce the doctrine as long as it is commission policy.

The church groups' complaint was originally rejected at the commission staff level and later by the commission itself on the ground the segment did not deal with a controversial issue of public importance, a standard for determining whether the personal attack rule could be invoked. The staff said the issue involved an internal issue of the expenditure of church funds, and the commission, on review, said there was insufficient evidence that a substantial number of church members were vigorously debating the issue.

The groups, however, noted that the commission's 1974 report on the fairness doctrine stated that one measure of whether an issue is controversial is the degree of attention paid to it by government officials, community leaders and the media. And in the current presidential campaign, the groups noted, President Reagan and his Democratic opponent, Walter Mondale, have spoken out repeatedly on the question of religion and politics. As for whether the issue is a public one, the groups noted that 40 million persons are members of the churches discussed in the segment. "The issue herein is far from a private dispute," appeal contends. □

Debating H.R. 4103

Columbia panel argues both sides of cable deregulation issue

Thomas Rogers must have found it a change of pace at Columbia Business School's first seminar on telecommunications, Thursday, Sept. 13. Rogers, who often whispers questions for Congressman Timothy Wirth (D-Colo.) to ask at hearings of Wirth's subcommittee on telecommunications, found himself fielding a few queries about Congress's role in H.R. 4103. The seminar, titled "What's next in Cable TV Regulation & Legislation?" brought together panelists representing the full range of views on the legislation, including Dan Brenner, legal assistant to FCC Chairman Mark Fowler; Gustave Hauser, chairman and chief executive officer, Hauser Communications Inc., and Morris Tarshis, director of franchises for the

city of New York.

Brenner began the seminar by reviewing recent commission and court decisions affecting the legislative discussion and said he personally felt the Supreme Court's recent *Crisp* decision (BROADCASTING, June 25) was too broad but that it provided additional rationale for the FCC's involvement in cable.

Fowler's legal assistant defended that involvement by relating a discussion he said took place in the chairman's office the day before the *Nevada* decision, which prohibited local and state authorities from regulating any channels other than must-carry signals: "I at first thought, 'Let's say a city allowed their streets to be torn up, went through all the madness associated with franchising; but the one thing they really wanted was an all-news channel; that's what they couldn't get over broadcast television. All of a sudden the cable system decides to take it off the basic tier or eliminate it all together. Shouldn't a city be able to insist; isn't that the heart and essence of franchising.' But then it was pointed out to me that if we didn't allow cable systems to do exactly just that, we would be placing cable systems at the whim and mercy of the programmers. . . . If you take that right away you will really undermine the whole marketplace that cable systems have to offer."

In counterpoint, William Finnerman, chairman of the New York State Commission on Cable Television, said that the *Nevada* decision ignored that the states and cities have the same rationale for regulating cable which the FCC itself uses to justify its regulation of broadcast television: "Isn't the theory that's been advanced for decades the fact that the broadcast spectrum is limited, and that in return for the right to use this thing of value, we are going are going to require you to do something in the public interest in return: the fairness doctrine or whatever. Now we have a municipality which is faced with choosing between four or five cable companies which would love to lay cable. The whole right of the municipality emanates from that and in my view it is very parallel to the FCC's right."

Hauser, whom Rogers gave credit for being a pioneer of the legislative effort, said he was sorry to see that the prospects for H.R. 4103 were dim because the "industry has long needed some help with overlapping au-

thority." He told the audience that "federal level regulation was not always so benign. It was instigated initially by broadcasters and telephone companies, and the National Association of Theater Owners and burglar alarm companies. . . all of who needed protection, or so they thought, and rushed right to the FCC for it and got it. Many of the regulations were probably written by CBS lawyers and handed to the FCC. . . we couldn't even understand many of them, they were so complicated."

With negotiations on the legislation still taking place, the seminar perhaps was more polemic than it might otherwise have been. Tarshis said the bill was a "disastrous piece of legislation," and talking directly to the camera filming the event, asked cities to fight for the bill's defeat. He noted he was going to make copies of the tape and send it around the country.

Tarshis said that he talked to then FCC Commissioner Rosel H. Hyde, after assuming the post of director of franchises for New York, in 1966. Not being sure exactly what cable television was, Tarshis said, he asked Hyde what the federal government's interest in the industry was and was told: " 'We have no interest; it's just a local problem.' " Tarshis complained that now the FCC wants to pre-empt the local authorities but doesn't want to assume any authority.

While the seminar seemingly provided the full range of opinions on the subject, Monroe Price, Dean of Cardozo Law School, wondered if there shouldn't be more points of view represented in the H.R. 4103 negotiations: "One of the questions is, who are the parties who should be at the table and at the auxiliary chairs around that table. The present situation is a remarkable delegation to private parties with Congress saying to the cities and cable industry, 'sit down and decide what you want and we will pass it.' "

Among the unrepresented parties are the telephone companies and "a sharply articulated public position," Price said, adding that there was "inadequate participation by the executive branch."

Rogers concurred that, in fact, the public's point of view may be getting left out of the current negotiations and that there were certain "key questions" not represented by either side, such as leased access. Rogers said "There is very little interest on the part of cities to require leased access." □

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Broadcasters experience soft third quarter

Advertisers reluctance to challenge Olympics contributed to poor showing; political sales season starts slow

Battered by an extremely soft August, third-quarter national spot advertising is expected to show low double-digit growth this year, and salesmen are blaming the Olympics. Most station representative executives report that the overall national spot market in the third quarter is expected to be up 10%-15% over last year, falling short of original Television Bureau of Advertising projections. The month of August, salesmen said, was one of the worst on record, with national spots sales growth averaging little more than 5% above its performance the year before.

TVB reported that last year's third-quarter national and regional spot advertising reached \$887,666,900, based on figures supplied by Broadcast Advertiser Reports. Although the TVB data only covers the top 75 markets, it is believed to account for at least 80% of the total dollar volume. At the end of the second quarter, TVB projected that 1984 third-quarter national spot advertising would be up 16% over last year, compared to local advertising which would increase 17%. Network compensation to affiliates would rise 4%, said TVB. Traditionally, the third quarter, covering the second half of the repeat season, is one of the lowest periods for sales.

"By July 4," explained Gordon Hastings, president of Katz Television, New York-based station representative firm that sells the national spots for 170 television stations, "business had really quieted down and we began to see the reality come into play that the vast majority of advertisers did not want to be in, or in competition with, the Olympics. Therefore, the month of August never really got off the ground. Many advertisers felt it would be a good time to take a hiatus from spot TV."

For many spot television salesmen, the Olympics were the common factor affecting third-quarter sales. Sponsors tended to place their advertising budgets with the ABC Television Network or the five ABC-owned television stations, they said. And left out in the cold was nearly everyone else, including the ABC affiliates. "Surprisingly enough, most of the ABC stations in the country were not sold out in their Olympic availabilities," reported Walter Schwartz, president of Blair Television, which represents 38 ABC affiliates covering 20% of U.S. television households.

Bud Hirsch, vice president of sales at NBC Spot Television Sales, said that during July and August spot TV sales at NBC's five owned stations were anywhere from flat to up only 5% over last year. "When we budgeted the third quarter for sales," he said "we had gone back to the third quarter of 1976,

the last time there were both summer Olympics and elections, and we saw that even when you took out the Olympics there was still substantial growth." This time, however, Hirsch said, so many ABC stations still had national spot availabilities open going into the Olympics "they began selling it aggressively... so there wasn't enough demand to take care of ABC, let alone CBS and NBC." Hirsch estimated that for the quarter, national spot sales will be up only 6% to 8% at NBC's owned stations.

It was a similar story at the CBS O&O's. Neil E. Derrough, president of CBS Television Stations Division, told security analysts meeting with CBS executives in New York last week, that August turned out to be a disappointing month for national spot sales. Derrough said "the amount of revenue that we expected to be generated by the Olympics didn't seem to take place. We had what would be considered just kind of a normal third quarter and August was less money than we expected. We expected that there would be Olympic money above and beyond a certain base of revenue that quite frankly didn't occur." He added, however, that national spot sales in the third quarter for the CBS owned stations "prospered quite well," especially in New York and Los Angeles.

So far, most salesmen report, the calvary has yet to arrive. The anticipated national spot dollars coming from the Democratic and Republican Presidential campaigns have barely begun to hit the market, they said, although that activity is expected to pick in the next couple weeks. Salesmen project political advertising on television will top \$180 million this season (BROADCASTING, Sept. 3). "We really thought we'd have more political dollars by now," said Blair's Schwartz, "but we really haven't gotten that yet." Agreed John J. Walters Jr., president of New York-based Harrington, Richter, Parsons, the political spending is "just beginning, but it's difficult to determine in our judgment where, when and how much." He estimated that when the third quarter is over, total dollar volume for national spot will be up between 8% and 10%.

Spot salesmen tend to view the political dollar expenditures as reflecting the state of the campaigns. Jack Oken, president of MMT Sales, New York, believes that political advertising could increase fourth-quarter national spot sales by 5%, pushing it over the 20% mark when compared to the same period last year. But, he adds, "political has a very short lead time, unlike national advertisers who may get the specs to the agencies four to six weeks before the actual start of the flight. But political works on virtually a 24-hour turnaround. It trails the polls." □

Singing the praises of corporate ads

ANA workshop shows how to boost profits through better image

The contributions of corporate advertising to "the bottom line" of a company were discussed last week by the Association of National Advertisers at a one-day workshop in New York attended by 230 advertising executives.

The consensus among speakers seemed to be that a good corporate image is vital to a business and an effective corporate campaign is helpful in creating a positive image. Several speakers voiced the view that their corporate advertising efforts had played a key role in increased profitability.

Jerry C. Welch, executive vice president, worldwide marketing and communications, American Express Travel Related Services, said American Express has had a strong loyalty for many years but recently the company wanted to deepen this loyalty. The company instituted a corporate campaign in various media, including television, to persuade the public to contribute to the Statue of Liberty restoration project. Welch said he was an advocate of corporate campaigns tied to community projects and cited participation by American Express in the Olympics coverage as another example. He said that an increase of about 20% in American Ex-

press travel business is traceable, in part, to its corporate advertising efforts.

Maureen F. Hartigan, manager, company advertising, TRW Inc., told the audience that over the past 10 years TRW has spent about \$50 million on corporate advertising to achieve improved recognition among its target audiences. She noted that TRW does not produce consumer products but supplies parts used in high technology.

Harold J. Handley, senior vice president and director of corporate marketing, Beatrice Companies, described a nine-month corporate advertising effort, heavily in television, designed to improve the recognition of the Beatrice name. He acknowledged that many of the Beatrice brands were highly visible but the company felt that it could improve the marketing if the Beatrice name were more easily recognized.

The company embarked on a corporate campaign, primarily in television and tied to the winter and summer Olympics in which the Beatrice name was clustered with many of the company's food products. According to Handley, recognition of Beatrice increased substantially by the end of the Olympics and 98% of the persons questioned said their opinion of the products was more favorable after they learned the products were made by Beatrice. □

Stock Index

Closing Closing
Wed Wed
Sep 19 Sep 12
Net Percent P/E
Change change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N	ABC	72	1/8	72	1/2	—	3/8	—	0.52	12	2,104
N	Capital Cities	166	1/4	167	—	—	3/4	—	0.45	17	2,133
N	CBS	85		82	7/8	2	1/8		2.56	11	2,525
O	Clear Channel	14	1/4	14	1/4					17	41
N	Cox	49		46	3/4	2	1/4		4.81	17	1,383
A	Gross Telecast	76		75	1/4		3/4		1.00	18	61
O	Gulf Broadcasting	10		9	1/2		1/2		5.26	42	438
O	LIN	23	1/2	23	1/8		3/8		1.62	20	494
O	Malrite Commun.	12		11	1/4		3/4		6.67	15	101
O	Orion Broadcast		1/32		1/32						1,681
O	Price Commun.	11		10	3/8		5/8		6.02		36
O	Scripps-Howard	30	3/8	30	3/8					18	314
N	Storer	43	1/2	41	7/8	1	5/8		3.88		713
O	Sungroup Inc.	6	3/4	6	3/4						5
N	Taft	62	1/2	63	1/2	—	1	—	1.57	13	570
O	United Television	17	1/8	16	1/4		7/8		5.38	28	188

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	21	1/2	21	3/4	-	1/4	-	1.15	18	131
A Affiliated Pubs	50	5/8	50			5/8		1.25	16	411
N American Family	21	7/8	23	1/2	-	5/8	-	6.91	12	391
O Assoc. Commun..	14	1/2	14	1/4		1/4		1.75		69
N A.H. Belo	44	1/2	46	1/2	-	2	-	4.30	14	514
N John Blair	28	5/8	27	7/8		3/4		2.69	15	229
N Chris-Craft	30	1/8	29	3/8		3/4		2.55	21	192
N Cowles	42	3/8	43	3/8	-	1	-	2.31	37	168
N Gannett Co..	45		44	1/2		1/2		1.12	18	3,605
N GenCorp	37		37	5/8	-	5/8	-	1.66	10	794
O General Commun.	67	1/4	67	1/4					15	33
N Insilco Corp.	16	7/8	16	5/8		1/4		1.50	9	286
N Jefferson-Pilot	33	3/4	33			3/4		2.27	11	1,080
O Josephson Intl..	9		9						9	44
N Knight-Ridder.	29		28	1/4		3/4		2.65	14	1,873
N Lee Enterprises	26	7/8	26	5/8		1/4		0.94	15	358
N Liberty	23	7/8	24		-	1/8	-	0.52	11	239
N McGraw-Hill.	47	1/8	46	7/8		1/4		0.53	18	2,365
A Media General	60		60	1/4	-	1/4	-	0.41	11	419
N Meredith	51	1/8	50	1/2		5/8		1.24	12	482
O Multimedia	38		38	1/4	-	1/4	-	0.65	17	634
A New York Times	33	1/2	34	1/2	-	1	-	2.90	15	1,324
O Park Commun.	28		27	1/4		3/4		2.75	20	258
N Rollins.	13	5/8	12	3/4		7/8		6.86	20	199
N Schering-Plough	36	5/8	35	5/8	1			2.81	11	1,852
T Selkirk.	18	1/4	17	1/2		3/4		4.29	40	148
O Stauffer Commun.	52		52						13	52
A Tech Operations	43		39	3/4	3	1/4		8.18	14	39
N Times Mirror	40		39	3/4		1/4		0.63	12	2,748
N Tribune	30	1/8	31	1/4	-	1	1/8	3.60	14	1,217
O Turner Bcstg.	23	1/2	23	3/4	-	1	1/4	1.05	33	6,479
A Washington Post	83	1/2	81	1/2	2			2.45	15	1,168

SERVICE

O BBDO Inc.	44	43 1/4		3/4	1.73	13	278
O Compact Video	4 1/8	3 3/4		3/8	10.00		16
N Comsat	27 1/8	27		1/8	0.46	11	490
O Doyle Dane B.	17 1/4	15 3/4	1	1/2	9.52	16	91
N Foote Cone & B.	52 1/4	51 1/8	1	1/8	2.20	11	174
O Grey Advertising	126	126				9	75
N Interpublic Group	34 3/4	35	-	1/4	0.71	12	374
N JWT Group	35 3/4	35		3/4	2.14	11	214
A MovieLab	5	4 5/8		3/8	8.11		8
O Ogilvy & Mather	34 1/2	32 1/2	2		6.15	17	317
O Sat. Syn. Syst.	9	9				13	51
O Telemation	6 1/4	6 1/4				6	7
O TPC Commun.	15/16	15/16					2
A Unitel Video	7 3/4	8 1/8	-	3/8	4.62	14	17
N Western Union	19 5/8	19 1/2		1/8	0.64		473

Closing Closing
Wed Wed
Sep 19 Sep 12
Net Percent P/E
Change change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

O Barris Indus	6 3/8	5 3/8	1		18.60	32	36
N Coca-Cola	62 5/8	60 3/8	2	1/4	3.73	14	8,293
N Disney	62	59	3		5.08	20	2,084
N Dow Jones & Co.	41 1/2	46 3/4	- 5	1/4	11.23	20	2,662
O Four Star	4	4				4	3
N Gulf & Western	28 1/8	27 7/8		1/4	0.90	8	1,967
O Robert Halmi	1 1/4	115/16	-	11/16	35.50	25	21
A Lorimar	31 7/8	30 1/8	1	3/4	5.81	16	226
N MCA	43 1/2	42 1/4	1	1/4	2.96	16	2,108
N MGM/UA	12 3/4	12 1/2		1/4	2.00	15	633
N Orion	11 3/8	10 3/8	1		9.64	25	107
O Reeves Commun.	6	6 1/2	-	1/2	7.69		75
O Telepictures	17 1/4	16 3/4		1/2	2.99	17	108
O Video Corp.	16 7/8	16 3/4		1/8	0.75	12	28
N Warner	21 1/8	20 1/4		7/8	4.32		1,281
A Wrather	13 1/2	13 1/4		1/4	1.89		92

CABLE

A Acton Corp.	6	6 1/4	-	1/4	4.00		35
O AM Cable TV	3	3 1/4	-	1/4	7.69		11
N American Express	34 3/4	32 3/8	2	3/8	7.34	18	7,453
N Anixter Brothers	18 7/8	19 1/4	-	3/8	1.95	26	343
O Burnup & Sims	6 3/8	7 1/8	-	3/4	10.53	13	57
O Cardiff Commun.	5/8	5/8				63	3
O Comcast	19	27 1/4	- 8	1/4	30.28	25	234
N Gen. Instrument	24 3/4	25	-	1/4	1.00	26	780
N Heritage Commun.	18	17 3/4		1/4	1.41	34	136
T Maclean Hunter X	22 3/8	22		3/8	1.70	31	825
A Pico Products	7 5/8	6 7/8		3/4	10.91	35	27
O Rogers Cable	4 3/4	5 3/8	-	5/8	11.63		106
O TCA Cable TV	14 3/4	14 1/2		1/4	1.72	28	98
O Tele-Commun.	20 5/8	20 7/8	-	1/4	1.20	38	866
N Time Inc.	46 1/4	43 7/8	2	3/8	5.41	16	2,806
N United Cable TV	26 7/8	26 3/8		1/2	1.90		296
N Viacom	33 1/4	32 3/8		7/8	2.70	13	450

ELECTRONICS/MANUFACTURING

N Arvin Industries	24 1/8	24		1/8	0.52	7	183
O C-Cor Electronics	7 3/4	7 7/8	-	1/8	1.59	86	24
O Cable TV Indus.	3 1/8	3 1/8				21	9
A Cetec	9 1/8	8 7/8		1/4	2.82	11	20
O Chyron	12 1/4	11	1	1/4	11.36	15	75
A Cohu	9	8 7/8		1/8	1.41	10	16
N Conrac	13 5/8	13 1/4		3/8	2.83	13	84
N Eastman Kodak	74 1/8	74 5/8	-	1/2	0.67	17	12,273
O Elec Mfg & Comm.	8 1/2	8 1/4		1/4	3.03		24
N General Electric	58 1/2	56 3/4	1	3/4	3.08	12	26,482
O Geotek-Telemet	1 1/2	1 1/2				17	5
N Harris Corp.	28 1/8	29	-	7/8	3.02	15	1,123
N M/A Com. Inc.	20 1/8	20 1/2	-	3/8	1.83	26	871
O Microdyne	7 3/8	7 1/8		1/4	3.51	21	34
N 3M	78 1/2	78 1/2				13	9,189
N Motorola	40 5/8	41 3/8	-	3/4	1.81	14	4,809
N N.A. Philips	37 3/4	35 7/8	1	7/8	5.23	9	1,084
N Oak Industries	4 7/8	5	-	1/8	2.50		80
A Orrox Corp.	3 1/2	3 5/8	-	1/8	3.45		8
N RCA	36 7/8	35 3/8	1	1/2	4.24	12	3,019
N Rockwell Intl.	30	30 3/8	-	3/8	1.23	10	4,561
N Sci-Atlanta	9 1/8	9 1/8				16	212
N Signal Co.s	32	30 1/8	1	7/8	6.22	13	3,486
N Sony Corp.	15	14 3/4		1/4	1.69	15	3,463
N Tektronix	57 1/4	57 1/4				9	1,101
A Texscan	7 3/8	7 3/8				11	48
N Varian Assoc.	42 1/2	43 1/4	-	3/4	1.73	17	917
N Westinghouse	27 1/4	25 7/8	1	3/8	5.31	10	4,770
N Zenith	23 3/4	24 5/8	-	7/8	3.55	9	524
Standard & Poor's 400	188.66	186.74		1.92	1.03		

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. * 3-2 split, effective Sept. 18.

Ratings services make market changes

Both Arbitron and Nielsen move cities in their annual rankings of the nation's television markets

Arbitron Ratings and A.C. Nielsen have issued their new market rankings for the 1984-85 season, and they disagree over four of the top 11 markets. Although it is rare for the two rating services to agree on the rankings of the top 10 markets, this year each service names a different city as the eighth, ninth, 10th and 11th ranked markets. Last year, Arbitron and Nielsen disagreed in ranking the ninth, 10th and 11th markets.

Arbitron added three new ADI's to its 1984-85 market rankings for a total of 211 (BROADCASTING, Sept. 17) and raised its estimate of U.S. television households 1% to 85,061,100. Nielsen maintained the same number of DMA's as it had last year (205)

and boosted its household estimate to 85,330,140.

Arbitron's new ADI's are Hagerstown, Md. (195); Flagstaff, Ariz. (205), and Sarasota, Fla. (158). The Helena, Mont., ADI has become part of the Missoula-Butte market. Within the top 10 markets, Dallas-Fort Worth moves up from ninth place to eight, while Washington drops back from eighth to ninth. Within the top 25, Minneapolis-St. Paul rose from 14 to 13; Atlanta, from 16 to 15; St. Louis, from 18 to 17; and Phoenix, from 25 to 23.

Arbitron markets that fell were Miami, from 13 to 14; Seattle, from 15 to 16; Tampa-St. Petersburg, from 17 to 18; Indianapolis, from 24 to 25; and Portland, Ore., from 23 to 24. Entering the top 50 was Wilkes Barre-Scranton, Pa., which moved up from 52 to 50, while Greensboro-Win-

ston Salem-High Point, N.C., slipped from 50 to 51.

In Nielsen, there were no changes within the top 10 markets, but three within the top 20. Minneapolis-St. Paul rose to 14th place from 15th, with Atlanta moving up to 15th from 16th. However, Seattle-Tacoma slipped two notches from 14th place to 16th. Within markets 21 through 30, Baltimore rose from 22d to 21st, replacing Indianapolis, which fell to 22. Phoenix moved up from 25th to 24th, switching positions with Portland, Ore. Kansas City climbed two rungs, from 30th to 28th, forcing Nashville-Bowling Green from 28th to 29th, and Milwaukee from 29th to 30th. Sixteen of the markets 31 and under also changed position and rank on the chart.

The two services' 1984-85 market rankings follow:

Nielsen

this year	market	households
1	New York	6,578,120
2	Los Angeles	4,432,460
3	Chicago	3,007,490
4	Philadelphia	2,470,050
5	San Francisco	2,067,890
6	Boston	1,932,540
7	Detroit	1,635,660
8	Washington	1,518,380
9	Dallas-Fort Worth	1,510,770
10	Cleveland	1,426,260
11	Houston	1,409,530
12	Pittsburgh	1,217,200
13	Miami	1,145,150
14	Minneapolis-St. Paul	1,139,120
15	Atlanta	1,136,840
16	Seattle-Tacoma, Wash.	1,131,420
17	Tampa-St. Petersburg, Fla.	1,112,160
18	St. Louis	1,049,020
19	Denver	960,790
20	Sacramento-Stockton, Calif.	903,490
21	Baltimore	856,630
22	Indianapolis	839,270
23	Hartford-New Haven, Conn.	837,990
24	Phoenix	806,350
25	Portland, Ore.	799,670
26	San Diego	751,630
27	Cincinnati	713,890
28	Kansas City	705,550
29	Nashville-Bowling Green, Ky.	691,310
30	Milwaukee	687,240
31	Orlando-Daytona Beach-Melbourne, Fla.	664,860
32	New Orleans	633,700
33	Charlotte, N.C.	631,360
34	Buffalo, N.Y.	617,120
35	Greenville-Spartanburg, S.C.-Asheville, N.C.	606,710
36	Columbus, Ohio	599,400
37	Oklahoma City	595,480
38	Birmingham-Anniston, Ala.	578,460
39	Raleigh-Durham, N.C.	570,670
40	Salt Lake City	569,890
41	Grand Rapids-Kalamazoo, Mich.	562,400

this year	market	households
42	Memphis	548,000
43	Louisville, Ky.	539,700
44	Providence, R.I.-New Bedford, Mass.	530,040
45	San Antonio, Tex.	515,140
46	Harrisburg-York-Lancaster-Lebanon, Pa.	513,910
47	Norfolk-Portsmouth-Newport News-Hampton, Va.	499,160
48	Charleston-Huntington, W. Va.	498,500
49	Wilkes Barre-Scranton, Pa.	497,740
50	Dayton, Ohio	493,410
51	Albany-Schenectady-Troy, N.Y.	480,190
52	Greensboro-Winston Salem-High Point, N.C.	471,930
53	Tulsa, Okla.	459,490
54	Shreveport, La.-Texarkana	455,430
55	Syracuse-Elmira, N.Y.	442,580
56	Richmond, Va.	438,860
57	Flint-Saginaw-Bay City, Mich.	437,080
58	Little Rock-Pine Bluff, Ark.	433,230
59	Wichita-Hutchinson, Kan.	420,560
60	Toledo, Ohio	410,300
61	Mobile, Ala.-Pensacola, Fla.	400,370
62	Knoxville, Tenn.	399,420
63	Albuquerque-Farmington, N.M.	396,970
64	Fresno, Calif.	393,280
65	West Palm Beach, Fla.	391,960
66	Jacksonville, Fla.	384,400
67	Green Bay, Wis.	359,210
68	Des Moines, Iowa	351,860
69	Roanoke-Lynchburg, Va.	350,630
70	Rochester, N.Y.	347,590
71	Omaha	343,870
72	Champaign-Springfield-Decatur, Ill.	337,880
73	Spokane, Wash.	337,480
74	Portland-Poland Spring, Me.	333,280
75	Davenport, Iowa-Rock Island-Moline, Ill.	330,300
76	Honolulu	323,720
77	Cedar Rapids-Waterloo-Dubuque, Iowa	323,380
78	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	323,270
79	Lexington, Ky.	289,320
80	Austin, Tex.	288,530
81	Johnstown-Altoona, Pa.	285,100

