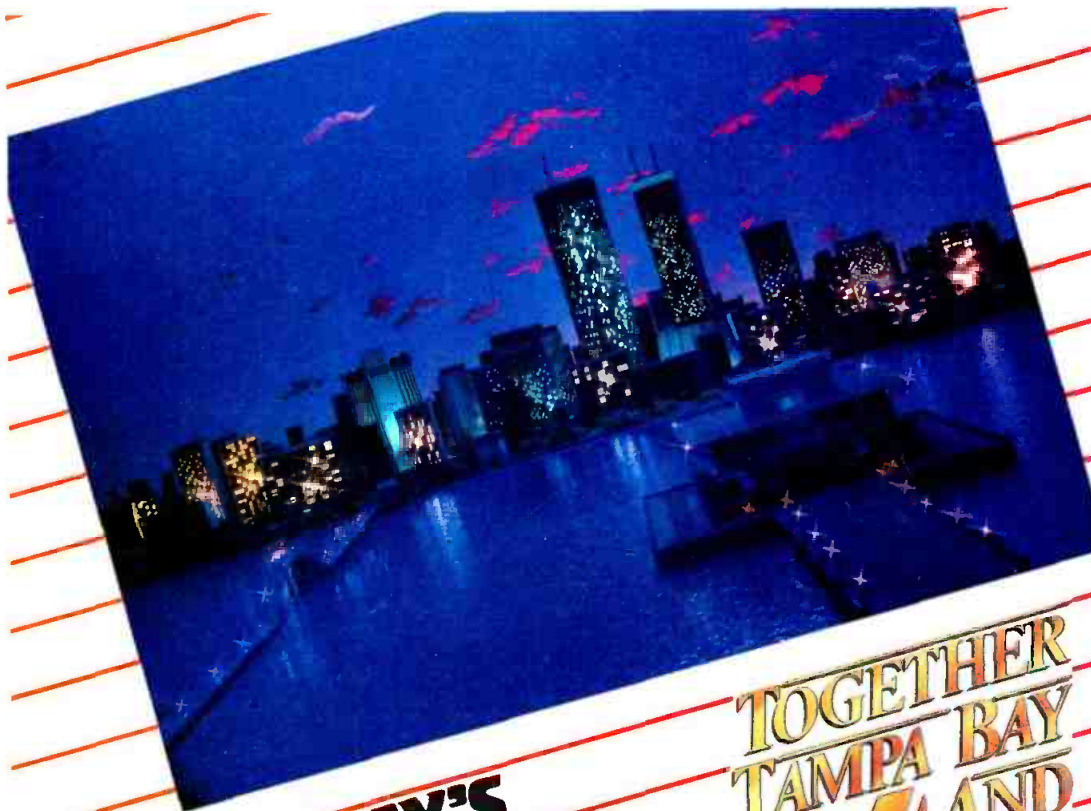


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TV figures heavily in final week of Campaign '84 Pool coverage rules called into question ATC's Collins tapped for HBO presidency

HOME STRETCH □ Presidential candidates' final hurrah for Campaign '84 includes flurry of television advertising buys to reinforce their messages. **PAGE 27.**

POOL PROBLEMS □ Although WPIX loses decision to become part of pool coverage, judge questions some of the coverage rules. **PAGE 29.**

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DECEMBER COMEBACK □ Radio reps and executives at networks report strong December numbers will produce healthy fourth-quarter gain. **PAGE 31.**

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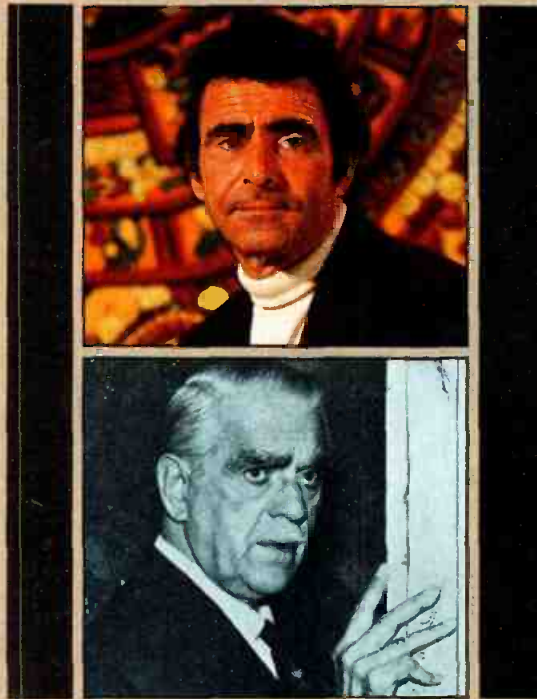
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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$80. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Hits the spot

Analysis prepared by Blair Television of heavy television network sales during August when ABC-TV carried Olympics highlights adverse impact on spot TV. Using BAR figures, Blair computed that total network expenditures in August 1984 amounted to more than \$815 million, up 76% over \$463 million in August 1983. It was ABC-TV's performance that was striking: Its billings during August rocketed to \$492 million, up 193% over comparable 1983 spending. Conversely, August 1984 spot TV spending, according to Walter Schwartz, president of Blair Television, was either flat or below August 1983 spending.

No go

CBS's enthusiasm for multichannel MDS, which induced it to apply for MDS channels and attempt to lease ITFS channels in five markets where it owns television stations, has cooled. James Rosenfield, senior executive vice president, CBS/Broadcast Group, told BROADCASTING that network is no longer interested. "I don't see it as an exciting new business opportunity for a company like CBS," he said.

Falling short

Judging from its performance so far this year, Turner Broadcasting System Inc. will fail to meet profit goal—at least \$20 million, or more than dollar per share—that was forecast in speeches by TBS Executive Vice President Bob Wussler last spring. Indeed, having earned just over \$8 million (40 cents per share) through three quarters ending Sept. 30, TBS may have tough time getting half way to its goal. All TBS financial head Bill Bevins will say about fourth quarter is that it will be profitable. Looking at bright side, if TBS shows profit or just slight loss in quarter, it will surpass last year's earnings of \$7 million, or 34 cents per share.

TBS attributes unexpectedly poor 1984 performance to two major factors involving CNN and CNN Headline News. Revenue from news continued to be depressed throughout first six months as result of discounted subscriber fees TBS had to offer cable operators during heated competition for affiliates with Satellite News Channel in summer of 1983. After buying out SNC, TBS jacked up rates, but increases did not take effect until start of

third quarter. Other factor was increased operating expenses, stemming primarily from extensive coverage of presidential campaigns. Combined operating losses of two news services were \$8.9 million over first six months of 1984.

Upgrading AM

Word has it that National Association of Broadcasters is thinking of proposing minimum standards for AM radio receivers, using association's engineering laboratory, in effort to prompt manufacturers to produce better quality receiving sets. Action may be taken as partial response to newly released AM Technical Improvement report, prepared by Engineering Advisory Committee of NAB, that states that competition with FM reception on technical basis is "extremely difficult" due to subpar quality of AM receivers. Report, however, says both transmission and reception systems must be improved to solve problem (see box, page 54).

Room service

Comsat and Holiday Inns have formed joint venture to provide, starting next spring, four channels of cable and pay-per-view programming to guests at HI's 1,500 hotels and motels, according to industry source. Announcement of venture is expected this week.

Services will be distributed through Ku-band satellite network and addressable MATV systems that joint venturers will construct. Guests will receive CNN, ESPN, The Movie Channel and, on PPV basis, movies prior to pay-cable release and occasional special events.

Does it or doesn't it?

Question as to whether new law requiring FCC to act within one year on application or petition for new service or technology applies to proposals for international telecommunications satellite services ("Closed Circuit," Oct. 22)—or VHF drop-ins, for that matter—is not clear cut. Under law signed by President Reagan on Dec. 3, 1983, applications for new services on file on that date must be acted on by commission within one year. Orion Satellite Corp. and International Satellite Inc. filed their applications for separate systems before end of year. And House Telecommunications staffer who worked on bill in House said he thought it applied to

such applications and that Congress did have VHF drop-ins in mind in passing bill; legislative history cites five years FCC at that time had been considering matter as one reason legal deadline was required. Nevertheless, commission officials last week said they did not believe new law applies to either matter.

Never mind

Pandora's box that opened when National Association of Broadcasters advised members that trade and barter transactions must be reported on Internal Revenue Service form 1099b has almost been closed, if not quite. Broadcast Financial Management Association was quick to protest NAB's advisory, holding that trade-barter activity was exempt from filing requirements. Two organizations then joined to ask for formal ruling, have received informal notice that coast will be clear. BFM has volunteered expertise of its members to NAB in hope of avoiding future fiscal alarms.

Fat PAC's

Week before general election, filings at Federal Election Commission reveal contributions to communications industry's leading political action committees total over \$100,000 each. National Association of Broadcasters Television and Radio Political Action Committee as of Oct. 17, 1984, raised \$121,906, of which \$84,513 has been committed to federal candidates. National Cable Television Association's CABLEPAC has collected \$191,100, as of Oct. 17, and distributed \$105,684.

Setting example

Viacom International Chairman Ralph Baruch's surprise resignation last week as president of International Radio and Television Society ("Fates & Fortunes," page 94), after serving one and one-half terms, was done to emphasize his belief that IRTS presidents should generally serve one-year term. Baruch told BROADCASTING last week that abundance of talented executives in industry deserve "a crack at this" position. He made point of noting that it was time society elected woman president as well.

Society's by-laws spell out one-year terms for elected officers, but past custom has been to re-elect incumbents for second term, and in few cases third term if groomed successor could not take post.



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The TBS offering

To make sure it has the cash it needs to maintain its aggressive posture in the cable programming arena, Turner Broadcasting System Inc. is trying to raise \$125 million in debt and equity through a public offering of 125,000 \$1,000 "units," each comprising a not-yet-specified combination of high-yield notes, stock and stock warrants.

Details of the offering, which is being co-managed by Prudential-Bache Securities Inc. and First Boston Corp., were contained in a preliminary prospectus filed last week with the Securities and Exchange Commission.

According to the prospectus and William Bevins, vice president-finance, TBS, the net proceeds of the offering, which should amount to around \$120 million (\$125 million minus commissions and other expenses), will be used to juggle TBS's debt in a way that will allow the company to continue to draw on an already established line of credit for additional working capital and cash for possible acquisitions and funding of new ventures.

On June 29, TBS set up a \$190-million line of credit with a consortium of financial institutions, including Manufacturers Hanover Trust, Bank of America, Mellon Bank and BT Commercial Corp. According to the prospectus, TBS President Ted Turner has put up the bulk of his personal fortune as collateral: 16 million shares in TBS and warrants to buy 600,000 additional shares at \$16. The over-the-counter stock currently trades in the \$19-to-\$20 range.

TBS immediately dipped into the credit pool to repay \$133 million in prior bank loans that stemmed, in large part, from TBS's purchase of two transponders on Galaxy I for \$34 million and from its cash buyout of Satellite News Channel for \$25 million. That left just \$57 million.

If the public offering is successful, Bevins said, TBS will be able to repay the consortium \$120 million of the \$133 million it now owes, boosting the amount of credit available from it to around \$177 million.

Each of the units to be made available will include a senior subordinated note with a face value of \$1,000 and a maturation date of Dec. 15, 1994, along with common stock and warrants to buy additional shares. Although Bevins said he could not talk about the interest rate of the notes or how many shares and warrants would be included in each unit, he said the offering will contain between 20% and 25% equity and between 75% and 80% debt. According to the prospectus, after completion of the offering, Turner, who now owns around 86% of the stock, would still own at least 80%.

The equity instruments, Bevins said, are added to the mix as a way of pre-paying some of the interest on the notes or, in other words, "discounting the notes." Although the notes may pay just 11% interest, he said, the total yield of each unit may be 15½% when the stock and warrants are figured in.

The general public will not have much

opportunity to grab a piece of TBS through the offering. According to Bevins, the units will be offered in blocks to large institutions. However, such institutions, he said, are likely to turn around and sell the shares and warrants to the general public.

Because all but one of TBS's subsidiaries, superstation WTBS(TV) Atlanta, lose money each year, TBS has been in constant need of cash to keep all its other operations afloat. CNN and CNN Headlines News, its two news ventures, for instance, lost \$8.9 million in the first six months of 1984.

TBS will also need cash to fund its latest venture in cable programming, the Cable Music Network. According to the prospectus, CMN, which was launched last Friday (Oct. 26), expects to lose between \$5 million and \$10 million during its first year. (One of the restrictions imposed on TBS as a condition of the credit agreement is that it may not invest more than \$1.5 million in CMN in 1984; \$7.5 million in 1985, and, provided it has amassed a potential audience of at least 10 million homes, \$5 million in 1986.)

Cooperative effort

Four cable companies in the Columbus, Ohio, area have united in the effort to fight cable theft: Warner Amex Cable, All-American Cablevision, KBLE and Coaxial Communications. The companies all operate systems in Franklin county, where Columbus is located. They estimate a loss of \$11 million in the county each year due to theft of service. The companies have launched a five-week amnesty campaign. After that period, however, the companies said, efforts will be made to find and prosecute pirates to the fullest extent of the law. Ohio's new cable television service statute, which went into effect in September, makes cable theft a criminal offense—a first-degree misdemeanor for the first offense and a third-degree felony for persons with two or more prior convictions.

New on the tube

A host of new programs are debuting on cable television in November. Debuting on the Playboy Channel this month is *29 Minutes*, which is described as "(almost) a half-hour of the lighter side of the news." The channel will also air a new documentary entitled, *Sex and Religion*, which examines how and why three major Western religions formulated their tenets on sex and morality.

The Madison Square Garden Network, based in New York, is picking up the off-network (and Emmy winning) series *The Untouchables*, starring Robert Stack as Elliot Ness. MSG will carry the program nightly at 11 p.m. beginning this Thursday (Nov. 1).

HBO is introducing another children's program in November entitled *Braingames*, which will present number puzzles, word scrambles, and mystery and history games, combined with animation techniques.

Lifetime will carry a new *Information* segment on diabetes.

Go in Pittsburgh, no in Milwaukee

Warner Amex Cable Communications received final approval last week from the Pittsburgh city council to sell its system there to the number-one ranked MSO, Tele-Communications Inc., for \$93.4 million ("Cablecastings," Oct. 22). WA and TCI expect to close their deal within two or three weeks. The Pittsburgh system passes 170,000 homes and currently has close to 74,000 basic subscribers. TCI will drop the system's two-way addressable Qube technology, which company executives have described as "obsolete," for a one-way addressable system. The conversion will begin early next year. TCI will also eliminate two of five community studios for local origination programming and the remaining facilities will be operated and maintained by a nonprofit corporation which will be supported by an additional monthly 25-cent fee levied upon all subscribers. The city approved the transfer despite TCI's refusal to guarantee access to all residences. The company said it would try to obtain the rights of way or rights of entry in the 500 or so cases that pose a problem, but said it could not guarantee to obtain them in every case.

In Milwaukee, however, WA's deal to merge its system there with systems run by Viacom Cable in the surrounding suburbs fell through. Sources said talks were amicable to the end, and that both WA and Viacom came to the conclusion that with the concessions that WA was able to secure from the city, there was no compelling need to merge. Last summer the city agreed to let WA build a one-cable, 56-channel system as opposed to the dual, 108-channel system initially proposed. Warner was also able to secure deferral of installing Qube technology within the system, and while it's still required to build an institutional network, it won't be activated until there is sufficient need, as determined by the city's common council.

It's 'Showbiz'

CNN is launching a new half-hour segment today (Oct. 29), entitled *Showbiz Today*, fashioned after the successful syndicated program, *Entertainment Tonight*. The program will be carried live each weeknight beginning at 6:30, and, according to CNN, "will cover both the business and glamour sides of the entire entertainment industry—television, movies, theater, video, media, music and books—and the personalities behind them." The program will be hosted by Bill Tush and Liz Wickersham, who have both hosted separate programs on Turner Broadcasting System's WTBS(TV) Atlanta. They also co-hosted a program on the superstation, *The Lighter Side*. CNN reporters assigned to the program include Sandy Kenyon, Allison Steele, Chris Chase and movie reviewer Carol Buckland.

Nets want a share

With the total freedom to set basic rates that will come from implementation of the new cable legislation, cable operators should raise basic rates by 50% and, perhaps, share some of the additional revenue with the basic cable networks. That was the message that Kay Koplovitz, president of the USA Network, took to the Washington Metropolitan Cable Club last week.

"I believe increasing basic cable charges from \$8 to \$10 per month to a range of between \$12 to \$15 per month will have a significant, positive effect on the profit margins of cable operators," Koplovitz said. "I encourage operators to take this direction be-



Koplovitz

cause I believe firmly in the power of basic cable networks to satisfy subscribers.

"If we continue to provide the best possible program product for our dollar—and we will continue to do so—while operators make more money on this product," Koplovitz continued, "then we might take a hard look at whether it is reasonable for us to expect to see a larger portion of the revenue stream we have worked so hard to help create."

One way the basic networks might share in the growing revenue, Koplovitz said, is by basing their monthly per-subscriber affiliate fee on a percentage of the "retail price." If the subscriber fee were \$15, she said, an affiliate fee of just 1% would net the basic network 15 cents. In response to a question, she said the USA Network now has no intention of dropping its fixed rate for a percentage rate.

The basic networks, which are supported by a combination of affiliate fees and advertising, need additional revenue to keep up with "dramatically spiraling programming costs," Koplovitz said. Although the rising cost of television rights to sports events has received the most publicity, she said, the cost of syndicated and original programming is also growing.

Koplovitz maintained that the basic cable networks were not getting their fair share of advertising revenue. In 1984, she said, the cable networks will pick up around \$400 million from advertising sales, 5.6% of the \$8 billion the broadcast networks expect to take in. "Cable's audience share, based on

Nielsen figures for the first half of this year, was 13%, or more than double the percentage of ad dollars spent on cable. If cable advertisers were spending at a C-P-M [cost-per-thousand] equal to that of the broadcast industry, our revenues for 1984 would be about \$1 billion."

To attract more advertising, Koplovitz said, the cable industry must make advertisers more familiar with the medium. "We must continue to work toward improved methods of audience evaluation and statistical dissemination."

Another factor depressing advertising revenue, Koplovitz said, is the "glut" of advertising time now available. Supply is so high, she said, that advertisers can buy time at relatively low prices, on the broadcast television networks as well as on the cable

networks.

The cable programmers have been picking up an increasingly larger share of total television audience, according to Koplovitz. "For the second quarter of 1984, independents [stations] garnered a 13 share, with cable coming in at 14—the first time that cable has outpaced independents..." she said. "Even more impressive is the change from the second quarter of 1983, which shows cable increasing by 29% and the indies declining by 13%."

Looking into the future, Koplovitz said the cable programming shakeout has not yet subsided. "I can see the day when there will be five or six strong basic cable networks, survivors that will have gained strength by navigating through some pretty choppy waters."

"THREE'S COMPANY" WHIPS THE COMPETITION IN WILKES-BARRE/SCRANTON.

No contest.

With its overwhelming 11 rating and 32 share on WBRE, **THREE'S COMPANY** easily outdistances its 5:30 PM Mon.-Fri. competition. While it tops its own lead-in—and lead out.

And that's not all. This red-hot comedy hit has the biggest share of audience of any syndicated sitcom in the entire market!

SOURCE: ARB REPORT, JULY '84



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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.

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

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

MAINTAINING MACHINERY VS. MAINTAINING PROFITS.

The end result of all this electronic

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

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

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

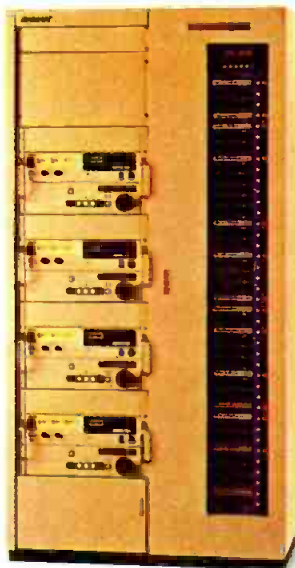
All these advantages, plus its low initial cost make the Sony

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

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

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

SONY
Broadcast



Business Briefly

RADIO ONLY

Apple Computer □ Five-week flight is set to begin in early November in more than 20 markets. Commercials will run primarily in drive times, but other periods will also be used. Target: adults and men, 25-54. Agency: Chiat/Day, Los Angeles and San Francisco.

Volvo □ Imported car will be spotlighted in four-week flight to begin in mid-November in approximately 12 markets. Commercials will be placed in morning and evening dayparts. Target: adults, 25-54. Agency: Scali, McCabe & Sloves, New York.

Honeywell □ Corporate campaign is scheduled to start in five markets in late November for three weeks, following four-week flight that began in mid-October. Markets include Philadelphia, Washington and Phoenix. Commercials will be positioned in all dayparts. Target: men, 35-64. Agency: Quinn & Johnson/BBDO, New York.

Bridgestone Tires □ Three-week flight is planned in about seven markets, starting in early November. Markets

include Philadelphia, Los Angeles and Nashville. Commercials will be placed in morning and evening drive periods. Target: adults and men, 25-49. Agency: Campbell-Ewald, Warren, Mich.

TV ONLY

True Temper Corp. □ Multimillion-dollar campaign is planned for introduction of Swoe gardening tool next April, including spot television in three-week flights from March 10 through May 18. Commercials will run in Chicago, Los Angeles, San Francisco and Washington. Commercials will appear in early morning news and weekend sports. Network TV and cable networks ESPN, CNN, USA Network and superstation WTBS(TV) Atlanta will also be used. Target: adults, 21-54. Agency: Burton-Campbell, Atlanta.

Creomulsion Co. □ Cough syrup will be promoted in 55 markets, starting in late November for three weeks and resuming in early January for six to eight weeks, depending on market. Commercials will be placed in daytime slots. Target: women, 18-49. Agency: Liller, Neal Inc., Atlanta.

Winston Tires □ Two-week flight is planned for mid-November in eight to 10 markets. Commercials will be carried in early fringe. Target: adults, 21-54. Agency: Western International Media, Los Angeles.

Libby's □ Company's Juicy Juice will be highlighted in six-week flight scheduled to start this week in 14 markets. Commercials will be slotted in daytime, early fringe and prime periods. Target: women, 18-49; children, 6-11. Agency: Chiat/Day, New York.