this year	market	households
82	Chattanooga, Tenn.	282,730
83	Jackson, Miss.	274,700
84	South Bend-Elkhart, Ind.	274,490
85	Bristol, Va.-Kingsport-Johnson City, Tenn.	274,490
86	Springfield, Mo.	273,910
87	Tucson, Ariz.	273,560
88	Baton Rouge, La.	256,730
89	Lincoln-Hastings-Kearney, Neb.	254,580
90	Evansville, Ind.	251,610
91	Huntsville-Decatur-Florence, Ala.	250,020
92	Columbia, S.C.	247,150
93	Youngstown, Ohio	237,060
94	Springfield, Mass.	232,570
95	Burlington-Plattsburgh, Vt.	231,200
96	Greenville-New Bern-Washington, N.C.	229,900
97	Fort Wayne, Ind.	229,870
98	Waco-Temple, Tex.	228,480
99	Sioux Falls, S.D.	224,810
100	Las Vegas	218,480
101	Peoria, Ill.	217,430
102	Fargo-Valley City, N.D.	210,590
103	Lansing, Mich.	209,960
104	Colorado Springs-Pueblo, Colo.	209,870
105	Augusta, Me.	208,220
106	Madison, Wis.	205,710
107	El Paso, Tex.	205,190
108	Charleston, S.C.	196,230
109	Monterey-Salinas, Calif.	195,480
110	Lafayette, La.	195,190
111	Rockford, Ill.	191,150
112	Fort Myers-Naples, Fla.	189,590
113	Savannah, Ga.	188,190
114	Montgomery, Ala.	187,090
115	Monroe, La.-El Dorado, Ark.	185,890
116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	185,020
117	Binghamton, N.Y.	181,630
118	Wheeling, W. Va.-Steubenville, Pa.	180,430
119	Columbus, Ga.	180,150
120	Amarillo, Tex.	178,990
121	Beaumont-Port Arthur, Tex.	176,280
122	Terre Haute, Ind.	174,850
123	Joplin, Mo.-Pittsburg, Kan.	173,230

this year-last year-market			households	this year-last year-market			households	this year-last year-market			households
124	Yakima, Wash.		172,710	201	Bend, Ore.		25,290	67	66	Syracuse, N.Y.	364,600
125	Duluth, Minn.-Superior, Wis.		172,440	202	Fairbanks, Alaska		23,580	68	69	Green Bay, Wis.	353,100
126	Harlingen-Weslaco-Brownsville, Tex.		170,300	203	North Platte, Neb.		15,950	69	68	Roanoke-Lynchburg, Va.	348,300
127	Wilmington, N.C.		168,250	204	Alpena, Mich.		15,140	70	73	Springfield-Decatur-Champaign, Ill.	348,100
128	Corpus Christi, Tex.		167,300	205	Glendive, Mont.		5,190	71	70	Rochester, N.Y.	346,000
129	Eugene, Ore.		161,530	Arbitron				72	71	Omaha	345,500
130	Reno		161,050	1	1	New York	6,565,700	73	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	338,400
131	Wichita Falls, Tex.-Lawton, Okla.		159,000	2	2	Los Angeles	4,365,800	74	75	Davenport, Iowa-Rock Island-Moline, Ill.	337,600
132	Wausau-Rhineland, Wis.		157,630	3	3	Chicago	3,015,600	75	74	Spokane, Wash.	326,700
133	Tallahassee, Fla.		156,470	4	4	Philadelphia	2,528,600	76	77	Lexington, Ky.	317,200
134	La Crosse-Eau Claire, Wis.		151,880	5	5	San Francisco	2,054,300	77	76	Cedar Rapids-Waterloo-Dubuque, Iowa	316,600
135	Erie, Pa.		151,650	6	6	Boston	1,943,300	78	78	Portland-Poland Spring, Me.	316,500
136	Boise, Idaho		151,040	7	7	Detroit	1,650,800	79	80	Johnstown-Altoona, Pa.	301,300
137	Lubbock, Tex.		150,940	8	9	Dallas-Fort Worth	1,506,600	80	79	Chattanooga, Tenn.	293,000
138	Traverse City-Cadillac, Mich.		150,470	9	8	Washington	1,490,000	81	82	Austin, Tex.	289,500
139	Macon, Ga.		150,440	10	10	Houston	1,436,800	82	86	Springfield, Mo.	278,800
140	Sioux City, Iowa		148,880	11	11	Cleveland	1,395,100	83	85	Tucson, Ariz.	274,500
141	Chico-Redding, Calif.		147,900	12	12	Pittsburgh	1,229,000	84	84	Jackson, Miss.	274,400
142	Rochester, Minn.-Mason City, Iowa-Austin, Minn.		144,320	13	14	Minneapolis-St. Paul	1,155,900	85	81	South Bend-Elkhart, Ind.	273,700
143	Columbus-Tupelo, Miss.		143,830	14	13	Miami	1,154,600	86	87	Bristol, Va.-Kingsport-Johnson City, Tenn.	271,600
144	Minot-Bismarck, N.D.		143,710	15	16	Atlanta	1,135,900	87	88	Evansville, Ind.	261,200
145	Columbia-Jefferson City, Mo.		141,730	16	15	Seattle-Tacoma	1,133,700	88	90	Columbia, S.C.	259,600
146	Bluefield-Beckley-Oak Hill, W. Va.		138,660	17	18	St. Louis	1,041,000	89	91	Baton Rouge, La.	257,200
147	Bakersfield, Calif.		138,540	18	17	Tampa-St. Petersburg	1,013,000	90	89	Lincoln-Hastings-Kearney, Neb.	255,200
148	Odessa-Midland, Tex.		136,220	19	19	Denver	977,600	91	92	Huntsville-Decatur-Florence, Ala.	251,100
149	Topeka, Kan.		134,520	20	20	Sacramento-Stockton, Calif.	903,700	92	83	Youngstown, Pa.	236,600
150	Fort Smith, Ark.		132,010	21	21	Baltimore	862,400	93	94	Sioux Falls-Mitchell, S.D.	232,300
151	Quincy, Ill.-Hannibal, Mo.		124,150	22	22	Hartford-New Haven, Conn.	799,000	94	96	Springfield, Mass.	231,400
152	Bangor, Me.		123,190	23	25	Phoenix	795,300	95	97	Waco-Temple, Tex.	230,900
153	Albany, Ga.		117,430	24	23	Portland, Ore.	784,400	96	95	Fort Wayne, Ind.	229,200
154	Abilene-Sweetwater, Tex.		115,370	25	24	Indianapolis	782,900	97	103	El Paso, Tex.	222,000
155	Medford-Klamath Falls, Ore.		112,950	26	26	San Diego	750,000	98	100	Peoria, Ill.	216,700
156	Florence, S.C.		106,400	27	28	Cincinnati	716,400	99	98	Greenville-New Bern-Washington, N.C.	216,100
157	Tyler, Tex.		100,730	28	27	Kansas City	698,600	99	102	Las Vegas	216,100
158	Anchorage		99,800	29	29	Milwaukee	686,300	101	93	Burlington, Va.-Plattsburgh, N.Y.	215,000
159	Dothan, Ala.		99,040	30	30	Orlando-Daytona Beach-Melbourne, Fla.	668,500	102	101	Fargo, N.D.	211,400
160	Utica, N.Y.		97,490	31	31	Nashville	644,500	103	98	Lansing, Mich.	209,900
161	Rapid City, S.D.		93,900	32	32	Charlotte, N.C.	644,100	104	103	Augusta, Me.	206,500
162	Idaho Falls-Pocatello, Idaho		93,190	33	34	New Orleans	639,200	105	105	Colorado Springs-Pueblo, Colo.	205,400
163	Alexandria, La.		88,230	34	35	Columbus, Ohio	628,700	106	111	Charleston, S.C.	197,100
164	Laurel-Hattiesburg, Miss.		84,920	35	33	Buffalo	615,600	107	106	Madison, Wis.	196,800
165	Billings, Mont.		82,580	36	40	Oklahoma City	604,300	108	107	Savannah, Ga.	196,500
166	Salisbury, Md.		81,450	37	36	Greenville-Spartanburg, S.C.-Asheville, N.C.	594,600	109	109	Lafayette, La.	195,600
167	Clarksburg-Weston, W. Va.		79,350	38	37	Raleigh-Durham, N.C.	590,200	110	108	Salinas-Monterey, Calif.	194,600
168	Lake Charles, La.		77,160	39	41	Providence, R.I.-New Bedford, Mass.	561,600	111	109	Rockford, Ill.	190,600
169	Greenwood-Greenville, Miss.		76,350	40	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	560,900	112	112	Fort Myers-Naples, Fla.	189,600
170	Gainesville, Fla.		74,140	41	38	Memphis	554,400	113	114	Monroe, La.-El Dorado, Ark.	186,600
171	Ada-Ardmore, Okla.		71,640	42	42	Salt Lake City	554,100	114	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	183,000
172	Meridian, Miss.		70,910	43	43	Charleston-Huntington, W. Va.	529,200	115	113	Columbus, Ga.	180,300
173	Missoula, Mont.		70,570	44	45	San Antonio, Tex.	528,400	116	115	Amarillo, Tex.	177,800
174	Butte-Helena, Mont.		65,600	45	44	Louisville, Ky.	515,200	117	120	McAllen-Brownsville, Tex.	175,100
175	Jonesboro, Ark.		65,410	46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	502,900	118	118	Joplin, Mo.-Pittsburg, Kan.	174,100
176	Panama City, Fla.		65,000	47	48	Birmingham, Ala.	498,200	119	117	Duluth, Minn.-Superior, Wis.	173,100
177	Great Falls, Mont.		66,910	48	46	Harrisburg-York-Lancaster-Lebanon, Pa.	496,900	120	119	Montgomery, Ala.	172,300
178	Watertown, N.Y.		64,570	49	49	Dayton, Ohio	479,800	121	120	Beaumont-Port Arthur, Tex.	170,300
179	Yuma, Ariz.-El Centro, Calif.		64,130	50	52	Wilkes Barre-Scranton, Pa.	479,500	122	122	Yakima, Wash.	168,000
180	Biloxi-Gulfport, Miss.		62,960	51	50	Greensboro-Winston Salem-High Point, N.C.	478,600	123	124	Reno	165,800
181	Parkersburg, W. Va.		61,250	52	51	Albany-Schenectady-Troy, N.Y.	477,100	123	123	Wheeling, W. Va.-Steubenville, Pa.	165,800
182	St. Joseph, Mo.		59,040	53	54	Shreveport, La.-Texarkana, Tex.	461,600	125	125	Corpus Christi, Tex.	165,700
183	Cheyenne, Wyo.		59,020	54	55	Tulsa, Okla.	459,200	126	130	Wichita Falls, Tex.-Lawton, Okla.	163,600
184	Eureka, Calif.		56,880	55	57	Richmond, Va.	442,200	127	126	Terre Haute, Ind.	161,700
185	Grand Junction, Colo.		56,240	56	53	Little Rock, Ark.	432,200	128	126	Eugene, Ore.	159,400
186	Roswell, N.M.		56,100	57	58	Wichita-Hutchinson, Kan.	421,800	128	131	Lubbock, Tex.	159,400
187	Casper-Riverton, Wyo.		56,060	58	56	Flint-Saginaw-Bay City, Mich.	421,200	130	129	La Crosse-Eau Claire, Wis.	159,000
188	Mankato, Minn.		50,940	59	59	Knoxville, Tenn.	415,300	131	132	Wausau-Rhineland, Wis.	156,500
189	Marquette, Wis.		48,780	60	60	Toledo, Ohio	409,300	132	128	Tallahassee-Thomasville, Fla.	155,600
190	Alexandria, Minn.		48,570	61	61	Mobile, Ala.-Pensacola, Fla.	408,300	133	134	Binghamton, N.Y.	153,000
191	Ottumwa-Kirkville, Iowa		44,050	62	63	West Palm Beach, Fla.	394,900	134	137	Boise, Idaho	152,400
192	Jackson, Tenn.		43,270	63	64	Jacksonville, Fla.	390,200	135	146	Erie, Pa.	150,800
193	Lima, Ohio		40,720	64	62	Albuquerque, N.M.	390,100	136	145	Topeka, Kan.	150,400
194	San Angelo, Tex.		38,050	65	65	Fresno-Visalia, Calif.	382,500	137	136	Columbus-Tupelo, Miss.	150,100
195	Harrisonburg, Va.		36,280	66	67	Des Moines, Iowa	368,000				
196	Laredo, Tex.		32,270								
197	Zanesville, Ohio		31,120								
198	Presque Isle, Me.		29,210								
199	Victoria, Tex.		26,370								
200	Twin Falls, Idaho		25,850								

this year-last year-market	households	this year-last year-market	households	this year-last year-market	households
138 133 Traverse City-Cadillac, Mich.	148,900	175 173 Jonesboro, Ark.	66,100	194 192 Anniston, Ala.	42,300
139 135 Sioux City, Iowa	148,800	176 175 Panama City, Fla.	65,500	195 — Hagerstown, Md.	41,300
140 138 Chico-Redding, Calif.	147,000	177 176 Great Falls, Mont.	64,400	196 193 Lima, Ohio	40,500
141 139 Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,200	178 179 Biloxi-Gulfport-Pascagoula, Miss.	60,900	197 196 Harrisonburg, Va.	37,000
142 140 Macon, Ga.	142,100	179 177 El Centro, Calif.-Yuma, Ariz.	58,200	198 194 Parkersburg, W. Va.	34,700
143 143 Bluefield-Beckley-Oak Hill, W.Va.	141,600	180 178 Alexandria, Minn.	56,800	199 198 Laredo, Tex.	32,800
144 142 Minot-Bismarck-Dickinson, N.D.	140,800	180 180 Casper-Riverton, Wyo.	56,800	200 199 Zanesville, Ohio	30,900
145 141 Columbia-Jefferson City, Mo.	138,300	182 181 Eureka, Calif.	56,700	201 200 Presque Isle, Me.	28,800
146 144 Odessa-Midland, Tex.	137,700	183 182 Roswell, N.M.	55,900	202 204 Ottumwa, Iowa-Kirksville, Mo.	28,700
147 148 Fort Smith, Ark.	137,300	184 185 Grand Junction, Colo.	55,800	203 202 Victoria, Tex.	26,800
148 149 Florence, S.C.	136,200	185 183 Jackson, Tenn.	54,000	204 201 Twin Falls, Idaho	26,200
149 153 Missoula-Butte, Mont.	135,600	186 184 Marquette, Mich.	53,400	205 — Flagstaff, Ariz.	25,200
150 147 Bakersfield, Calif.	132,700	187 186 Palm Springs, Calif.	52,400	206 203 Bend, Ore.	24,600
151 150 Wilmington, N.C.	126,600	188 188 Tuscaloosa, Ala.	50,500	207 197 Mankato, Minn.	22,700
152 150 Albany, Ga.	125,800	189 190 St. Joseph, Mo.	50,300	208 206 Selma, Ala.	17,100
153 152 Quincy, Ill.-Hannibal, Mo.	124,000	190 189 Cheyenne, Wyo.	49,400	209 207 North Platte, Neb.	16,000
154 156 Bangor, Me.	122,000	191 191 Lafayette, Ind.	44,700	210 208 Alpena, Mich.	14,700
155 154 Medford, Ore.	114,500	192 187 Bowling Green, Ky.	43,500	211 209 Glendive, Mont.	5,000
156 155 Abilene-Sweetwater, Tex.	112,700	193 195 San Angelo, Tex.	42,700		
157 157 Idaho Falls-Pocatello, Idaho	107,900				
158 — Sarasota, Fla.	106,700				
159 158 Utica, N.Y.	102,200				
160 159 Tyler, Tex.	101,600				
161 160 Dothan, Ala.	99,700				
162 161 Rapid City, S.D.	95,000				
163 163 Alexandria, La.	89,100				
164 169 Billings-Hardin, Mont.	87,500				
165 162 Clarksburg-Weston, W. Va.	85,100				
166 165 Elmira, N.Y.	84,300				
167 166 Salisbury, Md.	82,100				
168 164 Laurel-Hattiesburg, Miss.	80,200				
169 171 Meridian, Miss.	78,300				
170 174 Greenwood-Greenville, Miss.	78,000				
171 168 Lake Charles, La.	77,300				
172 167 Watertown-Carthage, N.Y.	77,000				
173 172 Ardmore-Ada, Okla.	76,100				
174 170 Gainesville, Fla.	75,800				

Changing Hands

PROPOSED

KGMS(AM) Sacramento and KSFM(FM) Woodland, both Calif. □ Sold by Kula Broadcasting Corp. to Duffy Broadcasting for \$10 million. **Seller** is principally owned by Alexander J. Krisik, president; Theodore J. Wolf; A. Judson Sturtevant, and H.W. Dustin. They recently sold KFAX(AM) San Francisco ("Changing Hands," April 23,) and now have no other broadcast interests. **Buyer** is

owned by Robert J. Duffy, who is president of Christal Radio, national radio sales rep firm. It also owns KCLR-AM-FM Portland, Ore.; KMIJ(FM) [formerly KLIJ-FM] Denver ("Changing Hands," April 30) and KRZN(AM) Englewood, Colo. KGMS is on 1380 khz full time with 5 kw. KSFM is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** R.C. Crisler & Co.

WHLI(AM)-WKJY(FM) Hempstead, N.Y. □ Sold by Williams Broadcasting Corp. to Long Island Broadcasting Inc. for \$5 million cash plus a \$200,000 noncompete agreement. **Seller** is principally owned by Robert L. Williams (69.5%) and C.J. Lawrence, New York investment banking firm (26.1%). Williams is also president of LWB Corp., which owns WLAG(AM)-WJYA(FM) La-Grange, Ga.; WKAP(AM) Whitehall, Pa., and WYJA(AM) Marietta, Ga. Station was originally sold to Metrocomco ("Changing Hands," April 16) for \$5,275,000, but deal fell through. **Buyer** is owned by Albert J. Kaneb, who recently purchased WSLR(AM)-WKDD(FM) Akron, Ohio ("Changing Hands," June 18). He is also member of board of Cornell University, which owns KCHU-AM-FM Ithaca, N.Y. WHLI is daytimer on 1100 khz with 10 kw. WKJY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** The Holt Corp.

KPTL(AM)-KKBC(FM) Carson City, Nev. □ Sold by Woodward Communications Inc. to Constant Broadcasting Co. for \$2.1 million. **Seller** is Dubuque, Iowa-based publisher and station group of four AM's and four FM's headed by F.R. Woodward, chairman, and Bill Woodward, president. It publishes Dubuque *Telegraph Herald* and six other newspapers. **Buyer** is Lake Oswego, N.Y.-based station group of two AM's and two FM's owned by Frederic W. Constant. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain.

WFLB(AM) Fayetteville and WRHI(AM) Rock Hill, both N.C. □ Sold by Gray Broadcast En-

Greater Media Inc.

has acquired

WWRC (AM)
Washington, D.C.

from

NBC

for

\$3,600,000

We are pleased to have served as
broker in this transaction.

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9/24/84

prises to Manning M. Kimmel and David Aydelotte for \$1.7 million. **Seller** is owned by Theodore J. Gray Jr., who also owns WKDE-AM-FM Alta Vista, Va., and WMLM(AM) Graham, N.C. **Buyers** also own WBC(AM) Cumberland, Md. WFLB is on 490 khz with 1 kw day and 250 w night. WYHI is on 1340 khz with 1 kw day and 250 w night. *Broker: R.A. Marshall & Co.*

SUN(AM) Phoenix □ Sold by James P. Dunaway to CAZ Broadcasting Corp. for 470,000 cash. **Seller** is trustee in bankruptcy. Station has gone dark (BROADCASTING, 983). **Buyer** is owned by Paul S. Williams, Los Angeles businessman (56%); Leonard Thomas, wide receiver for the Detroit Lions (33%) and James Stewart, Washington businessman. They have no other broadcast interests. KSUN is on 1400 khz with 1 kw day and 250 w night. *Broker: Blackburn & Co.*

KLOZ(FM) El Paso □ Sold by Jalapeno Broadcasting Co. to KLOZ Broadcasting Inc. for \$1.5 million, comprising \$450,000 cash and remainder note. **Seller** is owned by Ed Hensen and family. It also owns WAVG(AM)-WLRN(FM) Louisville, Ky. **Buyer** is owned by Bob Sherman, and a limited partnership that includes Jerry Della Femina. Sherman and Della Femina own Della Femina, Travisano, Sherman and Olken, Inc., New York-based advertising agency. Sherman is former general manager of WNBC(AM) New York and former executive vice president of NBC Radio Stations. KLOZ is on 102.1 mhz with 57 kw and antenna 1,160 feet above average terrain (CP for 100 kw). *Broker: John Mitchell & Associates.*

WMFM(FM) Gainesville, Fla. □ Sold by University City Broadcasting Co. to New South Communications Inc. for \$1.1 million, comprising \$500,000 note and remainder note. **Seller** is owned by Willard E. Williams and his son, Will Williams Jr. They have no other broadcast interests. **Buyer** is Meridian, Miss.-based station group of three AM's and three FM's, principally owned by F.E. (Eddie) Holladay, who also owns WALT(AM)-WOKK(FM) Meridian, Miss. WMFM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman & Associates.*

WFMV(FM) Blairstown, N.J. □ Sold by Park V Broadcasting to Clearview Broadcasting Corp. for \$620,000 cash. **Seller** is principally owned by Joseph P. Sherikjian and Dennis Feely. They have no other broadcast interests. **Buyer** is principally owned by William Froelich, Sanford B. Potters, Frederick K. Brown, Wayne Blasi, Jere F. Dufett and Sidney Mandelbaum. They are investors with no other broadcast interests. WFMV is on 106.3 mhz with 3 kw and antenna 860 feet above average terrain.

WTYJ(FM) Fayette, Miss. □ Sold by Cenla Broadcasting Co. to Double G Broadcasting Inc. for \$475,000, comprising \$25,000 cash and remainder note. **Seller** is Alexandria, La.-based station group of one AM and two FM's. **Buyer** is owned by Nick J. Guzzardo, (25%) his wife, Paula (25%) and Percy D.

Gandy (50%). They are operators of amusement centers in Mississippi with no other broadcast interests. WTYJ is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

WGOG(AM) Walhalla, S.C. □ Sold by Oconee Broadcasting Co. to Appalachian Broadcasting Co. for \$455,000, comprising \$100,000 cash, and remainder note including \$45,000 noncompete agreement. **Seller** is owned by Dorothy M. Friend, president, and Edythe Mooneyham, VP. It has no other broadcast interests. **Buyer** is owned by Blake L. Griffith, West Union, S.C.-based womens clothing manufacturer with no other broadcast interests. WGOG is daytimer on

1000 khz with 1 kw.

WRTL-AM-FM Rantoul, Ill. □ Sold by Regional Radio Inc. to Capitol Communications of Illinois Inc. for \$450,000, comprising \$35,000 cash, assumption of \$160,000 note and remainder note. **Seller** is owned by Sylvia M. Brown, president, who has no other broadcast interests. **Buyer** is owned by David King, president (51%), and Ann M. Overturf, executive VP (49%). King is executive vice president and Overturf is president of Capitol Communications Inc., publisher of *Indianapolis Magazine*, and 22 other special interest publications. They have no other broadcast interests. WRTL is daytimer on 1460 khz with 500 w. WRTL-FM

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BottomLine

Company	Quarter	Revenue (000)	%** change	Earnings (000)	% change	EPS***
Acton Corp.	second	\$6,088	8	(\$2,472)	nm	(\$0.42)
American Natl Ent	fourth	\$520	37	\$43	585	\$0.02
	year	\$2,631	47	\$477	37	\$0.20
Avnet Inc.	fourth	\$456,591	40	\$23,984	51	\$0.67
	year	\$1,635,540	40	\$86,808	72	\$2.44
Burnup & Sims	first	\$50,543	24	\$1,052	nm	\$0.12
Harris Corp.	fourth	\$588,507	19	\$23,870	38	\$0.60
	year	\$1,995,802	10	\$80,410	26	\$2.02
Josephson Int	fourth	\$69,149	52	(\$3,233)	nm	(\$0.65)
	year	\$243,006	62	\$680	(90)	\$0.13
Regency Elec.	fourth	\$30,929	12	\$716	(70)	\$0.06
	year	\$109,469	25	\$7,126	2	\$0.66
SFN Companies	first	\$139,278	30	\$19,728	(9)	\$1.85
Video Corp Amer	year	\$34,000	50	\$3,064	217	\$1.81
Western World	second	\$1,667	60	(\$591)	nm	(\$0.49)

() = loss ** percentage increase is over same period of previous year *** eps = earnings per share nm = not meaningful

Earnings activity. Acton President George M. Phillips said that company's winding down of system construction has forced change in accounting of costs. President of Acton, Mass.-based MSO reported 19% increase in basic subs to 72,478 and same increase in pay subs to 66,193 as of June 30. □ Both sales and earnings for Avnet were fourth-quarter records. Anthony R. Hamilton, New York-based company's chairman and CEO, attributed record levels of Video Communications Group to "substantial growth of its earth station business and its overseas operations." □ Harris Corp. chairman and chief executive officer, Dr. Joseph A. Boyd, reported that profits in communications sector were down "sharply" on "modest" decline in sales. □ Josephson International vice chairman, John C. Archibald, said that fourth-quarter losses were "to a major extent" caused by losses at recently acquired brokerage firm, Herzfeld & Stern, as well as additional interest expense associated with acquisition. Archibald also noted that results from radio stations and television production subsidiary were down. □ Los Angeles-based Western World Television Inc. attributed second-quarter loss to "new program development, increased marketing expenses, increased royalty costs and expansion of domestic syndication operating overhead." Two of three recorded months include operation of Lionheart Television International, in which Western World recently bought 50.1% interest.

□

Westwood numbers. Syndicator/producer Westwood One has announced third-quarter income of \$825,000, or 31 cents per share, on revenues of \$3.9 million for period ending Aug. 31. Figures represent 73% increase in net income and 37% boost in revenues when compared with same period in 1983. For nine-month period, revenues climbed from \$6.9 million last year to \$9.1 million in 1984, with net income up from \$723,000 to \$1.4 million, for per-share earnings rise from 36 cents to 61 cents.

□

Music fallout. Music Video Network would probably reduce earnings of Turner Broadcasting System by five cents per share in fourth quarter, said Bonnie M. Cook, vice president of J.C. Bradford & Co. TBS posted first-quarter loss of 26 cents per share and second-quarter gain of 40 cents per share. Nashville, Tenn.-based securities analyst added that new channel's negative impact on 1985 earnings might be 15 cents per share, but actual amount would depend on tax benefits and how many subscribers network obtained.

is on 95.3 mhz with 3 kw and antenna 27 feet above average terrain.

WHWB(AM) Rutland, Vt. □ Sold by Medi Concepts Inc. to Con Brio Broadcasting Inc. for \$270,000, comprising \$100,000 cash and remainder note. Seller is owned by Bruce Lyons and John R. Long. It also owns WJIR(FM) Rutland (formerly WHWB-FM). purchased two from Central Vermont Broadcasting Co. on April 10 for \$610,000 cash. Buyer is owned by Edward G. Pickett, reporter for ESPN, who has no other broadcast interests. WHWB is daytimer on 1000 khz with 1 kw.

WAAK(AM) Dallas, N.C. □ Sold by WAAK Inc. to Cana Broadcasting Co. for \$250,000 comprising \$175,000 cash and remainder note. Seller is owned by Gerald Marlow, and his brother Richard, who have no other broadcast interests. Buyer is owned by Bill D. Martin (34%), Wayne S. Hardin (33%) and Frances P. Anderson (33%). They own WGMA(AM) Spindale, N.C. WAAK is day timer on 960 khz with 1 kw. Broker: Wilkin & Associates.