McKee Bakeries □ Little Debbie snack cakes will be featured in campaign being planned for first quarter of next year, starting in early January in about 20 markets, with flights ranging from three to seven weeks. Commercials will be placed in daytime, fringe, prime time and sports periods. Target: women, 25-49; children, six to 11. Agency: Luckie & Forney, Birmingham, Ala.

Welch Foods □ Orchard juice will be spotlighted in four-week flight to start this week in four markets—Grand Rapids, Mich.; Erie, Pa.; Yakima, Wash., and Buffalo, N.Y. Commercials will run in fringe times. Target: adults, 25-54. Agency: Jordan Case McGrath, New York.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

WHEN JOHNNY CAME MARCHING HOME—Week of November 5—AP explores the plight of America's veterans, and how they've been affected by key issues raised during the post-Vietnam War era.

GIVING THANKS—Week of November 12—AP's Thanksgiving Day series looks at the things America has to be thankful for, and at how Americans across the country are giving thanks. Scripts run in advance on November 3.

STOCKING STUFFERS—Weeks of December 10 and December 17—AP celebrates Christmas and Hanukkah with twenty-five, sixty-second scripts, each with a special holiday theme. Scripts move in advance December 1.

FLASHBACK '84—Weeks of December 17 and December 24—Relive 1984's biggest news events in our fifty-part series, Flashback '84. Twenty-five scripts move in advance December 8. Twenty-five more run December 15.

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

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

KMTR(TV) Eugene, Ore., and WLTV(TV) Columbus, Ga.: To Avery-Knodel Television from Seltel.

□

WJKA-TV Wilmington, Del.; WENY-TV Elmira, N.Y., and KLMG-TV Longview, Tex.: To Avery-Knodel Television (no previous rep).

□

WAQX-AM-FM Syracuse, N.Y.: To Major Market Radio Sales from Masla Radio.

□

KQEO(AM)-KZZX(FM) Albuquerque, N.M.: To Major Market Radio Sales from Eastman Radio.

□

WTIP(AM)-WVSR(FM) Charleston, W. Va., and WYNG-FM Evansville, Ind.: To Republic Radio from Eastman Radio.

□

WABB-AM-FM Mobile, Ala., and WKTM(FM) North Charleston, S.C.: To Christal Radio from Eastman Radio.

□

KAHI(AM)-KHYL(FM) Auburn, Calif.: To Torbet Radio from Weiss & Powell.

Broadcasting Publications Inc.

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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.

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ABP

American
Business
Press Inc

Founded 1931. *Broadcasting-Television* * introduced
in 1946 *Television* * acquired in 1961 *Cablecasting* *
introduced in 1972 □ Reg. U.S. Patent Office □
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TELEVISION. Cablecastings.

U.S. Treasury □ Final national promotion effort of department's Olympic Commemorative Coin program began last week on stations in top 50 markets and will continue for next seven weeks. Spot effort is being strengthened by advertising in network TV and cable TV, with overall budget for seven weeks amounting to more than \$5 million. Commercials will run in news, sports, talk and movie programming. Target: adults and men, 25-54. Agency: D'Arcy MacManus Masius, New York.

RADIO AND TV

Gordon Jewelers □ In pre-Christmas promotion, campaign will kick off at various times, starting this week in some markets and over next few weeks in others. Total number of markets will be 125, with flights varying from three to six weeks. Commercials will run in all dayparts, with emphasis on prime and fringe. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

AdVantage

Older but livelier. Young & Rubicam report on Americans between ages of 50 and 64 reveals that these "prime lifers" are all too frequently ignored by marketers despite their comparatively solid financial condition. Y&R observes that median income group is about 20% above norm, mortgage is about to be (or is) paid off and at least one household member is at peak of his/her career. Regarding media usage, Y&R suggests that news programs be used to reach "prime lifers": Their favorite television show is *60 Minutes*. Group also watches considerably more television news than average viewer and makes up significant part of radio news-talk listening audience.

TVB exhibitors. Seven companies have signed as exhibitors at Television Bureau of Advertising's 30th annual meeting, Nov. 7-9, in Hyatt Regency, Chicago. Exhibiting firms are Broadcast Management Plus Inc., Los Altos, Calif., computer design company; Data Communications Corp. (BIAS), Nashville, sales-oriented software firm; GMA Research Corp., Pittsburgh, consumer research company; Human Synergistics, Plymouth, Mich., management development company; Hungerford & Co., accounting firm in Grand Rapids, Mich.; Softpedal Inc., Atlanta, computer software company, and Szabo Associates, Atlanta, collection agency.

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

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



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KWGN-TV Denver
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WYAH-TV Norfolk-Portsmouth
WBRC-TV Birmingham
WGGT Greensboro
WXXA-TV Albany
WAWS-TV Jacksonville
WICS-TV Springfield



Warner Bros. Television Distribution
A Warner Communications Company

A new technology commentary from Hazel Kahan, technology/consumer research consultant, New York

A prescription for new-technology success

Technology is the great seductress of our time. Like Mata Hari, technology is clever, delightful, dynamic and potentially deadly. But there are ways to avoid entrapment by her devious attractions.

A successful technology belongs to the consumer; it is a product that consumers find easy to integrate into their lives. Unsuccessful technological products are those that consumers find difficult to swallow, or once swallowed, difficult to digest.

There are lessons to be learned from some of the technological successes and failures in recent history.

We must be aware of well-entrenched habits; they are entrenched because they work well. Disturb them at your peril. On the other hand, distinguish between *what* people do and *how*, *when* and *where* they do it. Some examples:

What has made the calculator, word processor, Walkman and videocassette recorder so successful? The calculator and word processor facilitated *how* people did their adding, multiplying and typing. The Walkman facilitated *where* people listened to music. The VCR facilitated *when* consumers watch movies. None of these technologies required people to change *what* they do.

Technologies that hold promise but have not and may not come to fruition are videotex, interactive television and the home computer. The development of videotex is based on the assumption that because people like to read the printed word, they will happily transfer that habit to any new format that comes along. Used to lying, sitting, standing or moving from place to place with a newspaper, they are asked to sit in a fixed position in front of a display terminal. Those who ask consumers to adopt videotex as a substitute for other sources are insensitive to the fact that these other sources work very well.

In much the same vein, interactive television, as exemplified by the Warner Qube experience, never truly integrated itself into the consumer's life. People like television. And one of the things they like about it is sitting passively in front of their sets. They like to be catered to. They like to be entertained. If you ask them to interact, you must recognize that you are asking them to do something they have not done before. Qube asked people to interact by participating in game shows, town hall meetings and opinion polls.

Qube's *Magic Touch*, a game show in which the audience could win prizes through participation, was enormously successful. But was it successful because people like to interact on television or because they like to play games and win prizes? Evidence points



Hazel Kahan is a New York-based consultant in technology and the consumer. She was formerly vice president of research and market planning for Satellite Television Corp., Washington, the Comsat subsidiary. Prior to joining STC, Kahan was vice president of research at Warner Amex Cable Communications and was responsible for the company's Qube research ventures. Kahan has a PhD in experimental psychology from the Australian National University.

to the latter. We do not understand very much about the benefits of interactivity, but we do know that people like to touch buttons and make things happen.

Qube's remarkable vision will always retain a significant position in the history of technology. But visions can be blinding if they are driven by the power of the technology rather than propelled by consumer motivations.

Information is now starting to emerge that the home computer is not being exercised to its full extent. Although there is a strong market for business applications in the personal computer market, at home as well as in the office, it is becoming clear that the two most prevalent uses for the home computer are game playing and word processing, both well-established behavior patterns.

In these applications, consumers simply do old things in new ways. We are not asking people to stop playing games; we are giving them new formats for game playing. We are not asking people to give up typewriters; we are giving them an electronic workhorse that enables them to type in more enhanced and efficient ways.

But what about all the other things personal computers are designed to do? We are putting computers in the home and asking people to program them. Asked to use tools to solve problems they do not have, home computer owners are discovering new prob-

lems. Unlike the VCR, the home computer can make a heavy demand on its owner.

We must take a holistic view of the consumer, his leisure time and his discretionary dollar. In terms of competition, we must think beyond the product category and view the competition in terms of time, space and dollars.

We must do a lot of research but use it judiciously. The consumer is only human. Do not expect him to predict the future for you, and do not expect market research numbers to be definitive. When dealing with the unknown and the future, survey research can only provide directional guidance.

Evolution can lead to revolution. People do change *what* they do, but that change comes slowly. They first have to change *how*, *when* and *where* they do things. But be prepared eventually for qualitative changes in behavior, for changes in *what* people do.

People who use word processors now claim they actually do things and organize their world differently. Digital watch owners who have never used traditional watches may perceive the passage of time linearly rather than cyclically. People who have VCR's and remote control units may experience movies in different ways than the traditional TV viewer, able to assimilate the story line outside its real time constraints.

There is a new technology on the horizon—direct broadcast satellites—which technocrats are watching ever so carefully to see whether it avoids the pitfalls of historic patterns. DBS is a new transmission medium that enables consumers to receive satellite-delivered television directly to their homes, by use of a small, dish-shaped antenna and an indoor receiver.

Through state-of-the-art technology, DBS offers consumers a hardware configuration that allows access to television entertainment, radio and text, as well as the pay-per-use of audio, video and data services to the audiocassette player, VCR or home computer.

Those of us researching DBS markets must analyze consumer behavior patterns in both rural and urban areas. The approach to getting consumers in each market segment will be different since their needs differ. In some rural areas, DBS may provide the only program choice. In urban markets, DBS will provide a number of program enhancements.

New technologies, such as DBS, may be judged more harshly than technologies of a generation ago. The gap these new technologies have to fill in a consumer's life is somehow smaller, and therefore perhaps must be targeted more to the point. Although research can point the way, only marketplace experience will tell whether or not the benefits provided by DBS technology will be congruent with a consumer's needs.



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This week

Oct. 27-30—*Texas Association of Broadcasters* annual convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 1—*Public Broadcasting Service* "Program Fair." Madison hotel, Seattle.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 29—*Pennsylvania Cable Television Association* annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

■ Oct. 29—*American Women in Radio and Television, Detroit chapter*, meeting. "An Evening with Mimi Weyforth Dawson, FCC commissioner." Sheraton of Southfield, Southfield, Mich.

■ Oct. 29—*New York State Cable Television Association* annual meeting. Trump Plaza, Atlantic City, N.J.

Oct. 29-30—*Texas Association of Broadcasters* engineering conference during association's annual meeting (see above). Hyatt Regency hotel, San Antonio, Tex.

Oct. 30—*New York TV Academy* forum, "A Night at the Round Tables." Omni Park Central hotel, New York.

Oct. 30-Nov. 1—*Atlantic Cable Show*. Atlantic City

Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 31—"The Cable Connection," course sponsored by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: system operation, cable financing and future developments. George Washington University, Washington.

Oct. 31—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: George Kaufman, chairman/president, Kaufman Astoria Studios. "New York Reclaims its Film/TV Production Heritage." Copacabana, New York.

Oct. 31-Nov. 1—*Electromagnetic Energy Policy Alliance* technical seminar. Westin hotel, Chicago. Information: Richard Ekfelt, (202) 452-1070.

Nov. 1—*Women in Cable, Chicago chapter*, "Chicago Cable Update III—The Job Market." Midland hotel, Chicago.

Nov. 1—*Illinois Broadcasters Association* college seminar. Bradley University, Peoria, Ill.

Nov. 2-9—27th annual *International Film and TV Festival of New York*. Sheraton Center hotel, New York.

Nov. 1-2—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies*, extension of *Annenberg Schools of University of Pennsylvania and University of Southern California*. Part two: "Technologies of the Electronic Mass Media." Washington Program office, Washington. Information: (202) 484-2663.

Nov. 1-4—15th annual *Loyola Radio Conference*, for college and high school broadcasters, sponsored in conjunction with *Loyola University, department of communication*. Hotel Continental, Chicago. Information: (312) 670-3116.

Nov. 2—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 2-3—*National Federation of Local Cable Programers* fall regional conference for Southeast. University of Tampa and office of Tribune Cable, Tampa, Fla.

Nov. 2-3—*National Federation of Local Cable Programers* fall regional conference for Northeast. University of Southern Maine, Portland, Me.

Nov. 2-4—*Alpha Epsilon Rho, National Broadcasting Society*, Midwest regional conference. Harley hotel, Lexington, Ky. Information: (409) 294-1342.

Also in November

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Nov. 6—*New York Television Academy, student affiliate chapter, Syracuse University*, "distinguished visiting professor lecture series." Speaker: David Poltrack, vice president-research, CBS Broadcast Group, S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Nov. 7—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

■ Nov. 7—*American Women in Radio and Television, New York City chapter*, fall business meeting. American Cancer Society, New York.

■ Nov. 7—*Society of Satellite Professionals, Southern California chapter*, meeting. Sheraton Universal hotel, Los Angeles.

Nov. 7-9—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

Nov. 8-9—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies*, extension of *Annenberg Schools of University of Penn-*

Major Meetings

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* 42d 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 14-17, 1985—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

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 15-18, 1985—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

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 6-9, 1985—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

June 6-12, 1985—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

■ June 6-12, 1985—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

Aug. 4-7, 1985—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

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.

Oct. 6-9, 1985—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters and National Radio Broadcasters Association*. Loew's Anatole hotel, Dallas.

sylvia and University of Southern California. Part three: "The Technology of Communications Common Carriage." Washington Program office, Washington. Information: (202) 484-2663.

Nov. 8-9—Fourth annual *Broadcast Association Executives* annual meeting. Royal Sonesta, New Orleans.

Nov. 8-11—National Association of Farm Broadcasters annual meeting. Crown Center hotel and convention center. Kansas City, Mo.

Nov. 10—Dinner celebrating 40th anniversary of *Capital Press Club*, featuring awards for excellence in media and humanitarianism. National Press Club ballroom, Washington. Information: Deborah Ziska, (202) 466-3430.

Nov. 10—New York Women in Film seminar, "You're on Your Own: The Freelance Life in Film and TV." Loeb Student Center, New York University, New York.

Nov. 11-13—National Cable Television Association board meeting. La Quinta hotel, La Quinta, Calif.

Nov. 11-14—Association of National Advertisers 75th annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 13—New York Television Academy, student affiliate chapter, Syracuse University, media professionals series. Speaker: Dick Stockton, sportscaster, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Nov. 14—Ohio Association of Broadcasters financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 14—"Women at the Top," series sponsored by *American Women in Radio and Television*, Washington chapter. Topic: law/government. National Association of Broadcasters, Washington.

Nov. 14—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Larry Grossman, president, NBC News. Copacabana, New York.

Nov. 14-16—Oregon Association of Broadcasters fall meeting. Hilton, Eugene, Ore.

Nov. 14-17—Society of Professional Journalists, Sigma Delta Chi, national convention, during association's diamond jubilee. Speakers include Bob Schieffer, CBS News, and John Chancellor, NBC News. Panelists include Sam Donaldson, ABC News, and Larry Speakes, deputy press secretary to President Reagan. Hyatt Regency, Indianapolis. Information: (312) 649-0224.

Nov. 15—Deadline for papers for high definition television colloquium, sponsored by *Government of Canada*. Theme: "Progress in HDTV, EDTV and Other Improved Television Systems." Information: Dr. Elmer Hara, Canada Department of Communications, 300 Slater Street, Ottawa, Ontario, K1A 0C8; (613) 993-6460.

Nov. 15-16—"Selling Cable TV Services," course offered by *American Management Association*. AMA management center, Chicago.

Nov. 16-17—Alpha Epsilon Rho, National Broadcasting Society, Southeast regional conference. University of Florida, Gainesville. Information: (409) 294-1342.

Nov. 16-17—National Black Programming Consortium's presentation of "Prized Pieces" awards of fourth annual video and film competition/festival. Columbus Museum of Art, Columbus, Ohio. Information: (614) 252-0921.

Nov. 16-18—Foundation for American Communications environmental issues conference for journalists, "Toxics and the News," co-sponsored by *Capital Cities Communications*. The Houstonian, Houston.

Nov. 16-18—National Radio Broadcasters Association "Radio Sales University." John Carroll University, University Heights, Ohio.

Nov. 16-19—Radio executives conference, sponsored by *Associated Communications Attorneys Inc.* Speakers include FCC Commissioner James Quello, FCC Mass Media Bureau Chief James McKinney and engineers Jules Cohen and Tom Johnson. Rose Hall Beach hotel, Montego Bay, Jamaica. Information: Joyce Winston, (305) 576-7973.

Nov. 17—Alpha Epsilon Rho, National Broadcasting Society, West regional conference. University of Southern California, Los Angeles. Information: (409) 294-1342.

Nov. 17-18—"Producing the Independent Motion

Picture," seminar sponsored by *Producers Chicago*, group of independent producers. Facets Multimedia Center, Chicago. Information: (312) 337-5647.

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. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Awards dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

Nov. 19—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Bob Giraldi, Bob Giraldi Productions. Copacabana, New York.

Nov. 20—Seventh annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*, to be delivered by David Broder, associate editor, *Washington Post*. Capital Hilton, Washington.

Nov. 27—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

Nov. 27—Illinois Broadcasters Association college seminar. Illinois State University, Normal, Ill.

Nov. 28—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime. Copacabana, New York.

Nov. 28—New York Women in Communications meeting. Speaker: Lesley Stahl, CBS News, on "The 1984 Presidential Campaign and its Aftermath." Sum-

mit hotel, New York.

Nov. 29—Philadelphia Cable Club meeting. Speaker: Kay Koplovitz, USA Network. Ovations Club, Spectrum, Philadelphia.

Nov. 30—Columbia University, *Research Program in Telecommunications and Information Policy*, conference, "Tracing New Orbits: Competition and Cooperation in Satellite Development." Columbia University, New York.

December

Dec. 1—Deadline for proposals for seminar workshops of *Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual convention, to be held June 6-9 in Chicago. Information: (717) 397-5727.

Dec. 3-6—American Enterprise Institute "Public Policy Week." Washington.

Dec. 4—Presentation of the national ACE cable programming awards, sponsored by *National Cable Television Association*. Los Angeles. Information: (202) 775-3550.

Dec. 4—American Advertising Federation's eighth annual Advertising Law and Public Affairs Conference. Speakers include Floyd Abrams, partner, Cahill, Gordon and Reindel; Robert Pitofsky, dean, Georgetown University Law Center, and attorney William Rogel. Capitol Hyatt Regency, Washington.

Dec. 4—Academy of Television Arts and Sciences to-

Stay Tuned

A professional's guide to the intermedia week (Oct. 29-Nov. 4)

Network television ☐ **ABC:** *The Three Wishes of Billy Grier* (drama), Thursday 8-10 p.m. **CBS:** *Silence of the Heat* (drama), Tuesday 9-11 p.m.; *Sweet Revenge* (drama), Wednesday 9-11 p.m. **NBC:** *Shattered Vows* (drama), Monday 9-11 p.m.; *The Cartier Affair* (comedy), Sunday 9-11 p.m. **PBS** (check local times): *La Forza del Destino* (opera), Wednesday 8-11:30 p.m.; *An Englishman Abroad* (historical drama), Friday 9-10 p.m.; *The Advocates '84: Who Should Be President?* (analytical debate), Saturday 10-11 p.m.

Network radio ☐ **NBC:** *Decision '84: Issues and Choices* (30-minute pre-election analysis), Wednesday and Friday, (check local times).

Cable ☐ **Arts & Entertainment:** *An Englishman Abroad* (historical drama), Tuesday 9-10 p.m. **Cinemax:** "Raiders of the Lost Ark" (adventure film), Friday 8-10 p.m. **HBO:** "Raiders," Thursday 8-10 p.m.; "The Right Stuff" (adventure film), Sunday 8-11:15 p.m. **MSG Network:** *The Untouchables** (nightly action/adventure series), 118 shows beginning Thursday, 11 p.m.-midnight. **Prism:** "Raiders," Sunday 8-10 p.m. **Showtime:** "Raiders," Friday noon-2 p.m.; "Right Stuff," Saturday 8-11:30 p.m. **The Disney Channel:** "A King in New York" (Charlie Chaplin film), Friday 9-10:30 p.m.; *Beyond TRON* (study of computer animation), Thursday 3-4 p.m. **The Movie Channel:** "Raiders," Thursday 7-9 p.m.

Play It Again ☐ **PBS:** *Media Probes: TV News* (documentary), Thursday 10-10:30 p.m.



"Raiders" on Cinemax, HBO, Prism, Showtime and The Movie Channel

Museum of Broadcasting ☐ (1 East 53d Street, New York): *See It Now: A Retrospective*, 30 shows, through Thursday. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. *A Tribute to Thames Television*, 60 hours of programming, Friday through Jan. 31, 1985. Also, seminar, "The Role of Thames in the British Broadcasting System," Friday 12:30-2 p.m. For information and air times call (212) 752-7684.

* indicates premiere episode

rum luncheon with Ted Turner, chairman and president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (818) 506-7880.

Dec. 5—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: talent/writers/performers. National Association of Broadcasters, Washington.

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

Dec. 5-7—Radio-Television News Directors Association 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 6-7—"TV and Ethics: Who Is Responsible?" national conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College*. Speakers include Norman Lear, TV producer, and Jack Valenti, president, Motion Picture Association of America. Participants include Ralph Baruch, Viacom International; Len Matthews, American Association of Advertising Agencies; David Henderson, Outlet Broadcasting; Herman Land, Association of Independent Television Stations, and Pluria Marshall, National Black Media Coalition. Sheraton Boston, Boston. Information: (301) 593-8650.

Dec. 7—Deadline for entries in 25th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*, honoring "world's best radio and television advertising." Information: HRTS, 5315 Laurel Canyon Boulevard, suite 202, North Hollywood, Calif., 91607-2772; (818) 769-4313.

Dec. 8—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Arizona Republic/Phoenix Gazette*. Phoenix Hilton, Phoenix.

Dec. 8—*National Federation of Local Cable Programmers* fall regional conference for far West. Santa Ana College, Santa Ana, Calif.

Dec. 9-10—NBC midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11—*Southern California Women in Cable* meeting. Speaker: Robert Alter, president, Cable Advertising Bureau. Marina Marriott hotel, Marina del Rey, Calif.

Dec. 11-12—NBC news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-14—*Unda/USA* (National Catholic Association for Broadcasters and Allied Communicators) 13th general assembly. (Awards banquet on Dec. 13.) Copley Plaza, Boston.

Dec. 18—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

Dec. 20—*International Radio and Television Society* Christmas benefit. Waldorf Astoria, New York.

January 1985

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

Jan. 6-8—*California Broadcasters Association* winter convention. Palm Springs, Calif.

Jan. 9—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: community relations. National Association of Broadcasters, Washington.

Jan. 10-14—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

Jan. 11-13—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

Errata

Headline on **Time** earnings story in Oct. 22 issue should have said Video Group's earnings were slightly lower; overall corporate earnings were significantly higher.

Jan. 13-16—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

Jan. 14-16—*Community Broadcasters of America* first LPTV convention. Moscone Center, San Francisco.

Jan. 14-18—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

Jan. 15—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRT, 1321 Connecticut Avenue, N.W., Washington, 20036.

Jan. 16—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

Jan. 22-24—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

Jan. 22-26—*First Pacific International Media Market*, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

Jan. 23—*Academy of Television Arts and Sciences*

forum luncheon with Thornton Bradshaw, chairman and chief executive officer, RCA Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

Jan. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

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

Jan. 28-Feb. 1—*MIDEM*, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

Jan. 30-Feb. 1—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

February 1985

Feb. 1-2—*Alpha Epsilon Rho, National Broadcasting Society*, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

Feb. 3-5—*Louisiana Association of Broadcasters* annual convention. Holiday Inn Central (Holidome), Lafayette, La.

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

Feb. 7—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.



Misunderstanding

EDITOR: Although your top line on the editorial page proclaims your commitment to the First Amendment, you obviously do not hold a similar devotion to well-edited, well-written copy. Apparently, gratuitously calling people names is your idea of good writing. OK, in that case, please convey to both your copy desk and the (ir)responsible present mushbrained editor that many of us do not consider Mr. Mondale an "erstwhile wimp" (BROADCASTING, Oct. 15).—*Thomas Euster, New York*.

Editor's note. BROADCASTING was not expressing a view that candidate Mondale is or was a "wimp." The report meant only to convey that he and his candidacy were perceived by many to have been wimpy before the first debate and that his image was transformed by that event.

Closer than it looked

EDITOR: As one of the two public television station managers attending the *MacNeil/Lehrer NewsHour* critique in New York, referred to in the Oct. 15 issue of BROADCASTING, I'm afraid your reporting didn't quite grasp the significant consensus of that meeting.

Al Veckhionne, whom I genuinely admire and respect for his handling of the program, must really be doing a semantic balancing act by referring to 63 stations as a minority as opposed to the 73 stations who are happy (?) with the show as is. Certainly, 63 stations represent something of a significant minority.

Al is further quoted as saying that the

MacNeil/Lehrer producers are only hearing from the squeaky wheels and not from the majority voice. Sixty-three stations represent a lot of wheels that need oiling, fast.

Who is really in the minority on this issue—the 63 stations that want some changes made, that have been forced to run the excellent *NewsHour* in fringe times, or the seven stations that have bitten the bullet and are running it in prime time?—*Sheldon P. Siegel, president, WLVT-TV Allentown-Bethlehem, Pa.*

New lease on life

EDITOR: America's cable television industry was begun more than 30 years ago by entrepreneurs who truly had fire in the belly. In the intervening years, that fire was almost smothered by excessive municipal regulation.

With the near-miracle passage of the Cable Communications Policy Act of 1984, with its promise of franchise stability and the movement of our service pricing out of the political marketplace and into the consumer marketplace, those banked fires can be fanned, once again, to a white hot heat.

Our born-again industry recognizes both the great compliment and the heavy obligation identified in your editorial of Oct. 15 ("How Sweet It Is For Cable") and we intend to take to heart your admonition that we relish the first and heed the second.

Look out, America, here we come again. You ain't seen nuthin' yet.—*Edward M. Allen, chairman, National Cable Television Association, and president, Western Communications, Walnut Creek, Calif.*

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Executive Producer MICHAEL WEISMAN	Coordinating Producer & Director HARRY COYLE	Produced by GEORGE FINKEL	Pre-Game Producer LES DENNIS	Pre-Game & Replay Director ANDY ROSENBERG	Replay Producer KENNETH EDMUNDSON
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"NBC's coverage of the World Series was unequalled for combining quality of pictures and commentary..."

Jack Craig
Boston Globe

"...as the Peacock people are proving once again with their World Series coverage, nobody else does baseball as well as NBC."

Bob Rubin
Miami Herald

"It is hard to believe that the NBC crews, who always put forth a herculean effort for baseball, ever did a better job than they did this year. NBC's Series takes a place right next to ABC's Olympics coverage as one of the brilliant efforts of sports television."

Stan Isaacs
Newsday



"[Harry] Coyle...turned a potpourri of pictures from 16 cameras into a baseball mosaic."

William Taaffe
Sports Illustrated

"...there isn't a classier baseball broadcasting team than NBC's Vin Scully and Joe Garagiola."

Kevin Mulligan
Phila. Daily News

"Perhaps the most remarkable instance of experience's paying off was when Garagiola correctly predicted a pitch out, in game 2."

Lawrie Mifflin
New York Times

"...Scully and Garagiola, whose diverse talents have made what has been a terrific World Series more terrific for viewers."

Frank Kelly
NY Daily News



HOME OF THE 1984 WORLD SERIES.

Broadcasting Oct 29

Vol. 107 No. 18

TOP OF THE WEEK



Reagan on NBC



Mondale on ABC

Down to the wire with Reagan-Mondale

Network news divisions, complemented by forces from individual stations, gear up to go all the way on election race; campaign strategists break out their big bucks for final commercials

President Reagan's lead over his Democratic challenger, Walter Mondale, is wide and, in the view of many, insurmountable. But the candidates are not taking that as a given. Their campaigns are pouring substantial sums into television ads during this, the last full week of the election campaign, to persuade those who may still be undecided, to retain the allegiance of those already committed and, if possible, to pry loose supporters of the other side. And the network news organizations are geared up and in the midst of a major effort to report on the final days, determined not to leave one angle uncovered or one trend undetected. They agree with Yogi Berra's observation that "it isn't over 'til it's over."

The second and final debate between Reagan and Mondale in Kansas City, Mo., on Oct. 21 did not, in what seemed the unanimous view of everyone with an opinion, provide Mondale with the breakthrough he needed to close the gap. Some 80 million viewers watched the 90-minute exchange on foreign affairs—through a confrontation in which a panel of four journalists controlled the agenda with the questions they asked each candidate—and the President was regarded as having done far better than he had in the first debate in Louisville, Ky., on Oct. 7, when his performance gave rise to a tor-

rent of stories in the press and on television regarding his age. Thus, even if Mondale won the second "on points," as some commentators said, Reagan disposed of the age issue and by midweek was enjoying a 12- to 17-point margin in the polls.

So the League of Women Voters-sponsored debates—Reagan vs. Mondale in Louisville on domestic matters; Vice President George Bush vs. his opponent, Representative Geraldine Ferraro, in Philadelphia on Oct. 11 and Reagan vs. Mondale in Kansas City—had run their course. They had been broadcast live to everyone in the U.S. with a set and the interest to watch by the three major commercial networks, PBS and Cable News Network and to millions abroad. And they provided insight into the character and minds of those seeking to lead the U.S.

That aside, the question remains as to whether, in the short time remaining, Mondale can beat the odds. Both he and the President and the vice presidential candidates are crisscrossing the country this week in search of votes, all of them with extensive retinues of the media in train, print and broadcast. The broadcast journalists include not only network crews but journalists and technicians from local stations. Increasingly, individual stations and groups are providing their own coverage of events once viewed exclusively as national stories.

President Reagan himself took note of that phenomenon in an appearance on Wednesday at a meeting of the Ohio Association of Broadcasters, in Columbus—bestowing on that state association a distinction he has yet

to bestow on a National Association of Broadcasters convention as President. A White House spokesman said the President was planning to be in central Ohio on Wednesday, and decided to take advantage of a long-standing invitation from the broadcasters—it had been issued in February—to fill some available time. Reagan noted that many radio and television stations had covered the political conventions last summer "with an intensity beyond anything they've done in the past," and were, in effect, "competing with the networks for the story."

And Reagan, whose administration has on occasion complained about what it considered the unfairness of reporting by the networks, welcomed the expansion of station news coverage to the national scene. It "promises greater variety of what stories get covered and from what point of view," he said. And he told his audience of local broadcasters that as their importance as disseminators of information grows, so does their responsibility "to be fair and balanced" in their coverage. "I know that all of you put a premium on fairness," he said, adding, "I urge you as you're bringing young people up through the ranks to be as stern with them about impartiality as you are with yourselves."

(Reagan, who began his career as a sportscaster with WOC[AM] Davenport, Iowa, in the early 1930s, beguiled his audience with reminiscences of those days. But in the process, he rewrote some communications law history. He said that when he broke into broadcasting, "there was no radio newscast-

ing" because it had been "declared unfair in the Fair Trade Practices Act." An FCC authority on the subject said he had never heard of such a ban. He noted that the provision in the Communications Act prohibiting censorship had been in effect since its was first enacted as part of the Federal Radio Act of 1927.)

□

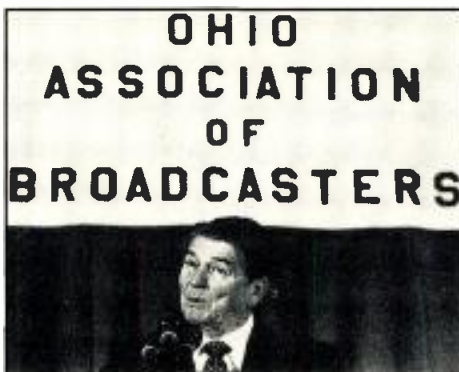
As the candidates campaigned, the networks were putting into effect plans for coverage designed to provide viewers with as much information about the campaign and the candidates as possible in the limited broadcast time available to them, and to avoid being caught by any October surprise. In the process they were changing the angle or at least the emphasis of the coverage they had been providing.

For instance, CBS News had decided early in this election year to avoid what journalists refer to as "here they come, there they go" stories. Its coverage would not include events that did not advance the story of the campaign—pieces in which a candidate said nothing new would not get on the air. But two weeks ago, the decision was made to hold the candidates to an easier standard. Richard Cohen, CBS News's senior producer in charge of political news, said last week the editors and producers felt the analytical pieces have been done and that time would now be given to the speeches of the presidential and vice presidential candidates, "even if they are not newsworthy." The feeling, he said, was, "Let's look at the candidates as they cross the finish line." "Horse-race" reporting would be part of the news package.

But that is not the only change. The CBS *Evening News with Dan Rather* is devoting as much as a fourth of its time each night to a section on political news. Within it, Rather is doing a political notebook type of reporting, bringing together a variety of bits of information bearing on the campaign—campaign spending reports, regional political strategies, polling results, new campaign commercials, voter registration figures and the like. Cohen expected politics to lead the broadcast on most nights. "People really start paying attention to campaigns at the end of the process," he said.

NBC News, for its part, appears to be going in the other direction, in terms of the time given to candidates' speeches. It had been devoting time to speeches at the expense of exposition and paraphrase by the correspondents involved, in the two minutes or less usually allotted to a piece. "But toward the end of the campaign," said Joan Kerrigan, producer of political news for NBC's *Nightly News*, "context becomes more important." Indeed, she indicated the aim is to watch candidates and their campaigns ever more closely, to determine if the realities of campaign tactics "really are as they seem." The contest, she noted, "is not over yet."

NBC, too, is devoting a substantial portion of its evening news program to political news. Kerrigan said the aim is to carry one long piece, of about three minutes, on a subject each night, together with two or three



The President in Ohio

minutes of "regular" campaign coverage. On the three nights that John Chancellor does his commentary, the program will be devoting as much as eight minutes to political news. Kerrigan does not think that is too much time, even if Reagan has a substantial lead over Mondale in the polls. She sees the campaign in terms of a "national debate." And "whether the contest is close or not," she said, "30 to 40 million people think Mondale should win, and that's important."

ABC News's director of political coverage, Hal Bruno, has plans and projects enough to fill both the *World News Tonight* and the late-night *Nightline*. He said *WNT* has "a bank of 12 stories"—on such campaign-related subjects as blue-collar Democrats and Sunbelt politics—from which to draw in the remaining days of the campaign. In addition, Richard Threlkeld will do at least one of the long, in-depth pieces on a campaign issue he has been doing each week for the past several weeks. *Nightline* will serve as a vehicle for stories analyzing components of the campaign. And there will be stories on Senate, House and gubernatorial races.

Nor is that all. ABC later this week will report the results of a national poll based on a sample of almost 12,000 people in the 50 states, a follow-up to one done in September. It is also doing daily tracking polls. "We can't stop polling," Bruno said. "We won't repeat the mistakes of the past." He noted that Richard Nixon's large lead over Hubert Humphrey eroded almost to the vanishing point by time of the election in 1968. "We don't want to seem to be in the position of declaring the election over," he said.

CNN, which was regarded as competitive with the major networks in its coverage of the political conventions last summer—indeed, it covered them gavel to gavel while the majors covered them only in prime

time—is not doing anything different in the final weeks. The aim, said Bob Furnad, executive producer of convention coverage, is to "go with the candidates and report what they do and to do logical spinoffs of the subjects covered." CNN does not spend much time on analysis. Furnad prefers to spend the time available on what the candidates are saying. The all-news CNN has been devoting about six minutes each hour to political news gathered by some 25 journalists and technicians in the field. "But there is nothing new in what we're doing," Furnad said. "There is no need to change the focus of the coverage. It's been in focus."

So much for the free media.

□

As for the paid media, there will be plenty of it on view this week—and it will culminate on election eve, with Mondale and Reagan appearing on at least one and probably all three networks. The Democrats have purchased two five-minute periods in prime time on NBC on Nov. 15, and a 25- or 30-minute period is available to Reagan. But they will not be the only national candidates on view. Lyndon H. LaRouche Jr., an independent candidate for President, has also purchased a 30-minute program on NBC. Supporters of all three last week were negotiating for election eve time on ABC and CBS.

Beyond that, the Reagan-Bush committee appears to be preparing a commercial blitz, similar to the one it staged in the final week of the 1980 campaign that unseated President Carter. Katherine Farrell, of Ed Libov Associates, the New York media buying service that is handling spot television and radio purchases for the Reagan-Bush committee, said there will be "a bigger push" this week. She did not provide figures, but said that the amount would be "double what it's been up to now." Network buys are also expected to be up.

The Mondale-Ferraro campaign is also digging into advertising funds this week. It will spend more than \$1 million on the networks for 30-second spots alone. But the drive began Sunday night (Oct. 28) with a five-minute roadblock on the three networks beginning at 10:55 p.m. It has also purchased a five-minute program on ABC following the movie on Wednesday. All told, the two presidential committees are expected to spend about \$25 million each on advertising, most of it on television.

Will television—paid or free—have a measurable effect on the outcome? It is difficult to find people who think so, at least as the situation was last week. David Garth, a Democratic political consultant who turned down an invitation to work for Mondale-Ferraro because campaign officials wanted a collegial approach in the creation of commercials, remains critical of the work being done for Mondale. He said it lacks "consistency." He also said the Democrats made a mistake in not featuring Mondale in the spots. Campaign officials said "he doesn't do well on television." Garth, who worked for the Mondale campaign in the primary contest in New York, used the candidate in commercials, "and," he said, "they worked." But Garth is also critical of the



The debate on CNN

Reagan commercials. "They are beautifully made, but they lack credibility." He said they suggest the Reagan administration has solved all problems. So he does not seem to expect the commercials to make a difference in the final days.

And John Deardourff, a Republican political consultant who is not involved in the presidential campaign, says he does not believe political commercials are as valuable in a presidential campaign as they are in races for lesser offices. "They are only part of the unfolding drama," he said. "It's rare that a presidential campaign story doesn't lead the news." However, he thinks the Reagan-Bush commercials early in the campaign helped the candidate by creating a mood of well being. "They told people everything was fine, and everybody believed it"—except, perhaps, David Garth. And it appears the celebrated Reagan luck even applies to his commercials. Deardourff says he does not like the visually stunning "bear in the woods" commercial. He feels that the message "is a little obscure." But, he said, members of the Tuesday Team, the collection of Madison Avenue talent that produces the Reagan-Bush spots, say it tests well, even though viewers do not interpret it in the same way. Some see the bear as Reagan protecting America; others see the commercial as re-

presenting Reagan protecting the country against the Soviet Union. "That," Deardourff said, "is OK too."

Assuming, then, that the Reagan-Bush commercials counter the Mondale-Ferraro spots, what of the free media? Could they create a bandwagon effect for Mondale? The networks have demonstrated considerable care throughout the campaign to guard against charges of bias. But even if they began treating Mondale as a Rocky-type underdog fighting the champion, there are those who doubt it would make a difference. David Gergen, who was a media junky even before he became communications director in the Reagan White House and who remains a close observer of the media as an American Enterprise Institute fellow and a syndicated columnist, says "most literature" on the subject places no stock in the "bandwagon effect." And in Reagan, he said, there is "an incumbent with popularity, so his lead was built into the race early." And he thinks it would be hard to crack. The only use of television he foresaw that could have an effect was "a fireside chat" on election eve. But he thinks Reagan "sealed the election in the second debate."

Perhaps. But that assessment is not likely to persuade ABC News's Hal Bruno to stop polling. □

debate.

WPIX's argument was weakened, in the court's view, both because it did not contact the league on the issue until Oct. 5, two days before the first debate, and because over the past several years, Sofaer noted, it had been principally concerned with the costs of pooling. And WPIX had complained of what it claimed was the unreasonable cost of tapping into the pool for each of the most recent presidential and vice presidential debates—\$15,000, compared to the \$3,000 it said it would cost WPIX to record the debate. Citing those and other factors, Sofaer said WPIX had not demonstrated that the relief it sought would be necessary, fair or workable.

Still, Sofaer indicated WPIX had made substantial arguments. To make a First Amendment claim, WPIX would have to prove "state action" is present in the league's decision to require pooled coverage. And Sofaer said WPIX has "raised a substantial possibility" that it could. He noted that the league is dealing with candidates who include the sitting President and Vice President as well as their opponents and that all are receiving millions of dollars of public support for their campaigns. And "the public nature of the debates," he added, is underscored by the fact that they are broadcast "in accordance with regulations" of the FCC and the Federal Election Commission. "The fact that the league's decision and role has so direct and substantial a bearing on First Amendment interests of the greatest magnitude," he said, "tends to support a finding of state action."

Sofaer made it clear such a finding would not necessarily preclude pooling. He noted that the practice has become common in situations where media interest is such that unregulated access would "otherwise permit total exclusion." And he said that since the feasibility and security problems that would arise if the league made an exception and granted access to INN are unknown, WPIX cannot establish "that those problems can in fact be surmounted."

But he said the constitutional issues involved are not resolved by a record demonstrating some form of pooling is required. For, he said, in language whose significance appears to go beyond the suit at issue, "If [WPIX] succeeds in proving state action with respect to the league and networks, then defendants' decision with respect to who should manage the pool, how it should operate, and the policies and prices it should adopt with respect to media subscribers, would all become potentially subject to judicial scrutiny." "While we lost two battles," said John Corporon, president of INN and WPIX senior vice president for news, "we are encouraged to think we may win the ultimate war."

And WPIX had raised several points Sofaer regarded as significant. He cited the contention that the hall in Kansas City could have accommodated 20 cameras, while CBS used only 11. Sofaer said the availability of additional camera space "makes possible a greater diversity of coverage." And even if the pool's limited membership can be justified, he said, the question remains "whether

WPIX defeated in debate pool fight

While it loses battle to cover presidential debate, judge says pool setups may be questionable

The League of Women Voters-sponsored debate between President Reagan and Walter Mondale went off as planned in Kansas City's Music Hall on Sunday night, Oct. 21, with CBS News providing the television pool. But it was a near thing that WPIX Inc., New York, was not in the hall with its own cameras taping the event for its Independent Network News. A U.S. judge in New York on Friday (Oct. 19) turned down WPIX's request for an order directing the league to allow INN to tape the event with two cameras. But in the order he issued over the weekend, Judge Abraham D. Sofaer expressed the view that WPIX had made strong First Amendment arguments in support of its request for access. In the process, he indicated access to a pool-provided feed may not be enough in some situations, including those where a broadcaster wants to provide "additional and unique coverage" of an event.

Indeed, counsel for WPIX, James C. Goodale, regards the decision as "a significant one" for all independent news operations seeking access to such events. For while saying pooling arrangements are best left to the media, it also says the constitutionality of pools may be subject to "judicial scrutiny." And Goodale said WPIX is considering its "options" to secure damages against the league as well as against ABC, CBS and NBC, which, under an arrangement with the league, took turns providing pool coverage of the two debates between the presidential candidates and the one between the vice

presidential candidates. (In addition to the members of the pool, which included Cable News Network, 21 entities took the feed, most of them from abroad.) WPIX is seeking damages for alleged violation of its First Amendment rights. It is also seeking treble damages from the networks for what it says is a violation of the antitrust laws.

WPIX initiated its suit on Oct. 10, a day before the debate in Philadelphia between Vice President Bush and his opponent, Representative Geraldine Ferraro (D-N.Y.), and a day after WPIX had requested either permission to cover that debate and the second presidential debate with its own cameras—or access to the pool coverage "on a reasonable [financial] basis." Counsel for the league responded on the same day with a telegram saying that the league had concluded that pooled coverage was necessary "because of space limitations," as well as the nature of the event "and the identities of the participants." As for the question of cost, the counsel, Brooksley Born, said WPIX could challenge the amount of payment it was required to make.

WPIX promptly sought a restraining order barring the defendants from denying INN cameras access to the vice presidential debate in Philadelphia, as well as the order regarding the presidential debate in Kansas City. Sofaer denied the request regarding the vice presidential debate and ordered an expedited briefing as to whether INN's cameras should be allowed to tape the presidential debate in Kansas City. He heard arguments on Oct. 19, issued a ruling from the bench, and then drafted a 24-page opinion, which was released on the day of the

the refusal of the league and the pool to provide low-cost film of the debates to INN or other low-budget broadcasters can be justified."