WKVL(AM) Clarksville, Tenn. □ Sold by Two Rivers Broadcasting Corp. to WKVL Inc. for \$240,000, comprising \$35,000 cash and remainder note. Seller is equally owned by Charles M. Anderson and Bill G. Walters. Anderson is applicant for new AM in Franklin, Tenn. Walters owns WEKY(AM) Richmond, Ky.; WWKK(FM) Fort Knox, Ky., and is tentative permittee for new AM in Radcliffe, Ky. Buyer is equally owned by Richard Albright, John McCreery, Doug Roberts and Lonnie Marcum. McCreery owns WMTS(AM) Murfreesboro, Tenn. Roberts is assistant manager of WMTS(AM). Marcum is general manager of WKVL. Albright owns WBDX(AM) White Bluff, Tenn., and has interest in WSLV(AM) Ardmore, Tenn. WKVL is on 1550 khz with 1 kw day and 250 w night.

KBRV(AM)-KFIS(FM) Soda Springs, Idaho □ Sold by Thomas W. Mathis to MiShael Leavitt and Marvin B. Skinner for \$212,000, comprising \$40,000 cash, \$160,000 note and assumption of \$12,000 note. Seller owns KTLE-AM-FM Tooele, Utah, has interests in KKLb(AM) Chubbuck, Idaho, and CP for new FM in Chubbuck. Buyer Leavitt is Skinner's uncle. Leavitt is real estate broker in Pocatello-Soda Springs. Skinner is owner of two-way radio sales and service firm in Ogden, Utah. They have no other broadcast interests. KBRV is daytimer on 790 khz with 5 kw. KFIS is on 100.1 mhz with 3 kw and antenna minus 174 feet above average terrain.

KDJQ(AM) Mesa, Ariz. □ Sold by KDJQ Inc. to KDJQ Broadcasting Co. for \$200,000 cash. Seller is owned by John R. Linn and his wife, Barbara. They own WABQ(AM) Cleveland and WKAZ(AM)-WKLC-FM St. Albans, W. Va. Buyer is owned by B.J. Glascock who owns KFJZ(AM) Fort Worth and KSEY-AM-FM Seymour, both Texas. KDJQ is daytimer on 1510 khz with 10 kw.

WOSC(AM) Fulton, N.Y. □ Sold by WKFM-Syracuse Inc. to Crystal Radio Inc. for \$200,000, comprising \$40,000 cash and remainder note. Seller is principally owned by Donald L. Wilks, Michael E. Schwartz and Albert J. Makkay. They also own WKFM(FM)

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Fulton, WZFM(FM) Briarcliff Manor, both New York, and are applicants for new FM in Vero Beach, Fla. Schwartz and Wilks also own WIXY(AM) East Longmeadow, WAQY(FM) Springfield, WSNE(FM) Taunton, all Massachusetts, and WEEH(AM)-WQQQ(FM) Easton, Pa. **Buyer** is owned by Michael T. Doughney (32%), his father, Thomas L. Doughney (23%), Samuel Brown (32%) and six others. Michael Doughney is under contract to supply satellite engineering support for Mutual Broadcasting System. Brown is chief engineer of University of Maryland's WMUC-FM College Park, Md. WOSC is daytime timer on 1300 khz with 1 kw. *Broker: The Holt Corp.*

For other proposed and approved sales see "For the Record," page 98.

Takeover imminent at Gulf Broadcasting?

Wall Street rumors have group owner being sold outright or acquired by largest stockholder, Carl Lindner

Most public companies try to discourage rumors about takeover attempts, leveraged buyouts or other high-finance maneuvers. For Gulf Broadcasting it's hardly worth the effort. The company is actively being recommended by Wall Street securities analysts as an "asset play," whose real estate and radio and television stations could be sold a few years from now, or as early as tomorrow. As a result, Gulf Broadcasting stock has recently been trading near 10 for a price-to-estimated-1984-earnings ratio of 40, higher than any other group owner and more than double most. The stock began trading last November at six-and-a-half at about the time it was distributed on a pro-rata basis to shareholders of its former parent company, Gulf United.

Among the conjectures being made are that the company may be soon taken over by Carl Lindner, its largest shareholder (19%); an outsider, or liquidated by its current management. Bonnie Cook, a vice president with the Nashville, Tenn.-based securities firm, J.C. Bradford & Co., said, "Everybody thinks Carl Lindner is going to make a run for it. The deal is that the company itself has never made any secret of the fact that they are building a portfolio which they will at some point liquidate. They have a history of doing that. What everybody is wondering is whether Lindner will force them to liquidate sooner than they would do otherwise."

Lindner is chairman of American Financial Corp., a Cincinnati-based holding company with investments of over \$2 billion. With a sizeable stake in more than 45 companies and a reported tradition of not getting involved in actual management, AFC is not a likely candidate for getting directly involved in broadcasting. Karl Eller, former president of Combined Communications, has been acquainted with AFC since Lindner sold the *Cincinnati Enquirer* to Combined in exchange for stock of Combined, which has since merged with Gannett. Eller, once

again head of a company in which AFC has a minority interest, said: "If he was interested in becoming active he might want to consult with me, but he hasn't done so."

A variation on the theme is that AFC, which filed with the Securities and Exchange Commission back in March to increase its holdings from 12.5% to up to 25%, could simply attempt to buy up all the stock and sell the stations, or sell its holdings to an outsider attempting a takeover. But Gulf Broadcasting has already established several defenses against such a possibility:

75% shareholder approval required for a merger (90% in some cases); staggered board of directors, and a "fair price" amendment making any takeover more expensive. Despite the defenses, the company has become a part of the traffic of rumors about a change in ownership. One New York-based investment banker confirmed that speculation exists that "Lindner is for sale," while the head of another Texas-based group owner said Gulf is aware of rumors that there is a "pool of money being formed," for a purchase.

In the House. House Minority Whip Trent Lott (R-Miss.) has introduced a resolution aimed at wresting control over the House television cameras from House Speaker Tip O'Neill (D-Mass.). Under H. Res. 580, the speaker supposedly would retain ultimate control, but under advisement from an advisory board made up of the majority and minority leaders and four other members, two from each party. The resolution also would leave hiring of broadcast personnel, their supervision and formulation of coverage policies to the executive committee of the radio and television correspondents' galleries. "While the speaker would still retain ultimate control over the system, he would be required to consult with his bipartisan advisory board before any major policy changes are made," Lott said in introducing the legislation. "Moreover, it would be expected that there would be no interference with the delegation made to the professional broadcasters for the daily operation of the system so long as it is being conducted in conformance with the traditional standards of dignity, decorum and propriety of conduct associated with proceedings in the House chamber under our precedents. Finally, my new rule would reemphasize that the broadcast coverage be complete, unedited and continuous while the House is in session—gavel-to-gavel coverage which would include a view of the chamber while members are voting as well as the special order speeches at the end of the day. While our present rule also requires this, the speaker has instituted a policy of blacking out the voting in the chamber, something which in my opinion, based on the history of the rule, is in violation of the present rule." Lott, citing O'Neill's decision to pan the empty chamber during special-order speeches at the end of the day, said he thought it important "to remove the taint of partisan manipulation, control or censorship of our televised proceedings."

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As compiled by BROADCASTING, Sept. 12 through Sept. 19, 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—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

■ KBRV(AM)-KFIS(FM) Soda Springs, Idaho (AM: 790 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: minus 174 ft.)—Seeks assignment of license from Thomas W. Mathis to Michael Leavitt and Marvin B. Skinner for \$212,000, comprising \$40,000 cash, \$160,000 note and assumption of \$12,000 note. Seller owns KTLE-AM-FM Tooele, Utah, has interests in KKLb(AM) Chubbuck, Idaho, and CP for new FM in Chubbuck. Buyer Leavitt is Skinner's uncle. Leavitt is real estate broker in Pocatello-Soda Springs. Skinner is

owner of two-way radio sales and service firm in Ogden, Utah. They have no other broadcast interests. Filed Sept. 11.

■ WKYK-FM Pana, Ill. (100.9 mhz; 3 kw; HAAT: 290 ft.)—Seeks assignment of license from Pana Broadcasting Corp. to Dudley Broadcasting Inc. for \$175,000, comprising \$35,000 cash and remainder note. Seller is owned by Larry W. Craig, who has no other broadcast interests. Buyer is owned by M. Scott Acada (40%), Thomas P. Dudley (20%) and Shelby B. Smith Jr. (40%). Acada also has interests in WMGO(AM) Canton, Miss. Dudley is former salesman at Canton station and will become general manager. Smith is Canton businessman. Filed Sept. 7.

■ WRTL-AM-FM Rantoul, Ill. (AM: 1460 khz; 500 w-D; FM: 95.3 mhz; 3 kw; HAAT: 275 ft.)—Seeks assignment of license from Regional Radio Inc. to Capitol Communications of Illinois Inc. for \$450,000, comprising \$35,000 cash, assumption of \$160,000 note and remainder note. Seller is owned by Sylvia M. Brown, president, who has no other broadcast interests. Buyer is owned by David King, president (51%), and Ann M. Overturf, executive VP (49%). King is executive VP and Overturf is president of Capitol Communications Inc., publisher of *Indianapolis Magazine*, and 22 other special interest publications. They have no other broadcast interests. Filed Sept. 10.

■ WAT(AM) Indianapolis (810 khz; 250 w-D)—Seeks assignment of license from Sarkes Tarzian Inc. to Universal Broadcasting of Central Indiana for \$300,000, comprising \$200,000 cash and \$100,000 noncompete agreement. Seller is owned by Sarkes Tarzian and his children Thomas and Pat. It also owns WRCB-TV Chattanooga; KTVN-TV Reno, WGTC(AM)-WTTS-FM Bloomington, Ind., and WFWQ-FM Fort Wayne, Ind. William Evans, general manager of WRCB-TV, also owns 50% of WFFG(AM) Marathon, Fla., and 25% of WHIA(AM)-WAZE-FM Dawson, Ga. Buyer is Mincola, N.Y.-based station group of seven AM's and four

FM's. It is owned by Marvin B. Kosofsky (50%), Howard Warshaw (25%) and his wife, Miriam (25%). This is first assignment of more than seven stations in one service (BROADCASTING, Sept. 17). Filed Sept. 7.

■ WTYJ(FM) Fayette, Miss. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Cenla Broadcasting Co. to Double G Broadcasting Inc. for \$475,000, comprising \$25,000 cash and remainder note. Seller is Alexandria, La.-based station group of one AM and two FM's. Buyer is owned by Nick J. Guzzardo (25%); his wife, Paula (25%), and Percy D. Gandy (50%). They are operators of amusement centers in Miss. with no other broadcast interests. Filed Sept. 11.

■ KMZQ(FM) Henderson, Nev. (100.5 mhz; 98 kw; HAAT: 1,180 ft.)—Seeks assignment of license from Fargo Broadcasting Co. to Pinnacle Communication Corp. for \$1,350,000 cash including \$200,000 noncompete agreement. Seller is owned by Stanley J. Karas, president; Arthur Stambler and his wife, Phyllis; Joseph Hennessey; Thomas Siebert and his brother, Craig, and Lynda Lovett. Hennessey, Stambler, Lovett and Thomas Siebert are Washington communications lawyers. They also own WANB-AM-FM Waynesburg, Pa. Buyer is owned by Larry Shipp, president; Tim Roberts and James D. Ireland (30% each), and Ivan Braiker (10%). Braiker was senior VP with Transtar Radio Network, subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group with two AM's and four FM's. He owns 29% of Highsmith Co., which recently purchased KLHT(AM)-KREM-FM Spokane, Wash. ("Changing Hands," July 9). Filed Sept. 11.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz; 3 kw; HAAT: 860 ft.)—Seeks assignment of license from Park V Broadcasting to Clearview Broadcasting Corp. for \$620,000 cash. Seller is principally owned by Joseph P. Sherikjian and Dennis Freely. They have no other broadcast interests. Buyer is owned by William Froelich, Sanford B. Potters, Frederick K. Brown, Wayne Blasi, Jere F. Dufett (16.66% each) and Sidney Mandelbaum (8.33%). They are investors with no other broadcast interests. Filed Sept. 13.

■ WOSC(AM) Fulton, N.Y. (1300 khz; 1 kw-D)—Seeks assignment of license from WKFM-Syracuse Inc. to Crystal Radio Inc. for \$200,000, comprising \$40,000 cash and remainder note. Seller is principally owned by Donald L. Wilks, Michael E. Schwartz and Albert J. Makkay. They also own WKFM(FM) Fulton and WZFM(FM) Briarcliff Manor, both New York, and are app.'s for new FM in Vero Beach, Fla. Schwartz and Wilks also own WIXY(AM) East Longmeadow, WAQY(FM) Springfield and WSNE(FM) Taunton, all Massachusetts, and WEEEX(AM)-WQQQ(FM) Easton, Pa. Buyer is owned by Michael T. Doughney (32%), his father, Thomas L. Doughney (23%), Samuel Brown (32%) and six others. Michael Doughney is vice president of operations, supplying satellite support operations for Mutual Broadcasting System. Brown is chief engineer of WMUC-FM University of Maryland, College Park, Md. Filed Sept. 15.

■ WHLI(AM)-WKJY(FM) Hempstead, N.Y. (AM: 1100 khz; 10 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Williams Broadcasting Corp. to Long Island Broadcasting Inc. for \$5 million cash plus a \$200,000 noncompete agreement. Seller is owned by Robert L. Williams, who owns WLAG(AM)-WJYA(FM) LaGrange, Ga.; WKAP(AM) Whitehall, Pa., and WYJA(AM) Marietta, Ga. Station was originally sold to Metrocomco ("Changing Hands," April 16) but deal fell through. Buyer is owned by Albert J. Kaneb, who recently purchased WSLR(AM)-WKDD(FM) Akron, Ohio ("Changing Hands," June 18). He is also member of board of Cornell University, which owns KCHU-AM-FM Ithaca, N.Y. Filed Sept. 13.

■ WAAK(AM) Dallas, N.C. (960 khz; 1 kw-D)—Seeks assignment of license from WAAK Inc. to Cana Broadcasting Co. for \$250,000, comprising \$175,000 cash and remainder note. Seller is owned by Gerald Marlow, and his brother, Richard, who have no other broadcast interests. Buyer is owned by Wayne S. Hardin (33%), Billy D. Martin (34%) and Frances P. Anderson (33%). They own WGMA(AM) Spindale, N.C. Filed Sept. 14.

■ WLTV(AM)-WRDV(FM) Statesville, N.C. (AM: 550 khz; 500 w-D; FM: 96.9 mhz; 100 kw; HAAT: 1,250 ft.)—Seeks assignment of license from WLTV inc. to Capitol Broadcasting Corp. for \$4 million cash. Seller is subsidiary of Raleigh, N.C.-based station group and publisher owned

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by James F. Goodman and his brother, Ray H. Goodman III. It owns three AM's, four FM's and one TV and publishes *The Leader*, in Research Triangle Park, N.C. Buyer is Mobile, Ala.-based station group, principally owned by Kenneth Johnson. It owns three AM's and four FM's. Filed Sept. 7.

■ **WBTI(TV)** Cincinnati (ch. 64; ERP vis. 1000 kw; aur. 20 kw; HAAT: 940 ft.; ant. height above ground: 949 ft.).—Seeks assignment of license from WBTI Inc. to Channel 64 Joint Venture for \$9.5 million cash. Seller is owned by United Cable TV Corp. (80%) and Buford Television (20%). UCTV Corp. is publicly traded Denver-based cable MSO owning 36 systems serving 628,000 subscribers. It is app. for new TV in San Antonio and Dallas and app. for new FM in Conifer, Colo. Buford TV is station group based in Tyler, Tex. It owns KLT(TV) Tyler, KTRE(TV) Lufkin, both Texas, and has interest in WLBT(TV) Jackson and WLB(TV) Meridian, both Mississippi, and KTMA(TV) Minneapolis. It also owns cable systems in Lauderdale Lakes, Dania, Davie, Cooper City and Broward county, all Florida. Buford Television is principally owned by Robert P. Gerald and Geoffrey R. Buford. Buyer is owned by Stephen J. Kent (20%), general manager of station; Lawrence H. (Bud) Rogers (68.75% of 17.78%), retired president of Taft Broadcasting Co., and Raymond Balsom (31.35% of 17.78%), former general manager of WOFL(TV) Orlando, Fla., which Rogers and others formerly owned. Filed Sept. 13.

■ **WYNO(AM)** Nelsonville, Ohio (1120 khz; 2.5 kw-D).—Seeks assignment of license from Allied Communications Inc. to Quality Communications Corp. for \$135,000, comprising \$35,000 cash and remainder note. Seller is owned by Ralph V. DeStefano, president; his wife, Johanna, and James W. Feasel. It also has app.'s for 11 LPTV's. DeStefano's are also app.'s for new AM in Worthington, Ohio. Buyer is owned by Paul K. Thorn (38%) and his wife, Marguerite (37%), and August R. Seeluth (13%) and his wife, Nan (12%). They are investors with no other broadcast interests. Filed Sept. 14.

■ **WGOG(AM)** Walhalla, S.C. (1000 khz; 1 kw-D).—Seeks assignment of license from Oconee Broadcasting Co. to Appalachian Broadcasting Co. for \$455,000, comprising \$100,000 cash, and remainder note including \$45,000 non-compete agreement. Seller is owned by Dorothy M. Friend, president. It has no other broadcast interests. Buyer is owned by Blake L. Griffith, West Union, S.C.-based manufacturer of womens clothing, who has no other broadcast interests. Filed Sept. 6.

■ **WHLP-AM-FM** Centerville, Tenn. (1570 khz; 5 kw-D).—Seeks assignment of license from Larry G. Womack to Richard W. Durham for \$201,000, comprising \$26,000 cash and remainder note. Seller also owns WGN(AM) Murfreesboro, Tenn. Buyer's parents, Paul F. and Nadene Durham, own WBLP(AM) Fairview, Tenn. Filed Sept. 6.

■ **WNOX(AM)** Knoxville-WNKK(FM) Clinton, WJRB(AM) Madison-WJKZ(FM) Franklin, all Tennessee, and WVOK(AM)-WRKK(FM) Birmingham, Ala. (WNOX: 990 khz 10 kw-U; WNKK: 95.3 mhz; 3 kw; HAAT: 300 ft. WJRB: 1430 khz; 5 kw-D; 1 kw-N; WJKZ: 100.1 mhz; 2.5 kw HAAT: 600 ft. WVOK: 690 khz; 50 kw-D; WRKK: 99.5 mhz; 100 kw; HAAT: 870 ft.).—Seeks assignment of license from MetroGeneral Communications Inc. to ELF Communications Inc. for \$10 million, including \$50,000 non-compete agreement. Price only reflects sale of stations. Real estate will be sold to ELF in separate transaction for \$2 million. Seller is owned by Mack Sanders. He has no other broadcast interests, but will be seeking other acquisitions. He will become consultant and director of ELF. Buyer is newly formed corporation principally owned by John A. Lack, president and chief executive officer. It has no other broadcast interests. Lack is former executive vice president of Warner Amex Cable Communications and former general manager of CBS Radio Spot Sales. Filed Sept. 11.

■ **WMTM(AM)-WAZI(FM)** Morristown, Tenn. (AM: 1300 khz 5 kw-D; FM: 95.9 mhz; 460 w HAAT: 770 ft.).—Seeks assignment of license from East Tennessee Broadcasting Co. to Franklin Communications Inc. for \$1,100,000, comprising \$300,000 cash, \$700,000 note and \$100,000 non-compete agreement in note. Seller is principally owned by George Guertin who also owns WBNT-AM-FM Oneida, Tenn. Buyer is principally owned by John M. Jones and family, who publish seven newspapers in Tennessee. Jones also has interest in 19 LPTV applications, is tentative permittee for three LPTV's. Filed Sept. 11.

■ **WCHU(FM)** Soddy-Daisy, Tenn. (102.3 mhz; 3 kw; HAAT: 700 ft.).—Seeks assignment of license from ARC Broadcasting Co. to C. Alfred Dick for \$110,000 cash. Seller is in receivership. Buyer owns WKVY(FM) Vicksburg, Miss., and WALI(AM)-WROG(FM) Cumberland, Md. His brother and family own WHIG(AM)-WIVK(FM) Knoxville, Tenn., and WKDA(AM)-WKDF(FM) Nashville. Filed Sept. 10.

■ **New Beaumont, Tex.** (ch. 34; ERP vis. 61.79 kw; aur. 6.18 kw; HAAT: 370 ft.; ant. height above ground: 385 ft.).—Seeks assignment of license from Believers Television

Outreach to Educational Television of Texas Inc. for no more than \$50,000. Seller is nonprofit corporation headed by F. Howard Cameron, president, it also has app.'s for 37 LPTV's. Buyer is nonprofit corporation headed by Paul F. Crouch, founder and CEO of Trinity Broadcasting Network, nonprofit station group of six TV's based in Santa Ana, Calif. Filed Sept. 13.

■ **WHWB(AM)** Rutland, Vt. (1000 khz; 1 kw-D).—Seeks assignment of license from Media Concepts Inc. to Con Brio Broadcasting Inc. for \$270,000, comprising \$100,000 cash and remainder note. Seller is owned by Bruce Lyons and John R. Long. It also owns WJJR(FM) Rutland (formerly WHWB-FM). It purchased combo from Central Vermont Broadcasting Co. on April 10, for \$610,000 cash. Buyer is owned by Edward G. Pickett, reporter for ESPN, who has no other broadcast interests. Filed Sept. 14.

■ **WATW-AM-FM** Ashland, Wis. (1400 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 3 kw; HAAT: 155 ft.).—Seeks assignment of license from Ashland Broadcasting Corp. to Bay Broadcasting for \$320,000, comprising \$45,841 note and remainder assumption of liabilities. Seller is principally owned by Edgar D. Crilly and Dr. A.A. Lorenz. Crilly also owns KSJB(AM)-KSJM(FM) Jamestown, N.D. Buyer is owned by Jerry Hackman (66.6%) and his sister, Ann M. Cutts (33.3%). They also own WJMA(FM) [CP] Spencer, Wis. Their father, John H. Hackman owns 40% of Sauk Broadcasting, which owns WRDB(AM)-WNFM(FM) Reedsburg, Wis., and will have interest in assignment of WIXN-AM-FM Dixon, Ill. ("For the Record," Aug. 13) subject to FCC approval. Filed Sept. 11.

New Stations

Applications

AM

■ **Static, Tenn.**—Stateline Broadcasting Inc. seeks 1210 khz; 25 kw-D. Address: Hwy 127, Static, Tenn. Principal is equally owned by Terry B. White and Michael Owens. They have no other broadcast interests. Filed Sept. 10.

FM's

■ **Juneau, Alaska**—Golden Bear Communications Inc. seeks 102.7 mhz, 100 kw; HAAT: minus 799 ft. Address:

8151 Anchor Dr., Longmont, Colo. 80501. App. is mutually exclusive with app. of Hameed Ahmad (BPH-840319cg). Principal is owned by Dennis D. Workman. It owns KJZZ(AM) Denver. Filed Sept. 11.

■ ***Baker, Calif.**—Charity Educational Broadcasting Foundation seeks 91.1 mhz; .1 kw; HAAT: 1,748 ft. Address: 928 Dome St., Avenal, Calif. 93204. Principal is nonprofit corporation headed by Chuck Donley, sole board member. It has no other broadcast interests. Filed Sept. 7.

■ ***Linden, Calif.**—Pacific States Education Foundation seeks 91.7 mhz; .32 kw; HAAT: 1,678 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Principal is nonprofit corporation headed by John Stevens, pastor. It has app.'s for new FM's in Bakersfield, Merced, Visalia, San Luis Obispo and Santa Barbara, all California. Filed Sept. 6.

■ ***Santa Barbara, Calif.**—KCBX Inc. seeks seeks 89.7 mhz; .245 kw; HAAT: 851.4 ft. Address: 1026 Chorro St., Suite 5, San Luis Obispo, Calif. 93401. Principal is nonprofit corporation headed by Dr. James Gates, chairman. It also owns KCBX-FM San Luis Obispo. Filed Sept. 10.

■ ***Payette, Idaho**—Idaho Educational Broadcasting Foundation seeks 91.5 mhz; .60 kw; HAAT: 384 ft. Address: P.O. Box 384; Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore. It also has app.'s in Lewiston, Idaho Falls, Pocatello, Sandpoint (see below) and Twin Falls, all Idaho. Filed Sept. 13.

■ ***Sandpoint, Idaho**—Idaho Educational Broadcasting Foundation seeks 90.1 mhz; .03 kw; HAAT: 2,937 ft. Address: P.O. Box 384; Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore. It also has app.'s in Lewiston, Idaho Falls, Pocatello, Payette (see above) and Twin Falls, all Idaho. Filed Sept. 13.

■ ***Las Vegas**—Paradise Educational Broadcasting Foundation seeks 88.7 mhz; .10 kw; HAAT: 1,444 ft. Address: 2503 E. Patrick Lane, Las Vegas 89120. Principal is nonprofit corporation headed by Michael P. Matijevich, Thomas Harmon and John C. Tubb. It has no other broadcast interests. Filed Sept. 13.

■ ***Elizabeth City, N.C.**—Elizabeth City State University seeks 90.7 mhz; 3.12 kw; HAAT: 231 ft. Address: 1000 Parkview Dr., Elizabeth City, N.C. 27909. Principal is a public educational institution headed by Jimmy R. Jenkins, chancellor and CEO. Filed Sept. 6.

■ **Rugby, N.D.**—Rugby Broadcasting Inc. seeks 95.3



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mh; 3 kw; HAAT: 161.5 ft. Address: Highway 2, Rugby, N.D. 58368. Principal is equally owned by Gary C. Pearson, Warren D. Evans and Delhari Nygard. It has recently purchased KGCA(AM) Rugby. Pearson owns 49.6% and Nygard owns 24.8% of KXPO-AM-FM Grafton, N.D. Pearson also owns KZZY-FM Devils Lake, N.D. His wife, Beverly, is app. for new FM in Burns, Ore. Evans owns KZZR(AM) Burns, Ore. Filed Sept. 13.

■ *Cambridge, Ohio—Ohio University seeks 89.1 mhz; 5 kw; HAAT: 500 ft. Address: Athens, Ohio 45701. Principal is educational institution headed by William D. Rohr, chairman. It also owns WOUB-AM-FM-TV Athens, Ohio, and WOUC-TV Cambridge, Ohio. Filed Sept. 11.

■ *Alcoa, Tenn.—Foothills Broadcasting Inc. seeks 89.1 mhz; 3 kw; HAAT: 231 ft. Address: 953 Radnor Dr., Maryville, Tenn. 37801. Principal is nonprofit corp. headed by Steve Mosley, president. It has no other broadcast interests. Filed Sept. 11.

■ Jamestown, Tenn.—Wolf Creek Communications seeks 103.1 mhz; 1.5 kw; HAAT: 423 ft. Address: Liberty Square, P.O. Box 28, Sparta, Tenn. 38583. Principal is owned by Gerald Roberts, who has no other broadcast interests. Filed Sept. 7.

■ Victoria, Tex.—Robert Rivera Jr. seeks 100.9 mhz; 3 kw; HAAT: 330 ft. Address: 1704 N. Miami St., Victoria, Tex. 77902. Principal has no other broadcast interests. Filed Sept. 13.

■ Charlotte Amalie, V.I.—John T. Galanes seeks 107.1 mhz; 2 kw; HAAT: 1,240 ft. Address: P.O. Box 24, Sugarloaf Shores, Fla. 33044. Principal owns WKFZ(FM) Plantation Key, Fla., and is app. for new FM's in Folly Beach, Fla., and Truro, Mass. His sister, Carol Gomez, is app. for new FM in Key West, Fla. Filed Sept. 13.