The WPIX assertion believed by Sofaer to raise the possibility of "irreparable injury" is that denial of access would deny INN the opportunity to provide "additional and unique coverage of the debate." INN did not cover the debates live but, rather, taped the coverage and edited it into pieces for its program. But it claimed that network coverage has been more conservative and less candid than INN's would be. It said it would employ two ENG cameras and present coverage in terms of split screens, candidate reaction shots and close-ups that, it said, would record the debate as a news event rather than a staged presentation. To make its point, WPIX provided the court with a videotape consisting of excerpts of INN's coverage of such events as the Republican and Democratic conventions. And, Sofaer acknowledged, "it reveals that INN places special emphasis on 'action shots,' 'candid' and 'close-ups.'"

Sofaer said the "nuances" of the event WPIX said INN would seek to capture "may be as important to potential voters, however misleading they may prove, as the answers the candidates actually speak." And he said the First Amendment "asserts, if it does not mandate, that no court should find a lack of irreparable injury when a purveyor of news and opinion to the American public is able to make a colorable case that its message will not otherwise be conveyed."

For all of that, WPIX lost its case on the "equitable considerations" involved. Sofaer said WPIX's claim of necessity, "although credible, is substantially undercut" by the fact that in disputes over pooling in the past, "WPIX has been primarily, if not exclusively, concerned with the extra cost that pooling imposes on its operation, rather than any purported need for its own filming or editing techniques." He also said the coverage provided by the networks is "not devoid" of the kind of techniques INN regards as significant.

Sofaer also said a grant of access might be "unworkable. A last-minute judicial order of access could have a potentially disruptive effect on the debate, and on the league's capacity to satisfy the candidates and the Secret Service that proper security measures had been established, and that additional demands or unanticipated forms of coverage would not disrupt the pool's capacity to satisfy established conventions." He also said the public importance of the event "renders judicial intervention inappropriate in the face of the uncertainty that exists on this record."

Indeed, he made it clear he feels the resolution of pooling disputes is best left to the media representatives. "To the extent that a given practice is unlawful, it must of course be prohibited," he said. "But the procedure for determining the legality of a practice should enhance rather than deter the resolution of such issues through negotiation and mediation, or at least through considered and careful litigation." □

One from the ranks for HBO

Leading pay cable service chooses its new president, Joe Collins, from its MSO, ATC; many think his system operator background will be big plus

The appointment of Joseph Jameson Collins to be president of HBO represents a turning point for that company, key executives in the cable industry agree, and it may preface a change in direction for cable itself. It signals, those executives believe, a new "back to basics" approach for the 12-year-old pay cable programming service, a move that some believe is directed at paying more attention to cable operators themselves—an activity at which HBO, in the eyes of many, has been found wanting in recent years.

Collins's appointment follows by two weeks the departure of Frank Biondi, the former HBO chairman, who left because of "policy differences" with the parent management at Time Inc. Collins replaces Michael J. Fuchs, who moved up to succeed Biondi as HBO's chairman and chief executive officer.

The appointment of Collins from the ranks of cable operators has ramifications beyond HBO, some industry executives believe. "The entire industry is in the process of going back to fundamentals," commented Fred A. Vierra, president of United Cable Television, who explained the movement of an executive from the operator's side to the programming side is representative of changes in the industry. "I had lunch today with another MSO guy," said Vierra, "and he was saying the same thing." John Saeman, vice chairman of Daniels & Associates, noted that a cable operator would bring a certain "discipline and attitude" to HBO. "I view it as a positive."

Indeed, top management among many of the country's leading MSO's were quick to applaud Collins's appointment to the co-pilot seat. Collins previously was president of Denver-based American Television and Communications, the second largest cable system in the country and, like HBO, also a subsidiary of Time Inc. (Trygve E. Myhren, chairman and CEO of ATC, will add the title of president vacated by Collins's departure.)

Collins is one of the most highly regarded MSO executives in the cable industry, according to industry colleagues. His appointment, in the words of one Denver-based competitor, is "a real plus. [Collins] has the understanding of what it takes to make a cable operator successful." It is that empathy with the cable operator, executives said, that makes Collins's appointment significant.

HBO, observers noted, is entering a new phase as its growth rate begins to slow. The new emphasis is expected to be on improving relations with cable operators and on its core business—cable television programming—rather than branching out to ancillary markets.

The team now firmly in control is led by N.J. Nicholas Jr., executive vice president and head of Time Inc.'s Video Group (which includes HBO, Cinemax and ATC). Nicholas is said to be maintaining an especially



Collins

close watch over HBO operations—a circumstance perhaps to be expected, industry executives explained, as HBO finds its rate of growth pinched and the competition for product stiffer.

Security analysts say that HBO was hoping to add two million subscribers in 1984, but the actual increase probably will come in under one million. Paul Kagan Associates, a Carmel, Calif.-based industry analyst, estimated that as of Aug. 1 HBO had about 14.2 million subscribers, a 400,000 gain since the beginning of the year. The associated service, Cinemax, according to Kagan, at present has 3.1 million subscribers, an increase of 250,000 over last year's total.

With Biondi gone, the attention now focuses on Nicholas, Fuchs and Collins. Nicholas and Fuchs are understood to have an exceptionally close professional relationship, and Collins's strong marketing and administrative skills are described as a "complement" to Fuchs's programming background. One of the most frequent phrases used by his MSO industry colleagues to describe Collins is "solid." One admiring rival noted that at ATC Collins was "Mr. Inside" to chairman Myhren's "Mr. Outside."

Collins, 40, joined ATC in 1972 out of Harvard Business School as the marketing director of its Orlando, Fla., cable system. One year later he became general manager of ATC's central Florida operations and in 1974 moved to ATC's Denver headquarters, where he was successively promoted to division manager, executive vice president and senior vice president. He became president of ATC in March 1982 and later the same year was elected a vice president of Time Inc.

Collins was born in Troy, N.Y., spent two years in high school in neighboring Albany and graduated from Hingham High School in Hingham, Mass. In 1966, he graduated with a degree in international relations from Brown University, where he played on the varsity hockey team. He spent four years as a naval officer before entering Harvard Business School, from which he graduated in June 1972.

The kind of "solid" leadership attributed to Collins may be just what HBO needs at

this time. Various described at ATC as "tough as nails," "an incredible negotiator," and "shrewd," he is also recognized as someone who "anticipates others' needs" and has a "keen sensitivity to the consumer's desires." His departure is not expected to open a big hole in ATC's ranks. That company has become increasingly decentralized and it's expected that Myhren, along with five executive vice presidents, will absorb the extra management load.

But on top of appointing someone with an "industry mentality who also understands the broader issues," HBO also was looking for a strong administrator—another qualification that Collins is said to bring to the party. Last week HBO executives were huddled in budget meetings, and rumors have been circulating that as much as 20% of its 1,700-employee work force would be discharged as part of cost-cutting measures. The previous week, Time Inc. released its third-quarter earnings report showing operating profits in its video group—despite a 67% increase in companywide profits—3% below the comparable quarter a year ago (to \$56 million).

The reason behind the departure of Biondi—considered one of the most skilled executives in the business by analysts who follow Time Inc. and by industry colleagues—is without definite answer. But industry observers now believe that the princi-

pal division between Biondi and Nicholas was not so much over the direction HBO should take but the way it should go about getting there. (Nicholas himself was chairman and CEO of HBO from 1979 to 1981.) Under Biondi, some executives speculated, HBO was giving too much focus to the Hollywood deal-making side of the business and not enough to its relationship with affiliates—even to the point, given all the consideration by HBO to DBS and supplying SMATV systems, that some cable operators worried that HBO would abandon them for another distribution system. As a result cable industry executives expect that HBO will begin re-emphasizing the "partner" aspect of its relationship.

Whether a cable system operator can "repair" HBO's affiliate relations remains to be seen. And just how much of an affiliate relation problem HBO has is debatable. Many cable operators, when asked if they thought Collins would improve relations between them and the program supplier, replied flatly they had "no problem" with HBO. Real or perceived, industry sources say, HBO began to get a feeling—especially with all the press given to its Hollywood tilt—that it was losing its "image" among cable operators. Observed one industry executive: "On the face of it, at least, to bring in an MSO executive makes a marvelous statement to the cable industry: 'We know our heritage.'" □

Fast finish for radio in 1984

Although political campaigns appear to be a washout, December sales numbers are looking very strong

National spot and network radio executives are preparing to close out business in 1984 on a high note, according to the consensus of radio officials contacted by BROADCASTING.

Most rep executives see a strong quarter which, they say, should post increases of 12% to 13% ("Closed Circuit," Oct. 22) even though national spot business in October has been somewhat sluggish. National representation firms canvassed noted that business being placed out of New York is picking up momentum during the fourth quarter.

What is conspicuously missing, however, is political spot advertising for the presidential campaign. The vast majority of reps report only a small amount of money being spent by the Reagan-Bush campaign, most of which is being placed on nonwired networks, and virtually no national time bought by the Mondale-Ferraro campaign. (Some

reps say there have been regional buys for other political candidates seeking office.)

According to Larchmont, N.Y.-based Radio Expenditure Reports (RER), which confidentially collects data from 16 leading rep companies, national spot billings year-to-date (January through August) were \$521,048,300, 12.1% ahead of the same period last year.

Michael Bellantoni, executive vice president, Torbet Radio, reported his company has a "bullish" outlook for the fourth quarter. In Torbet's "Fourth Quarter Business Outlook," prepared for client stations last month, Bellantoni said that the quarter will show a 13% increase, with 1984 finishing up 12% to 14% over 1983.

"Overall, our [Katz Radio Group] pacing for the fourth quarter is 11% ahead of last year," said Ken Swetz, president of the Katz Radio Group, which comprises Katz Radio, Christal Co. and Republic Radio. The last was formerly RKO Radio Sales before it was purchased by Katz Communications last spring. He said the group should finish about

12% ahead for the quarter.

On a regional basis, Ellen Hulleberg, executive vice president, marketing and communications, McGavren Guild Radio, said that RER data year-to-date (January-August) showed business being placed in the East was up 9%; the Midwest, up 4%; the South, up 29%, and the West, up 18%.

She projected the fourth quarter to finish strong, perhaps in the range of 15% to 18% over the same period a year ago, citing December prospectively as the best month thus far for business. (McGavren Guild Radio is part of Interep, which is also the holding company for Hillier, Newmark, Wechsler & Howard; Major Market Radio, and Weiss & Powell.) Ralph Guild, president of Interep, added that he is still thinking of forming a fifth rep company (BROADCASTING, July 23) if he gets a representation commitment from a major group operator.

The fourth quarter is going to be "exceptional," said Dave Recher, executive vice president, Eastman Radio, who sees the year finishing 12% to 13% ahead. Recher agreed with Hulleberg that December will likely be the strongest month in the quarter. Thus far, Eastman is pacing 8% ahead in October, 11% ahead in November and 25% ahead in December, said Recher.

Phil Newmark, president of Hillier, Newmark, Wechsler & Howard, said October business for the industry appears to be flat, but November and December billings are "very strong." Newmark said his company is witnessing tremendous growth due to the acquisition of more stations for national representation. It is also reporting healthy non-wired network business, which will account for about 12% of gross revenues for the company in 1984.

"Right now, there's a bright sun coming over the horizon," said Jack Masla, president of Masla Radio. Masla said October is "relatively flat" with November and December looking strong. He said the industry will likely end up 10% to 12% ahead for the quarter.

Masla said the quarter is soft for youth accounts, lacking the beer and soft drink buys, but strong for adult-oriented accounts. Of special significance, he said, is the influx of computer clients such as Computerland and Wang. Also giving the fourth quarter a shot in the arm, according to Masla, is new business from some cellular telephone services such as Mobile Net. Masla also reported a "heavier than usual" flow of business in the fourth quarter from jewelry chain stores, such as Zales.

John Boden, president of Blair Radio, told BROADCASTING that his company should be up 10% to 12% for the quarter. "Most of our offices are doing well, with the exception of Chicago," he noted. Particularly "hot" offices, according to Boden, are Atlanta, Dallas, Houston and Los Angeles. Charlie Colombo, president of the Christal Co., agreed that the quarter will be up about 12%, adding that November bookings for the company are showing the biggest gains.

Meanwhile, over at CBS Radio Spot Sales, which has just changed its name to CBS Radio National Spot Sales since the

company has incorporated the CBS/FM National Spot Sales firm into its framework ("In Brief," Sept. 10), company vice president and general manager, Ed Kiernan, reported new and continuing automotive business in the fourth quarter being placed out of Detroit as well as Los Angeles and New York. Kiernan said CBS Radio National Spot Sales has received business from Chevrolet for its new line of cars and, in particular, the Spectrum, which is geared for the 18-34 young adult market. "What has become a significant portion of our fourth-quarter business," added Kiernan, "are buys from Mercedes-Benz, Lincoln-Mercury, Nissan Motors and Saab."

Radio Advertising Bureau President Bill Stakelin noted that Chevrolet has made a major multimillion-dollar spot buy in the fourth quarter for its new 1985 car models (BROADCASTING, Sept. 24). The first flight is currently running in 27 markets at a cost of about \$3 million, he said.

Kiernan also highlighted other spot buying trends at CBS, including new business from United Airlines last week, which, he said, had held back somewhat on using radio all year. And while other rep companies note very little political spending, Kiernan said that the Reagan-Bush campaign has spent "a heavy amount" for spot on the AM represented stations, many of which have a news and information format. Kiernan said the fourth quarter for the company should be up about 10%.

CBS Radio National Spot Sales currently represents 19 AM and 23 FM outlets, including all CBS-owned-and-operated properties. Two weeks ago the company officially unveiled a new pro-radio presentation for advertisers called *InfoRadio* ("In Brief," Oct. 22). The presentation, which opens up with a poem on the medium by CBS News correspondent Charles Osgood, uses customized Simmons research data to show how buys on 50 AM information-formatted stations in the top 25 markets (the list includes only 15 CBS client stations) can be more effective in reaching upscale consumers than other radio formats, information-oriented magazines and TV news programs.

Networks See Healthy Numbers Too

If projections from network radio executives come to pass, the fourth quarter will help salvage an otherwise dismal year for the network radio marketplace. The consensus is that the fourth quarter will finish upwards of 12%, with business for the year running about 7% ahead of 1983's pace.

According to the Radio Network Association, which relies on data from the accounting firm of Ernst & Whinney, network business in September was \$23,549,792—down 3.1% from the previous year. Year-to-date, network billings totaled \$196,110,482, up only 2.8%. (Ernst & Whinney confidentially collects monthly financial information from ABC, CBS, NBC, RKO, Mutual & Sheridan.) What slowed 1984's billing pace, according to network officials, was a very inactive first quarter.

"The fourth quarter right now is as strong as it ever has been," said Lou Severine, vice

president and director of sales, ABC Radio Networks. "We have met 93% of our budget for the quarter," he said. Severine projected a fourth-quarter rise for network radio between 9% and 12%, with the year finishing up about 7%.

He said adult accounts are very strong in the quarter with some new product lines from Procter & Gamble entering network radio. He said ABC Radio Networks is currently sold out through mid-November. As for political advertising, only the Republican national party placed an order with ABC, said Severine. "Neither presidential candidate spent any money with us," he said.

Kevin Cox, vice president, sales, NBC Radio Networks, agreed with Severine that the industry will witness a strong fourth quarter. Cox said he's also looking for the industry to end up 7% ahead for the year. He added that December, thus far, appears "surprisingly strong."

Cox noted that he has not seen much up-front 1985 business and political advertising in the fourth quarter. Cox said that Walter Mondale purchased a five-minute political program for eight weeks on the NBC Radio Network. Both Severine and Cox didn't see an abundance of fourth-quarter youth business, although Cox said he's still waiting on

some commitments.

However, Steve Youlious, director of sales, CBS Radio Networks, said the majority of growth for CBS in the fourth quarter has come from youth business. "RadioRadio [CBS's young adult network] has outpaced its 1984 budget by 10%," noted Youlious. "Our initial forecast for RadioRadio was for a marginal fourth quarter. Now it looks strong," he said.

Youlous added that it has been one of the best selling years for sports on the CBS Radio Network, with the network's Monday night National Football League package for the regular season sold out.

He said both the CBS Radio Network and RadioRadio are basically sold out for October and November. He predicts that the fourth quarter for the industry will be up about 12%, with the year showing increases of 7% to 8%. The primary focus for CBS now, said Youlous, is to work on upfront business. He said several established customers will be returning to network radio next year.

RAB's Stakelin said that the association has revised its projected figure for total radio sales (national, network, and local) growth in 1984 from 15% to 15.5%. "A lot of major advertisers are more aware of radio today."

FCC decision to postpone MMDS item angers MDS operators

Industry proponents, in Washington for convention, say delay in acting on lottery mechanism is hurting industry

A large group of multipoint distribution service proponents demonstrated their frustration over the FCC's failure to authorize a lottery to allocate multichannel MDS channels by walking out of last week's commission meeting when the lottery item was deleted from the agenda for the fifth time.

The group of about 30 MDS operators, common carriers and suppliers, who were in Washington for the MDS Industry Association (MDSIA) convention, had also tried to visit each of the commissioners before the morning meeting, but they had little luck. The commissioners, they were told by one office after another, were busy preparing for the meeting.

"The delays caused by the timidity of some of the people around here are hurting us very badly," said MDSIA President Phil Merrill. The visits and demonstration were intended "to let the FCC know that a lot of people are dying on the vine while they try to make what should be a forthright decision."

The FCC needs the lottery to deal with some 16,000, year-old MMDS applications for groups of four MDS channels in communities throughout the country, all but a few of which turned out to be mutually exclusive. (Each MMDS application requests a block of four channels in a single market; two blocks of channels are available in most markets.) Once the FCC authorizes the lottery and specifies the lottery rules, it can begin awarding multiple channels to com-

mon carriers. Operators who lease the channels from the carriers can begin providing MMDS service.

The MDS industry sees MMDS, the ability to broadcast multiple services, as its salvation. As a one-channel pay-television service, MDS grew slowly during the late 1970's, but, after hitting a high of 570,000 subscribers in 1982, began to decline. Single-channel MDS operators could not compete with cable operators with their multichannel offerings. According to Paul Kagan Associates, there are now around 450,000 MDS subscribers, most of them concentrated in a few major uncabled or partially cabled cities.

The lottery item is hung up primarily on the question of whether the odds of winning should be tilted in favor of minority applicants. Several commissioners apparently felt that such a preference should not be given, primarily because MDS is a common carrier, not a broadcast service. However, Congress felt equally strongly that it should. House Energy and Commerce Committee John Dingell (D-Mich.) and several other representatives warned the FCC, in a letter last July, that legislation enabling FCC to use lottery requires "minority preferences—something that was fully understood and not opposed by your top staff members who worked with us in revising the lottery statute in 1982."

Tom Rogers, counsel to the House Telecommunications Subcommittee, said he reminded the FCC officials just last week that the statute requires "in black-and-white" minority preferences for several media, and



MMDS operators at the FCC meeting... then walking out.

that MDS was one of them.

The single-channel MDS operators at the convention felt they could compete head-to-head with cable, if they can offer multiple channels. If an operator combines six or eight off-air broadcast signals with 10 MMDS channels filled with basic and pay cable programming services, said Curt Bradley, of Bradley Communications, a would-be MMDS operator, "he can basically give them the same thing as cable." Such a service could be "very competitive with cable," he said. "There's no reason why it could not capture a 10% or 15% share of a market. If we come out with fewer channels for less money, it's a tradeoff, but it's a competitive trade-off."

The key then is to get the additional MDS channels into the hands of common carriers who can lease them to operators. Operators also have the option of leasing channel capacity from licensees of the Instructional Television Fixed Service, a nonprofit broadcast service that shares the 2 ghz spectrum with MDS. However, the FCC rules require that the ITFS licensees use any channel they lease to MMDS operators a few hours each weekday for the broadcast of instructional or educational programming. The requirement, said Bradley, makes it tough for MMDS operators who want to put a 24-hour-a-day cable service on the ITFS channel.

If competition means anything to the federal government, said Merrill, the FCC should move quickly to authorize and implement the lottery. "It's a perfect opportunity to introduce competition to cable. But the window of opportunity is closing."

The suppliers of transmission and reception equipment were just as concerned about getting the additional MDS channels awarded. In fact it was Joe Barris, vice president of Lance Electronics, an antenna manufacturer, who instigated the early-morning invasion of the FCC. "If we don't have those channels by the end of the year," he said, "MMDS could just lose all the momentum that it now has."

The FCC's creation of MMDS service and its subsequent tardiness in allocating the channels has caused the sales of many MDS suppliers to plummet, said Barris. Operators stopped buying single-channel equipment, he said, and until the channels are allocated will not begin buying multichannel gear.

Judging from the conference attendance—only 12 companies exhibited equipment and about 75 operators were there to

check them out—the industry is shrinking. Had the FCC instituted the lottery earlier, said Merrill, the convention would have attracted three times as many people. Until some grants are made, he said, the industry will be in a "holding pattern."

Another factor that depressed the attendance was internecine bickering within the industry. According to Merrill, the

MDSIA was formed last year from the merger of the National Association of MDS Service Operators and a group representing the Common Carrier Association for Telecommunications. Some common carriers, led by Contemporary Communications, he said, refused to be a part of MDSIA and formed their own group, the Microwave Communications Association. □

Under the gun: Hill examines TV violence

Gratuitous sex and violence on television and cable will be prominent on the congressional agenda next year, if Senator Arlen Specter (R-Pa.) has his way. As chairman of the Subcommittee on Juvenile Justice, he held a hearing last week examining whether violent and pornographic programs have an adverse effect on children. The hearing is likely to stimulate interest in the subject and is expected to be followed by a more intensive investigation in the 99th Congress.

Specter's interest in TV and cable stems from his subcommittee's investigation of violence and children, earlier this year.

He voiced specific concern about the "explicit bedroom scenes" aired during daytime soap operas and about "X-rated" movies on cable TV. However, Specter acknowledged that government intervention could create First Amendment problems.

The senator cited a report released last month by the attorney general's task force on family violence which concluded the "evidence is becoming overwhelming" that violence on television and in the movies may contribute to violence in the home. Furthermore, it said the networks, their affiliates and cable television bear "major responsibility" for reducing violence on television. The task force said the television industry "should voluntarily set limits on the amount and kind of violence allowed on television."

Much of the testimony presented was a discussion of whether or not violence on television leads to aggressive behavior by children. Robert Keeshan, best known for his role as TV's *Captain Kangaroo*, said that because "television is an influence on our young people," he feared that a steady diet of violent programs could lead to an "immunity to the horror of violence." Moreover, Keeshan thinks children may "come to believe the use of violence is justified in problem solving."

But, Keeshan said, the problem is not to

tally the responsibility of broadcasters. Parents, he said, must take a more active role in supervising their children's viewing habits.

There was also a call for a legislative solution to the problem. John Murray, senior scientist and director, youth and family policy, Boys Town Urban Program, suggested Congress look at a draft bill proposed by the Media Access Project and promoted by the National Coalition on Television Violence. The legislation, called "Response Time for Violent Promotions Act," would essentially require broadcasters to provide time for public service messages that would warn viewers about the potentially harmful effects of viewing televised violence.

David Pearl, chief of the behavioral sciences research branch for the division of extramural research programs at the National Institute of Mental Health, agreed with Murray. He said NIMH believes there is a "connection between the viewing of televised violence and later aggressive behavior."

On the other hand, Philip Harding, vice president, office of social and policy research, CBS/Broadcast Group, maintained there has been little scientific research to support the theory that violence on television may contribute to violent or antisocial behavior. "The types of behavior measured in so much of the research on this question simply do not enable us to reach a scholarly conclusion as to whether violence on television leads to crime or violence in the real world," he said.

Harding was not the only witness who felt there is not enough evidence. "My colleagues" said Jib Fowles, professor, human sciences and humanities, at the University of Houston, "have generated an enormous amount of research... supposedly demonstrating the evil effects of [TV] viewing. I have elsewhere referred to this literature as 'one of the grandest travesties in the uneven history of social science.'" □

FCC finds first fairness violation since Fowler

It says WTVH(TV) Syracuse has 20 days to develop plan on nuclear power plant issue; commission also adopts new rules on FM-TV channel 6 interference

The FCC appeared to be breaking fresh ground last week.

At its open meeting, the FCC voted 3-1 (with Commissioner James Quello concurring, Commissioner Mimi Dawson dissenting and Commissioner Dennis Patrick leaning toward dissent but reserving judgment to consider one additional piece of evidence) to find that the Meredith Corp.'s WTVH(TV) Syracuse, N. Y., had been in violation of the fairness doctrine. Perhaps most surprising: FCC Chairman Mark Fowler, a Republican who has long voiced opposition to the doctrine as a violation of broadcasters' First Amendment rights, served as the swing vote (with Democrats James Quello and Henry Rivera) to rule against the station and in favor of a group that advocates nuclear disarmament.

According to an FCC official, this is the first time the Fowler administration has found a licensee to be in violation of the doctrine.

At issue were a series of editorial advertisements the station ran for the Energy Association of New York, a trade association for utilities, from July 7 to Sept. 7, 1982. The ads advocated the continued construction of the Nine Mile II nuclear plant in upstate New York. The Syracuse Peace Council alleged the ads presented only one side of the nuclear plant's being a "sound investment" in New York's future and had asked the station to "correct the programing imbalance." The station didn't, and the group complained to the FCC last November. In its defense, the station contended that the ads were really about eliminating the dependency on foreign oil and the need for electricity. The station also contended that controversial issues of public importance weren't at issue.

But the FCC majority said the station was being "unreasonable" and gave KTVH 20 days to advise the commission on how it plans to meet its fairness doctrine obligations.

According to Linda Figueroa, the attorney for the Mass Media Bureau who presented the item, the station had run 182 minutes of ads for the utility lobby during the period in question, but had only provided 22 minutes of coverage to contrasting views.

An FCC source said the one thing that turned this case in Peace Council's favor was that it had actually provided evidence of a public debate on the "controversial issue" it asserted. That evidence apparently consisted of six newspaper articles, evidence of consumer complaints filed with the New York State Consumer Protection Board and a statement by a New York public service

Items on the move

FCC General Counsel Jack Smith last week confirmed that his office has transferred responsibility for handling reconsideration of the controversial 12-12-12 multiple ownership ruling back to the Mass Media Bureau ("Closed Circuit," Oct. 8). At a press conference, Smith said his office also has given the Mass Media Bureau responsibility for handling the commission's notice of inquiry on the fairness doctrine. Also transferred were the commission's cable fairness and political cablecasting proceeding; its proceeding aimed at exploring more specific standards for determining when a broadcast licensee warrants renewal expectancy, and a long-pending rulemaking (Docket 78-108) aimed at requiring timely responses to commission inquiries. Smith said he felt that the general counsel's office should be legal, not policy, items. He said he thought his office would only be working on policy items that Chairman Mark Fowler wants it to work on, or those that cut across bureau lines (such as pending items on lotteries). Smith said it was his feeling that the general counsel's office should be concentrating on "legal support work for the bureaus rather than initial policy." He also said Fowler pulled the item proposing lotteries for multichannel multipoint distribution service from last week's agenda (the fifth time the item has been pulled), and the agenda from the week before, at Smith's request. "I want to make sure it's right," he said.

commissioner who charged the ads were misleading because it was questionable whether the plant was a sound investment.

None of the commissioners appeared to relish the prospect of finding against the station. Rivera may have said it best for the majority. He compared the commission's rationales for its regular denials of fairness complaints over the past few years to a shell game, with the commission regularly moving the pea around, again and again contending that complainants hadn't been able to put their fingers on the right shell. This time, the complainants had done their homework and designed a "clever" complaint, however. "I think they found the pea," Rivera said.

Andrew Schwartzman, the Peace Council's attorney and executive director of the Media Access Project, said that over the past few years, the FCC has thrown up some "incredible obstacles" to fairness complaints. This one, he said, was really just a "straightforward application" of the doctrine. He speculated that Fowler's vote may have been motivated by "a comprehension that this is what the law requires; he clearly wasn't happy about it."

■ In other action, the FCC changed its rules to try to resolve the problem of non-commercial FM stations causing interference to TV's on channel 6.

Under its solution, both parties appear to lose a bit. Said James McKinney, FCC Mass Media Bureau chief: "I suspect both sides will growl about it."

Under the commission's solution, higher power will be permitted for FM's that co-locate their antennas with TV's on channel 6 (with co-location defined as placing the FM antenna within one-quarter mile of the TV 6 antenna). Nonco-located FM's within 140 miles of a channel 6 station will be restricted in power based on their frequencies and the TV station's signal strength. The FCC's power restriction zone extends 140 miles from the nearest channel 6.

Under the new rules, a noncommercial FM permittee will have a choice of using the commission-mandated-and-protected minimum power (Level 1) or up to the commission-mandated-maximum (Level 2). The recommended Level 1 powers would permit three square miles of "effective interference" within the Grade B contour of the channel 6's service area. For stations on frequencies from 88.1 to 89.1 mhz, Level 1 and Level 2 powers would be the same because of the greater potential of stations on those frequencies to cause interference problems.

FM stations choosing to use powers between Level 1 and Level 2 would assume full financial responsibility for eliminating all interference caused. The FCC said the minimum power that it will permit is 100 watts.

The following chart provides a rough guide of how the power of the noncommercial FM's will vary with channel and separation from TV channel 6 operating with 100 kw at 1,000 feet HAAT:

FCC's FM-channel 6 guidelines										Stations Prohibited Between
FM Channel	Level	Separation (miles)								
		10	20	40	50	60	100	140		
201	1	1	*	*	*	*	5.8	100	18-74 mi.	
	2	Channels 201-206 cannot exceed level 1								
211	1	100	5.8	0.5	0.1	*	100	100	51-64 mi.	
	2	100	100	15	3.2	*	100	100		
220	1	100	100	29	6.5	1.5	100	100	none	
	2	100	100	100	100	49	100	100		

*Less than .1 kw and, therefore, no FM stations permitted.



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PITTSBURGH WPXI
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FT LAUDERDALE WTVJ, WCIX
SEATTLE, TACOMA KING, KCPQ
MINNEAPOLIS, ST PAUL KMSP
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LOUISVILLE WLKY
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NORFOLK, PORTSMOUTH,
NEWPORT NEWS WVEC

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McKinney says FCC will soon consider must-carry status for TV stereo, other auxiliary services

But Mass Media Bureau chief won't predict how vote will come out; he reiterates licensees' need to determine community problems

The FCC is likely to address the questions of whether its must-carry rules should be applied to TV stereo, teletext and offerings on the vertical blanking interval within the next month or two, and probably at the same meeting.

But, according to Jim McKinney, FCC Mass Media Bureau chief, precisely how the commission will come down on those items is unclear. "I believe it is fair to say that I would have a difficult time getting three votes for either side of the issue right now," McKinney said in a speech to the Ohio Association of Broadcasters in Columbus, Ohio, last week. "This is one area where commissioners' minds will not be made up until they focus on the arguments themselves."

McKinney, however, did provide some general insight. He noted that he had not encountered anything that would lead him to believe the commissioners are likely to offer must-carry protection to auxiliary services that are unrelated to main-channel programming—for example, paging or subscription text services. "The decisions will likely focus on program-related and auxiliary program services," he said.

He also said it was in the public interest that all TV viewers ought to have the new technologies available in their homes. "The question that does remain, however, is whether the provision of those services should be mandated by the government or allowed to occur in response to marketplace forces which exist in the cable/customer relationship," he said. "And second, whether the commission should jump in early or wait to see if regulation is needed." Yet another question, he added, was whether those new broadcast technologies will get off the ground without regulation.

On a different note, McKinney said there were still standards licensees had to meet in the wake of the commission's deregulatory initiatives. For starters, he said, broadcasters still have to know the issues that are important to their communities—and be prepared to explain how they learned of those issues. Second, he said, they have to do "some" issue-oriented programming, adding to the mix in their communities. Although broadcasters can look around to see what other broadcasters are doing in their communities

Incumbent victories. With eight days left until the general election, it appears that many of the legislators who have played prominent roles in the shaping of communications legislation, will return. Key members of the House Energy and Commerce Committee, including Chairman John Dingell (D-Mich.), and of its Telecommunications Subcommittee are expected to win re-election. (All House seats and 33 Senate seats are at stake.) One subcommittee member, Al Gore (D-Tenn.), will not return to that job. Gore is favored to win a bid for the Senate seat left vacant by retiring Majority Leader Howard Baker (R-Tenn.).

While some incumbents faced tough primary challenges (Cardiss Collins [D-Ill.] and Edward Markey [D-Mass.], for example), they are expected to win re-election. Subcommittee Chairman Tim Wirth (D-Colo.) is expected to beat his Republican challenger, attorney Mike Norton, but not without a fight. Wirth, according to an Oct. 14 poll taken by the *Denver Post* and KCNC-TV Denver, holds the lead with 58% of the votes to his opponent's 29%. Said one Colorado political analyst, "Wirth will walk through this. He has the lead, but it has not been an easy campaign. It's been nasty quite often." Norton has the backing of the real estate industry and the Adolph Coors Co.

On the Senate side, five members of the Senate Commerce Committee are seeking re-election: Howell Heflin (D-Ala.); Nancy Landon Kassebaum (R-Kan.); Larry Pressler (R-S.D.); Ted Stevens (R-Alaska), and J.J. Exon (D-Neb.). All are expected to win.

to meet those needs—and the needs of children—they can't ignore any strongly felt needs, he said. "And the fairness doctrine and equal time law still prevail," McKinney said.

"So when folks ask if a licensee can do no issue-oriented programming and still be renewed, the answer is clearly no, if you are challenged at renewal time," McKinney added. "Petitioners have a clear hurdle to jump when they attack a responsive broadcaster. But broadcasters are still challengeable. Your license is still issued to serve the public interest, convenience and necessity. That bedrock consideration has not and will not change." □

Reagan kills CPB funding bill

President vetoes S. 607, second authorization measure he's rejected in past 90 days; says budget will not support increases proposed for fiscal 1987 through 1989

For the second time in three months, President Reagan vetoed a measure that would have reauthorized the Corporation for Public Broadcasting for fiscal 1987, '88 and '89 and would have provided \$100 million for the National Telecommunications and Administration's Public Telecommunications Facilities Program for FY's 1985-87 ("In Brief," Oct. 22).

According to public broadcasters, the latest bill (S. 607) had bipartisan support in Congress and represented "a reasonable compromise" with the President's first veto message that called for lower budget ceilings.

However, in the President's view, S. 607's budget ceilings—\$200 million, \$225 million and \$250 million for FY's '87, '88 and '89, respectively—were "incompatible with

the clear and urgent need to reduce federal funding" and "could not be justified."

The veto occurred while Congress was in recess. According to a spokesman for Senator Barry Goldwater (R-Ariz.), the chairman of the Senate Communications Subcommittee and author of S. 607, Goldwater was "extremely disappointed" by the veto and will discuss with public broadcasters the introduction of a new bill in January, when Congress returns.

S. 607 authorized CPB to receive federal funds, but did not appropriate money. CPB, however, is not in immediate danger of running out of money because funds for CPB have already been appropriated for FY 1985 and 1986, and separate legislation (H.R. 6028, the Labor-Health and Human Services-Education 1985 appropriations bill) was passed by the House and Senate that includes FY 1987 appropriations for CPB.

"Ironically," former CPB Board Chairman Sharon Percy Rockefeller said in a statement following the veto, S. 607 "is merely an authorization bill for 1987-89, which would permit CPB to receive, in constant dollars, precisely the same level of federal funding as it did in 1977.... The veto of an authorization bill will not 'reduce the deficit' one nickel." She called the President's action "outrageous" and "misguided," and said that S. 607 represents "a reasonable, prudent, even restrained federal investment." Rockefeller urged the Congress to "redress this mistaken public policy when it reconvenes in January."

In his memorandum of disapproval following the veto, Reagan said that it was "important to note that current-year funding for these two programs totals only \$174 million. The Oxley amendment would have resulted in a generous and barely affordable increase of 15%, to \$200 million," Reagan said.

The President was referring to an amendment offered by Representative Michael Oxley (R-Ohio) during a House debate on the bill Oct. 5 (BROADCASTING, Oct. 8). Oxley proposed reducing the total ceilings to \$646

million for FY's 1987-89, and to \$48 million for the PTFP for FY's 1985-87. (The Reagan administration recommended \$100 million for CPB in 1987 and called for elimination of the PTFP altogether.)

The veto memorandum also said that S. 607 "raises first-year funding by 29% to \$225 million for the two programs. By the third year under S. 607, combined funding would be \$290 million, a 67% increase from the current budget year." The President said that "under present fiscal conditions, unrestrained increases of this magnitude—no matter how worthy the programs—are unacceptable." He said he vetoed the earlier measure in August "for precisely the same reasons" that he withheld approval of S. 607, adding that he would "continue to oppose and reject bills of this nature until and unless Congress presents me with a bill that is consistent with sound budget policy."

In a statement following the most recent veto, Representative Al Swift (D-Wash.) said that he took the President's earlier veto message "at face value." Swift said he agreed that "public broadcasting is an important national resource. But those words mean nothing in light of [this second veto]. To get the job done we knew we had to compromise with the White House, but, in the end, they wouldn't budge even when we met them more than halfway." Swift said S. 607 "was just \$81 million above the administration's request while public broadcasting supporters had come down \$145 million in their efforts to compromise."

Reagan's statement following the veto of S. 607 also said: "Legislation that provides for federal support of public broadcasting at realistic and reasonable levels and that provides public broadcasters with the means and incentives to explore alternative revenue sources would be both appropriate and welcome."

The last statement prompted speculation that some noncommercial stations would use the veto as a means of achieving support for limited advertising in public broadcasting. Bruce Christensen, president of the Public Broadcasting Service, said at a Tuesday afternoon luncheon sponsored by the Media Institute, that although earlier limited advertising experiments by some noncommercial stations brought in additional revenues for public television (BROADCASTING, Feb. 27), the "real question" was whether limited advertising would, over time, change the nature of PBS.

CPB board member Harry O'Connor, a Republican and a commercial radio syndicator, said he "wasn't surprised" that the President did not approve S. 607. Echoing the President's earlier veto message, O'Connor said that perhaps CPB had tried "to recover too much, too fast. . . . Part of the problem," O'Connor added, is that public broadcasting "has done such a magnificent job with so much less than we've asked for [in S. 607], that the question has to come into someone's mind: 'How is [CPB] going to spend this money?'" Asked if Reagan's mention of "incentives to explore alternative revenue sources" was opening the door to limited advertising on public broadcasting, O'Connor said he "prayed that it isn't. I believe that's a no-win situation. Enhanced under-

writing, yes. Advertising, no—not even limited advertising," he said, adding that alternative funding was not limited to advertising. He said there was still untapped money from foundations and corporations.

Acting president for the National Association for Public Television Stations, Peter Fannon, said that he was "extremely disappointed" by the veto of S. 607. "On top of the fire at PBS that resulted in the total loss of the noncommercial television network's technical facilities (see box, page 70)," he said, the veto "is a heavy blow."

According to CPB President Edward Pfister, this legislation "would not have enabled even the continuation of current service. We will continue to try to persuade the administration to authorize CPB at the highest possible level. . . ." he said.

Pfister's statement was reinforced by National Public Radio President Douglas J. Bennet: "We're extremely disappointed at the President's unwillingness to provide public broadcasting with the realistic fund-

ing levels necessary to maintain the high quality of service the American public has come to expect," he said, adding that the bill was "a reasonable compromise."

By comparison, newly elected CPB Chairman Sonia Landau sounded a more conciliatory note: "Although CPB's authorization bill has been vetoed, we will continue to work with both the Congress and the administration to reach a mutually acceptable authorization. It is essential that we get in place authorization legislation that preserves the concept of advanced-year authorization and advanced-year funding for public broadcasting."

Landau, who is currently chairman of the Women for Reagan-Bush Committee, said that she sent a letter "on behalf of CPB, urging the Goldwater [S. 607] compromise." Responding to reports that her ties to the Reagan administration would facilitate getting future CPB reauthorizing legislation signed into law, Landau said that "it's always helpful, the more people anyone knows." □

Colino portrays Intelsat's role in helping third world

In speech at University of Texas, director general says Intelsat will help close communications gap between developed and undeveloped areas if allowed to carry out mandate

Richard Colino, director general of the International Telecommunications Satellite Organization, last week presented the global system as a leading player in the effort to reduce the communications gap between the east and west and north and south. And in the process, he disclosed that Intelsat is involved in a study concerning the creation of an Intelsat Development Fund that would be used for identifying sources of financing for the development of satellite telecommunications technology in rural areas of the world.

Colino gave the keynote address at a symposium at the University of Texas, in Austin, on the uses to which satellite communications can be put in eliminating the remaining gaps in communications in the world. He did not address directly Intelsat's concern about the proposals of several U.S. companies to launch international telecommunications satellite systems that would compete with the global system. But neither did he ignore it:

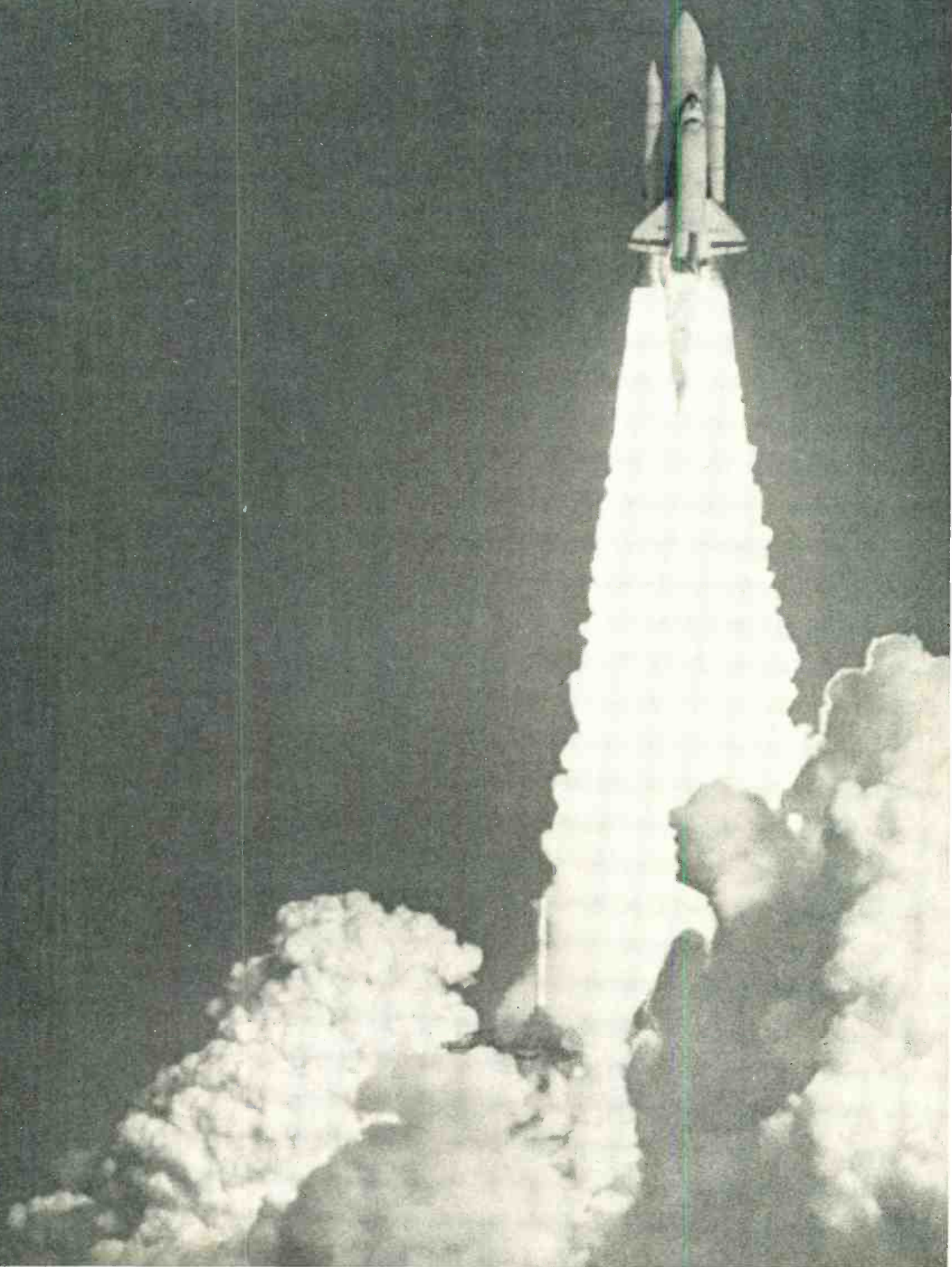
"Assuming Intelsat is allowed to continue to exist as a global system with a mandate to bridge the gap between east and west and north and south, and to maintain global interconnectivity, then much can and will be done in the decades ahead. At this critical time, many crucial issues in the communications field hang in the balance. Let us hope that, when the final measure is taken, Intelsat will be encouraged to complete its many initiatives for the future."