TV's

■ Roanoke, Va.—Brahman Communications seeks ch. 60; ERP vis. 5000 kw, aur. 500 kw; HAAT: 1,388 ft.; ant. height above ground: 247 ft. Address: 34 E Bridge, Oswego, N.Y. 13021. Principal is equally owned by Michael Shanley, Josie Montgomery and Lillie Mae Gill. Filed Sept. 5.

■ Charlotte Amalie, V.I.—American Paradise Television Ltd. seeks ch. 17; ERP vis. 1000 kw, aur. 100 kw; HAAT: 1,615 ft.; ant. height above ground: 262 ft. Address: 103 W. Lincoln Ave., McDonald, Pa. 15057. Principal is principally

owned by Elaine C. Lesnett. Ownership interests will be filed in amendment. Filed Aug. 31.

Facilities changes

Applications

AM's

Tendered

■ WDLF (590 khz) Panama City, Fla.—Seeks CP to reduce day power to 2.5 kw. App. Sept. 18.

■ New (1140 khz) Pine Hill, Fla.—Seeks CP to increase power to 2.5 kw and change TL. App. Sept. 12.

■ WLRC (850 khz) Walnut, Miss.—Seeks CP to increase power to 1 kw and make changes in ant. sys. App. Sept. 17.

■ KYKK (1110 khz) Humble City, N.M.—Seeks CP to change city of lic. to Hobbs, N.M. App. Sept. 12.

■ WISA (1390 khz) Isabela, P.R.—Seeks CP to increase power to 1 kw. App. Sept. 17.

■ WRIG (1390 khz) Schofield, Wis.—Seeks mod. of lic. to change SL to 2401 Third St., Wausau, Wis. App. Sept. 11.

Accepted

■ WASG (1140 khz) Altmore, Ala.—Seeks MP to make changes in ant. sys. App. Sept. 11.

■ KCLA (1400 khz) Pine Bluff, Ark.—Seeks CP to make changes in ant. sys. App. Sept. 10.

■ KFBK (1530 khz) Sacramento, Calif.—Seeks CP to change directional pattern from DA-1 to DA-2. App. Sept. 18.

■ WKIS (740 khz) Orlando, Fla.—Seeks CP to make changes in ant. sys. and change nighttime radiation pattern. App. Sept. 11.

■ WDGY (1130 khz) Minneapolis—Seeks mod. of lic. to change SL to 611 Frontenac Place, St. Paul. App. Sept. 14.

■ KVEG (1400 khz) North Las Vegas—Seeks MP to make changes in ant. sys. and change TL. App. Sept. 12.

■ New (1460 khz) Mount Holly, N.J.—Seeks mod. of lic. to change SL to intersection of Columbus and Old York Rd. in Florence Township, N.J. App. Sept. 18.

■ KMYZ (1570 khz) Pryor, Okla.—Seeks mod. of lic. to change SL to 1/4 to 1/2 mile west on Highway 20, outside city limits of Pryor, Okla. App. Sept. 18.

■ KVAN (1550 khz) Vancouver, Wash.—Seeks CP to change TL and change SL to 5500 N.E. 109th Court, Vancouver City, Wash. App. Sept. 10.

■ WGNW (1370 khz) Sussex, Wis.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 12.

■ KUYV (870 khz) Cheyenne, Wyo.—Seeks mod. of lic. to change SL to 1370 Southwest Drive, Laramie, Wyo. App. Sept. 14.

■ KTHE (1240 khz) Thermopolis, Wyo.—Seeks mod. of lic. to change hours of operation to unlimited. App. Sept. 14.

FM's

Tendered

■ *KGSP (90.3 mhz) Parkville, Mo.—Seeks CP to change freq. 92.3 mhz. App. Sept. 11.

Accepted

■ *WVAS (90.7 mhz) Montgomery, Ala.—Seeks CP to change ERP to 25 kw and change HAAT to 608 ft. App. Sept. 14.

■ New (107.1 mhz) Marion, Ark.—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 14.

■ KZLA (93.9 mhz) Los Angeles—Seeks mod. of lic. to change SL to 5700 Sunset Boulevard. App. Sept. 14.

■ KARA (105.7 mhz) Santa Clara, Calif.—Seeks mod. of lic. to change SL to corner of Story Road and Lucretia St., San Jose, Calif. App. Sept. 12.

■ KKFM (96.5 mhz) Colorado Springs, Colo.—Seeks CP to change TL. App. Sept. 18.

■ WEZN (99.9 mhz) Bridgeport, Conn.—Seeks CP to change ERP to 29 kw. App. Sept. 14.

■ WHEW (101.9 mhz) Fort Myers, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 986 ft. App. Sept. 10.

■ *New (88.9 mhz) Athens, Ga.—Seeks CP to change ERP to 1.33 kw and change HAAT to 329 ft. App. Sept. 18.

■ WLKC (93.5 mhz) St. Marys, Ga.—Seeks CP to change SL to 302 Osborn St. App. Sept. 18.

■ WSIE (88.7 mhz) Edwardsville, Ill.—Seeks CP to replace transmitter and ant.; change ERP to 49.98 kw, and change HAAT to 500 ft. App. Sept. 18.

■ KLYF (100.3 mhz) Des Moines—Seeks CP to install aux. ant. sys. App. Sept. 10.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks CP to change ERP to 100 kw and change HAAT to 588.4 ft. App. Sept. 10.

■ WXLO (104.5 mhz) Fitchburg, Mass.—Seeks CP to change ERP to 25.5 kw and change HAAT to 677 ft. App. Sept. 10.

■ WMQT-FM (107.5 mhz) Hancock, Mich.—Seeks CP to change TL; change HAAT to 526.44 ft., and change freq. to 107.5 mhz. App. Sept. 14.

■ KNEV (95.5 mhz) Reno, Nev.—Seeks CP to install aux. sys. App. Sept. 18.

■ WYRY (104.9 mhz) Hinsdale, N.H.—Seeks mod. of lic. to change TL. App. Sept. 12.

■ *WBAU (90.3 mhz) Garden City, N.Y.—Seeks CP to change ERP to 1.1 kw and change HAAT to 157 ft. App. Sept. 14.

■ New (95.9 mhz) Robbinsville, N.C.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Sept. 10.

■ WXIK (96.1 mhz) Shelby, N.C.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 1,495 ft. App. Sept. 14.

■ WDAY-FM (93.7 mhz) Fargo, N.D.—Seeks CP to install aux. sys. App. Sept. 14.

■ *KDSU (91.9 mhz) Fargo, N.D.—Seeks CP to change transmitter and ant.; change TL, and change ant. location. App. Sept. 12.

■ WBUF (92.9 mhz) Buffalo, N.Y.—Seeks mod. of lic. to operate formally authorized facilities as aux. App. Sept. 18.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change SL to intersection of State Highways 26 and 126, Jefferson county, N.Y. App. Sept. 14.

■ WZZT (103.1 mhz) Johnstown, Ohio—Seeks CP to

This announcement appears as a matter of record only.

Burnham Broadcasting Company, L.P.

has acquired

WLUK-TV
Green Bay, WI

**Acquisition financing in the form of a
\$10,500,000 Revolving Credit**

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August, 1984

ange HAAT to 328 ft. App. Sept. 14.

KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to change TL; change ERP to .95 mhz, and change HAAT to 13 ft. App. Sept. 10.

KICE (100.7 mhz) Bend, Ore.—Seeks CP to change ERP 100 kw and change HAAT to 598.5 ft. App. Sept. 12.

KJSN (92.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL; change HAAT to 2,188 ft., and change ERP to 1 kw. App. Sept. 12.

KUK (95.1 mhz) Prineville, Ore.—Seeks CP to change AAT to 478 ft. App. Sept. 12.

WMGK (102.9 mhz) Philadelphia—Seeks CP to change RP to 8.5 kw. App. Sept. 18.

WYAK-FM (103.1 mhz) Surfside Beach, S.C.—Seeks CP to change HAAT to 328 ft. App. Sept. 18.

WZLT (99.3 mhz) Lexington, Tenn.—Seeks CP to change L and change HAAT to 275 ft. App. Sept. 18.

KDNT-FM (94.5 mhz) Gainesville, Tex.—Seeks CP to change TL and change HAAT to 1,111 ft. App. Sept. 12.

KGKL-FM (97.5 mhz) San Angelo, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 11,312 ft. App. Sept. 14.

KTLL (102.7 mhz) Wichita Falls, Tex.—Seeks CP to change TL; change ERP to 1.8 kw, and change HAAT to 23.12 ft. App. Sept. 11.

*KUIR-FM (90.1 mhz) Salt Lake City—Seeks CP to install new tower with new ant. and low power standby ant. App. Sept. 12.

KBHV (106.3 mhz) Spanish Fork, Utah—Seeks CP to change TL; change ERP to 7.08 kw, and change HAAT to .758, 48 ft. App. Sept. 18.

KLYK (105.5 mhz) Longview, Wash.—Seeks CP to change ERP to .316 kw. App. Sept. 10.

KIOK (94.9 mhz) Richland, Wash.—Seeks CP to make changes in ant. sys. App. Sept. 10.

KZOK-FM (102.5 mhz) Seattle—Seeks CP to change HAAT to 1,194 ft. App. Sept. 10.

*KVTI (90.9 mhz) Tacoma, Wash.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 701 ft. and install DA. App. Sept. 12.

to 1,693 ft and change ant. App. Sept. 18.

■ WTXL (ch. 27) Tallahassee, Fla.—Seeks CP to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. App. Sept. 12.

■ WMM-TV (ch. 8) Iron, Mountain, Mich.—Seeks MP to change HAAT to 655 ft and change TL. App. Sept. 12.

■ KFWY-TV (ch. 10) Riverton, Wyo.—Seeks MP to change ERP to vis. 185 kw, aur. 37 kw; change HAAT to 1,725 ft., and change ant. App. Sept. 17.

■ WOLF-TV (ch. 38) Scranton, Pa.—Seeks MP to change ERP to vis. 3,800 kw, aur. 370 kw. App. Sept. 13.

Actions

AM's

■ KMLD (1000 khz) Vista, Calif.—Returned app. to change night power to 1 kw and make changes in ant. sys. Action Sept. 4.

■ WONO (1140 khz) Pine Hills, Fla.—Returned app. to increase power to 2.5 kw; change TL, and make changes in ant. sys. Action Sept. 12.

■ WDUN (550 khz) Gainesville, Ga.—Granted app. to increase night power to 2.5 kw and make changes in ant. sys. Action Sept. 4.

■ KVSU (1190 khz) Beloit, Kan.—Granted app. to make changes in ant. sys. Action Sept. 11.

■ WMSG (1050 khz) Oakland, Md.—Granted app. to increase power to 1 kw. Action Sept. 5.

■ WLLH (1400 khz) Lowell, Mass.—Granted app. to construct new tower; change TL, and make changes in ant. sys. Action Sept. 4.

■ WCAT (700 khz) Orange, Mass.—Granted app. to change power to 2.5 kw. Action Sept. 12.

■ KASM (1150 khz) Albany, Minn.—Granted app. to increase power to 2.5 kw. Action Sept. 4.

■ KOGA (930 khz) Ogallala, Neb.—Granted app. to increase day power to 2.5 kw and install DA-2. Action Sept. 11.

■ WAUB (1590 khz) Auburn, N.Y.—Granted app. to add night service with 1 kw and install DA-2. Action Sept. 4.

■ WTYN (1160 khz) Tryon, N.C.—Granted app. to operate by remote control from main SL. Action Sept. 4.

■ WMNI (920 khz) Columbus, Ohio—Granted app. to change SL to 1460 Dublin Rd., Marble Cliff, Ohio. Action Aug. 31.

■ WXPX (1300 khz) West Hazleton, Pa.—Granted app. to add night service with 500 w; install DA-2, and make changes in ant. sys. Action Sept. 5.

■ KTBB (600 khz) Tyler, Tex.—Granted app. to make changes in ant. sys. Action Sept. 5.

FM's

■ KKJJ (103.9 mhz) Payson, Ariz.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 393 ft. Action Sept. 5.

■ WHHY-FM (101.9 mhz) Montgomery, Fla.—Granted app. to correct coordinates. Action Aug. 29.

■ KHL5 (96.3 mhz) Blytheville, Ariz.—Granted app. to change freq. to 96.3 mhz; change ERP to 100 kw, and change HAAT to 445 ft. Action Aug. 29.

■ KCHV (93.7 mhz) Coachella, Calif.—Granted app. to change TL; change ERP to 26.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Action Aug. 28.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to change ERP to 17.6 kw and change HAAT to 2,604 ft. Action Sept. 10.

■ *KSPB (91.5 mhz) Pebble Beach, Calif.—Granted app. to change HAAT to 485 ft. Action Sept. 11.

■ WEBE (107.9 mhz) Westport, Conn.—Granted app. to change TL and change HAAT to 383 ft. Action Sept. 10.

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Returned app. to change TL; change ERP to 70 kw, and change HAAT to 918 ft. Action Aug. 31.

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Granted app. to change TL; change HAAT to 1,563 ft. and make changes in ant. sys. Action Aug. 28.

■ WBBK-FM (93.5 mhz) Blakely, Ga.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.

■ KOKU (100.3 mhz) Agaña, Guam—Granted app. to change ERP to 5 kw and change HAAT to 850 ft. Action

TV's

Accepted

■ WSLA (ch. 8) Selma, Ala.—Seeks MP to change HAAT

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.

HIGHSMITH BROADCASTING COMPANY

has acquired

KLHT-AM/KZZU-FM

(Formerly KREM-FM)

Spokane, Washington

from King Broadcasting Company

For \$1,200,000.00

The undersigned acted as broker in this transaction and
assisted in the negotiations



Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050

Sept. 10.

- WGEL (101.7 mhz) Greenville, Ill.—Granted app. to change TL. Action Aug. 29.
- WDDD-FM (107.3 mhz) Marion, Ill.—Granted app. to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Sept. 12.
- WPPC (102.3 mhz) Petersburg, Ind.—Granted app. to change HAAT to 321 ft. Action Sept. 12.
- WENS (97.1 mhz) Shelbyville, Ind.—Dismissed app. to change TL; change ERP to 22.9 kw. and change HAAT to 743 ft. Action Aug. 31.
- KUDL (98.1 mhz) Kansas City, Kan.—Granted app. to change TL; change HAAT to 1,153 ft., and make changes in ant. sys. Action Aug. 31.
- KNDY-FM (103.1 mhz) Marysville, Kan.—Granted app. to change TL; change HAAT to 289.09 ft. and make changes in ant. sys. Action Sept. 10.
- KWKS (94.3 mhz) Winfield, Kan.—Granted app. to change TL; change ERP to 1.65 kw; change HAAT to 396.1 ft., and make changes in ant. sys. Action Aug. 29.
- WHNN (96.1 mhz) Bay City, Mich.—Granted app. to change ERP to 50 kw; change HAAT to 724 ft., and change TL. Action Aug. 28.
- WITL-FM (100.7 mhz) Lansing, Mich.—Granted app. to change TL; change ERP to 28.3 kw; change HAAT to 625 ft., and make changes in ant. sys. Action Aug. 29.
- KSOZ (91.7 mhz) Point Lookout, Mo.—Dismissed app. to change TL; change HAAT to 775.25 ft., and make changes in ant. sys. Action Sept. 12.
- WMGM (103.7 mhz) Atlantic City, N.J.—Granted app. to change ERP to 50 kw and change HAAT to 347 ft. Action Aug. 29.
- WRNT (93.5 mhz) New Rochelle, N.Y.—Granted app. to change ERP to 2.95 kw and change HAAT to 331.28 ft. Action Aug. 29.
- WRCN-FM (103.9 mhz) Riverhead, N.Y.—Granted app. to change ERP to 1.52 kw. Action Sept. 10.
- WJZR (99.7 mhz) Kannapolis, N.C.—Granted app. to change ERP to 100 kw. Action Aug. 30.
- WKKI (94.3 mhz) Celina, Ohio—Granted app. to change ERP to 1.2 kw and change HAAT to 448 ft. Action Aug. 29.

Call letters

Applications

Call	Sought by
New FM's	
KZYR	Rocky Mountain Wireless Inc., Avon, Colo.
KUEZ	Sheila Callahan and Friends, Missoula, Mont.
KBAL-FM	Pecan Valley Communications Inc., San Saba, Tex.
New TV's	
WOKO	Woodrow D. Nelson, Pontiac, Ill.
Existing AM's	
KUZZ	KAFY Sunset Broadcasting Corp., Bakersfield, Calif.
KAFY	KUZZ Buck Owens Broadcasting Co., Bakersfield, Calif.
WFXI	WVSI R & R Broadcasting Corp., Jupiter, Fla.
WRJR	WNIZ Lake County Broadcasting Co., Zion, Ill.
KNZS	KSEK Heartland Broadcasting Inc., Pittsburgh, Kan.
Existing FM's	
WIZD	WSKR Keymarket Gulf Coast Inc., Allmore, Ala.
WKTD	WVSI-FM R & R Broadcasting Corp., Jupiter, Fla.
WGPI	WLOV-FM G & O Inc., Washington, Ga.

KZMT	KCAP-FM KCAP Broadcasters Inc., Helena, Mont.
WVCX	WTMB-FM Wisconsin Voice of Christian Youth Inc., Tomah, Wis.

Grants

Call	Assigned to
New AM's	
KNEF	Radio 1210 Inc., San Marcos, Calif.
New FM's	
KFTH	Big Ben Communications Inc., Marion, Ark.
KZYP	KCLA Inc., Pine Bluff, Ark.
KORS	Desert Center Broadcasters, Desert Center, Calif.
KROS	Debra Jo Hillery, Pagosa Springs, Colo.
*WOUG	Family Stations Inc., Joliet, Ill.
WOTD	Northstar Communications Inc., Winamac, Ind.
*WIUE	Family Stations Inc., Webster, N.Y.
KZEA	Tap Communications Inc., Healdton, Okla.
*KZOE	Columbia Heights Christian Academy, Longview, Wash.
New TV's	
KBTB	Iowa Television Authority, Des Moines
KKEC	Arapahoe Silent Majority Inc., Topeka, Kan.
KLNK	Native American Communications Corp., Lincoln, Neb.
WGOT	Golden Triangle TV 60 Corp., Merrimack, N.H.
WLCH	Eagle Broadcasting Inc., Mansfield, Ohio
KOTT	Matlock Communications Inc., Vernal, Utah
Existing AM's	
KLSZ	KKBB Leo Payne Broadcasting Inc., Aurora, Colo.
WBJW	WCOT Nationwide Communications Inc., Orlando, Fla.
KACY	KYET Blue Mountain Broadcasting Co., Payette, Idaho
KKZX	KSTT Quad Cities Broadcasting Co., Davenport, Iowa
KPWS	KAJN Rice Capital Broadcasting Co., Crowley, La.
WSYY	WMKR Katahdin Broadcasting Inc., Millinocket, Me.
KROM	KOOO Nelson Broadcasting Co., Omaha, Neb.
WNFO	WWKO A.R.T. Broadcasting and Associates Inc., Fair Bluff, N.C.
WTGH	WLFF Midland Communications Co., Cayce, S.C.
Existing FM's	
WBJW-FM	WBJW Nationwide Communications Inc., Orlando, Fla.
WAYS	WMAZ-FM Multimedia Inc., Macon, Ga.
KBZE	KIEF Radio K-57 Inc., Agana, Guam
WSYY-FM	WKTR Katahdin Broadcasting Inc., Millinocket, Me.
WCOZ	WHUE-FM T. Communications Inc., Boston
WDKN-FM	WTNQ American Communications Inc., Dickson, Tenn.
Existing TV's	
KGAN	KGAN-TV The WHYN Stations Corp., d/b/a KGAN-TV, Cedar Rapids, Iowa

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION/HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
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HELP WANTED MANAGEMENT

Community club awards, (CCA). 30-year-old media-merchandising 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. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881. Tel: 203-226-3377.

Manager, Knoxville, TN, fulltime station. Sales experience in Christian format preferred, not absolute. George McClintock, WNQM, 3314 West End Avenue, Nashville, TN 37203, 615-383-2343.

Operations manager. Aggressive easy listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to John Krogstad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE.

Sales manager. 1550 KQWB. Transtar adult contemporary. We need aggressive, people-oriented leader. Resume to: Chuck Larsen, Box 1301, Fargo, ND 58107. No calls. EOE.

General manager. Small broadcasting company seeks full charge GM for its Minneapolis, Minnesota licensed AM radio station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity for skillful executive. Please respond with experience, salary requirements, references in complete confidence to Box Y-69. EOE.

General manager, strong sales record, do budget/cost control. New FM station, small Midwest market. Start now. Want results-oriented person. Resume to Box Y-97.

General manager. Chicago-based independent non-profit producer of radio drama seeking GM with radio and/or theatre experience to oversee all business operations, small staff, marketing efforts. Send resume, salary requirement to National Radio Theatre, 600 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer.

Southern NJ's big AM/FM combo wants selling general manager. Excellent money + ownership without cash investment & opportunity offered for outstanding growth. Resume to A. Roberts, 22 Hilltop Rd., Longmeadow, MA 01106.

General manager - Rocky Mountain R & B station seeks aggressive GM capable of also supervising sales. Must be well organized, creative, motivator, leader, understand R & B programming/promotion, have previous R & B GM or GSM experience. Major station operator offers excellent compensation plan. Qualified applicants should rush confidential resume, earnings history, letter outlining accomplishments, goals, and objectives to Broadcast Media Associates, 316 California Avenue, Suite 647, Reno NV 89509.

Sales manager. AM/Aspen, CO. Must be experienced, aggressive, creative, able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

Seeking hard-working sales manager. Must be proven leader in sales management/community involvement. Fabulous North-country lifestyle. Send track record, resume, salary history to WCCY/WHUH, P.O. Box 407, Houghton, MI 49931.

Major market opportunity with great smaller market lifestyle. Group-owned KSJQ-FM 97, Manteca, needs community-oriented station manager to develop sales in 2 adjacent Arbitron-rated markets. Must become part of the community. If you're tired of big market headaches, California's San Joaquin Valley could offer perfect challenge. Excellent salary plus benefits of major group owner. Rush resume to Michael O'Brien, Vice President, Jonsson Communications Corporation, P.O. Box 2424, Sacramento, CA 95811. EOE. We may have a home for you.

Sales manager-major top 50 Northwest market AM/FM stations seeking energetic, enthusiastic, experienced sales leader. Must be able to recruit, train, motivate people. Top compensation plan, excellent group benefits. EOE. Letter/resume to Box Y-129.

HELP WANTED SALES

General sales manager. \$20,000 salary plus lucrative bonus monthly on results. Able to recruit, train, manage sales staff. Experienced professional only. Resume to S.A. Hassan, 3001 Matador, NE, Albuquerque, NM 87111, and Cathy Wilson, Box 528, Centralia, IL 62801.

Experienced sales manager. Florida Gulf Coast AM/FM. Must have record of strong sales skills. Self-starter. Build/maintain billing. Salary, commission, more. Resume to Gregory Cohane, 282 N. Auburn Road, Venice, FL 33595. EOE/M/F.

Account executive. Exciting, progressive AM/FM combo. Have fun while you work in the Sunbelt. Experience desired. Call Carolyn Riffel, 405-247-6682.

Move up to TV with rapidly growing Silicon Valley station. Need aggressive, creative, competitive, "street smart", salesperson with strong radio sales background. Mike Kelley, 408-946-3400.

Sales manager. KDTH Radio, Dubuque. Proven sales/supervisory skills necessary. Degree or equivalent plus six years radio sales/management. Resume to Jane Walker, Woodward Communications, Inc., P.O. Box 688, Dubuque, IA 52001. EOE.

Florida panhandle, near beaches. Great growth opportunity for experienced professional. Salary & commission. WQUH/WGTX, 904-892-3158. Box 627. De Funiak Springs, FL 32433.

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct and agency sales. Salary plus commission, established list, expenses, other benefits. Contact Steve Katowski, KGEO/KGFM, Box 260, Bakersfield, CA 93302, 805-327-3587.

General sales manager: top 50 market experience in sales management. Know and understand national sales. Understands (practices) management-by-objective. Budgeting experience. Good people skills. Will handle local sales AM & regional/national sales AM & FM. Resume to Jack Porteous, VP/GM, WING/WGTZ, 717 E. David Rd., Dayton, OH 45429. EOE/M/F.

Professional sales rep. Successful Texas suncoast FM looking for real pro with provable track record. We can match your present earnings up front and offer you opportunity to grow/prosper in great half million market. Plus, potential for advancement to management as we fulfill our plans for growth into additional markets. Guarantee, 20% commission on direct sales, profit sharing, insurance, most expenses, lots of perks. If you want to work and succeed with professionals, play in the surf, enjoy sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and can prove you have a good radio sales track record, write or call Don Durden, VP-GM, Pylecom Radio Group, P.O. Box 6067, Beaumont, TX 77705, 409-842-2210. AA/EOE.

Dominant AM-FM operation, mid-Missouri, reorganizing sales department. Good opportunity for hardworking closers. Contact Jerry Johnson, KXEO-KWWR, P.O.B. 475, Mexico, MO 65265, 314-581-2340.

Salesperson: creative radio sales executive. Unique opportunity. Must be experienced and prepared to work independently. High potential from commissions. 212-333-7778.

General sales manager - ARK-LA-TEX area. If you're interested in managing staff of seasoned veterans and talented rookies, we would like to hear from you. Station has good ratings, great consultants, programming personnel. \$36,000 base salary. Write Box Y-142.

HELP WANTED ANNOUNCERS

Announcers. Mid-sized market, capital district area, offering unique cultural, recreational, educational advantages. Requires in-depth knowledge of classical music/foreign language pronunciation. Send resume, cover letter, non-returnable demo tape if available to Human Resources Mgr., WMHT/FM, P.O. Box 17, Schenectady, NY 12301. EOE.

Great announcers, PD, sales people needed Nov. 1. New FM, Burlington, VT. Tapes/resumes/salary requirements to John Nichols, WXXX, 16 Waybury Rd., Colchester, VT 05446. Women/minorities encouraged to apply.

Adult communicator/AC format, P.M. drive, some sports/news. T & R now to WSER, 192 Maloney Rd., Elkton, MD 21921.

Mid-day air shift. A/C station. Open for person with good voice, production skills. If you can do some PBP, it's a plus. T & R to WLBR, Box 1270, Lebanon, PA 17042.

Live on Florida's gorgeous Gulf Coast! Even if you are not from the frozen North, our area's top-rated A/C FM now accepting applications from professionals, full or part-time. Producing a must. Resume/salary requirements to Box Y-104.

Morning personality. Major Massachusetts A/C FM. Need experience, humor, creativity. Tape/resume to Broadcasting Unlimited, 16 Coltsway, Wayland, MA 01778.

An announcer that wants to train and move into sales. Send resume to Darrel Burns, KRSN AM-FM, Box 1176, Los Alamos, NM 87544. EOE-MF. Small group organization.

Midday announcer/assistant PD - WALK AM/FM, Long Island's most powerful station, needs experienced announcer with strong, creative programming background. If you're a radio pro, send tape/resume to Sean Casey, WALK AM/FM, 66 Colonial Drive, Patchogue, NY 11772. EOE.

Experienced AC communicator. Morning shift. Small high desert mkt. Progressive organization. Jeff or Torrey, 702-623-5203.

HELP WANTED TECHNICAL

Chief engineer. Small market directional AM, beautiful area, needs experienced, motivated first ticket. Good salary, excellent benefits. Resume/salary requirements to Box Y-57.

FM broadcast engineer needed. Juneau's public radio station. Applicant should be experienced with state-of-the-art equipment/transmitter maintenance, including installation techniques/proof-of-performance measurements. Send resume/references to Chief Engineer, KTOO-FM, 224 Fourth Street, Juneau, AK 99801. Position opens October 15, 1984 or sooner. KTOO is an EOE.

Chief engineer. For 5 northern Montana radio stations at foot of the Rocky Mountains. Must have expertise in all areas including directional antenna systems. Stations consists of two combos and one stand alone FM. Great working/living conditions along with unsurpassed natural beauty, fishing, hunting, superior school system. Applicants should respond to P.O. Box 3129, Great Falls, MT 59403. Salary range \$20-30K, depending on qualifications.

Chief. WGNV AM/FM, Orange-Dutchess Counties, NY. Challenging takeover. Attitude more important than aptitude. Write GM, WGNV, Box 3591, Newburgh, NY 12550. EOE/M/F.

Chief engineer. AM/FM radio. AM directional. Must have knowledge of FCC rules/regulations. Will also double as television maintenance technician. Salary commensurate with experience. Contact Bill Brister, Director of Engineering, WTHI-AM-FM-TV, 918 Ohio Street, Terre Haute, IN 47808. EOE.

Assistant chief engineer. Major group-owned FM. Boston. We are looking for motivated, self-starter who has strong background in studio/transmitter maintenance and design, as well as ability to communicate and supervise. Resume to Box Y-126. EOE.

HELP WANTED NEWS

News reporter opening. Denver, Colorado. Must have three years broadcasting experience. Salary to \$20,000. Applicants should include non-returnable audition tape sent to Kimberly Taylor, KCFR, 2249 South Josephine, Denver, CO 80210. 303-871-9191. Affirmative action/equal opportunity employer.

Full time reporter. Good writing skills. Strong on-air delivery for anchoring several major radio casts. Both AM and FM stations. Knowledge of government/politics helpful. Tape/resume to Mary Piroso, News Director, WFPF/WHMD, P.O. Box 1829, Hammond, LA 70404.

Eastern Arizona combo needs professional, hard-working news director. Need someone hungry/reliable. Board/production duties, too. Resume/tape to Noreen Scott, KATO, Drawer "L", Safford, AZ 85546.

Experienced anchor/reporter, medium market news department. T & R to Susan Bell, WGN/WWA, 211 N. Second St., Wilmington, NC 28401.

Strong AM/FM station, Florida's Gulf Coast, now accepting applications for reporters. Ability to cover news on local basis, report in strong, professional manner a must. Resume/salary requirements to Box Y-105.

News director. Coastal Maine. Excellent FM/AM facility needs experienced radio newscaster for two-person department. Take-charge individual who can report, write, deliver news. Good benefits. Resume in confidence to Box Y-117. EOE.

WHBC, with one of Ohio's top news teams, needs experienced reporter/newscaster with solid educational background who sounds great. Resume/tape to Box 9917, Canton, 44711. EOE. Minorities encouraged.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Promotion coordinator. Fabulous opportunity. Need now. Handle marketing and in-house sales promotions. Top line Western wear chain looking for self-starter who has knowledge of print, radio, direct mail, TV. Must have ideas and want them to pay off. Excellent salary, bonus plan, health benefits, more for the right person. We have great plan and need right person to make it happen. Serious inquiries only. Must be ready to work. Send complete resume to Linda, Topps Ad Agency, 2307 East Texas, Bossier City, LA 71111.

Well-organized, hard worker for production and air-shift. Must work independently and under pressure. Resume/tape including production samples to Howard Corday, WKNE, Box 466, Keene, NH 03431.

International Christian production facility has immediate opening for radio/television production assistant. Duties include producing, duplicating, handling correspondence for radio programs, and TV studio work: camera operation, lighting, set building. BA communications and one year's experience in either radio or TV production required (experience in both areas a plus.) Send resume to Craig E. Blohm, Production Manager, The Back To God Hour, 6555 W. College Drive, Palos Heights, IL 60463.

PD wanted, ASAR. Top country station, eastern Idaho's largest market, needs motivated PD immediately. Send T & R to: Jim Fox, KWIK Broadcasting, P.O. Box 998, Pocatello, ID 83204, 208-233-1133.

Experienced operations director, classical music knowledge and background. Resumes to: General Manager, WRR, Fair Park, Dallas, TX 75226.

Announcer/producer. Leading West Coast public radio station. Must have extensive experience in announcing/programming classical music. Experience in remote concert production preferred. Cassette/resume first to Robin Romano, KUSC-FM, POB 77913, Los Angeles, CA 90007. EOE.

SITUATIONS WANTED MANAGEMENT

Dynamic, accomplished leader seeking major mkt. GM challenge. 14 yrs. experience. Age 35. People-oriented, versatile, driving, imaginative. Currently in management position. Michael Edwards, 212-868-1161.

11 year pro seeks new challenge. Experienced programmer/announcer CHR, AOR, MOYL, with good ratings. Also, studio maintenance and construction, audio engineering. Could line up good staff on short notice. Let's talk. Chris, 219-745-3777.

34-yr old married man. BA communications. 4 yrs. radio experience (programming/promotion). 10 yrs. successful business mgmt. experience in another industry. Seek direct track to radio GM slot. Can sell, want to sell. Go anywhere. Brent Bristow, 206-842-0102.

General manager: High performer with strong tradition of success. Committed to professionalism/goal achievement. Competitor with knowledgeable skills that produce exceptional sales/profits. 19 years in management, excellent credentials. Box Y-99.

I have a general manager associated with me for 6 yrs. who wants to make a move. If your organization can use a dedicated, ambitious mgr. w/exceptional sales, programing, & administrative skills, call corporate mgr., 609-882-7191.

Shirt sleeve manager. Small-medium market specialist. Community minded. Seventeen years management experience. If you need help with the bottom line, call Mike, 217-427-5656, before 10 AM CDT.

Real charger wants general manager or general sales manager position. Northwest. Top record. Top references. Prefer small to medium markets. Box Y-108.

Let my management experience lead your station to excellence in competing in its market. Excellence in profits, programming, sales, community involvement. If the position is right, I'll relocate almost anywhere. Medium or larger market. Reply Box Y-114.

SITUATIONS WANTED SALES

Account exec, CRMC, 4 yrs. exp., college grad, seeks sales position with aggressive company. Management is ultimate goal. Reply Box Y-82.

SITUATIONS WANTED ANNOUNCERS

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.

Excellent voice, presently employed small mkt. performing all duties. Want larger mkt. Dick, 319-355-4212.

Strong, developing personality looking for station that likes to have fun. News/PBP ability, too. 10 months professional experience, 2 years college radio, 5 years newspaper background. Looking for small-medium or suburban market, Northeast, Mid-Atlantic, Great Lakes region. John Kobylt, 41 Lycoming St., Apt. 2, Canton, PA 17724. 717-673-8028.

Entry level position/Emerson College grad. Seeking entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music director and/or air shift desirable, too. Will consider most anywhere. California, East, Northeast preferably. No country or news formats, please. Available now! Highly organized, reliable and motivated! Write Mr. Steven, c/o 19 Lyon Road, Chestnut Hill, MA 02167; 617-322-5646, leave message.

Experienced, dedicated, and looking for excellent small market. Prefer country. Any location. Mike Pluris, 11621 Dennis Apt. 1059, Dallas, TX 75229. 214-247-9970.

I make my reputation the old-fashioned way-I earn it. Thoroughly research my references, experience and abilities. You'll find I represent lasting quality. I'm an experienced AC communicator and MD named Dave Hutchings, 617-646-6005, days. Prefer Great Plains, Midwest, North-Central or Northeast, small-med mkt.

Available immediately. Go anywhere, want DJ-sports-PBP. Good production, news, broadcast school graduate. Ron, days, 319-355-4212; nights, 319-926-2454.

Creative & experienced w/great knowledge of music & sports. 2 yrs. training. Will relocate. Jack, 703-525-1498.

Successful personality. MOR, community service, talk formats. Professional attitude + more. Excellent credentials. Box Y-37.

Beautiful music announcer from Bonneville's KOIT and WRFM. Prefer large market. 602-956-6677.

Recent broadcasting school grad. Some AC experience. Enthusiastic, willing to learn. Tony, 414-886-3118.

Announcer/sportscaster. Eight years' experience, know A/C format. Southern Rockies, West Coast leave messages. 303-651-1167.

SITUATIONS WANTED TECHNICAL

Chief engineer looking for similar position. Eastern market. 15 years experience includes FM, AM, DA, studio, transmitter, satellite installation, repair, and maintenance. Box Y-144, or 804-233-1545

SITUATIONS WANTED NEWS

Sports/news position sought. Solid PBP all sports; creative writer; conversational; committed professional. 201-763-5587.

Experienced newsmen. Excellent desk assistant, successful organizer, established voice. Seeks Minneapolis/St. Paul market. Looking for that first chance to perform. If interested, call Angelo, 718-338-8328, between 12PM-1PM EDT.

Attention: small markets. Broadcaster, spokeswoman, investigative reporter. 700 hours' performance training. Authoritative newscaster w/polished style & commercial delivery that sells, sells, sells. Box Y-123.

Recent grad, 7 yrs. radio/TV experience. Strong news/sports delivery. PBP experience, excellent writing & production skills. Mark 317-846-3075.

Sportscaster/producer. 2 yrs. experience, including PBP, DJ, news. Indiana U. grad. Seeking radio sports. Roger, 314-432-5108.

Your news/talk format not catching on? Maybe you need a news programmer who understands demographics, blending of elements, leads by example, stresses teamwork. Major market experience, but will consider top 100. 616-957-2794, evenings.

Major market newsmen. 18 years executive, anchor, street experience. Seeks challenge with station, group, network. Box Y-143.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Radio talk producer in major mkt. seeking same in medium or major mkt. David, 301-292-2956.

Program the right music. Make it a winner/keep the lead. X-tra successful PD/MD in minor market available now. 2 years experience. Require driving distance Philly, hard work, commensurate salary. Not a kid. P.M., 515 Buxmont Avenue, Somerton, PA 19116.

How's your creative department? I've got 14 years, 3 Clio's, lots of ideas. I can write 'em, produce 'em, even weave 'em into a creative airshift. Give me a challenge. 608-339-7404, after 5 CDT.

TELEVISION

HELP WANTED MANAGEMENT

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.

Dynamic group-owned Northeast network affiliate accepting applications for aggressive program director, capable of analyzing market research, negotiating for broadcast properties, administering large staff. Applicant must have full knowledge of budgets and overall station operations. Previous experience preferred. Excellent working environment. Send resume/salary requirements to Box Y-74. An equal opportunity employer.

Development manager. Your background/experience are in marketing and sales and you have spent your last five years working in public television fund-raising. You are familiar with broad range of fund-raising techniques and you consider one of those techniques your specialty. Your administrative/managerial skills are well developed. You are highly motivated and your track record indicates that you know how to get the job done. You are comfortable working in a decentralized, MBO-oriented organization. You think that a move to the 38th market is a perfect career step. If this description fits you, then you are probably in the running to be next development manager of WGVC-TV, Grand Rapids, MI. Grand Rapids is commercial center for market which has over 572,000 TV households; 20,000 of those households are members of the station. Our market is second largest in the state and our ability to earn money needed for quality public television station is limited only by our drive and talent. If you want to lead this top-notch development department and receive excellent salary/fringe package for doing so, send your resume and list of references, in confidence, by October 5, 1984, to Dr. George E. Lott, Jr., General Manager, WGVC-TV/FM, Grand Valley State College, Allendale, MI 49401. I've got a lot more to tell you, but I can't do it until you send me your address! GVSC is an AA/EOE.

Midwestern television group seeks station manager. Small television market. Extensive experience in sales or programming, preferably both. Send replies to Tom Barr, General Manager, MTN, Box 1738, Bismarck, ND 58502. No phone calls accepted. Equal opportunity employer.

Director of sales. Honolulu, Hawaii. Year old independent seeks aggressive, experienced take-charge individual to direct activities of this ethnic programmed station. EOE. Resume to Harold Green, Media Central Inc., Suite 620, Osborne Office Center, Chattanooga, TN 37411.

Business manager - ideal opportunity for number two to move up to number one. Desirable Sunbelt TV market, growing company. Experience with feature film amortization, computers helpful. TV experience, accounting degree or equivalent. Box Y-119.

Promotion manager - independent. Must be creative, enthusiastic, assertive, organized. Experience with feature films, hard-hitting promos, press relations, radio, print required. Good place to live, Gulf Coast. Top 30 market. Box Y-120.

TV general manager. Small Texas market seeks sales manager who is ready for his/her first GM position. Must have outstanding local and regional sales record. Our independent station is in shadow of the Dallas/Ft. Worth metroplex. Excellent salary/benefit package with Sunbelt media company on the grow. Advancement to medium-sized Texas market possible within 8 months to one year. Reply is confidential. Write Box Y-145. EOE/MF.

HELP WANTED SALES

Local sales manager - ABC affiliate, 50th market, seeks experienced manager with proven record in market development/leadership. Send resume, sales philosophy, salary history and/or requirements to: John Cottingham, WGHP-TV, Box HP-8, High Point, NC 27261. No phone calls please. EOE.

TV sales professional. Connecticut's newest independent station seeks top pro with thorough knowledge of Hartford/New Haven agencies/advertisers. High income/career growth are part of this ground floor opportunity. Contact John Hysler, GSM, WLCT-TV-26, 203-444-2626, or send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Young, aggressive Southeast independent needs strong general sales manager. Prefer small market UHF experience. Independent sales person ready to move up to manager—give us your best shot. Resume to WXTX-TV, Box 12188, Columbus, GA 31907.

Account executive: new indie seeks experienced sales pro with thorough knowledge of advertisers in southeastern Connecticut. High pay/career growth are part of this exceptional opportunity. Contact John Hysler, GSM, WLCT-TV-26, 203-444-2626, or send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Account executive needed. Experienced broadcast salesperson to handle local/regional accounts. NBC affiliate. Aggressive self-starters send resume to Tom Koenig, KCBJ-TV, 501 Loop 70E, Columbia, MO 65201, 314-449-0917.

Sales account executive. KOVR-TV, group owned ABC affiliate, servicing 20th market, Sacramento-Stockton. Qualifications must include 2-4 years' television sales experience with proven record of excellence. Send resume/references to R. Blamey, Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EEO/MF.

General sales manager: Midwest independent seeks experienced professional GSM. Local sales manager ready to move up, this could be your chance. Position requires administrative skills, ability to train/lead sales dept. Street smarts a must. Good compensation/fringe benefits. Resume to Box Y-110. EOE.

Local sales manager. Aggressive Midwest independent. Proven track record of creative selling with local accounts. Ability to train, lead, direct local staff. Develop new business as well as handle established accounts. Must be aggressive/competitive with high desire for success. Experienced or seeking first challenge. Send resume, salary history, career objectives to Box Y-111. EOE.

Director of advertising sales-regional premium cable sports network seeking dynamic, aggressive self-starter to head up advertising sales. Television ad sales experience preferred. We are seeking that "just right" sports oriented individual with strong advertising contacts. Dallas based operation. Send resume to Personnel, Home Sports Entertainment, 6465 Jim Miller Road, Dallas, TX 75228.

Aggressive account executive. Sell video productions to corporate sector. Northern New Jersey company actively involved in AV and video productions, seeks individual with strong background in video and good communication skills to deal with decision makers of Fortune 500 companies. Resume and references. For appointment, call 201-267-6446.

Cable TV satellite avail sales position. Top 100 cable system, Northeast, is seeking individual to develop commercial ad sales department for satellite avails. The position starts at ground floor and will develop into sales manager status. Experience in radio or TV sales preferred. Excellent compensation package available through base salary and commission. Please send resume/salary history in confidence to Box Y-131.

HELP WANTED TECHNICAL

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 new areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hensky, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

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.

Maintenance position. Nashville UHF independent has position for engineer with heavy maintenance and UHF transmitter experience. Immediate opening. Apply C.E., WZTV, Box 90764, Nashville, TN 37209. 615-329-1717.

Director of engineering. Progressive Midwestern company with four TV stations in medium-sized market area. Minimum five years' chief engineering experience. Knowledgeable all facets of TV engineering including state-of-the-art microwave, satellite, transmitter equipment. Send resume to Tom Barr, Gen. Mgr., MTN, Box 1738, Bismarck, ND 58502. No phone calls accepted. Equal opportunity employer.

Transmitter supervisor familiar with modern transmitters. Capable of setting up facility to good engineering practices/compliance with all FCC rules. Excellent fringe benefit package/growth opportunities. Must have previous television transmitter maintenance experience. Reply in confidence to Rod Hughes, Chief Engineer, KFVS-TV, Cape Girardeau, MO 63701, 314-335-1212. KFVS-TV is an equal opportunity employer.

Chief engineer. New UHF, Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194.

Chief engineer. Our chief retiring. We need experienced person with good management skills, experience in studio/UHF transmitter maintenance. We offer excellent salary/fringe benefits. Send resume, salary requirements, references to Don Fuller, GM, WJSV-TV, Box 28, South Bend, IN 46624. EOE.

Television maintenance technician. Component level trouble-shooting/maintenance of state of the art television studio and transmitter installations. Contact Bill Brister, Director of Engineering, WTHI-TV, 918 Ohio Street, Terre Haute, IN 47808. EOE.

Engineers -1 maintenance, 1 videotape operator, 1 master control operator (entry level), 1 audio operator. Benefits. Salary commensurate with experience. Christian Television WTKK, Box 3150, Manassas, VA 22110, 703-631-2310. EOE.

Engineers -1 maintenance, 2 master control operators. Benefits. Salary commensurate with experience, Christian Television WTLL, 312 E. Grace St., Richmond, VA 703-631-2310. EOE.

West coast cable system with master control/production facilities seeks maintenance engineer with good technical training, at least five years experience. Must be knowledgeable on all tape machine formats, especially 3/4 inch format. Must be able to troubleshoot, analog and digital circuits to component level. Call Bob Martin or Jack Goldie, 415-998-7344. EOE.

Move up to chief engineer. If you are ready to run engineering department, this is your chance. Hands on position requiring knowledge of studio/transmitter maintenance. Sunbelt location. Send resume/salary requirements in confidence to Bob Duncan, WKFT-TV, 230 Donaldson Street, Fayetteville, NC 28301. EOE.

Hands on chief or maintenance engineer ready to move up. Extensive studio/UHF transmitter experience essential. Must be well organized, have good people skills. Minimum 3 years supervisory experience. First class FCC license required. Send resume to General Manager, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009.

This ad runs once. Hollywood post-production facility expanding staff to fill our increased size. All resumes considered. Work ethic is as important as work experience. Comfortable conditions, good pay. Non-union, flexible hrs., medical benefits. Equal opportunity. Reply in confidence to Box Y-125.

Assistant chief engineer with supervisory experience. Southern New England UHF television station. Must be self-starter with production/maintenance background. Working knowledge of digital technology required. Career opportunity, company paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer.

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, KRBK-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

Experienced engineer: VHF network affiliate, Texas medium market, excellent facilities, seeking experienced engineer, ready to move up. Resume to Box Y-140.

HELP WANTED NEWS

Weekend weather anchor - Corpus Christi, Texas, the place to be, is looking for weekend weather anchor/weekday news reporter. Must have previous experience. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, 512-854-4733. EOE.

Weekend news anchor - sparkling city by the sea. Beautiful, sunny Corpus Christi, Texas. Dominant news station has immediate opening for weekend news anchor/weekday reporter. Must have previous experience. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, 512-854-4733. EOE.

Now is the time to send your tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Producer. San Diego's #1 station is looking for creative late news producer with innovative ideas. Strong producing/writing background a must. Send recent tape/ resume to: Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92111. EOE.

WDIV, the Post-Newsweek Station in Detroit, is looking for top-notch news writer who's able to digest information from variety of sources and compile them into clear, concise copy. Candidate should have at least two years' television news writing experience. If you're looking for entry into first-rate news operation and want to move up, we're looking for you. Send resumes/writing samples to Bob Reichblum, Executive Producer, 550 W. Lafayette, Detroit, MI 48231. Equal opportunity employer.

Progressive station, rapidly growing smaller California market, seeks anchors, reporters, sports, weather. Resume to Box Y-64. EOE.

Managing editor. Major West Coast market. Producer/reporter with strong knowledge of communication law. Aggressive news operation with all the tools, excellent ratings. EOE. Resume to Box Y-67.

News producer - WSAZ-TV still looking for experienced producer with excellent writing skills/good news judgement to produce our 6/11 PM top-rated newscasts. Resumes to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE/MF.

News reporter - WSAZ-TV, top 50 station and no. 1 in market, has immediate opening for experienced reporter. Send resumes/tapes to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE/MF.

WOI-TV continues to seek potential candidates to fill possible open positions. To establish pool, following positions are listed. All applicants must have BA mass communications/journalism/broadcasting or equivalent & current fulltime commercial TV experience in listed areas: TV reporter I: 1 yr. reporting experience. TV reporter II: 2 yrs. reporting experience. TV duty director-1 yr. directing experience. TV director I: 2 yrs. directing experience. TV director II: 3 yrs. directing experience. TV news producer: 2 yrs. news & 1 yr. news production experience. TV news assignment editor: 4 yrs. current TV news reporting & news production experience. TV news director: 7 yrs. TV news & news dept. mgmt. experience. TV promotion mgr.: 3 yrs. promotion mgmt. experience. Specific detailed position descriptions available on request. All applications meeting minimum qualifications will be used to fill appropriate open positions during following yr. unless withdrawn by applicant. Starting salaries based on pertinent labor mkt., training, & experience. Send complete, current resume to Janis E. Marvin, WOI-TV, Ames, IA 50011. AA/EOE.

Weekend producer. Minimum two years newscast producing experience. No beginners. Send newscast tape (with rundown) and resume/references to Ken Middleton, News Director, WTSP-TV, (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

General assignment reporter. Three years experience, extensive live work. No telephone calls accepted. Send videotape, resume, references to Ken Middleton, News Director, WTSP-TV, (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Anchor/reporter. Weekend anchor and reporter needed. Competitive network affiliate, top 80 market. Want self-starter who can produce own shows. If you're seeking a promotion, send resume/salary requirements to Box Y-116.

Washington bureau for several network affiliates seeking reporter with minimum 3 years' experience reporting from Washington. Candidate must project network look and sound. Send resume, personal written news philosophy, salary history to Box Y-122.

News reporter: Top 40's market has opening for general assignment news reporter. College degree in journalism or related field and minimum 18 months television news reporting experience. Send resume, references, salary requirements in first letter to Box Y-128. We are an affirmative action/equal opportunity employer, M/F.

Director. Early and late newscasts. 31st market. Some supervisory responsibilities. Salary above average for market size. Equal opportunity employer. Resume & tape to Bob Selwyn, WSMV, Box 4, Nashville, TN 37202.

Anchor/reporter. Early morning newscast. Strong producing skills necessary, experience required. Resume/salary requirements to Box Y-135.

Great opportunity for chief meteorologist, Southeastern coastal station. Must be innovative with state of the art weather graphics systems. Send resume, salary requirements, written philosophy on how to achieve and maintain a number one position in weather to Box Y-132. EOE.

California small-medium market has two openings: reporter/anchor and weatherperson. Come join us in most beautiful and fastest-growing market in the Golden State. Resume to Box Y-133.

Sunbelt medium market affiliate looking for reporters who can anchor. Two years commercial experience required. We're looking for small market reporters ready to break into top 100. Resumes, references, salary requirements to Box Y-134.

Reporters: top-rated Spanish speaking station, New York City area. Must be bi-lingual (Spanish/English). Resume to Box Y-146.

Meteorologist. Florida capital city ABC affiliate. Successful candidate will be good communicator with at least two years experience. Tape/resume to Dan Ellington, News Director, WTXL-TV, P.O. Box 13899, Tallahassee, FL 32317. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV producer/director. 1 to 2 years experience. College degree or equivalent. Must be able to direct/switch fast-paced newscasts, live remotes, commercials, promotion. Excellent benefits. EOE. Resume to Production Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402.

Promotion manager. If you're #2 person in larger market and want chance to head your own department, there is immediate opening in mid-sized Western market for you. KTNV, ABC affiliate in Las Vegas, seeking manager with creative, budgeting, administrative skills. Contact Ed Quinn, General Manager, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102, 702-876-1313. EOE.

WSMV, Nashville, seeks highly creative, hands-on director, who not only has ability to direct sessions and live programs, but also has talent/interdepartmental communications skills to become involved in total look and on-air image of one of the nation's leading stations. Professional ability/attitude musts. Send resume, audition tape, salary requirements to Erskine Lytle, Personnel Coordinator, WSMV, PO Box 4, Nashville, TN 37202.

Promotion director. Looking for creative person who can write, shoot, edit, produce promos to achieve specific goals. Requires layout/purchase of newspaper/radio ads. Experience required. Resume, writing sample, salary requirement to Box Y-68. EOE.

Production photographer. Looking for experienced photographer to shoot 16mm film and 1" video tape. Midwest affiliate. Heavy on production and promotion shooting. Send resume/tape to Lee Ulrich, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Director of promotion. Independent TV, Southeastern medium market. Creative self-starter to supervise 2-person department. Should have experience with on-air, radio, print. Resume to Box Y-94.

International Christian production facility has immediate opening for radio/television production assistant. Duties include producing, duplicating, handling correspondence for radio programs, and TV studio work: camera operation, lighting, set building. BA communications and one year's experience in either radio or TV production required (experience in both a plus.) Send resume to Craig E. Blohm, Production Manager, The Back To God Hour, 6555 W. College Drive, Palos Heights, IL 60463.

Host/hostess & associate producers wanted for new locally produced show. Need to have live studio & field producing skills. 2 yrs. experience. Send resume or Call Doug Bolin, 316 N. Miami Ave., Miami, FL 33128, 305-579-1459.

Cameraperson. Experienced in shooting adventure, wildlife, film or videotape, extensive travel, top 10 market, must be willing to free-lance on 13-week contracts. No beginners. Send resume/tape to P.O. Box 489, Franklin, MI 48025. Cassettes will not be returned.

Director, 33rd market, Midwest. Minimum 3 years' experience directing major market news. Salary \$16,000 - \$18,500, excellent benefits. Resume to Box Y-115.

Arts & entertainment editor. State television network seeks arts & entertainment editor. This high visibility position encompasses work for five night a week news program, specials and weekly series. Applicants should have on-air skills, as well as reporting, producing, writing, 3/4" editing experience. Contact Al Rose, Director of Programming, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625.

Director. Early and late newscasts. 31st market. Some supervisory responsibilities. Salary above average for market size. Equal opportunity employer. Resume & tape to Bob Selwyn, WSMV, Box 4, Nashville, TN 37202.