Colino said the communications gaps between areas of the world are enormous. He noted, for instance, there are more telephones in Japan than in all of the third world countries in the rest of Asia, all sub-Saharan Africa and all of South America combined.

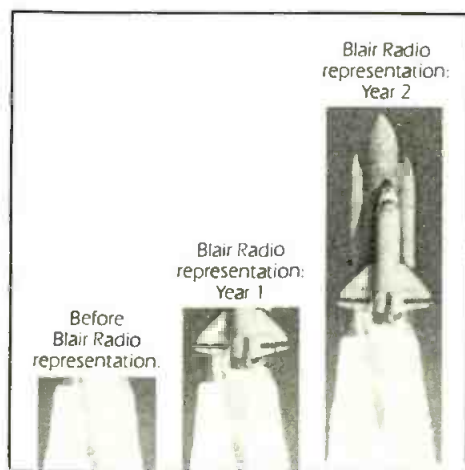
And he said the amount of capital needed to bring telephone density in the third world up to U.S. or Canadian standards would be "a staggering \$7 trillion," exclusive of the costs of training people to install and maintain the telephones.

But he said efforts are being made to bridge the gap—by, among others, Intelsat. He cited the system's activities in technological innovation—its introduction of Vista, which provides the "thin-route voice service" required in remote areas, and of Intelnets, which is designed to bring earth station costs more in line with satellite transmission costs. It uses tens or hundreds of microterminals costing as little as \$2,500 and antennas as small as two feet to provide one-way distribution of printed material, or facsimile, or computer data at 9.6 kbps (kilobits per second). Colino also cited the importance of international technical assistance and training programs as an important factor in closing the communications gap, and in that connection noted that the Intelsat Assistance and Development Program, established in 1978, has provided technical assistance to more than 70 countries.

Colino mentioned Intelsat's new work in helping to bridge the communications gap while discussing the need for finding financing for communications development in rural and remote areas—a need he suggested was critical. Colino noted that many of those interested in such development have said it "is a key and integral part of any comprehensive attempt at third-world economic development, and that to leave out communications in planning can be every bit as disastrous as ignoring electric power, or roads, or schooling." There is evidence, he added, that investment in telecommunications "has an effect on economic growth rates more than almost any other investment." Yet, he said, other studies have concluded the developmental banking institutions have devoted too few resources to



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Washington Watch

Justice approval. Justice Department's antitrust chief, J. Paul McGrath, has reaffirmed support for FCC's decision to terminate seven-station rule. In speech to sold-out luncheon audience at Federal Communications Bar Association, McGrath said department feels that relaxation or elimination of rule limiting licensees to ownership of seven AM, seven FM and seven television stations "will not create any risk that the networks or any other potential owner of more than seven stations will obtain market power through such ownership." He said conclusion is based on careful economic analysis of market and that he is "unaware of any persuasive evidence refuting" those conclusions. Although antitrust division did not address question of diversity in its formal comments on issue, McGrath said that, as personal matter, he doubted elimination of rule will reduce competition for programming. Under commission decision adopted three months ago, seven-station rule would become 12-station rule and that, in turn, would be eliminated in 1990. Because of fierce opposition from Congress to changes in restriction on television ownership, commission has stayed effectiveness of that part of its decision until spring, to enable Congress to study matter.

□

California grant. Reversing initial decision, FCC Review Board has granted application of KIST Corp. for new TV station on ch. 62 in Riverside, Calif., denying competing applications of Ettlinger Broadcasting Corp., Sunland Communications Co., Bethel Broadcasting Inc., Channel 62, Riverside Family Television Inc. and United American Telecasters. ALJ Joseph Chachkin had granted application of Sunland, finding it preferred on integration grounds. Board, however, rejected Sunland's integration proposal, alleging company's minority "partner" was partner in name only. Hugh B. MacCauley, KIST chairman and 12.5% owner, is Riverside investment counselor. None of KIST's principals have other media interests.

□

Ham use requested. In comments at FCC, Radio-Television News Directors Association has asked commission to adopt proposal to permit amateur radio operators to cooperate with journalists in gathering and transmitting bona fide news when no other means of reporting is adequate or available. RTNDA also supported proposal to eliminate prohibition on rebroadcasts of citizen band transmissions.

□

Remanded. FCC has remanded to administrative law judge contest for deleted facilities of WOTW(AM) Nashua, N.H. FCC Review Board awarded station to Sunrise Broadcasting Corp., and FCC had denied review. Merrimack Valley Broadcasting Inc., competing applicant, asked for reconsideration, alleging new evidence demonstrating that Sunrise had failed to properly disclose that members of its principals' family had acquired TV station within service area of proposed AM station. FCC agreed that allegation should be explored in additional hearings. Review Board's grant of Gateway Broadcasting Associates' application for deleted facilities of WOTW-FM has been appealed to Court of Appeals in Washington. Although contests for AM and FM had been linked—it was initially agreed that applicant found most highly qualified would receive FM, with second most-qualified getting AM—commission severed proceeding to permit judicial review of FM grant to proceed.

□

Alaskan AM's protected. FCC has substantially increased interference protection standards for 15 Alaskan Class II AM's operating on Class I-A and I-B clear channels. Under decision, stations were designated as Class I-N's. FCC said it will require minimum power of 10 kw, giving stations five years to achieve that level. Those stations that don't get up to that minimum in that period will revert to Class II status and lose their increased protection. Jonathan David, Mass Media Bureau attorney, said 11 of those stations already are operating at or above 10-kw minimum.

□

It's news. FCC Mass Media Bureau has ruled that ABC Radio's *Michael Jackson Program* appears to be bona fide news interview program exempt from equal time obligations. ABC described program as mixture of news interviews and listener call-ins.

□

Copyright appeal. National Association of Broadcasters has asked U.S. Court of Appeals in Washington to reverse portions of Copyright Royalty Tribunal's cable royalty distribution proceedings for 1979 and 1980 and to remand them to CRT for further consideration. NAB said CRT erred in awards it made for commercial radio, television station-produced programs and for broadcast day compilations—that is, scheduling and promotion of television stations' programs. NAB asked court to determine for 1979 and 1980 amount of radio award and to allocate portion of it to commercial radio broadcasting on basis of record. It asked same for other two categories. NAB said award to TV broadcasters of 4.5% of cable royalty fund in 1980 and 1979 "was arbitrary and capricious, contrary to law and below the zone of reasonableness."

communications development and to have subjected the use of those they do to strict guidelines.

Intelsat's response, he said, has been a project undertaken in collaboration with the Independent Commission for Worldwide Communication Development, which was established by the International Telecommunications Union and is headed by Sir Donald Maitland: a study concerning the creation of an Intelsat Development Fund. It would enable Intelsat to serve as a catalyst in working with multilateral and national aid agencies, developmental lending agencies, among others. The fund would be structured in such a way that no Intelsat capital would be used. But Colino said the aim would be "to identify sources of capital financing not only for earth station investment that might be needed for rural satellite communications, but also to finance related terrestrial equipment that is a crucial part of the overall network."

Colino said Intelsat feels an "integrated, cooperative approach to providing capital is a key step forward." And while it is "a modest" one in relation to the global need, he added, it is "the major first step in this crucial process of finding new and innovative ways to further the cause of third world communications development." And in that connection, Colino offered another boost for Intelsat: "We are committed to demonstrating that leadership in providing new services, new innovations and new financing schemes."

□

ITFS instructions

Educators overwhelmingly oppose erosion of service, fear influx of MDS commercial operations

The FCC is getting plenty of advice in its rulemaking aimed at coming up with eligibility requirements for instructional television fixed service licensees (BROADCASTING, July 30).

In comments, it also is getting pointers on the procedural standards it should use to select among the hundreds of mutually exclusive applications it has received since it changed its ITFS rules to permit licensees to lease their "excess capacity" for profit.

The vast majority of the commenters, representing the mainstream educational community, didn't seem eager to see their service further deregulated.

Commercial multipoint distribution service operators, some of whom are trying to set up commercial operations on the "excess capacity" on ITFS operations, were urging "flexibility," however. (In its "interim" guidelines, the FCC said ITFS operators could lease a channel for commercial use if they used it for ITFS purposes 15 hours a week between 8 a.m. and 10 p.m., Monday through Friday during the school year [excluding holidays and vacation periods] [BROADCASTING, April 30].)

In its comments, the University of Missouri said it was concerned about the "numerous" applications that had been filed for ITFS service in Missouri by "nonlocal entities" backed by commercial MDS operators.

"Without careful regulation of ITFS, such nonlocal entities might undermine the valuable educational purposes of ITFS which only local educational institutions are interested in offering," the University of Missouri said.

California State University warned that unless "stringent controls" were adopted, "current commission policies threaten to stunt the further development of ITFS and, as a practical matter, reallocate the majority of the remaining ITFS spectrum to MDS." Among other things, California State said the FCC should rule that nonlocal applicants can't be eligible for ITFS licenses, unless those applicants are accredited educational institutions. It also said ITFS licensees should be required to devote at least 30 hours per week per channel to instructional programming.

The Association for Continuing Education, the Association for Higher Education and several colleges and universities also expressed concern with the potential for effecting a *de facto* reallocation of ITFS for MDS. They urged the FCC to "protect" the remaining ITFS reservation by, among other things, adopting "strict" eligibility standards for ITFS licensees and establishing "clear standards for awarding comparative preferences to applicants whose proposals promote instructional use of ITFS."

Ball State University, the University of North Carolina, the New Jersey Public Broadcasting Authority and a variety of others urged the commission to reject all of the pending nationwide ITFS proposals that have been advanced by MDS entrepreneurs. "Instead, the commission should reaffirm the fundamentally local character of ITFS as a basic eligibility requirement," they said. "In any event, wherever multiple ITFS filings necessitate a choice between nationwide ITFS proposals and locally based ITFS proposals, the local applicant must prevail."

The Georgia Public Telecommunications Commission said the FCC should adopt rules to insure that ITFS channels are used primarily for ITFS purposes and comparative standards that would result in the choice of applicants with the strongest ability to meet local educational needs and the clearest intent to provide instructional programming.

The Oklahoma Educational Television Authority proposed an eligibility rule that would limit eligibility to "noncommercial" organizations with a "true" educational purpose. "Only by doing so will the commission have significant assurance that the service will not be adulterated or put to basically noneducational or commercial use without having to monitor the actual operation of ITFS services and having to make undesirable and inappropriate determinations concerning the educational value and intent of specific programs which are disseminated," it said.

Iowa State University of Science and Technology said the minimum amount of ITFS programming that applicants should be required to air before being permitted to lease excess capacity should be 25 hours per week, with 20% to 25% of that devoted to the instruction of formally enrolled students in accredited institutions.

The National Association of Public Tele-

Ruling requested. How many applications a single party can file for the more than 600 new FM allotments expected shortly as a result of the FCC's Docket 80-90 proceeding is unclear, according to the law firm of Haley, Bader & Potts. And in a petition for declaratory ruling, the law firm has asked the FCC for a clarification. According to HB&P, current FCC policy would prohibit any party from filing more than 12 applications for FM stations. Also under that policy, applicants who already hold FM construction permits or licenses would be prohibited from filing applications that, if granted, would result in holding more than 12 stations. The firm, trying to assess whether the policy would be applied for the new FM channels, said it had asked for insight from various FCC staffers and had received a variety of conflicting opinions. The firm also asked for clarification of any waiver standards the commission might use to permit parties to file more than 12 applications. "Otherwise, the result would be to effect an unintentional, but very real, discrimination among similarly situated parties," the firm said.

vision Stations and the Public Broadcasting Service said the commission should adopt traditional cut-off rules and a streamlined paper comparative proceeding to select from among mutually exclusive ITFS applications. "The comparative criteria should favor those applicants with local ties that are most likely to fulfill local educational needs," they said. "The commission should identify these applicants, first, by examining their local ties and history of providing educational program services and, second, where two or more applicants satisfy this first criterion, by examining which ITFS proposal is best designed to meet local educational needs, taking into account the mechanism by which programming will be selected and the applicant's flexibility to respond to changing educational needs. Careful selection of ITFS licensees offers the commission far greater assurance that the purposes for which these frequencies were allocated will, in fact, be fulfilled than [do] regulatory restrictions on control of ITFS facilities."

The Corporation for Public Broadcasting urged the FCC to require a minimum one-to-two ratio of ITFS to leased time. "Thus, for every 16 hours of leased time, an ITFS system would be obliged to provide eight hours of ITFS programming, some of which would necessarily be 'essential' programming—for educational courses offered for credit by a local accredited educational institution," CPB said.

The Ohio State University president, however, said he had found the 15-hour minimum to be "satisfactory."

The United States Catholic Conference urged the FCC to apply its established standards of licensee control under Section 310(d) of the Communications Act to ITFS licensees. "These standards will provide assurance that ITFS facilities will remain under the control of ITFS licensees, not their commercial lessees, and will provide the flexibility ITFS licensees need to take of commercial leasing opportunities."

The Greater Cleveland Hospital Association opposed any standards that would "place nonformal educators in a role of second-class citizenship."

The Hispanic Information and Telecom-

munications Network Inc., which said it is trying to put together a national Hispanic public television network by applying for ITFS licenses, said it didn't think only school or government agencies engaged in formal education of students should be eligible. "Adoption of such rigid eligibility standards would preclude newly formed non-profit educational organizations from using this ITFS technology to address even demonstrated educational needs which are not being addressed by those organizations which do have a history of providing educational services."

The Media Access Project and the Telecommunications and Research Center said there was "no justification for a commission refusal to impose broadcast regulation on ITFS licensees who engage in the omnidirectional transmission of information to the general public via the use or lease of their main channel capacity." They also said the 15-hour guideline failed to provide adequate protection. "The chosen interim standard does precious little to protect the future rights of educational institutions and the public to responsive ITFS service."

The MDS Industry Association, meanwhile, said the commission should provide the maximum amount of "flexibility" to ITFS applicants and licensees, both because of the "varying educational needs" that can be met by ITFS and the need to maintain a steady influx of capital to support ITFS service. The association noted that some MDS operators are currently seeking to lease excess ITFS time to transmit commercial programming. "This ITFS/MDS 'partnership' is likely to initiate the widespread and viable use of ITFS frequencies for instructional purposes that did not seem possible before the commission chose to allow leasing arrangements," the association contended. "MDSIA submits that, while regulatory oversight of this changing situation is beneficial, a too-rigid approach could result in the restriction of creative forces unleashed by the novel 'partnership' approach, and end in undermining the very objective which the commission wishes to achieve: an efficient and directed utilization of the ITFS spectrum for its intended purpose on an increasing basis."

Microband Corp. of America, which said

Deadline extended. Responding to the request by the National Cable Television Association, the FCC Mass Media Bureau has extended to Oct. 26 the reply comments deadline in the proceeding considering whether cable should be required to carry program-related aural subcarriers—such as TV stereo. Replies were originally due Oct. 19, but the NCTA said it needed additional time to prepare its reply "due to the number and length of the comments filed," according to the bureau.

it had been "extremely active" in leasing ITFS excess capacity for its Urbanet system, said the FCC should not restrict the eligibility of nonprofit organizations formed to provide educational service. It further said the commission should permit ITFS licensees "flexibility" to design their services. In addition, Microband said the FCC's "interim" 15-hour guideline should be made permanent. "Microband urges the commission to adopt rules now which are strict enough to assure that ITFS licensees address the nation's burgeoning demand for educational and instructional service, yet remain flexible enough to avoid 'straitjacketing' ITFS offerings into a narrow view of what society's educational needs are." □

Satellite hold sought. The National Association of Broadcasters has asked the FCC to alter its proposal to accept applications for a radiodetermination satellite service before the service is authorized. NAB noted that the 2,483.5-2,500 mhz band, proposed for downlinks for the new service, is the spectrum space currently authorized for electronic newsgathering. It suggested that the commission's decision to accept and process applications for the service would bias the FCC against those who might argue against the service's implementation. "The advance acceptance and processing of applications prejudices the rights of all parties to the rulemaking proceeding because it encourages the commission to authorize the service, regardless of comments filed, by artificially creating intense demand for implementation of the service," NAB said. "The commission is inviting pressure to implement the proposals... by encouraging parties to go forward with business arrangements related to the new service." In a separate filing, the NAB requested that the commission stay its processing of applications while the notice of proposed rulemaking is pending. It also asked that the deadline for comments on applications be extended until after the general rulemaking has been completed.

Advertising & Marketing

AAAA campaigns to counter negative image of advertising

Western region members updated on association's efforts to improve public's perception of advertising

More than 500 advertising industry professionals who gathered in the San Diego suburb of Coronado were advised to improve the quality of their product as a means of improving the public's negative attitudes toward advertising.

"The only real way to get the public to feel better about advertising is to make better advertising," declared Leonard S. Matthews, president of the American Association of Advertising Agencies, addressing the 4A's Western regional annual meeting at the Hotel del Coronado. Matthews said he looks forward to the day "when the majority of the American public understands advertising as an unusual business blending art and science to produce, not witchcraft, but salesmanship functioning in the paid time and space of mass communications media."

"We would like to see the American public confident in the honest intent and truthful purpose of most advertising. We'd like them to feel certain that where there are faults they will be corrected. We'd like them to know that abuses will be punished and excesses will be brought into balance."

In his Oct. 19 remarks, Matthews updated 4A members on the association's campaign to improve the industry's image among consumers. Conceding that "the jury is still out" on whether the 4A's print advertising effort (BROADCASTING, March 12) has proved effective, he said he believes the group "is on the right track." In the meantime, Matthews claimed, consumers misunderstand advertising's role, have a low opinion of the ethics of those responsible for advertising, and have strong negative feelings about television commercials.

The organization is currently evaluating about 20 new layouts for its print-based im-



Matthews addresses the AAAA Western region conference

age campaign. The three initial layouts have been distributed to 250 publications, and have appeared in the *New York Times* and *Forbes* magazine, among others. Matthews said the 4A's is waiting to get the print ads established before distributing similar material to radio and television outlets.

Matthews disclosed that the 4A's subcommittee on research has recommended a "major research project on effectiveness of a 15-second [television commercial] environment. This is a study that builds on an earlier study made when we shifted from 60's to 30's back some 15 years ago." He said a recent study conducted by Dr. Herbert E. Krugman, initiated and sponsored by the 4A's, concluded the shift to more and briefer television commercials "probably will diminish the effectiveness of television advertising generally" although "a move to split 30's will probably not deteriorate the public image of advertising."

Matthews predicted that 1984's television political advertising may prove to be "the most unfair, tasteless and downright deceptive political commercials in history," contributing to the public's negative feelings to-

ward advertising in general. In an attempt to pressure those involved to improve their work, the 4A's has recruited 459 of its members and 220 advertising clubs of the American Advertising Federation to monitor local, state and national political advertising. Commercials that are considered in violation of the 4A's code of ethics are being evaluated by a panel "of at least seven of 13 distinguished advertising leaders now retired from their agencies. If the panel agrees with the monitor, the candidate will be given a few days to cease or modify his advertising. If we don't achieve cooperation from the candidate, the press will be notified that our organization deems the advertising to be in violation of our code." Matthews did not disclose names of any candidates whose campaign advertising had been censured.

Foot, Cone & Belding Communications Chairman John E. O'Toole told the advertisers they should encourage senior management of clients to take a more active role in the development of campaigns.

"I can think of nothing we can do that would improve advertisements and advertising more than to push, with all our effort and



O'Toole



Carbine

at every opportunity, the involvement and responsibility up to where it belongs—to the top,” he said. Too many imaginative and effective campaign ideas, O'Toole added, are “sent to the shredder by a junior journeyman avoiding risk.... It is an exquisite form of madness to give those least experienced in advertising a license to kill.”

O'Toole, who also serves as 4A's chairman, said he can think of “no justification for the chairman and president of any company to whom advertising is important to evade final responsibility for the content and quality of that advertising. I can think of no opportunity they might spend time pursuing that could have a more immediate impact on their company's profit and on the regard in which the enterprise is held publicly.”

O'Toole singled out recent television advertisements produced on behalf of French's mustard, Levi-Strauss, Atlantic Richfield, Apple computers and Dr Pepper as examples of effective commercials that benefited from the personal involvement of senior company executives.

“The higher up advertising involvement goes in an organization, the better the advertising,” O'Toole summed up. “Great advertising is risky advertising. Only at the top is the evaluation and acceptance of risk a skill one is paid for. Brand managers have neither the motivation to shake up the status quo nor the opportunity to enjoy the rewards.”

Patricia T. Carbine, publisher and editor-in-chief of *Ms.* magazine, told conferees on Friday morning that a growing number of men as well as women resent sexism in advertising. Advertising to and for women is in a rapid state of change, she said, but women tend to harbor more negative attitudes toward advertising than do men, in large part because of past stereotyping.

There is danger of new stereotypes emerging, Carbine warned, including “the superwoman.” The “superwoman” succeeds magnificently in several domains, she notes, but “I don't think even Mae West would buy this image, and neither do American women. The message implied is that it's okay to be a lawyer or a sports champion as long as you aspire to do a perfect job as a wife, mother, gourmet cook, homemaker and seductress. Women know it is not possible and refuse to be made to feel guilty for not wanting to do it all.”