University video specialist-write, shoot, edit 3/4" educational video tapes. Bachelor's in journalism, mass communications, closely related field, or Bachelor's in another field coupled with equivalent video production experience. Master's degree desirable. Grade-point necessary for pursuit of graduate studies required, as are writing, spelling & typing skills, & video production training or experience. Spanish language competency/knowledge of State of New Mexico and its people desirable. \$16,000 minimum starting salary. University benefits. Deadline for application, Oct. 1, 1984. Position available after Oct. 1, 1984. Send application, resume, transcript to Albert T. Gonzales, Director of Personnel and Affirmative Action, Personnel Office, Box 5273, NMSU, Las Cruces, NM 88003, 505-646-2420. New Mexico State University is an equal opportunity/affirmative action employer.

Director/EFP. Aggressive production operation. Should be able to transform concepts into commercial spots or industrial presentations. 3 years minimum experience a must. No beginners. Send resume, tape, salary requirements to Doug McWhorter, Production Manager, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. EOE.

WFTS-TV, Tampa, Florida, is looking for experienced (minimum 3 years) creative services director. Individual must have hands on experience in planning/executing total promotional campaigns. Channel 28 is a Capital Cities Communications station and equal opportunity employer. Direct all inquiries to Lew Freifeld, General Manager, WFTS-TV, 4501 E. Columbus Drive, Tampa, FL 33605.

KPRC-TV needs a TV traffic assistant. Applicant must have ability to learn/operate Bias traffic computer system which includes order entry and verification; and commercial and program scheduling. This individual must be able to handle detail with accuracy. Prefer some television or radio traffic experience. Must be able to type 45-50 words per minute with accuracy. Other duties include final maintenance of sales contracts and network communications, checking daily program logs for required FCC entries, being a relief TWIX operator. Contact Nancy Brown, KPRC-TV, 713-771-4631, P.O. Box 2222, Houston, TX 77252. We are an equal opportunity employer—male/female.

Electronic graphics artist. Duties include producing electronic art using Vidifont Graphics V computer. Conceptualization of both static art and animation. Candidates should have strong sense of design, eye for aesthetics. Resume/salary requirements to Box Y-136.

SITUATIONS WANTED MANAGEMENT

General sales manager seeking move. National, local experience in large/small markets. Active in national/local organizations. Experienced in sales training/building productive sales team. Box Y-83.

Looking for first management position. Background in television, radio, newspaper. Experience in sales, announcing, production, graphics. B.S. communications (radio-television administration/management). Evan, 419-691-0550, evenings.

Director of engineering, 27 years broadcast experience, including 17 as corporate engineer over both large/small markets; strong on people management, technical assistance in acquisitions/mergers, large or small construction projects. Tough purchasing negotiator. Excellent health, willing to travel as required. Domestic and international experience. Phone 702-827-1466. Box 70206, Reno, NV 89570.

SITUATIONS WANTED NEWS

Experienced sports producer, major market, desires new challenges. Over 1,000 live shows. Two regional Emmys. Serious inquiries only. Box Y-70.

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.

Forecaster, female, weekend and mornings, weather computer experienced, member NWA. Box Y-41.

Network correspondent, anchoring experience, seeks local anchor position for early 1985. Box Y-87.

TV personality, young, intelligent, experienced, energetic, warm, friendly, and credible (and modest). If these words describe what you seek in a weathercaster or magazine/talk show host, I'm your man! All markets considered. Charlie Phillips, 617-527-1765, 9am - noon EDT.

Broadcasting grad seeking 1st job. 2 yrs. at ETV cable station-reporter, producer, editor/photographer. Will relocate anywhere. Sheryl Morehouse, 707 Rockland, Lake Bluff, IL 60044.

Polished anchor/reporter. 18-yr. on-air veteran. Local & national credits. 615-577-4272.

Entry level position sportscaster. Radio sports talk show assistant, communications background. Female with interests and knowledge all sports. Carol Coburn, 713-223-2900, or Box Y-109.

Attention: small markets. Broadcaster, spokeswoman, investigative reporter. 700 hours' performance training. Authoritative newscaster w/polished style & commercial delivery that sells, sells, sells. Box Y-124.

Talented beginner-seeking sports or news reporting position or in production. Can write, interview, shoot, edit. Will relocate. Mark, 317-846-3075.

I've spent the last decade showing people the news on radio, now I want to show them the news on television. Major market radio news director, seeking television reporter's position, medium or larger market. I've won awards, covered stories for networks, built news department from nothing. I always look for the most creative angle, never watch the clock. Excellent references. Prefer to relocate in California. Leave message 412-881-8728.

Top drawer radio sportscaster, abundance of ability, seeks anchor/reporter position, television. Familiar with camera, ENG machine. Excellent writer, have tape. Will travel. 912-681-6535.

News management: skilled, versatile reporter seeks move to news director post. Will also consider second-in-command. Box Y-130.

Small markets! Ten years broadcast news experience and limitless drive make this reporter/anchor your ideal news director. People skills, community involved. Box Y-141.

SITUATIONS WANTED TECHNICAL

Female engineer seeks supervisory position. Over four years major market experience; BA communications; strong administrative skills. Willing to relocate. Mild climate preferred. Box Y-98.

Chief engineer seeks challenging and rewarding opportunity in television engineering. Eleven years as chief engineer with present station. All offers considered, resume upon request. Write Clarence Mosley, P.O. Box 452, Fort Myers, FL 33902, 813-275-4677.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Invest in the future. Fresh out of college. Four years' television production experience. Familiar with hand held Sony, Panasonic, Sharp, limited Ikegami, IVC-7000, AC-500 studio cameras. Worked in lighting, some audio, excellent writer - PSAs and commercial scripts for television, movies, radio. Willing to relocate, just give me a chance. R. M. Hunt, 919-693-7721, 345 Henderson Street, Oxford, NC 27565.

Published writer - eager learner - looking for broadcast beginning. Writing or production. NY area preferred. Box Y-65.

Editor with experience in commercials, industrial training, and 200+ sitcom/music variety programs since 1983. Wants new challenge in post production/production. Box Y-107.

Music video programs/programming: - entry level position sought by recent Emerson grad. Thru internships and personal contacts, I have wealth of knowledge/experience in both TV and popular music in major market. Knowledge of broadcasting industry. Good radio background, too. Production, promotion, studio operations or programming. Will consider all. Highly motivated, organized, responsible. Mr. Steven, c/o P.O. Box 35, Waban MA 02168, 617-322-4423.

Promotion manager. Creative, w/top skills: production, PR, sales, writing. Experienced large/medium mktls. Employed. Send business card—I'll call immediately. Box Y-118.

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.

Executive director/chief engineer. Minneapolis Telecommunications Network (MTN) seeking its first executive director and chief engineer. MTN is a nonprofit corporation created by the City of Minneapolis to manage dedicated public cable TV channels. Qualifications include: Executive director: management experience administering annual budgets of at least \$500,000, management experience in cable TV or broadcast. Salary dependent upon qualifications, range \$35,000 to \$50,000. Chief engineer: supervisory engineering experience in video production and cable television. Salary dependent upon qualifications, range \$25,000-\$35,000. For full information and applications for each position, contact Will Loew-Blosser, MTN, 317M City Hall, Minneapolis, MN 55415, 612-333-5194. MTN is an AA/EOE.

Texas Association of Broadcasters has immediate opening for newly funded assistant executive director post. Long term opportunity. Extensive field work with emphasis on new membership solicitation, convention exhibitor/sponsorship sales, some lobbying. Interest in broadcast industry a must, with trade association or actual broadcasting background preferred. Send resume/specific compensation requirements to TAB, Box 14787, Austin, TX 78761. EOE/M-F.

SITUATIONS WANTED MANAGEMENT

Established communications firm has extra space in new building. Wants attorney (2-5 years experience) to share, looking toward association. Compatible clients welcome. Reply Box Y-113.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment. Millions in equipment purchased annually. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, 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.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

Character generator: 3M D-8800, nice condition, 2 years old, dual channel, disk drive, over 50 fonts, for compose system, asking \$15,000 (\$32K new). Sony BVU-800, 2 years old, good condition, asking \$8500 Motorola MT-500 walkie talkies (pair) 450 UHF band chargers, \$2500. Nagra 4S stereo sync machine, lot of extras, \$3500. Sennheiser 805 shotgun, zeppelin \$350. Contact Steve Beuret, 215-864-0658.

Brand new videocassettes! U-matic Sony KCS-20K mini field cassettes, \$12.49. Also, new Ampex KCA-2C videocassettes, \$8.99. Limited quantities. Free delivery! Call collect, Carpel Video, Inc. 301-845-8888.

Surplus equipment from audiobooks, cameras through computer editors, TBC switchers, VTRs, mobil-van. 313-355-2900, Wait.

CSI FM 3000E (1982) 3KW FM. Also, Harris MS15 exciter, ITA 5KW FM, two 25KW Bird dummy loads. Call M. Cooper, Transcom Corporation, 215-379-6585.

Tower - 235 feet galvanized steel, self-support. Heavy duty AM-FM. Insulators, blueprints, lighting included. Down, stored. \$7,000/best offer. WLIP, Kenosha, WI. Dex Card, 414-694-7800.

Station business computer. Register Data Systems. Does traffic; billing; accounts receivable; accounts payable; payroll; general ledger. Contact Rod Powell, 904-243-7676.

RCA TK-76B broadcast cameras with tripods & fluid heads. Excellent condition, \$10,000 each. Financing available to qualified party. Also, brand new Lowell light kit, \$1300 and Cine-60 sun gun, \$500. 914-279-9494.

Broadcasting's largest source of copper strap, ground screen, #10 wire, flyscreen. 317-962-8596, ask for copper sales.

3 Philips PC-100 triax cameras with Angenieux 10:1 zoom lenses. W/O cable. Cameras will be optimized by Philips and have usable tubes. Being used on university campus only and will be available late Sept. when replacements are delivered. Contact Ralph Gnan, Chief Engineer, Telecommunications Dept., Wright State University, Dayton, OH 45435, 513-873-2885.

VPR 2, slo-mo controller, 25 ft. cable, like new. Also time code reader/generator board, never used. Sacrifice! 818-840-8001.

Adda 750 still store system. \$39,000. This unit sells new for \$55,000. Adda ESP 150C - \$30,000. Priam drives - \$3,500 each. Ampex VPR 2B. 201-444-2911.

Sony 1" VTRs, new RCA TR-800s, TR-600s, TP-66s, TK-28, TK-44s, NEC TBCs, HL 79As, Sharp 700, new CMX-340X, Ampex 2000. Call Marvin Luke, Media Concepts, 919-977-3600.

Collins 21-E-5kw-AM transmitter. Immaculate. McMartin 1kw-AM, 3kw-FM; Gates Yard \$450, ITC-750 decks \$700, Gates M-6095 stereo exciter \$700. 402-564-9360.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

CONSULTANTS

New FM applications - save 70% on preparation costs. Applications, P.O. Box 88864, Atlanta, GA 30338, 404-925-0055.

RADIO PROGRAMING

Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

RADIO

Help Wanted Programing, Production, Others

ATTENTION MEDIUM/MAJOR MARKET PROGRAMMERS

One of New York City's top 10 radio stations offers someone with exceptional creative broadcast skills a rare opportunity to become part of its premier morning show team in newly created position of executive producer. Only hard working, self-motivators need apply. Must be capable of generating wide range of daily program ideas for features, topics, themes. Strong writing, research, booking qualities essential. Hands-on tape editing and production skills a must. Limited on-air participation for the right person. Send resume to:

BOX Y-121

Help Wanted News

99TH PERCENTILE

If you're in the top one percent of broadcast journalism you should apply now for future openings at one of America's great news operations. You should have six or more years' experience as reporter, writer, editor and anchor. You should be extremely proficient at each with broad knowledge of economics, government, science and history. You must be able to speak simple English and you must be able to cover controversial issues without injecting your personal prejudices into the copy. You must be mature, willing to work all hours, able to travel at moment's notice. Starting salary is \$32,214, plus overtime, fees and differentials. You must be willing to move to major East Coast city at own expense. If you meet all of these qualifications, please apply now for future openings. Send complete resume, air check, writing samples to

News Openings

P.O. Box 19150

Washington, DC 20036

We are an affirmative action equal opportunity employer. Women/minorities are especially welcome.

Help Wanted Technical

CHIEF ENGINEER

Two positions. AC-FM stations, Charlotte, NC and Richmond, VA. Extensive maintenance/installation experience in high power FM transmission systems, state of the art studio equipment, understanding of current FCC rules, valid first class radiotelephone or general class operators permit, project future equipment needs, be presently employed as chief engineer. Resume, references, past salary history to Director of Engineering, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. No phone calls, please.

DREAM POSITION

Chief engineers' dream. Live and work where presidents and princes pay to play. Excellent pay and benefits, challenging work, first class equipment. Only highly experienced need apply with full written particulars to Box Y-137.

ENGINEERS

Malrite Communications Group. Expanding corporation accepting applications for chief engineers and assistant chief engineers. Salary commensurate with experience. Excellent fringe benefits. No phone calls. Submit resumes, salary history, references to Tom L. Bracanovich, Malrite Communications Group, Inc., 1200 Statler Office Tower, Cleveland, OH 44115.

Help Wanted Technical Continued

VOICE OF AMERICA

NEEDS

RADIO BROADCAST TECHNICIANS

The Voice of America has a number of immediate opportunities for skilled Radio Broadcast Technicians eager to work for an expanding international radio network. Applicants must show technical experience in professional radio or television audio operations which demonstrates a good knowledge of the principles applied in broadcasting. Experience must have been progressively responsible in studio control, tape or disc recording, field operations, and broadcast equipment maintenance. All positions are located in Washington, D.C. Applicants must be willing to work shifts. VOA is a twenty-four hour broadcast operation.

The Voice of America, part of the United States Information Agency, offers an excellent salary and benefits package, including life and health insurance. VOA broadcasts 970 hours weekly in 42 languages to 100 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to: RBT-B/PR-JS Room 1192, 330 Independence Avenue, S.W., Washington, D.C., 20547. (Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or by writing us). VOA is an equal opportunity employer.



Help Wanted Management

MANAGER TRAINEE CHRISTIAN RADIO GROUP

Expanding Christian radio network, w/6 commercial stations in major mkts. west of the Mississippi, seeks applicants for special manager-trainee opportunity.

The person we hire will have 1-3 yrs. experience in Christian radio & have had exposure to sales, logs, accounting, administration, FCC requirements, on-air duties, & general station activities. Should enjoy being active & contributing member of the local community. Will be team player, capable of rapidly adapting to our marketing & administration system. Will be self-motivated, self-starting, self-disciplined & effective organizer; willing to relocate to central or Midwest U.S. Immediate goal will be to quickly qualify for full management responsibilities.

Our systemized administrative system frees our local managers to devote the bulk of their work day to sales of local time strips & spot commercials. Outstanding sales performance by our managers enables them to directly improve their earnings by participating in our profit sharing compensation plan. Thus, acceptable applicants must be very sales-oriented. Resumes now being accepted. Write to:

GEORGE SPICER

MID-AMERICA GOSPEL RADIO NETWORK

1817 N. THIRD, STE. 202

PHOENIX, AZ 85004

Help Wanted Management Continued

GENERAL MANAGER

Qualified professional. Successful AM/FM combo with separate programming. Must have substantial experience in high volume sales, programming, promotional, administrative duties. Present general manager retiring. Submit complete resume with references/earnings history to:

Paul Nakel
WEOL/WBEA-FM
P.O. Box 4006
Elyria, OH 44036

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.

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Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details and an appointment.

Help Wanted Sales Continued

THREE AGGRESSIVE SALESPeOPLE

needed now. Two for new FM, on air October. One to add to staff of existing successful FM. Both stations in fabulous Florida Keys. Small markets, but big opportunities. Send full details to Box 333, Tavernier, FL 33070.

Situations Wanted News

RADIO NEWS DIRECTOR/ANCHOR

Currently employed reporter/anchor at top 5 market network O&O seeks return to management and/or daily anchoring with established news leader. 19 years experience; strong writing, on-air, production & leadership skills. Call 415—775-1960.

TELEVISION

Help Wanted Technical

Engineering

Television Transmitter Engineer

This is a unique opportunity to join our team of highly professional broadcast engineers working at our Mt. Wilson transmitter.

As you enjoy the scenic mountain setting, your responsibilities will include the maintenance and operation of our RCA TV transmitters, microwave systems, VHF two-way radio equipment and video and audio processing equipment.

To qualify, you will need either a BSEE degree or 2-3 years experience in television electronic maintenance. To join the leader in state-of-the-art broadcast technology, please submit your resume to:

NBC Employment Dept. TTV
3000 W. Alameda Ave.
Burbank, CA 91523

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MAINTENANCE ENGINEER

Expanding top ten market TV station needs studio maintenance engineer with strong background in quad/one-inch videotape. Excellent salary, benefits, working conditions. Send resume to Ray Swenson, KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201, 214—744-1300.

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

Help Wanted Management

WANTED: CFO

Help us plan and manage our growth. Small, yet fast growing (almost 100% per year) TV production company needs special person. Must be both a bean counter, shirt-sleeves type and dcf acquisitions, strategic planning type. Please don't apply if you haven't had experience with TV production cost accounting and pricing. Located in an attractive mid-Atlantic community less than 2 hours from Manhattan. Generous salary and benefits. Send detailed resume (no gaps please) and salary history to Box Y-150.

CONTROLLER/BUSINESS MANAGER

for affiliate television stations in Midwest. Must have background in accounting, be organized and accurate. Computer experience a plus. Send salary req./resume to P.O. Box 96, Rockefeller Center Station, NY, NY 10185.

ASSISTANT CONTROLLER

Growing New York City based broadcast group. Must have degree in accounting, CPA a plus. Some travel. Excellent opportunity for self-motivated individual. Send salary req./resume to Controller, Room 3057, 630 Fifth Avenue, NY, NY 10020.

MARKETING RESEARCH MANAGER

Our Growth Is On Your Side

We're Arbitron Ratings, one of the nation's leading radio and television audience measurement firms. Expanding activities have created an opportunity for experienced manager in custom research.

Candidates should have at least 5 years' experience working with clients in designing and executing innovative custom survey research. A Bachelor's degree in related field is required.

We offer excellent benefits and convenient suburban location between Baltimore and Washington. Our continuing leadership in the broadcast research field provides your key to professional growth.

Qualified candidates should send their resume, including salary history in confidence to:

Gordon Clark
Personnel Administrator
The Arbitron Ratings Company
4320 Ammendale Road
Beltsville, MD 20705

An affirmative action employer

Help Wanted Programing, Production, Others



MUSIC COORDINATOR

ESPN, "the total sports network", has immediate entry level opening for music coordinator at our Bristol, CT facility. Position is responsible for establishing and maintaining computerized music library and inventory system. In addition to possessing an interest in music and demonstrated musical aptitude, candidates must possess strong organizational skills and clerical abilities. Working knowledge of computer terminals and word processing equipment essential. College degree with a music major and minimum of 1 year relatable experience are preferred. We are prepared to offer a salary commensurate with experience ranging from \$13K to \$17K to the qualified candidate. Send resume and salary history to:

ESPN
ESPN PLAZA
Bristol, CT 06010
ATTN: Human Resources 1084
No phone inquiries, please. An equal opportunity/affirmative action employer.

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PRODUCER/DIRECTOR NBC O&O

We're seeking individual w/broad based production experience to join our creative staff. Background must include various types of studio & field producing. We're very involved in our community. Directing experience must be varied & must include news. If this is you, please contact immediately. Excellent salary/benefits. EOE/MF. Resume to Richard O'Dell, WKYC-TV, 1403 E. 6th St., Cleveland, OH 44114.

CORPORATE TV PRODUCER

United Technologies Otis Elevator NAO is seeking experienced commercial television producer to produce bi-monthly employee video news programs. Must be excellent writer, willing to travel throughout North America. Competitive salary/benefits package. Please send work samples (3/4" tape and writing) and resume to: Ms. Marcy Cain, AV Services Manager, Otis North American Operations, One Farm Springs, Farmington, CT 06032. An equal opportunity employer.

ASSISTANT COMMERCIAL PRODUCER

Creative commercial production videographer to join 1" commercial production unit. Strong lighting skills, experience with on-location shooting a must. CMX editing a plus. Resume to Jerry M. Lewis, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

Situations Wanted News

EXPERIENCED TV NEWS

Operations manager seeks new challenge. Have excellent people skills, strong leadership ability, solid track record! Box Y-151.

Situations Wanted Programing, Production Others

PRODUCTION EFFICIENCY

Is your television production running smoothly? Unit manager/production manager for nationally syndicated program seeks new position. Computer software and hardware included for use in bookkeeping, promotion and scheduling. Will relocate. Salary \$16,000 - \$19,500. 404-584-8580.

Public Notice

PUBLIC NOTICE

Applications for cable television license. Belchertown, Massachusetts. The Town of Belchertown will accept 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 5 00 p.m. on November 31, 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 Belchertown. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town of Belchertown, 2 Jabish Street, Belchertown, MA 01007.

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Male & Female... All size markets... Coast-to-Coast NATIONAL makes the presentation for you! For complete details and registration form enclose \$2 postage & handling.



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Improve your chances of getting a broadcast position that counts. Have your aircheck professionally edited, duplicated, and packaged. Have your resume reworked, tailored, and copied on quality paper. SPECIAL PACKAGES AVAILABLE AT REASONABLE RATES. QUICK TURNAROUND. For details, send self-addressed stamped envelope to HEART RADIO PRODUCTIONS, Main Post Office Box 280, Purchase, NY 10577. Attention: Personnel Department

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

For Sale Equipment

1 MICROTINE DIGITROL

#2. Comes with 2 machine interfaces, tone generator, cabinet. For information, call Chief Engineer, 716-773-7531.

Wanted To Buy Stations

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.

For sale stations

Horton & Associates

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NEW ENGLAND

Attractive coastal community. Fulltime AM with all R.E. included. Priced at \$700,000 on negotiable terms. Call Dick Kozacko at Elmira office.

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Bill Kitchen / Dan Dunnigan
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Quality Media
Corporation

For sale stations continued



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Well-established daytimer in single-station Southwestern market. This station can be acquired for \$180,000, with \$40,000 downpayment and liberal terms. An excellent opportunity for owner/operator.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

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Full power FM with positive cash flow. 1985 projected revenues \$5,000,000; projected cash flow \$1,800,000. Asking price of \$13,000,000, less than 7x projected cash flow. Excellent growth opportunity in market with almost \$100,000,000 in radio revenues. Box Y-101.

- FM, SW N. Mex. \$210,000.
- Daytimer, Chattanooga area. \$12,000 down.
- Daytimer, Port Gibson, MS. No down.
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- 100,000 watts covering 488,000 people with 3.16 mv/m. Deep South. 2.1 million, terms.

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San Francisco: (415) 441-3377
Chester Coleman

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Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.
221 First Avenue West/ Seattle, WA 98119



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Major market suburban 5 kw clear channel AM awaiting CP for power increase and fulltime. Mostly new equipment; recently renovated studios, offices. Priced at \$900,000 (\$300,000 in cash for "S" corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on potential. Proof of industry and financial qualifications required with response.

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John Hurlbut, Associate. Jim Mixon, VP-Broker.

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813-778-7071

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An established broadcast company is interested in purchasing construction permits for UHF television stations in top 100 markets. Will treat with complete confidentiality. Send information to Tom Stoner, Suite 7, 100 Cathedral Street, Annapolis, MD 21401.

NC-MO-VA-MI-GA

NC. Fulltime AM, excellent market, asking \$450,000, downpmt. \$90,000. MO FM, 2 times billing, asking \$325,000. 5000 watts VA AM, 1.5 times billing, asking \$150,000. MI AM, only \$35,000 downpmt. GA, powerful AM. 803-585-4638.

For sale stations continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
TN	Sub	AM/FM	\$3,750K	Terms	Ernie Pearce	(615) 373-8315
FL	Med	AM/FM	\$1,800K	Terms	Randy Jeffery	(305) 295-2572
TX	Med	AM/FM	\$1,050K	\$250K	Bill Whitley	(214) 680-2807
NE	Met	AM	\$1,000K	Terms	Ron Hickman	(401) 423-1271
CA	Sm	AM	\$950K	\$150K	Brian Cobb	(404) 458-9226
OR	Met	AM/FM	\$900K	Terms	Elliott Evers	(415) 387-0397
PA	Sm	AM	\$800K	Cash	Warren Gregory	(203) 364-5659
WI	Med	AM	\$500K	Terms	Burt Sherwood	(312) 272-4970
NM	Med	FM	\$475K	\$90K	David LaFrance	(303) 534-3040
CA	Sm	AM/FM	\$400K	Terms	Jim Mergen	(818) 366-2554
NC	Sm	AM	\$350K	\$88K	Mitt Younts	(804) 355-8702
MO	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899
ID	Sm	AM	\$275K	\$75K	Greg Merrill	(801) 753-8090
IN	Sm	FM	\$160K	\$55K	Peter Stromquist	(319) 359-4768

For information on these and other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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.

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STE. 103
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BEAUTIFUL OREGON

Fulltime AM stand alone. Price reduced to \$900,000/cash or \$1.1 M/terms. Great market! Contact Jerry Dennon, The Montcalm Corporation, The Duncan Building, 315 Second Avenue South, Seattle, WA 98104, 206-622-7050.

FULLTIME AM STATION

Outstanding medium-sized market. Station underdeveloped with gross of \$325,000. Will sell October 25 for highest bid. Valuable real estate. Minimum price \$295,000. Details: 605-347-4455.

FLORIDA LPTV STATION

in operation 15 months. Write NSC Co., Inc., Drawer 12428, Panama City, FL 32401.

UHF-VHF-CPs

We have a number of operating TV stations and construction permits listed in the Sunbelt. Some situations in top 100 markets. \$1.6 to \$40 million. Ask for Carl Heinemann.

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615-756-7635 24 HOURS

CALIFORNIA RADIO GIANTS

Equity partner(s)/investor(s) wanted. Help us build stations to cover most desirable metropolitan & resort areas in state. 7-10 million population coverage; others said it was impossible, but WE have the CPs - let's build 'em! Principals only. Box Y-106.

MID-SOUTH AM

Major market, excellent potential, full time, new equipment and land. \$800,000, owner can finance. Illness requires sale. Qualified buyers only. Box Y-112.

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For sale stations continued

901/767-7980

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IN-AR-AL-TN-NC

IN AM/FM, 2 times billing, asking \$425,000. AR AM/FM, asking \$350,000, downpmt. \$60,000, includes real estate. AL AM/FM, 2.5 times billing, asking \$250,000, includes real estate. AM TN, \$25,000 downpmt. NC, \$30,000 downpmt. 803—585-4638.

MONTANA

AM/CP available. Price includes xmtr. site. Lone signal in large area. 10kw daytimer. Great potential. Write Box Y-147.

Dan Hayslett



& associates, inc.

Media Brokers

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Medium market, with valuable real estate. \$525,000, with \$100,000 down. Without real estate \$265,000, with \$75,000 down and long term lease. Owner retiring. Write Box Y-138.

SUNBELT

Medium growth market. Dominant facilities. Class C FM/power AM. CASH FLOW MACHINE. No terms. \$6,750,000 cash. Prospective buyers must present financial references. Write Box Y-148.

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Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404—351-0555.