Carbine says “a sort of romantic feminist” image is also being seen. “I think we have to watch closely to see whether this image continues to allow her to make

choices that are equal or whether... the advertising images begin slowly but surely to put her back in the dependent position, as his asset and decoration.”

Following Carbine on the dais, Field Research Corp. Chairman Melvin D. Field discussed changes in public polling techniques, noting the increasing significance of survey results in political campaigns. The first presidential debate this fall, he said, provided “a classic example of two-step information flow,” whereby the perceived “winner” of the debate was Walter Mondale by only a slight margin directly after the debate but became Mondale by a large percentage after media reports cast Mondale as victor and President Reagan as loser.

In a presentation Saturday, Oct. 20, Carol Nathanson-Moog, president of Creative Focus, a Bala Cynwyd, Pa.-based media research company, urged those involved in the creation of advertising to develop a better understanding of human psychology to increase the effectiveness of their product.

“The ability to sell is based on a good relationship, and a good relationship is based on good psychology,” she stressed. “Consumers treated with understanding and respect do more than feel good about your ads and your product—they buy.”

Truly effective advertisements, Nathanson-Moog contended, rely on a kind of “psychological alchemy” whereby “perfectly mundane products end up as symbols for all kinds of feelings and fantasies. This stuff works because making symbols is part of our nature—we've been at it for about 60,000 years. The tricky part about advertising is to hook the right images for the right people to the right product.” Too often, she argued, advertisers ignore the psychological dimension of their messages because they are hard to measure.

According to Nathanson-Moog, consumers have become less tolerant after 30 years of being “hit with” television ads and are using remote control “zappers” in the same way “they have been zapping print ads for years.” She added that “today's consumer is very smart and feels very powerful... [they] are less tolerant than they used to be.” □

Pizza problems go to court

Godfather's chain wants members of former ad agency stopped from working on Pizza Hut campaign

The battle of the pizza parlor purveyors is shaping up as an extended legal encounter as Godfather's Pizza squares off to prevent one of its archrivals, Pizza Hut, from tapping some of the resources of Chiat/Day Advertising, Los Angeles, once in Godfather's corner and now in the competitor's.

Godfather's won the first round in the legal feinting last month when the Los Angeles Superior Court gave that company a preliminary injunction against Chiat/Day, restricting 10 of the agency's employees from working with or helping those assigned to the rival Pizza Hut account. Godfather's rationale was that certain Chiat/Day executives had access to proprietary and confidential marketing information when the agency was in the running for the \$5-million Godfather's account last summer. Chiat/Day dropped out of contention before an agency for Godfather's was picked, and it subsequently won the \$20-million Pizza Hut business.

Godfather's filed the suit before Chiat/Day picked up Pizza Hut on the supposition that C/D would get the account. The plaintiff asserted that if Chiat/Day landed Pizza Hut, it would use confidential materials it had acquired during the Godfather's review.

Godfather's won another round when a Chiat/Day petition to set aside the preliminary injunction was denied. Chiat/Day said it plans another appeal. The injunction pre-

vents those persons named from working on the Pizza Hut account, pending a jury trial, which is not likely to take place within two to three years. Godfather's is seeking \$10 million in damages or 20% of Chiat/Day's collective worth.

It has been common for agencies to resign



accounts and obtain assignments with larger billings. Conversely, some agencies may be dropped by their clients and catch on with a rival company interested in their expertise. For example, Young & Rubicam, which has filed an affidavit supporting Chiat/Day, noted it once lost the Plymouth and Chrysler accounts and within two months landed the Lincoln-Mercury business. Y&R said some of its employees who had worked on Plymouth and Chrysler were assigned to Lincoln-Mercury but care was taken not to make use of any privileged information about Plymouth and Chrysler.

Chiat/Day has insisted that the court order banning the use of the 10 staffers has hampered the agency in serving Pizza Hut.

Charles Averbook, general counsel for Diversifoods Inc., parent company of Godfather's, said he did not know whether the suit has set a precedent in advertising but, he

added, in other industries such litigation is common.

"Can you imagine a lawyer defending one party in a suit and then switching over to the other side?" Averbook asked. □

Ad industry groups look into crystal ball

Seminar at FTC finds agreement that commercial distribution methods may change but industry will remain same

What will media advertising look like in the year 2000? According to a joint presentation by the American Association of Advertising Agencies, the American Advertising Federation and the Association of National Advertisers at the Federal Trade Commission last Wednesday, distribution of commercials will change greatly, but advertising will remain the same.

According to Mike Becker, executive vice president of Ted Bates Worldwide Inc., although "every splinter group... will have its own TV channel, access cable or satellite transmitter—advertising will be the same, because men and women will basically be the same." Today's "selling-the-product" approach to advertising will be replaced by an age of "reach-the-user." Commercials will become more targeted to reach a specific consumer group, which, according to another speaker, Dick Butler (the media director for Lever Brothers), will be better educated and made up of more employees in white collar work and service industries. Additionally, according to Larry Lamattina, executive vice president of media for SSC&B Inc., because of a change in the structure of the family and "the blurring of the sex roles," products will be geared toward "a dual audience of men and women" and the standard message length will be 15 seconds instead of 30 seconds. Two things that won't change, Butler said, are the role of advertising and the idea that "the consumer will continue to call the shots."

Heading for a great deal of change, according to the speakers, are the methods of distributing advertising. Jayne W. Zenaty, manager of media research at the Chicago-based Leo Burnett Co., gave her preview of the new communications technologies that will have an impact on advertising in the year 2000: "Most forecasters predict that by 1990 or 1991, most U.S. homes will have access to cable and about 60% (or 54 million) of those homes will choose to subscribe. From 1990 to 2000, the growth will be much more gradual."

There are "fuzzier images" of satellite's future, Zenaty said, adding that high-powered satellites that beam programing signals directly to small, inexpensive earth stations on roofs or back yards have been proposed "as a supplement to, or substitute for," cable.

Said Becker: "The basic commercial itself will be created, processed and produced in an art director's office... Computer graphics and a huge bank of pre-shot film and tape footage will be accessed and a commercial



At podium, Zenaty; at table l-r: Butler, Lamattina, Becker and Wunderman.



L-r: FTC Commissioner Patricia Bailey; acting executive assistant to the chairman, Jeffrey Eisenach; FTC Chairman James C. Miller III; attorney for the chairman, Lydia Parnes, and FTC Commissioner George Douglas.

will be composed almost instantly," thus saving the client time and money. Once the commercial is made up it will be "electronically beamed to a client for approval, beamed back with revisions, and then beamed to a network's master cassette storage file for broadcast," Becker said.

Already, corporate screening rooms are being replaced with an office with a videocassette recorder, he added. Revisions ("instant inventory control") and commercial monitoring of the success of a campaign will be available in the office as well. VCR's will be able to "talk" to each other and "central media libraries, stock houses and production services" will be able to transmit graphics on demand directly to an agency's video processor for commercials, he said. Included in his list of emerging technological changes for television are high-resolution picture tubes, holography transmission and reception in the home.

And for radio, Becker said that radio sound will be ahead of TV. "With satellite distribution," he said, there could be a return to network radio. Also on the horizon: response-radio, which would provide "instant communication, without the telephone, between listener and broadcasters for polling, opinions, even purchasing," he said.

According to Zenaty, two technologies that will "be standard in the year 2000," are television remote tuning devices and VCR's. Both provide the viewer with added control and greater choice of programing, she said. On the downside to advertisers, however, is that both technologies would provide viewers with greater freedom to "zap" commercials. This will "be an even greater problem in 2000, and one that the advertising industry will have to address both in media placement and creative execution," Zenaty said.

Two technologies that do not figure to be major players in the year 2000, Zenaty said, are direct broadcast satellites and teletext. The former will "most likely do well only in areas which will never have access to cable," she said. The cost and permission to carry programing, as well as the cost of the satellite itself, indicate "that only one or two [DBS] companies will survive," she added. For teletext, a "reluctance on the part of decoder manufacturers to commit to production until the marketplace determines a text standard has hindered the visibility of the product," and hence its survival into the year 2000.

Another method of reaching the consumer is through direct marketing, which, according to Lester Wunderman, executive vice president of Young & Rubicam Inc., "will grow because it is built on the solid business proposition that the most effective way to serve the public is to offer the right product to the right person at the right time." Wunderman said that because it is "built on a base of information, knowledge, data, relevance, and persuasive, individualized communications," direct marketing will be even better "when it is enhanced by new interactive communication technologies." Said Zenaty, the "interactivity" of videotex and computer communications will make them the "newest" of the new technologies moving into the year 2000.

But the more things change, the more they remain the same. Concluded Becker: Just 15 years from now, "the main technological components will be the same as they are today: The human brain and imagination."

Last Wednesday's presentation was the 11th in a series of presentations on advertising by the three associations since the program began in 1979. □

DALLAS AFFILIATES WORKS!

NASHVILLE WKRN M-F 4-5 P.M.*

- 6 Rating, 15 Share
- Up 50% Over Prior Year

PHOENIX KPNX M-F 3-4 P.M.*

- 5 Rating, 19 Share
- Up 25% Over Prior Year

DALLAS WFAA M-F 3-4 P.M.**

- 11.7 Rating, 37 Share
- Up 46% Over Prior Year

Source: *ARB Coincidental 10/17-10/19
**ARB overnights 9/10-10/18

Keep Asking Us For Details
IORIMAR

Try, try again

A working group of the Society of Motion Picture and Television Engineers has apparently failed in its latest effort to come up with a final decision on a standard for a quarter-inch ENG tape format.

Last spring, the group selected a Hitachi-developed quarter-inch format as its tentative "compromise" standard. But before it can finalize the standard, Hitachi has to prove that the format meets the group's rigid performance criteria, most notably that third-generation pictures produced by the quarter-inch gear are comparable to first-generation pictures from a three-quarter-inch U-matic recorder.

The group met at the CBS Technology Center in Stamford, Conn., two weeks ago to evaluate the latest version of the Hitachi system. Following the meeting, indications were that the system did not pass muster.

Had the Hitachi system met the criteria, it would be well on its way to becoming SMPTE's formal quarter-inch standard and the group would be talking about wrapping up its work. But that wasn't the case last week.

Although group members were under instructions not to discuss their latest meeting, the chairman of the group, ABC's Robert Thomas, said the group still has a lot of work ahead of it. "The working group is continuing to try to reach an acceptable quarter-inch format," he said. "We are still alive."

Thomas said he will give a status report on the working group and the progress it has made (or not made) tomorrow (Oct. 30) during an afternoon session of the SMPTE convention in New York.

More birds

A few days before NASA tries to retrieve Westar VI and Palapa 2B, NASA's sole competitor in the satellite launching business, Arianespace, will launch via its Ariane 3 rocket two more communications satellites: Spacenet II, GTE Spacenet's second domestic communications satellite, and Marecs B2, an international maritime communications satellite. The launch is scheduled for Nov. 9 at 7:35 p.m. NYT from Arianespace's pad in Kourou, French Guiana.

Like Spacenet I, which was launched by Arianespace last May, Spacenet II is a hybrid satellite, possessing C-band as well as Ku-band transponders. The satellite, which was manufactured by RCA Astro Electronics, will be placed into geostationary orbit at 69 degrees west longitude.

Most of Spacenet II's communications capacity will be used by GTE's long-distance telephone subsidiary, GTE Sprint.

Booming business

The Electronic Industries Association said sales to manufacturers of videocassette recorders, color TV sets and big-screen projection TV's for the first nine months of the year were stronger than ever. VCR sales for

the period, it said, were up 81% to 4.8 million units. Color set sales for the first nine months were 11.3 million, up 17.4%, with September the strongest month on record—1.75 million sets. Big-screen projector sales for the nine months totaled 126,682 units, up 37%.

Selling strong

RCA reports the shipment last week of the company's one millionth videocassette recorder for sale in 1984, more than double the pace of last year. Stephen S. Stepnes, vice president, marketing, RCA Consumer Electronics Division, said the continuing demand for VCR's will result in another industry and RCA sales record this year. Stepnes estimates that industry sales will exceed 7.7 million by the end of 1984, an increase of more than 80% over last year's sales record.

Starting small

While doubts about the viability of mass-market videotex continue to grow, AT&T is pushing ahead into public-access videotex. Unlike mass-market videotex, public-access videotex is a closed-circuit system designed to provide information to people in such public places as banks, shopping malls, airports, hotels, theaters, convention centers and office buildings.

AT&T has introduced three public-access videotex terminals: the Series TK with a 13-inch color monitor in a six-foot-high kiosk; the Series TK with a nine-inch color monitor that fits in various pay-phone enclo-



sures, and the Series XE, which is designed for custom applications.

The Trammel Crow Co. will be using XE terminals for the videotex system it's installing in its new Dallas office building, the LTV Center, which is scheduled to open next month. The terminals will be built into brass-and-marble kiosks set up in the building's lobby. The systems will provide infor-

mation about firms, building services, floor plans and calendars of local cultural and community events.

The terminals cost between \$4,600 and \$7,000 each, but they represent just one-half of the system. To generate the information and graphics to go with it, an AT&T Videotex Communications System is needed. It's available in a variety of configurations with prices starting at \$80,000.

The easy way out

The owners' manual that comes with Delco's C-Quam-only AM stereo radio is not likely to enhance the receiver manufacturer's reputation among AM stations, including those that are broadcasting the C-Quam signal. It gives the user three remedies for reducing excessive noise: Press a button to reduce the bandwidth, turn down the treble or "tune to a stronger station."

Space retriever

All systems are go for NASA's unprecedented attempt next month to retrieve the two communications satellites that fell into useless elliptical orbits after being deployed by the space shuttle Challenger last February (BROADCASTING, Feb. 13).

The rescue attempt, which will cost \$10.7 million, is being paid for by the insurance underwriters, which, having paid claims of some \$180 million, now own the wayward birds. Once returned to earth and repaired, each of the satellites may be worth as much as \$30 million-\$35 million.

Western Union's Westar VI and Indonesia's Palapa 2B were gently ejected from the Challenger's cargo bay last February, but, in both cases, the solid-fuel engines that were to lift them to geostationary altitude, at which most communications satellites operate, failed. They ended up in elliptical orbits with apogees of around 600 miles and perigees of around 150 miles.

Seeking to recoup some of their losses, the insurance underwriters—led by Merrett Syndicate Ltd., in the case of Westar VI, and Merrett and International Technology Underwriters, in the case of Palapa 2B—agreed late last summer to pay \$5.35 million for the rescue of each of the satellites. NASA is getting \$2.75 million for each satellite. Hughes, the manufacturer of both satellites, is getting most of the rest.

The mission is a gamble for the underwriters. In addition to paying for the recoveries, the underwriters must also pay an undetermined amount for the satellites' repair and preparation for launch. And, although each of the birds is worth \$30 million-\$35 million brand new, said Brian Stockwell of Corroon & Black Inspace, the broker that lined up the insurance for Palapa 2B, nobody really knows what a used satellite is worth or even whether the underwriters will be able to find a buyer.

The prime mission of Discovery, which is

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HOUSTON KTXH M-F 7-8 P.M. (Prime-Time)*

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LOS ANGELES KHJ M-F 7-8 P.M.**

- Up 43% Over Prior Year

MIAMI WDZL M-F 7-8 P.M.*

- Up 190% Over Prior Year

SAN FRANCISCO KTZO M-F 7-8 P.M.**

- Up 23% Over Prior Year

DETROIT WXON M-F 7-8 P.M.**

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Source: *ARB overnights w/o 10/15

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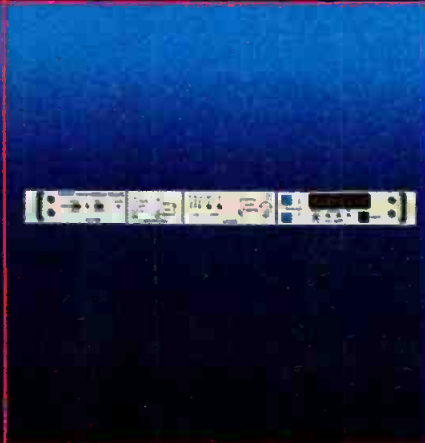
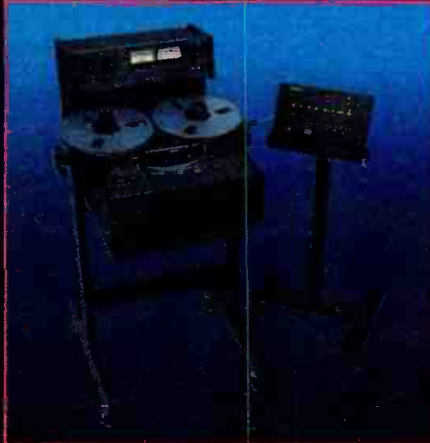
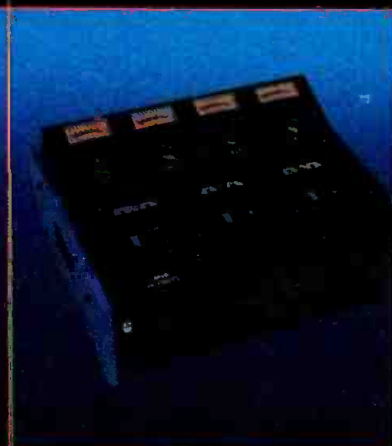
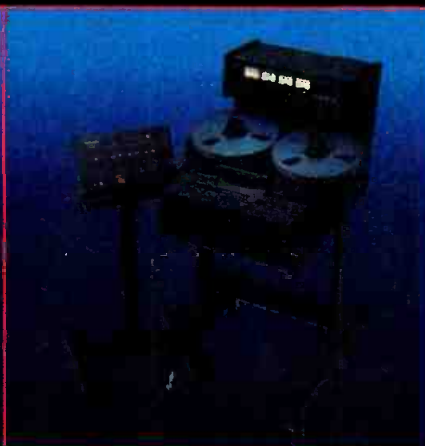
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The DP-4050-OM is an open reel master reproducer, capable of driving up to 28 cassette slave units at 8:1 speed. The OM is fully automatic, with rewind-to-cue and repeat functions, and is available in versions providing 3.75 and 7.5 ips, or 7.5 and 15 ips.

The MARK III/4, an affordable 1/2" 4-channel recorder for professional broadcast and audio post-production. It compares, feature-for-feature and spec-for-spec, with many more expensive 1/2" 4-channel recorders. And for top quality audio-visual programs, the BQII (a 1/4" version of the MARK III/4) is the world's best 1/4" 4-channel recorder.

The DP-4050-C2 cassette-to-cassette duplicator with two slave units, copies cassettes at 8:1 speed, duplicating both sides simultaneously in one pass, providing full stereo duplication. The C2 can be combined with additional slave units to reproduce up to 11 copies per pass, and will process a C-60 in under 4 minutes.



The MARK III/2 tape recorder delivers high performance at a price that will surprise you. It excels as a broadcast editing machine, or in studio mix-down and copy applications. The MARK III/2 features a single interface connector to SMPTE time-code-based editors, machine controllers or synchronizers.

The EC-400 Series options for pilot tone resolve applications, and the EC-100 Series "in-machine" chase synchronizer modules, are designed to optimize the unique high performance capabilities of Otari tape transports. These options are another example of Otari's on-going product development program designed to keep your audio systems ready for the future.

The Otari OP-80 is the only 64:1 audio tape duplication system that is capable of running a 7.5 ips master tape. The system can be configured with from 1 to 20 slave units, producing up to 2880 C-45 cassettes per hour.

The "Super Analog" MTR-12. The MTR-12 combines the advanced features of the MTR-10, with expanded reel capacity to 12.5 inches, important for recording studio and post-production applications. It is available in several formats, including the state-of-the-art 1/2" 2-channel for record mastering.

The MARK III/8. The most widely accepted 1/2" multi-track recorder for broadcast production, recording studio, and audio post-production applications. The MARK III/8 is available with a remote controller and an auto-locator for quick cueing and punch-ins.

The MTR-20. Otari's new "Super-Analog" with computer-controlled Record self-alignment. The MTR-20 features 4 speeds and 14-inch reels, with a transport specifically engineered for audio post-production; an application where precise machine control is a must.

The MTR-90 Master Tape Recorder, with its flawless multi-track transport is available for multi-channel music recording and audio post-production. Its pinchrollerless servo-controlled transport sets it apart from all other 8-, 16-, or 24-channel recorders.



The ARS 1000 and BGM-1000 series reproducers are the most widely accepted reproduce-only tape machines. They offer long-term reliability and simple operation under the toughest conditions.

The 5050 BII. The industry standard audio machine for 1/4" 2-channel or mono recording. The BII is unmatched for its sonic performance and its durability under demanding broadcast use.

The MTR-10 is the most advanced broadcast production recorder available from Otari. It gives you features and performance for tomorrow's audio, and is available in half- and quarter-inch formats: mono, 2-channel, or 4-channel.

The new Otari MX-70, the MTR-90's little brother. Fast, accurate and affordable for recording studio and audio post-production. The 70 sets the trend for the future: High performance, high quality, and low cost.

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scheduled for launch next week (Nov. 7) is not to pick up the two satellites, but to deploy two others: Telesat Canada's Anik D-II and Hughes Leasat, which will be leased to the Navy. But, once that's done, the five-man crew will concentrate on the recoveries.

According to NASA spokeswoman Debra Rahn, since last February the orbits have been circularized and brought down to an altitude of around 195 miles, well within the reach of Discovery. The spin of the cylindrical spacecraft has also been slowed, she said, from around 50 revolutions per minute to about one. The satellites are now about 10 degrees or 700 nautical miles apart, she said.

If all goes according to plan, five days into its flight, the orbiter will maneuver to within 35 feet of Palapa-2B. Astronaut Joseph Allen, propelled by the jets in his backpack, will leave the orbiter, insert a six-foot pole called "the stinger" into the bottom of the satellite and hang on while the backpack's jets completely stops the satellite's spin. From within Discovery, Astronaut Anna Fisher will use the orbiter's mechanical arm to grapple the satellite and place it in the cargo bay, where Allen and astronaut Dale Gardner will secure it. Two days later, the crew will repeat the procedure to pick up

Westar VI, except that Allen and Gardner will reverse roles.