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45,000 population. 1.6 X gross - \$475,000. with great terms. Contact David LaFrance. 303—534-3040.



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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.

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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

Appointments at Post Corp. stations, which were recently purchased by Gillett Communications, Nashville: **Lawrence Busse**, general manager, Post's WLUK-TV Green Bay, Wis., to executive VP, broadcast division, of Gillette; **Jonathon Murray**, from WKYC-TV Cleveland, to station manager, Post's WOKR(TV) Rochester, N.Y., and **Frank Jonas**, from WLUK-TV to station manager of Post's KTVQ(TV) Kirksville, Mo.



Busse



Wallace

Jane Wallace, station manager, LIN Broadcasting's WAVY-TV Portsmouth, Va., joins co-owned KTVV(TV) Austin, Tex., as general manager.

Richard Bell, VP, sales and development, Sillerman Morrow Broadcasting Group, Middletown, N.Y., named executive VP and chief operating officer. Sillerman Morrow owns four AM's and four FM's, and its purchase of radio stations from SunGroup is awaiting approval by FCC.

Chuck Gratner, general manager, KNCO-AM-FM Grass Valley, Calif., named president.

David Reaban, from KOLD-TV Tucson, Ariz., joins KPOL-TV there as VP and general manager.

Davey Levin Rosenbaum, independent television consultant, joins Metromedia Television, Boston, as director of planning, TV station division.

Lew Freifeld, VP and general manager, WPTY-TV Memphis, joins WFTS(TV) Tampa, Fla., as president and general manager.

Frederick Barber Jr., VP and general manager, WSB-TV Atlanta, resigns.

Don Hibbitts, general manager, Plough Broadcasting's WSUN(AM) St. Petersburg, Fla., joins co-owned WZNE-FM Clearwater, Fla., as general manager, succeeding **Gary Kines**, resigned.

John Piccirillo, director of advertising-sales, Warner Amex Cable, Cincinnati, joins WCLS(FM) Detroit as VP and general manager.

Garry Ritchie, assistant general manager, WCPO-TV Cincinnati, joins WCJB-TV Gainesville, Fla., as VP and general manager.

Bob Meyer, general sales manager, WSM-AM-FM Nashville, joins WKY(AM) Oklahoma City as general manager.

James O'Hara, program director, KLIK(FM) Davenport, Iowa, named manager of broadcast operations. **Charles King**, operations manager, WOC(AM) Davenport (co-owned with KLIK), named manager of broadcast operations.

C.C. Matthews, program director, WLLT(FM) Fairfield, Ohio, joins WGCL(FM) Cleveland as operations-program director.

Roger Heffelfinger, chief financial analyst, broadcasting division, Cox Communications, Atlanta, joins DKM Broadcasting there as controller. DKM is group of investors planning to acquire seven Plough Broadcasting radio stations.

Jerry Franklin, general manager, noncommercial WGBY-TV Springfield, Mass., joins Connecticut Public Television and Connecticut Public Radio, Hartford, Conn., as chief executive officer, effective upon resignation of current CEO, **Paul Taff**, in June 1985.

Marketing



Ames

Kathy Ames, VP, management supervisor, Foote, Cone & Belding, San Francisco, named senior VP, group management supervisor. **Rhonda Shumway**, project director, FC&B, Chicago, named research supervisor, corporate research.

Jon Saunders, senior copywriter, Cunningham & Walsh, New York, named VP.

Laurie Kahn, executive television producer, creative department, and **Joseph Mannix**, group supervisor, communications services, media department, Young & Rubicam, New York, named senior VP's.

Kate Kelleher, VP, marketing, Ferrari Inc., New York advertising agency, joins MCA TV

there as director of operations, creative services.

Teddy Hawg, art director, Carrafiello Diehl & Associates, Irvington-On-Hudson, New York, named VP.

Named VP's, J. Walter Thompson, New York: **Drake Sparkman**, associate creative director; **W. Kent Shively**, art director, **Garland Goode**, creative manager, New York office creative department.

Mary Meahan, from Harrington, Righter & Parsons, Minneapolis, joins Mandabach & Sims, Chicago, as media director.

Tom Kokai, senior copywriter, Keller-Crescent, Evansville, Ind., named associate creative director.

Susan Stober, account representative, CPM, Chicago, joins D'Arcy MacManus Masius there as media planner.

Raymond Kunst, from Corny Flavors, Chicago, joins BBDM Advertising there as art director.

Peter Walker, from Katz Television, Chicago, joins Blair Television there as sales manager, independent team, Chicago.

Lloyd Hypes, senior account executive, Geer, DuBois, New York, joins Saatchi & Saatchi Compton there as deputy director, business development.

Julie Talbott, director of sales, The Radio Company, New York, named VP, general manager of network.

Lynda Gianforte, art director, Ketchum Advertising, New York, joins advertising division, Wade Corp., Sacramento, Calif., as account executive.

Larry Strumwasser, from Broadcast Marketing, New York, joins TeleRep there as account executive, wildcat team.

Ken Hollingsworth, director of advertising, KNCO-AM-FM Grass Valley, Calif., named VP.

Stephen Newman, Northwest regional sales manager, KGW-TV Portland, Ore., named general sales manager.

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Jose Ramos, from Del Monte Corp., overseeing operations in Panama and Puerto Rico, joins WKAQ-TV San Juan as marketing manager.

Michael Horlander, sales manager, WQMF(FM) Jeffersonville, Ind., named VP.

Shelley Hall, national sales manager, WEAN(AM)-WPJB-FM Providence, R.I., named local sales manager.

Gary Gardner, national sales manager, WTAF-TV Philadelphia, named local sales manager.

Hayden Williams II, account executive, WPRI-TV Providence, R.I., named national sales manager.

Jack Solpa, from WGAR(AM) Cleveland, joins WZAK(FM) there as co-op sales manager.

K. David Godbout, regional sales manager, KTRV(TV) Nampa, Idaho, joins WRG-TV Dayton, Ohio, as national sales manager.

Debbie Hayes, account executive, WKBO(AM) Harrisburg, Pa., joins WXII(TV) Winston-Salem, N.C., in same capacity.

Leann Chambers, from KWJH(AM) Portland, Ore., joins KYUU(FM) San Francisco as account executive.

Dave Bendt, sales service coordinator, KING(AM) Seattle, named account executive.

David Tichenor, from WVLK-FM Lexington, Ky., joins WTVQ-TV there as account executive.

Kim Barrow, from E.H. Brown Advertising, Chicago, joins WLS-AM-FM there as account executive, retail sales.

Jacki Bennett, national sales manager, KRIV-TV Houston, joins KBHK-TV San Francisco as account executive.

Bruce May, from WNDU-AM-FM South Bend, Ind., joins WHEB-AM-FM Portsmouth, N.H., as account executive.

Programing



Harrison

Dan Harrison, director of sales, Almi Television Productions, New York, named president, succeeding Chuck Larsen, who joined D.L. Taffner/Ltd. as executive VP, syndication (Fates & Fortunes," Sept. 10).

Marilyn Matthews, assistant director, media planning, CBS Entertainment, New York, named director, media planning, CBS Entertainment, named director, on-air planning.

Appointments, Showtime/The Movie Channel: **W.S. (Jay) James**, senior VP, video technology and programing, Doyle Dane Bernbach, New York, to senior VP, strategic planning, there; **Denise Baddour**, area manager, west coast of Florida, Atlanta, to regional marketing manager; **Beverly Surowiec**, district affiliate manager, Atlanta, to area manager there; **Denise Daugherty**, affiliate coordinator, Atlanta, to district affiliate manager; **Anabella Riccio**, marketing manager, Ultracom Cable, Miami Beach, to area manager, Boca Raton, Fla., area office, and **Bruce Dobbs**, from Prime Cable, Atlanta, and **Cheryl Royster**, from Turner Broadcasting, Atlanta, to district affiliate managers there.

Appointments, Home Box Office: **Iris Dugow**, VP, Los Angeles, to senior VP, original programing, West Coast; **Maurice Singer**, VP, Los Angeles, to senior VP, motion picture production. Directors named VP's: **Dave Baldwin**, VP, program scheduling, New York; **Judy Feldman**, VP, pre-production acquisition, West Coast, Los Angeles; **Tony Guido**, VP, business affairs, original programing, New York; **John Newton**, VP, film programing; **Neil Pennella**, VP, business affairs, film acquisition; **Fran Peragine**, VP, Cinemax programing, and **John Titman**, VP, facilities. **Faith Wender**, chief counsel, West Coast, Los Angeles, to VP, and **Viviane Eisenberg**, chief counsel, original programing, to VP.

Howard Lloyd, senior VP, Western Division, Worldvision Enterprises, Los Angeles, retires. His duties will be assumed by **Randall Hanson**, VP, Western division manager for Worldvision.

Don Friedman, director of sales-program development, Mizlou Television Network, New York, named VP, programing, and member of board of directors, newly formed Mizlou Programing there.

Harold Brook, from 20th Century Fox Film Corp., Los Angeles, joins Paramount Television Domestic Distribution there as associate director, business affairs, legal department.

Joseph Hobel, unit manager, NBC Entertainment, New York, named senior unit manager.

Terry Ewert, supervising producer, *Sports-world*, NBC, New York, named coordinating producer.

Robert Weiss, from New World Pictures, Los Angeles, joins 20th Century Fox Film Corp. there as associate telecommunications counsel.

Marc Grinker, attorney, Davis Polk & Wardwell, New York, joins Corporation for Entertainment & Learning there as executive assistant to president.

Rick Peters, director of programing, WHTT(FM) Boston, joins TK Communications, owner of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., and KLVU(FM) Dallas, as VP, programing.

Ann Gemunder, station production coordinator, WDVM-TV Washington, named supervisor of programing operations.

Judy Law, program director, KIRO-TV Seattle, named VP, programing and creative services.

Michael Ellis, music director, WHTZ(FM) New York (licensed to Newark, N.J.) joins Doubleday Broadcasting's WAPP(FM) as program director.

Jim Heath, from KPPL(FM) Lakewood, Colo., joins KNUS(AM) Denver as program director.

Richard Wagar, program manager, WANE-TV Fort Wane, Ind., joins WLNS-TV Lansing, Mich., in same capacity.

Carl Gardner, from KNUS(AM) Denver, joins KEX(AM) Portland, Ore., as program director.

Appointments, WCVB-TV Boston: **Judith Stolia**, managing editor, *Chronicle*, to executive producer, specials and special projects; **Charles Kravetz**, producer, *Chronicle*, to executive producer and executive producer of program development; **Mark Mills**, assistant program producer, *Chronicle*, to producer; **Joy McGugan**, assistant program manager, to assistant director of programing, and **Karl Nurse**, senior producer and producer, *City Streets*, to executive producer, community programing.

Steven Robbins, production manager, WDEF-TV Chattanooga, joins Viacom Cablevision of Long Island, N.Y., as producer-director.

Kelly Saunders, air personality, WIYY(FM) Baltimore, joins WBAL(AM) there as daytime talk show host.

Ted Sohler, from WPNT(FM) Pittsburgh, joins WPGH-TV there as production-news announcer.

Lisa Karlin, anchor-producer, WHTT(FM) Boston, joins WCVB-TV there as arts and entertainment reporter.

News and Public Affairs

Suzanne Caraher, weekend news manager, CBS News, New York, named manager, Chicago bureau.

Fred Anderson, director of news and sports, KNCO-AM-FM Grass Valley, Calif., named VP.

Brian Miller, producer, 5 p.m. news, KOTV(TV) Tulsa, Okla., named executive producer. **Bob Uhlar**, producer, KTUL-TV Tulsa, joins KOTV,

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ucceeding Miller.

Irent Weber, sports anchor-reporter. Georgia Radio Network. joins WQMT(FM) Chatsworth, Ga., as news and sports director.



Monsky

Mark Monsky, news consultant. NBC Television Stations Division. New York. named VP. news. for division. He will be responsible for overseeing news functions of NBC's five owned television stations.

Appointments. NTV Network. Kearney, Neb.: **Brian Maass**, Kearney bureau chief. to assignment editor, assistant news director: **Albert Maruggi**, from KQCD-TV Dickinson. N.D., succeeds Maass, and **Rob McCartney**, from KXSS(FM) Lincoln. Neb., to farm director.

Appointments. KWGN-TV Denver: **Nina Bondarook**, from *Colorado Springs Gazette Telegraph*, to assignment manager; **Jo Austin**, news director. KDKO(AM) Denver. to news planner; **Dave Young**, from WXEX-TV Richmond. Va., to weekend anchor; **Theresa Schiavone**, from KOA(AM) Denver. to reporter. and **Tom Riley**, from WCPO-TV Cincinnati. to weather anchor.

Appointments. WTVT(TV) Tampa-St. Petersburg. Fla.: **Jim West**, news operations manager. to interim news director; **Ken Kalthoff**, anchor-reporter. WFTV(TV) Orlando. Fla.. **Steve Geiger**, anchor-reporter. WCIV-TV Charleston. S.C.. **Marianne Pasha**, anchor-reporter. WXLTV Sarasota. Fla. and **Sam Cardinale**, from WFLA(AM) Tampa-St. Petersburg. Fla., to reporters; **Jim Hooper**, ENG tape editor. WFLA(TV) Tampa-St. Petersburg. to same capacity. and **Mike House**, executive news producer. KTSM-TV El Paso. to photographer.

Appointments. WJAR-TV Providence: **Gary Ley**, from Weather Channel. Atlanta. to weekday 6 and 11 p.m. meteorologist; **Steve Ference**, executive news producer. WBNS-TV Columbus. Ohio. to executive news producer; **Jack Edwards**, weekend sports anchor. to additional duties as sports reporter. and **Betsy Henry**, news intern. to associate news producer.

Lee Meredith, assignment editor. KHOU-TV Houston. named senior producer. 10 p.m. news. **Doug Miller**, from KTRH(AM) Houston. joins KHOU-TV. succeeding Meredith.

Jay Baltezare, freelance reporter-producer. joins Alaska Public Radio Network. Anchorage. as reporter-producer.

Erica Broman, from WWLP(TV) Springfield. Mass., joins WTXN(TV) Waterbury. Conn., as executive producer and host of public affairs program. *Insight Out*.

Pat Minarcin, from Scripps-Howard's WEWS(TV) Cleveland. joins co-owned WCPO-TV Cincinnati as anchor. 11 p.m. news.

Susy Robinette, from KTNV-TV Las Vegas. joins WHO-TV Des Moines. Iowa. as co-anchor. 6 and 10 p.m. news.

Alan Frio, from KOVR(TV) Sacramento. Calif., joins WCAU-TV Philadelphia as 5 and 11 p.m.

co-anchor. succeeding **Deborah Knapp**, who becomes co-anchor of *Noonbreak* and 6 p.m. news.

Lisa Scott, reporter. KCRG-TV Cedar Rapids. Iowa. named weekend anchor.

Annette Barskile, public affairs coordinator. WPTF-TV Raleigh. N.C.. named public service director.

Reynelda Muse, principal weekend anchor. Cable News Network. Atlanta. joins KCNC-TV Denver as co-anchor. 6:30 p.m. news.

David Brown, morning news producer. WCNN(AM) Atlanta. joins WFOX(FM) Gainesville. Fla., as news assistant.

George Reading, from KNX(AM) Los Angeles. joins KOVR(TV) Sacramento. Calif., as weekday co-anchor.

Warren Moran, from KSDO(AM) San Diego. joins KHVH(AM) Honolulu as morning anchor.

Andrea Haas, assistant producer. WHYY-TV Wilmington. Del., named producer-reporter.

Emerald Yeh, anchor. Cable News Network. Atlanta. joins KRON-TV San Francisco as weekend co-anchor.

Roger Goodrich, anchor-reporter. WCVB-TV Boston. retires.

Jim Madaus, from WJRT-TV Flint. Mich., joins WXYZ-TV Detroit as weekend weather anchor.

Laurie Mann, from KDRK(FM) Spokane. Wash., joins KHQ-TV there as weather anchor.

Charlotte Scot, from WKBW-TV Buffalo. N.Y., joins WXYZ-TV Detroit as consumer reporter.

Technology

Gerald Reeves, director. management information systems. NBC. Los Angeles. named VP. management information systems.

Michael LoCollo, manager of RF systems engineering. broadcast operations and engineering. ABC. Los Angeles. joins Wold Communications there as director of engineering.

William Buynak, VP. video products division. Chyron. Melville. N.Y.. named corporate VP.

Marshall Williamson, director of engineering. Post Corp., Appleton. Wis., named VP. broadcast engineering. succeeding **Elmo Reed**, retired.

J. Eugene Harrison, president. Southcom division. Loral Corp., joins Continental Electronics Mfg., Dallas communications equipment manufacturer. as president and CEO.

Carl Washenko, VP. human resources and administration. Comsat Telesystems Inc., Washington. named VP. human resources. Comsat Technology Products Inc.

Robert Wilson, controller. audio-video system division. Ampex. Redwood City. Calif., named assistant general manager.

Appointments. Northwest Teleproductions. Minneapolis: **Sue Green Lasko**, assistant colorist. to senior colorist: **Mark Huffington**, from KLDH-TV Duluth. Minn., to staff producer-director: **Leslie Lea Nord**, assistant editor. to editor: **Lindy Pieper**, from KITN(TV)

Broadcasting

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Minneapolis-St. Paul, to assistant editor, and **Bruce Wilson**, from KMSP-TV Minneapolis-St. Paul, to assistant colorist.

Bernie Wimmers, assistant chief engineer, WCIX-TV Miami, named chief engineer. **Jay Burton**, engineering supervisor, succeeds Wimmers.

Promotion and PR

Judy Torello, national director, media relations. Home Box Office, New York, named VP, media relations. **Ken Keefer**, director, on-air advertising, promotion and design, named VP.

Alice Allen, from Robert Marston & Associates, and before that, president of her own public relations agency, joins public relations division, Cunningham & Walsh, New York, as VP. **John O'Keefe**, VP and director of public relations, Lincoln Center, New York, joins public relations division, C&W, as VP and member of senior management staff.

Terrence Langan, VP, general manager, promotional services group. Tracy-Locke/BBD, Dallas, named executive VP.

Horace Webb, VP, corporate affairs, Iowa Electric Light and Power Co., Cedar Rapids, Iowa, joins Hill & Knowlton, Chicago, as VP.

Diane Pollock, from Graphics Network, Los Angeles, joins Audiotronics Corp., North Hollywood, Calif., as manager, advertising and public relations.

Hank Rieger, former president, Academy of Television Arts & Sciences, reactivates Hank Rieger & Associates, Pasadena, Calif., public relations firm specializing in entertainment industry.

Chris Clausen, from Chris Clausen Productions, Nahant, Mass., joins WXNE-TV Boston as director of creative services.

Russell Paris, supervisor, on-air promotion, KTLA-TV Los Angeles, joins Paramount Television Group there as manager, advertising and promotion.

Janice Steinberg, promotion director, non-commercial KPBS-FM San Diego, resigns.

Doug Gervais, public relations director, Arizona-Sonora Desert Museum, Tucson, Ariz., joins KGUN-TV there as promotion manager.

Mary Zakrasek, news production assistant, KGUN-TV, named promotion assistant.

Bob Eoff, director of broadcast services and promotion, WREG-TV Memphis, named assistant director, programing, and promotion manager.

Patricia San Pedro, promotion manager, WIOD(AM)-WIAI(FM) Miami, joins Group Five Communications, Manchester, N.H., television and radio production company, as marketing director.

Desiree Brown, promotion director, Thunder Media, Portland, Ore., joins KCNR-AM-FM there as promotion director.

Barbara Schuler, assistant to senior VP, corporate relations, noncommercial KTCA-TV Minneapolis, named manager of community relations.

J. Thomas Sumida, staff designer and art director, noncommercial WGBH-TV Boston, named design director.

Allied Fields



Ferrante

Victor Ferrante, senior VP, Katz Communications, based in New York, joins communications group of Lehman Brothers there as senior vice president. He will be arranging financing for station owners and helping with mergers and acquisitions.

Elliot Evers, with Chapman Associates, Washington, named head of newly opened San Francisco office.

Lee Guittar, who has 17 years of newspaper experience with Times Mirror and Knight-Ridder, joins *USA Today*, Gannett, Washington, as president, succeeding **Paul Flynn**, who had been serving on interim basis.

James Tierney, administrative law judge, FCC, Washington, named deputy chief administrative law judge.

Rhody Bosley, VP, national sales, radio, Arbitron, New York, named VP, sales and marketing, radio division, succeeding **William Livak**, resigned.

Elected to board of directors, Association of Independent Television Stations: **Steven Bell**, senior VP, Golden West Television, and general manager, KTLA-TV Los Angeles; **Harry Pappas**, president, Pappas Telecasting; **Harold Protter**, president, WNOL-TV New Orleans, and **John Serrao**, president and general manager, WPMT-TV York, Pa.; **WDZL-TV** Miami, and **KTRV-TV** Nampa, Idaho. Re-elected to second two-year term were **Milton Maltz**, chairman and CEO, Malrite Communications, and **Kevin O'Brien**, VP and general manager, WTTG-TV Washington.

George Reeves, executive VP, Intermedia Entertainment Co., Los Angeles, joins Triad Artists Inc. there as executive VP, administration and business affairs.

Elected officers, Electronic Media Rating Council, New York: **Gary Chapman**, director of broadcasting, Freedom Newspapers, E. Providence, R.I., chairman; **John Dimling**, executive director, Rating Council, secretary-treasurer; **Michael Berg**, associate general counsel, National Association of Broadcasters, Washington, assistant secretary, and **John Abel**, senior VP, research and planning, NAB, assistant treasurer.

Elected officers, Illinois Broadcasters Association, Springfield, Ill.: **Barry Geoghegan**, WAND-TV Decatur, president; **Jack Bennet**, WHBF-AM-FM Rock Island, president-elect; **Monte Newman**, WMAQ-TV Chicago, vice president, and **Emily Osburn**, WLDS(AM)-WEAI(FM) Jacksonville, treasurer.

Ann Karelitz Laff, marketing manager, WBZ-TV Boston, joins Decision Research Corp., Lexington, Mass., marketing research and consulting firm, as project manager.

Deaths

Abe Plough, 92, retired chairman, Schering-Plough, Memphis, international pharmaceutical enterprise and former station group owner, died of gastrointestinal disorder Sept. 14 at Baptist Memorial hospital, Memphis. Born in Tupelo, Miss., in December 1891, he



Plough in 1950's

founded Plough Inc. in 1906, with \$125 borrowed from his father, selling "Plough's Anti-septic Healing Oil" from the back of horse-drawn wagon. When he merged his company with Schering Corp., in 1971, Plough Inc.'s revenues were \$144 million, with products such as St. Joseph's Aspirin for Children, Coppertone and Maybelline cosmetics. Plough got into radio ownership in 1944 (he had been radio advertiser for 10 years) with purchase of WMPS(AM) Memphis from Scripps-Howard. When Plough divested itself of its broadcast holdings earlier this year (BROADCASTING, Feb. 6, et seq.), they comprised 6 AM's and 6 FM's: WPLO(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WMLX(AM)-WUBE(FM) Cincinnati; WKDJ(AM)-WHRK(FM) Memphis; WJJD(AM)-WJEZ(FM) Chicago; WSUN(AM) St. Petersburg, and WZNE(FM) Clearwater, both Florida. Plough is survived by two daughters.

Morris J. Markowitz, 83, founder and former president of Markland Advertising, New York, and former vice president of Alexander's Advertising, New York, died Sept. 12 in Boca Raton, Fla., nursing home. Markowitz founded agency in 1962, and served as president until his retirement in 1970. Survivors include his wife, Elsie, and two daughters.

Jack Devany, 68, senior station relations representative, American Society of Composers, Authors and Publishers, working out of his home in Philadelphia, died of complications following heart surgery Sept. 11 at Methodist hospital in Philadelphia. He had worked for ASCAP for 37 years. He is survived by his wife, Lorraine, and son.

Robert Guy, 64, VP, broadcasting, Mike Parker & Associates, Tacoma, Wash.-based group owner with stations in Alaska, Washington and California, and former program director, KING-TV Seattle, died Sept. 10 at Tacoma General hospital of complications from hip injury.

Leon E. Smith, 68, retired news director, WBTM(AM)-WAKG(FM) Danville, Va., and VP of parent, Piedmont Broadcasting, died Sept. 10 at his home in Danville following series of heart attacks. He is survived by his wife, Betty, and two daughters.

Richard Basehart, television, stage and film actor best known on television for his role as Admiral Nelson on ABC's *Voyage to the Bottom of the Sea*, died Sept. 18 at Cedars-Sinai Medical Center, Los Angeles, after series of strokes. He is survived by his wife, Diana, son and two daughters.

Always a market for Norman Wain

Some people find their careers early in life. Few do so any younger than Norman Wain, president and co-owner (along with partner Robert Weiss) of group radio operator Metroplex Communications. He discovered early the magic of the business he would make his life.

When Wain was six, his mother bought him what at the time (the 1930's) was a popular item among children: a sound effects kit, complete with scripts and enough props to create one's own make believe radio program. "I think I've been interested in the medium ever since."

Wain's mark on the industry over the last eight years as co-owner of Metroplex has been impressive by most accounts. Metroplex has specialized in "turn-around" efforts: acquiring underdeveloped radio properties and turning them into big money makers in a relatively short time. The partners have wheeled and dealt their way in and out of such markets as Cleveland, Dallas and St. Louis, picking up stations at bargain prices and selling them for record or near-record sums.

Metroplex's current portfolio of stations includes WPKX-AM-FM Washington and five Florida stations, including WHYI(FM) Miami, WFVY(FM) Jacksonville, WMGG(FM) Tampa-St. Petersburg and WORL(AM)-WJYO(FM) Orlando. Wain and Weiss also own one-third of WOIO(TV) Cleveland, which holds a construction permit for channel 19 there and expects to be on air by the first quarter of 1985. Metroplex also consults WRTH(AM)-KEZK(FM) St. Louis, having sold the FM to the current owner several years ago.

It wasn't too long after Wain wore out his sound effects kit that he began acquiring hands-on radio experience. Throughout high school in New York he was involved as both an actor and announcer in the All City Radio Workshop. Participants staged dramas and educational programs that were carried into city classrooms via the then-experimental FM band. As a speech major at Brooklyn College, Wain was announcer for WYNE(FM), then an experimental station run by the New York Board of Education at Brooklyn Technical High School.

Following his graduation from college in 1949, Wain cut his teeth as an announcer for two years at several East Coast AM stations, including WLOW Norfolk, Va.; WASA Havre de Grace, Md., and WHAY New Britain, Conn. Serving in the U.S. Army during the Korean War, Wain was an announcer with the Far East Network (a military radio network) in Japan. After his discharge in late 1952, he became an announcer at WNYC(AM) New York. In 1954 he moved to Cleveland to become program director of WDOK-AM-FM.

After five years with WDOK-AM-FM, Wain



NORMAN WAIN—President, Metroplex Communications, Cleveland; b. Feb. 19, 1928, New York; BA, speech, Brooklyn College, New York, 1949; announcing positions at WLOW(AM) Norfolk, Va., and WASA(AM) Havre de Grace, Md., 1949, and WHAY(AM) New Britain, Conn., 1950; U.S. Army, 1950-52; announcer, WNYC(AM) New York, 1953-54; program director, WDOK-AM-FM Cleveland, 1954-59; radio-TV director, Wyse Advertising, Cleveland, 1959-61; president, Norman Wain & Associates, 1961-62; salesman, WHK(AM) Cleveland, 1962-64; partner, Westchester Corp., licensee of WFAS-AM-FM White Plains, N.Y., and WIXY(AM)-WDOK(FM) Cleveland, 1965-1971; private investor, 1971-76; president and 50% owner, Metroplex Communications, 1976-present; m. Nina Saul, Nov. 13, 1955; children—Beth, 27; Amy, 25; Cathy, 23, and David, 15.

decided to explore another aspect of the radio business, joining the Cleveland-based Wyse Advertising as radio-TV director. Two years later, he formed his own ad agency, Norman Wain & Associates. That was when he met Bob Weiss, who was then a salesman at WHK(AM) Cleveland and frequently called on Wain to pitch advertising proposals. The two became friends, and in 1962 when a sales position opened at WHK, Weiss persuaded Wain to close his own shop and take the position. Joseph Zingale was third salesman at the station, and in 1964 the three resigned to form Westchester Corp. to purchase WFAS-AM-FM White Plains, N.Y. A year later the group acquired WDOK-AM-FM, changing the AM call letters to WIXY.

In 1971 however, after five successful years of operating the Cleveland combo, the group decided to break up, selling its two stations there for \$14.5 million, at the time a record price for a combination. Why the breakup? As Wain explains it, "We were relatively young and had made some money and we just thought we'd go our separate ways" and explore other opportunities.

Five years later, after some relatively unexciting (if profitable) real estate investments, and after several aborted attempts at

putting together a new radio station portfolio, Wain and Weiss got back together, forming the company to be known as Metroplex (after the name given to the greater Dallas-Fort Worth area), to acquire KOAX(FM). That was in 1976. Three years later the partners sold that station to Westinghouse for \$7 million, then a record price for an FM. With that deal consummated, their reputation for turning around stations was clearly established, prompting one television writer to dub Wain and Weiss the "Gold Dust Twins."

Even taking into account the considerable profit on the deal, why sell a profitable station in a growing market? "We had every intention of keeping it," said Wain. "But along came Westinghouse and, frankly, they made us an offer we couldn't refuse." Group W Radio president Dick Harris laughs admiringly at that recollection. As he recalls it, the record \$7 million was the price Wain "had to have" for KOAX. Worth every penny to Harris, however. What impressed him the most about the station, he said, was "the creativity behind it." For one thing, Metroplex had located the studio high atop the globe-shaped Reunion Tower, a Dallas landmark, thereby making the station itself a symbol of the city. At the time of that sale, Wain adds, Metroplex had recently picked up WHYI(FM) Fort Lauderdale, Fla., and KEZK(FM) St. Louis. "So we sold Dallas to concentrate on the new acquisitions."

Metroplex's latest project is a promotional effort in Florida. It calls its five stations there the "Metroplex Florida Network." Wain admits the word network may be "somewhat of a misnomer. It's a marketing concept more than anything else." The message Metroplex is trying to get across, said Wain, is that advertisers "who have had a good experience with a Metroplex station in Miami, for example, will also have a good experience with our station in Tampa."

Group W's Harris isn't the only radio executive to praise Wain for his efforts. Doubleday Broadcasting President Gary Stevens describes him as "one of the shrewdest operators I know. He knows when to get in and when to get out of a market." And, he adds, Metroplex was the first group operator to "see the attractiveness and growth opportunities of the Florida markets."

Wain, for his part, says that partner Weiss is just as responsible for the success the group has had. "I really owe whatever success I've had to the fact that we've been good partners for each other over the years."

As for future acquisition plans, says Wain, "we're always in the market for a good buy. We are taking a little breather now to concentrate on the Florida network." But next year the company will probably take a serious look at both AM's and FM's. "There's no other business in the world where you can take an underdeveloped property and turn it around as quickly as in radio," Wain explains. "We just like the challenge and excitement of the business." ■

Board of judges for U.S. District Court Southern District of New York met last Thursday (Sept. 20), but reached **no decision on CNN's request** to waive its local rule barring cameras in courtroom (see page 80), **so that network can cover CBS-Westmoreland trial** scheduled to begin on Oct. 9. Decision has been deferred until Oct. 1. Meanwhile, strongly worded denial by U.S. Judicial Conference of petition filed jointly by 28 national news organizations which was handed down last week (see page 36) has quashed any hope of CNN getting relief from that body. If Southern District grants CNN waiver from its local rule, network will argue individual judges also have discretion to waive rule in federal Judicial Code of Conduct that bars cameras in civil court proceedings. Despite setbacks last week, said CNN source, "we're still in the ball game. But it's the fourth quarter with one minute to go and we're losing 40-0."

Senate unanimously passed measure (S.607) late last Thursday **reauthorizing Corporation for Public Broadcasting for fiscal 1987, 1988 and 1989.** Measure, which sets budget ceilings of \$200 million, \$225 million and \$250 million, respectively, is **replacement for earlier bill vetoed by President Reagan** for its excessive funding levels. (Ceilings in original measure were \$238 million, \$253 million and \$270 million.) Senator Barry Goldwater (R-Ariz.), responsible for legislation, was working with Office of Management and Budget to achieve compromise on figures. Administration is pushing for funding levels contained in bill, H.R. 6230, offered by Representative Michael Oxley (R-Ohio), that would set funding levels at \$186 million in 1987, \$214 million in 1988 and \$246 million in 1989. However, they were unable to reconcile differences and Goldwater opted to move bill anyway. House is expected to take up measure this week and sources feel it will be harder for President to reject this version. Bill also includes funding levels for Public Telecommunications Facilities Program administered by National Telecommunications and Information Administration at \$25 million in 1985, \$35 million in 1986 and \$40 million in 1987. Original authorization included funds at \$50 million, \$53 million and \$56 million, respectively. Oxley bill calls for \$14 million, \$16 million and \$18 million.

Mondale campaign released three new spots last week in effort that attacks President Reagan on arms control and deficit-reduction fronts. Spots are in tune with messages Walter Mondale and his running mate, Geraldine Ferraro, have been delivering on stump in campaign around country. One commercial shows man, in line with statement from Reagan official on surviving nuclear war, digging hole in his back yard, as narrator says, "It's time to think about how deep a hole we are digging for ourselves." Spot is one of several in Mondale campaign that makes point Reagan has opposed all recent arms control agreements. Two spots contrast Mondale's announcement of plan to reduce budget with Reagan's failure to do so. One makes use of newspaper editorials praising Mondale on his plan; other says, "here's our plan," and closes with tagline relating to Reagan, "Where's the plan?"

Senate last week unanimously passed resolution H. Con. Res. 321 that asks broadcasters and other news media to refrain voluntarily from characterizing or **projecting results of election before polls close** everywhere (BROADCASTING, July 2).

Arbitron Ratings Co. and Burke Marketing Services are to begin testing new "**ScanAmerica**" people/product purchasing meter, ratings and marketing service designed to measure individual television viewing as well as household product purchasing. First phase of test will begin in April 1985, when 200 Denver households are outfitted with new device. Household product purchasing will be tracked by having individuals use "hand-held scanning wand" when shopping that will record purchases by reading universal product codes on goods—similar to that used by tellers at check-out counters to read purchase price of items. After undetermined period of time, second phase of test will begin with number of devices in Denver households raised to between 600 and 1,000. Service is expected to be "fully operational" by 1986. With launching of second phase, Arbitron will eliminate diary service in Den-

ver and begin to syndicate people viewing/product purchase data. Arbitron said it is committed to expand ScanAmerica service, either to 11 other metered markets or via "national service some kind."

Chris-Craft Industries, which, through subsidiary, BHC Inc., currently owns **50.1% of United Television**, is **proposing additional control.** UTV owns three VHF's and one UHF; BHC, 57.5% owned Chris-Craft and 42.5% by Warner Communications, has two VHF's. Complete merger would not appear to change operation of station significantly; since July 1983 top spots at UTV have been held by Chris-Craft executives including Evan C. Thompson who, president of each, does program buying. Mario Gabelli, who heads New York-based institutional brokerage firm that owns 4.7% UTV stock, said that deal between two companies could make sense for both, with BHC making use of UTV's cash flow to pay BHC debt and UTV making use of BHC's tax credits. Sharing tax credits would require 80% ownership by one company or other arrangement. Gabelli speculated that this could be accomplished by exchanging BHC's two stations for additional UTV stock.

Charles Dolan, founder and head of Cablevision Systems, Woburn, N.Y.-based MSO, has made **offer to buy out all of approximately 50 limited partners** who with him own **Cablevision System Development Co.**, which operates MSO's cable systems in New York metropolitan area, with about 390,000 subscribers. Current Dolan is managing general partner of CSDC with minority ownership interest. Limited partners were brought in two years ago to raise \$75 million in cash by way of bond offering. In addition, the company was buying bonds were issued warrants to be redeemed in event CSDC made public stock offering before September of 1987. As part of planned buyout, Dolan has offered to pay more than \$6 for each of more than 2.4 million outstanding warrants. CSDC has estimated value of \$40 million. Company source said that Dolan share of equity in CSDC after buyout would be "50% or better."

Hughes Communications was scheduled to **launch** its third Galaxy series communications satellite at 6:20 p.m. NYT Friday (Sept. 2) from Cape Canaveral, Fla. **Galaxy III** will begin transmitting from its orbital slot at 93.5 degrees west longitude after 30-60 day testing period.

Jack David Smith, FCC Common Carrier Bureau chief, last week was named **FCC general counsel**, effective Oct. 1. Smith, 38, former deputy chief in Common Carrier Bureau, was promoted to chief last July (BROADCASTING, July 18). He joined commission in 1974 as attorney for office of general counsel, where he spent six years litigating common carrier, broadcast and cable cases. From 1974 to 1977, he was captain and military prosecutor in U.S. Marine Corps. In interview, Smith, who sought slot as agency's top lawyer, said his number-one priority will be "to make sure all commission orders are legally supportable so that they will prevail under any court challenge." One commission source said Smith has assured commission's bureau chiefs that he thought bureau should draw up policy, not general counsel. Role of general counsel should be to support that policy, he was quoted as saying. "That's going to be a welcome change," source said. Smith will succeed **Bruce Fein**, who announced last summer that he was seeking employment outside commission (BROADCASTING, Aug. 6). Fein is being "detailed" for time being to office of general counsel at **Central Intelligence Agency.** Fein explained that under interagency arrangement, he will remain on FCC's payroll while working for CIA. "I'm still looking for other permanent arrangements," he said. Fein also said his work and job title at CIA will be "clarified" later. **Albert Halprin**, former Common Carrier Bureau staffer and husband of Janice Obuchowski, Chairman Mark Fowler's legal assistant for common carrier matters, will succeed Smith as chief of Common Carrier Bureau.

Congress finally appears on its way to enacting legislation that would do to Canadian broadcast stations what Canada has been doing to American border broadcasters since 1976. Senate last week passed so-called **Mirror Bill**, which would **deny tax break to**

American advertisers that buy time on Canadian stations. Canada has had that kind of law directed against American stations since 1976—and has kept it on books in face of pleas and pressures from S. Bill (S.1940), sponsored by Senators Patrick Moynihan (D-Y.) and John Danforth (R-Mo.), cleared Senate Finance Committee year ago and passed Senate as amendment to miscellaneous trade bill. Measure now goes to conference with House, which has not yet acted on Mirror legislation. There does not appear to be opposition to accepting provision in House.

Los Angeles-based Discovery Music Network last week filed civil lawsuit in U.S. District Court in Los Angeles against MTV Networks Inc., claiming latter has used its position of market dominance to create monopoly in distribution of music videos produced by major record companies. Discovery, which plans to launch its own 24-hour cable-distributed music video service Jan. 1 (BROADCASTING, pt. 3), claims MTV has effectively "stifled" competition by co-opting five major record firms into signing long-term contracts granting it exclusive rights to their music videos. MTV had no immediate comment, pending receipt of lawsuit. In unrelated announcement, MTV disclosed Wednesday (Sept. 19) that it had signed multiyear exclusivity agreement with Polygram Records for selected Polygram videos" in exchange for cash and advertising time.

CBS News said last week that Crossroads, summer magazine program with Charles Kuralt and Bill Moyers, would not be brought back. It also announced that at least 12 hours of documentary programming under CBS Reports banner would be produced in 1985. To date this year, CBS has carried four one-hour documentary programs.

NBC News said last week it would develop new weekly half-hour news program for children. NBC News executive Herb Dudnick will serve as executive producer. "We don't envision this having a simplistic Dick and Jane tone," said Dudnick. "It will address serious issues, but through unique stylization that will make those issues] fascinating for younger audiences."

People for American Way last week announced \$1-million media campaign aimed at combating "moral McCarthyism" of "fundamentalist right." Group has produced one five-minute, one two-minute and three 60-second television spots, all on theme that religion and politics should not be mixed. It said spots will be placed station-by-station basis starting this week. Longer spot includes toll-free number soliciting contributions for campaign. At press conference in Washington, Hollywood producer Norman Panama, founding chairman of group, said group planned to buy time on some stations and hoped other stations would carry them as public service.

Kansas City, Mo., which has figured in celebrated—and continuing—Christine Craft sex discrimination case—has been named in second sex-discrimination complaint, this one by black woman who succeeded Craft as co-anchor in 1981. Brenda Williams filed complaint with Equal Employment Opportunity Commission in St. Louis, charging race and sex discrimination with respect to assignments and pay. Williams says that after station signed new white, male co-anchor to work with her, she was not given same opportunity to advance in her career, in terms of pay and stories to which she was assigned. Williams testified in 1983 on Craft's behalf at trial in which she was suing Metromedia Inc., which owned station when alleged sex discrimination occurred. Williams says in her charge she believes station, now owned by Hearst Corp., refused to correct "inequities" about which she had complained because of her testimony and her refusal "to discuss matters" with station officials. Williams, who joined station in 1977 as weekend anchor and reporter, also indicated she feels she was treated unfairly by station's former owner. She says in charge that she was promoted to five-day co-anchor on Sept. 12, 1981, only to find she had been "bypassed" in favor of "less qualified white male," Christine Craft. Williams is currently on medical leave; she is recuperating at her mother's home from surgery last week.



ABC honors. ABC honored Julius Barnathan, president of ABC's Broadcast Operations and Engineering, at a reception in New York last Monday for his 30 years of service to the company and his contributions to its Olympics coverage. Barnathan (l), an avid coin collector, was presented a gold coin by ABC Inc. President Frederick Pierce (c) and ABC Chairman Leonard Goldenson (r).

But her contract expired on Sept. 13. Station said in statement that negotiations for successor contract were conducted but were terminated on July 27 when parties were unable to reach agreement. Station said it is considering alternatives available to it but that in meantime, Williams remains employed "on month-to-month basis." As for Williams's complaint, station said it had not received copy and, therefore, did not know specific allegations. But, it said, "we are confident there can be no grounds to support a charge that we have discriminated against Brenda Williams."

Attorney General task force on family violence says "evidence is becoming overwhelming" that violence on television and in movies may contribute to violence in home. Accordingly, it says that television industry "should voluntarily set limits on the amount and kind of violence allowed on television." Report, issued last week, says networks, their affiliates and cable television bear "major responsibility" for reducing violence on television. It suggests that television executives and advertisers meet, "perhaps under then leadership of the surgeon general," to discuss issue ways of dealing with it. Among other things, it suggests development of broadcast standards. As for movies, task force recommends that motion picture industry re-evaluate its rating standards to make ratings more specific and informative.

NBC News has handed out 66 layoff notices to effect Jan. 1, 1985. Staffers being laid off are holdovers from cancelled *First Camera* and *NBC News Overnight* who are contributing to election coverage effort.

Willard Lochridge, vice president, special programming, ABC Radio Networks, was released from company for what sources called "budgetary reasons." Lochridge, who has been with ABC for nearly 14 years, was appointed to new post last April.

Legislative proposals intended to cap ownership of TV stations may fall short of their intended purpose, FCC Commissioner Henry Rivera warned last week in speech to Institute of Electrical and Electronics Engineers broadcast symposium in Washington. That, Rivera said, is because terminology used in pending bills and way FCC has classified new video services might result in only UHF and VHF TV station ownership being limited. "Therefore, any entity will be able to acquire an unlimited number of television outlets that are classified by the FCC as something other than broadcasting," Rivera said.

Editorials

Bullish on radio

Anyone nervous about the future of radio should have been in Los Angeles last week. The Radio Convention and Programming Conference there was a three-day reaffirmation of radio's basic values, coupled with an examination of current problems, trends and opportunities, and the atmosphere was decidedly upbeat. The doings, reported in detail elsewhere in this issue, are well worth reading, whether you're nervous or not.

One of the hottest items of corridor conversation in Los Angeles was Harte-Hanks's plan to sell all nine of its radio stations—and the estimated \$75 million it is getting for them. By itself, the decision to get out of radio ownership could easily be construed to mean that Harte-Hanks has lost confidence in the medium. But the dollars involved do not support any such notion, especially since just two of the stations, KKBQ-AM-FM Houston, are bringing approximately \$36 million, a record price for an AM-FM combination.

Aside from the dollars, what turns the Harte-Hanks deal from negative to positive for radio is the identity of the people putting up those dollars. The record outlay in Houston is coming from the Gannett Broadcasting Group, a savvy operator not famous for indefensibly rosy expectations. The buyers of the other stations are Gary Edens, chairman and chief executive of Harte-Hanks Radio, and a group of his associates in running those stations—people who should know better than anyone else what they are getting and whether it is worth the estimated \$40 million they're committing to it. Their vote for radio is a clear and unmistakable aye.

People get out of radio ownership for many reasons. They get into it for several, but the one essential ingredient has to be the belief that, whatever their other purposes, they will make money. (Some may say they'll be satisfied not to make money, so long as they don't lose a bundle, but we can't recall any whose ambitions were really so narrow.) Every buyer has to go in expecting to succeed. Every station acquisition, then, is a vote of confidence in the future, and those votes are not hard to find. This magazine's "Changing Hands" department reports any number of them every week.

To an unmarked grave

H.R. 6122 was buried last week, and not a moment too soon. It had become a reeking embarrassment to the broadcasting apparatus in Washington.

What, you have already forgotten the number? H.R. 6122 was the ultimate corruption of legislation that started out on another course. In earlier forms, bearing numbers now forgotten, the legislation was correctly identified as broadcasting deregulation. Its latest manifestation was still being called that by its sponsors last week, in terminology precisely suited to the doublespeak of Orwell's 1984.

There were no ceremonies at the graveside last week for a good reason. No mourners could be found. H.R. 6122 was crafted to self-destruct. It was the mechanism used by the leadership of the House Telecommunications Subcommittee to assert political control that had been challenged by two junior members of the house. H.R. 6122 performed its intended function, reminding broadcasters and their friendly congressmen that the man in charge of communications legislation in the House of Representatives is Tim Wirth (D-Colo.), chairman of the telecommunications sub-

committee, and not Tom Tauke (R-Iowa) or Billy Tauzin (D-La.).

You have already forgotten Tauke and Tauzin? Too bad. They were the offerers of truly deregulatory legislation that got sandbagged on the way to H.R. 6122. With NAB egging them on, they tried to bypass Wirth, who from the outset was for more regulation, not less.

Under Wirth's careful orchestration, H.R. 6122 took form. It owed its statutory quotas for minority employment to Mickey Leland (D-Tex.), who is convinced that broadcasting has intentionally frozen out blacks. Its statutory quotas for high-minded television programming came from Al Swift (D-Wash.), who is beginning to show the scars of an earlier career as a broadcasting newsman losing budgetary fights with profit-minded management. Throughout, Wirth played the role of a compromiser attempting to reconcile divergent forces in the search for true deregulation. At times, he must have found it hard to keep a straight face.

Perhaps deregulation can be revived in the next Congress, but not as a rerun of the history of H.R. 6122. It will take a legislative strategy of more sophistication than has been evident in the past year or so.

Whatever is to come in future congresses, the events in this one have disproved an enduring myth. No one can ever say again, without provoking snickers from the audience, that the broadcasters' lobby in Washington has clout.

Please stand by

Television in the Senate is dead—for now. Despite the efforts of departing Senate Majority Leader Howard Baker (R-Tenn.) to bring S. Res. 66 to a vote, no action will be taken on the measure in this session. While last rites are not appropriate—hope continuing to spring eternal with the start of each new session—there is cause for dismay in broadcasting quarters that the Senate has failed to join its companion body in turning the nation's living rooms into what Baker described as an "electronic extension" of the public galleries.

Others will have to carry the standard in future sessions (see "Closed Circuit," page 7). It is hoped that they, and all broadcasters, will bring the same commitment to the cause exhibited by Senator Baker.



Drawn for BROADCASTING by Jack Schmidt
"Quit screaming—you're the one who wanted to investigate the bridge scandal..."



This is what a newscast that just won a national news award looks like.

The newscast was on WIS-TV, Columbia. It won the UPI National Broadcast Award for best local newscast in its division. The judges called the newscast they saw "an all-around good product, well edited and well thought-out." It ran on October 27, 1983 and contained eight hard news stories, two human interest pieces, two

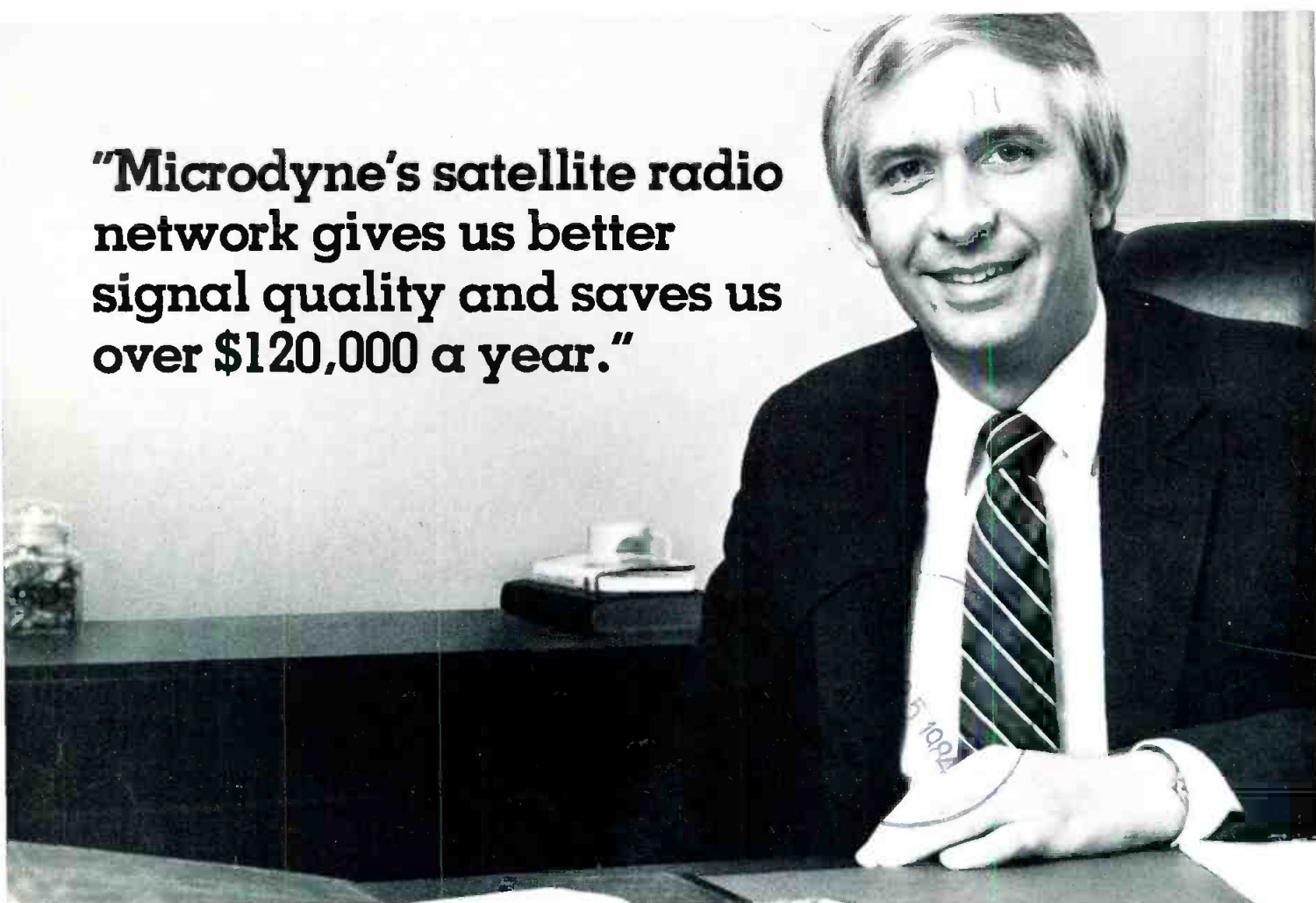
local business stories, and four minutes each of sports and weather. It was the kind of hard-packed newscast we try to turn out every day. It's the kind that brought us 14 other news awards in the past year. It's all in a year's work for a station that's been Columbia's news leader for the past 31 years.

WIS-TV • COLUMBIA

Channel 10 South Carolina

Cosmos Broadcasting Corporation • Represented by HRP, an NBC affiliate.

"Microdyne's satellite radio network gives us better signal quality and saves us over \$120,000 a year."



Paul Stone, General Manager, Georgia Radio News Service

Reduced costs — fast payback

State and regional networks need all the money they can save. That's why the Georgia Radio News Service installed a Microdyne SCPC satellite radio system.

They found that it reduced monthly distribution costs 80% while improving signal quality.



At Microdyne we manufacture nearly everything in the system, from the precision-molded 5-meter uplink antenna . . .

Where the network once paid \$12,000 a month for land lines to feed their 105 affiliates, they now lease a 10-dBw carrier on Westar IV for about \$2,000 a month. That results in a savings of \$120,000 a year.

"We expect a fast payback on

the equipment," General Manager Paul Stone adds.

Greater programming flexibility

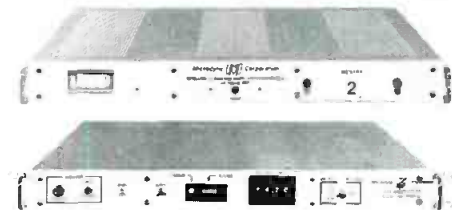
But lower costs and superior performance aren't the only advantages of a Microdyne radio network. Our system is frequency agile and has an optional bandwidth selection feature that lets you change formats when you change channels.

That means you can receive any of the many radio programs now being carried on a single satellite. And that gives you more programming options and greater flexibility.

Turnkey systems

At Microdyne we manufacture nearly all of the components that make up a satellite radio network, from the uplink antenna to the downlink demodulator. And we not only design and build custom systems, we can also manage the complete instal-

lation. So all you have to do is tell us what you need and when you need it.



. . . to the rack-mounted downconverter and unique bandwidth selectable, frequency-agile demodulator that lets you change formats when changing channels.

And of course all of our products are backed by our 48-hour repair or replacement policy and our 24-hour toll-free number for emergency engineering support.

Let us custom-tailor one for you

If saving thousands of dollars a month while improving performance appeals to you, call our Marketing Department at the number below. Ask for our free brochure on satellite radio systems. It could brighten your budget for years.



Microdyne Corporation

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