Videotex protection

California Governor George Deukmejian has signed legislation creating specific consumer protections in the videotex industry. The Electronic Commerce Act of 1984 requires that videotex services must provide consumers with the name, address and phone number of the service; a list of charges imposed for use of the service, and the procedures consumers may follow to resolve a complaint or to receive further information about the service, including the phone number and address of the California Department of Consumer Affairs. "We must insure that consumers are equipped with the information they need to see them through this 'brave new world,'" declared the bill's sponsor, Assemblywoman Gwen Moore (D-Los Angeles).

Media marriage

Videotex America has reached an affiliation agreement with the Oklahoma Publishing Co. "to explore the feasibility of offering videotex services in the metropolitan Oklaho-

ma City area." The Oklahoma City-based firm publishes *The Daily Oklahoman* and *The Sunday Oklahoman* newspapers, and owns a major broadcast group and cable television systems. Datatek, an Oklahoma Publishing subsidiary that operates a nationwide newspaper library service bureau, will take part in the videotex study for the Oklahoma newspapers. Videotex America has entered into similar "exploratory agreements" with newspaper publishers in 14 metropolitan markets, including Los Angeles, San Francisco, Dallas, Denver and Washington. The Santa Ana, Calif.-based firm launched Gateway, a consumer-oriented videotex service in Orange county, Calif., on Oct. 2. Videotex America is a partnership between Times Mirror Videotex Services and Infomart.

VSA's new shop

VSA-Videographic Systems of America, manufacturer of teletext and videotex systems, has opened its first U.S. research and development facility in Stamford, Conn. VSA has leased space from Thomson CSF, French consumer electronics company, and has redesigned the area to accommodate its research, development and production of teletext equipment.

Technology

SMPTE expects slightly smaller crowds this year

126th technical conference set for this week in New York; production, standards issues on agenda

Conference organizers say the 126th technical conference of the Society of Motion Picture and Television Executives, convening this week in New York, will attract fewer exhibitors and attendees than did last year's gathering in Los Angeles. That's a function of the smaller convention facilities available in New York, the organizers said. They expect between 11,000 and 12,000 technical professionals to attend this week's conference, convening at the New York Hilton and Sheraton Centre hotels. The Los Angeles conference attracted about 13,000. This year 169 companies utilizing 470 booths, located at both hotels, will exhibit products at the conference, compared to last year's 250 companies using 600 booths.

To help accommodate companies that were unable to secure booths due to limited space, SMPTE has waived its rules forbidding companies to exhibit equipment in hotel suites. At last count about 25 companies had taken advantage of that opportunity, and conference organizers said they were making efforts to list those suite exhibitors in the conference program with the other exhibitors.

Those attending the conference, begin-

ning today, Oct. 29, and running through Friday, Nov. 2, will have an opportunity to hear 109 technical papers at 17 different sessions. Breaking from past tradition, many of the sessions will contain a mix of both film and television papers, such as the sessions on film and television production and laboratory practices, both of which will be held Tuesday. Others will not, such as the one on television systems and broadcast technology, convening Friday morning. Only one session will be held Monday, focusing on image technology and action. On Tuesday, another session of interest to broadcasters is one on small formats and video. Two of Wednesday's sessions will be devoted to film/tape interfacing. Thursday sessions include one on television and film post pro-

duction and two others on graphics and digital techniques.

The keynote speaker at the SMPTE awards luncheon on Tuesday will be William Baker, president of Group W Television. Baker will provide some historical perspectives on standards that have developed. He will also stress the importance of getting standards in place in a few key areas—particularly in digital recording and perhaps transmission, as well high-definition television. Baker said last week that he will tell his SMPTE audience that it is really up to the engineering community to take the initiative in the standards arena. The industry, he said, "is counting on them" to do so. He added "they must have a vision of things to come." □

AM study. The National Association of Broadcasters released a report last week advising broadcasters on ways to improve the quality of AM transmission and reception. The report, prepared by the NAB's AM Improvement Subcommittee, urges broadcasters to:

- Create an industrywide AM campaign to promote the benefits of quality receivers and raise the quality consciousness of the general public.
- Establish a technical reference center at NAB to collect and disseminate available AM technical information.
- Encourage broadcasters to refrain from boosting audio frequencies above 12 khz to limit adjacent channel interference.
- Improve AM transmitter antenna performance through broadbanding.
- Research supplementary antenna designs that offer the potential to significantly attenuate skywave in chosen, specified directions.
- Research transmitter transient distortion that can cause interference with no apparent compensating benefit.
- Encourage the development of a high-quality, useful and inexpensive integrated circuit for use in AM radios.
- Work to mitigate existing and potential interference from radio-frequency lighting devices.

Debt offerings provide look at financial workings

Filings at SEC give some clues to game plans of Metromedia, Tri-Star

Metromedia, which bought-in all the company's outstanding shares of stock, has filed with the Securities and Exchange Commission to go back to the public markets, this time with a debt offering for its newly formed subsidiary, Metromedia Broadcasting Corp., which operates the company's seven TV and nine radio stations. Almost all the \$1.3 billion the company expects to raise from the four proposed debt issues will be used to terminate loans of \$1.2 billion the company took out to finance its June 21 leveraged buyout.

Included in the prospectus are some indications that Metromedia's financing will be subject to further rearrangement. The document notes, "Based on current levels of operations, the company's cash flow would be insufficient to make interest payments on the debt securities... and it would have to use other funds, to the extent available, to make such interest payments."

"In addition, based on current levels of operations and anticipated growth, the company does not expect to be able to generate sufficient cash flow to make all of the principal payments due on the serial senior notes... without taking action to refinance a portion of its indebtedness."

These laconic words of caution from Metromedia are not indications, however, that Chairman John Kluge's leveraged buyout is in trouble, according to observers. The company has previously noted that broadcasting revenue has so far not met the projections the company was using when it proposed the buyout.

One source close to the company noted that by ending the bank financing, and no longer having to answer to the banks, Metromedia will also no longer have to raise \$300 million—most likely by selling one of its seven TV stations to a limited partnership—in order to meet minimum net worth requirements. Other advantages to Metromedia, he noted, are that at least some of the company's borrowing would be moved to fixed rates and that it would have an easier time getting even more credit. If the multiple ownership rules allow Metromedia to purchase additional stations, the new debt structure would, for instance, make it easier for the company to assume additional debt to make purchases.

Fred Pastore, an assistant vice president at Moody's who will be one of the committee rating the new issues, said: "My personal opinion is that there is some question raised

Company	Quarter	Revenue * (000)	% change *	Earnings (000)	% change *	EPS **
Affiliated Pubs.	Third	\$81,658	14	\$6,359	11	\$0.78
Am. Nat. Ent.	First	\$749	45	\$69	(23)	\$0.03
Artel Comm.	Third	\$1,055	70	\$206	119	\$0.06
BBDO	Third	\$72,336	15	\$3,913	32	\$0.62
A.H. Belo	First	\$86,132	47	\$6,441	(9)	\$0.56
Capital Cities	Third	\$229,827	25	\$38,150	45	\$2.94
Cetec	Third	\$18,763	(5)	\$539	31	\$0.23
Cohu	Third	\$5,853	9	\$555	17	\$0.32
Comsat	Third	\$109,918	(4)	\$12,757	1	\$0.71
Cowles	Third	\$6,946	11	\$1,095	2	\$0.28
Robert Halmi	First	\$3,300	18	\$641	63	\$0.04
Heritage Comm.	Third	\$32,560	33	\$1,303	48	\$0.11
Jones Intercable	First	\$3,019	38	\$520	20	\$0.06
JWT Group	Third	\$126,829	17	\$4,763	21	\$0.78
Knight-Ridder	Third	\$402,934	13	\$30,082	17	\$1.45
LIN Broadcasting	Third	\$36,064	38	\$7,427	42	\$0.33
Media General	Third	\$132,737	6	\$8,074	10	\$1.14
Meredith	First	\$113,732	6	\$10,381	(1)	\$1.10
New York Times	Third	\$289,105	15	\$20,372	40	\$0.51
N.A. Phillips	Third	\$1,068,085	13	\$32,695	47	\$1.14
Park Comm.	Third	\$24,669	12	\$2,945	29	\$0.32
Regency Elec.	First	\$27,664	11	\$1,382	(40)	\$0.13
Rollins Comm.	First	\$23,662	16	\$2,722	(7)	\$0.18
Sat. Syn. Sys.	Third	\$5,442	3	\$1,088	22	\$0.19
TCA Cable TV	Third	\$7,088	27	\$737	(15)	\$0.11
United Cable	First	\$39,749	22	\$2,101	3	\$0.15
Warner Comm.	Third	\$540,856	24	\$24,362	0	\$0.36
Zenith Elec.	Third	\$435,700	28	\$21,900	59	\$0.99

* Percentage change from same period year before. **Earnings per share. Parentheses indicate loss.

Effective May 31, **Robert Halmi** changed its fiscal year from March 31 to May 31. First quarter ending Aug. 31 compares to last year's first quarter ending Sept. 30. ■ **Heritage** said that wholly-owned systems of Des Moines-based MSO reported basic subscriber increase of 17% and pay unit increase of 20%. Operating cash flow in third quarter increased 48%. ■ **JWT Group's** largest subsidiary, J. Walter Thompson Co., reported 13% increase in commissions and fees over previous year's third quarter. U.S. commissions and fees increased 22% while non-U.S. figures increased 2%. ■ **LIN's** revenue and earnings figures include earnings from WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, acquired Feb. 29. Company reported that those acquisitions reduced third-quarter net income by \$1.4 million after consideration of interest expense to finance their purchase and amortization of intangible assets. Third-quarter net income also included gain of \$1.5 million on sale of company's investment in *The New Yorker Magazine*. Without these non-recurring items, net income for quarter would have increased 39%, company said. ■ **Media General's** vice chairman and chief executive officer, Alan S. Donahoe, noted that Fairfax County, Va., cable system under construction had negative impact on pre-tax earnings. ■ **Meredith's** net earnings in first quarter of 1983 included sale of wow(AM)-KEZO-FM, both Omaha, for \$2.1 million. ■ **TCA Cable TV** noted that "extra-large depreciation charge... held down net income," and that current income tax had been reduced to zero. Operating cash flow increased 22%. Company noted increase in basic subscribers of 5.2% and said that pay saturation increased from 36.2% to 37.7%. It noted that "increased sales from the vastly expanded program offerings on the addressable systems are just beginning to show up and should be an important factor in fourth-quarter revenue increases." ■ Figures for **United Cable Television Corp.** include two systems recently acquired from Tele-Communications Inc. Company noted that cash flow increased 14% to \$9.9 million. As of Aug. 31, United systems passed 1,348,000 homes serving 726,000 basic subscribers and 658,000 pay subscribers. ■ Among strong contributors to improvement in **Warner Communications'** revenue and profits were movie division, home video business and syndication of *The Dukes of Hazzard*. Company also benefited from reduced losses at Warner Amex, which gained \$60 million from recent public offering by MTV Networks Inc., parent company of MTV and Nickleodeon. Company recently announced resignation of Emanuel Gerard as co-chief operating officer. Gerard had been responsible for Warner's Atari unit, which was sold in July (BROADCASTING, July 9). Last week Caesar P. Kimmel, one of two executive vice presidents of company, also resigned. ■ Increase in **Zenith's** net income includes nonrecurring, \$10.4-million tax gain. Operating income for third quarter fell 17% to \$11.5 million.

by the way they have split up the company. While the remainder of the parent company is saddled with less debt, it will also have less access to the total cash flow. Pretty good cash flow is expected from paging but cellular is still a question. This deal might result in a weakening of the ratings on the debentures currently outstanding [one of \$71 million and another of \$235 million]."

The four types of debt offering will be:

- Serial zero-coupon senior notes (holders collect no annual interest, instead notes increase to full face value at maturity) due 1988 to 1992 would have a face value of \$680 million and would provide Metromedia with \$300 million in proceeds.

- \$550 million in senior variable rate debentures which are exchangeable for fixed-rate debentures, all tied to various London Interbank and U.S. treasury rates.

- \$200 million in senior unsecured subordinated debentures due 1999.

- \$250 million from unsecured subordinated debentures due 2002 at face value of \$300 million. Beginning in 1990 holders of this offer could receive payments in addition to semiannual interest if "participating operating cash flow grows by specified amounts."

Tri-Star Spells Out Finance Plans

Another financing proposal is awaiting approval from the Securities and Exchange Commission. The recently filed prospectus of Tri-Star Pictures Inc., the film studio founded by CBS, HBO and Columbia Pictures, gives an example of how revenue

from pay and network television and home video are being used to finance motion pictures.

Between 4.5 million and 5 million shares of stock are anticipated to sell for from \$15 to \$18 each, raising about \$80 million for Tri-Star which will use the money for "general corporate purposes," including reduction of approximately \$91 million in current bank debt. The additional shares would make up about a quarter of Tri-Star's ownership, with the three original parent companies, none of which will directly receive money from the offering, each having a remaining one fourth ownership.

The New York based company began operations in March 1983 and released its first acquired picture, "The Evil That Men Do," in Europe a year later.

Tri-Star has certain distribution rights for acquired films and, in some cases, has a partial ownership. It expects to release two more acquisitions and eight more productions before the end of 1984, nine acquisitions and nine productions in 1985 and would produce most of the 18 films it plans to release in each of the succeeding years. The prospectus said the company has shot on location or used rented studios and has no intention to build or acquire production facilities.

Victor A. Kaufman, formerly a vice chairman of Columbia Pictures, is chairman and chief executive officer of Tri-Star. Gary J. Hendler, president and chief operating officer, formerly represented creative clients in negotiations with the film industry as a partner in Armstrong, Hendler & Hirsch. The

three other members of the five-man board of directors are Michael J. Fuchs, chief executive officer of HBO; Nathan Snyder, vice president, acquisitions, CBS, and Francis T. Vincent Jr., chairman and chief executive officer of Columbia Pictures. Each of the three parent companies has invested \$50 million so far.

The three parent companies have arranged to have first access to the rights for many of the films. Both RCA/Columbia and CBS/Fox have certain home video rights and have paid, as of June 30, \$5 million to Tri-Star to secure the rights on the first 15 "qualified" pictures ("unqualified" films might be low budget films or those in foreign languages). In addition, Tri-Star will also receive certain royalties from home video sales. RCA/Columbia has home video rights on the next 20 qualified films.

HBO has the exclusive pay TV rights, which generally begin one year after the film's major domestic theatrical run. The prospectus notes, "...HBO's exclusivity does not extend to direct broadcast satellite delivery, nor do its rights include over-the-air STV or pay-per-view exhibition."

CBS is given first choice for network broadcast rights. It is able to choose five pictures from each of the first three groups of 12 motion pictures and can broadcast each of the 15 films twice, "during a period of up to 44½ months commencing after the expiration of the first HBO exhibition period."

The prospectus makes note that CBS is subject to the financial interest and syndication settlement with the Justice Department: "The company intends to review this matter periodically with the principal shareholders (i.e., the three founding partners), particularly if attractive opportunities in television production or syndication come to its attention. In the company's view, the company may distribute its theatrical motion pictures for domestic network television exhibition and may cause the syndication of its theatrical motion picture without causing a violation of the above restrictions, and the company intends to engage in such activities." Following the network broadcast window, HBO has a second, shorter window.

The other major source of funding besides pre-sales to television and home video is equity financing, which the prospectus said pays for about half the cost of Tri-Star produced films. Two limited partnerships had contributed roughly \$32 million as of June 30. HBO is also a separate equity investor in the films and has agreed to invest up to 25% of a picture's cost. HBO has so far invested \$24.4 million of the \$50 million it has agreed to contribute.

Operating results for the company, which as of Sept. 30 had 174 full-time employees, show that for the six months ending June 30, it received \$24.9 million in gross revenue, from which it paid \$21.5 in direct expenses and \$3.1 million to Columbia for theatrical distribution services, primarily for small domestic and foreign markets. After interest income of \$850,000 and general and administrative expenses of \$5.4 million, the company was left last year with a net loss of \$4.3 million. From its November 1982 inception until Dec. 31, 1983, the company had a net loss of \$3.8 million. □

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Stock Index

	Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N ABC	63 1/2	65 3/8	- 1 7/8	- 2.87	10	1,852
N Capital Cities	163	154 1/4	8 3/4	5.67	17	2,092
N CBS	79 3/4	80	- 1/4	- 0.31	10	2,369
O Clear Channel	14 1/2	14 1/4	1/4	1.75	17	42
N Cox	50	48 1/4	1 3/4	3.63	17	1,412
A Gross Telecast	27 1/2	27 1/8	3/8	1.38	6	22
O Gulf Broadcasting	9 7/8	9 7/8			41	433
O LIN	22	20 3/8	1 5/8	7.98	19	462
O Malrite Commun.	12 1/4	12 1/8	1/8	1.03	15	102
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 1/4	10 1/2	- 1/4	- 2.38		33
O Scripps-Howard	27 1/4	27 1/4			16	281
N Siorer	41 5/8	40 1/2	1 1/8	2.78		682
O SunGroup Inc.	7	6 1/2	1/2	7.69		5
N Taft	61 3/4	61 1/2	1/4	0.41	13	559
O United Television	15 7/8	16 3/8	- 1/2	- 3.05	26	175

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	23 7/8	19 3/4	4 1/8	20.89	20	146
A Affiliated Pubs	46 1/4	46 3/4	- 1/2	- 1.07	15	376
N American Family	21 7/8	22 3/4	- 7/8	- 3.85	11	391
O Assoc. Commun.	14 1/2	14 3/4	- 1/4	- 1.69		69
N A.H. Belo	44 1/8	43	1 1/8	2.62	14	510
N John Blair	28 5/8	28 1/4	3/8	1.33	15	229
N Chris-Craft	33	34 1/4	- 1 1/4	- 3.65	23	210
N Cowles	44 3/8	44	3/8	0.85	36	176
N Gannett Co.	46 1/4	44 3/8	1 7/8	4.23	18	3,705
N GenCorp	32 3/4	33 1/4	- 1/2	- 1.50	9	703
O GeneralCommun.	67 1/2	67	1/2	0.75	15	34
N Inslico Corp.	18 1/4	17	1 1/4	7.35	10	310
N Jefferson-Pilot	37 3/4	35 1/4	2 1/2	7.09	11	1,208
O Josephson Intl.	8 5/8	9	- 3/8	- 4.17	66	42
N Knight-Ridder	27 1/4	27 1/8	1/8	0.46	14	1,764
N Lee Enterprises	25	24 1/4	3/4	3.09	14	333
N Liberty	23 1/4	23	1/4	1.09	11	233
N McGraw-Hill	42 1/8	41	1 1/8	2.74	16	2,114
A Media General	60 1/4	60	1/4	0.42	11	420
N Meredith	50 3/4	49 1/2	1 1/4	2.53	12	478
O Multimedia	33 3/4	33 3/4			15	563
A New York Times	35 7/8	33 1/2	2 3/8	7.09	16	1,417
O Park Commun.	28 1/2	28 1/2			21	262
N Rollins	14 5/8	14 1/8	1/2	3.54	22	214
N Schering-Plough	37 7/8	36	1 7/8	5.21	11	1,915
T Selkirk	18 1/4	18 1/2	- 1/4	- 1.35	40	148
O Stauffer Commun.	52	52			13	52
A Tech Operations	41 1/4	40 7/8	3/8	0.92	14	38
N Times Mirror	39 1/4	38 1/2	3/4	1.95	12	2,696
N Tribune	31 3/4	30 1/2	1 1/4	4.10	14	1,282
O Turner Bcstg.	19 1/4	18 1/2	3/4	4.05	321	392
A Washington Post	83	81	2	2.47	15	1,161

SERVICE						
O BBDO Inc.	43 1/4	40 1/2	2 3/4	6.79	13	273
O Compact Video	4 3/8	4 1/4	1/8	2.94		17
N Comsat	23 7/8	24 3/4	- 7/8	- 3.54	10	431
O Doyle Dane B.	17 3/4	17 1/4	1/2	2.90	16	94
N Foote Cone & B.	51 3/4	51	3/4	1.47	11	173
O Grey Advertising	136	127	9	7.09	9	81
N Interpublic Group	35 1/2	32 3/4	2 3/4	8.40	12	384
N JWT Group	34 1/2	34 1/2			10	206
A Movielab	5 1/4	5	1/4	5.00		9
O Ogilvy & Mather	35 3/4	35	3/4	2.14	15	327
O Sat. Syn. Syst.	8 3/4	8 3/4			13	50
O Telemation	6	6			6	7
O TPC Commun.	7/8	7/8				2
A Unitel Video	7	7 5/8	- 5/8	- 8.20	13	15
N Western Union	17 3/8	19 5/8	- 2 1/4	- 11.46		419

	Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O Barris Indus	6 1/4	6 3/8	- 1/8	- 1.96	125	36
N Coca-Cola	64 3/4	63 1/4	1 1/2	2.37	15	8,575
N Disney	58 1/4	58 3/4	- 1/2	- 0.85	19	1,958
N Dow Jones & Co.	42 5/8	39 1/4	3 3/8	8.60	21	2,734
O Four Star	4	4			4	3
O Fries Entertain.	5 1/4	5 1/4			4	18
N Gulf + Western	29 1/4	29 3/4	- 1/2	- 1.68	9	2,046
O Robert Halmi	1 3/16	1 1/4	- 1/16	- 4.96	24	20
A Lorimar	34 5/8	33 5/8	1	2.97	17	245
N MCA	42 1/4	43 3/8	- 1 1/8	- 2.59	18	2,048
N MGM/UA	11 7/8	12 5/8	- 3/4	- 5.94	14	590
N Orion	11	10 5/8	3/8	3.53	24	103
O Reeves Commun.	5	6 1/4	- 1 1/4	- 20.00	19	62
O Sat. Music Net.	4	4 1/4	- 1/4	- 5.88		27
O Telepictures	16 1/4	16	1/4	1.56	15	125
O Video Corp.	18 1/2	18 3/4	- 1/4	- 1.33	12	31
N Warner	21	19 5/8	1 3/8	7.01		1,273
A Wrather	15 7/8	13 1/2	2 3/8	17.59		109

CABLE						
A Acton Corp.	5 1/8	5 3/8	- 1/4	- 4.65		30
O AM Cable TV	2 5/8	2 3/4	- 1/8	- 4.55		9
N American Express	37	35 5/8	1 3/8	3.86	19	7,936
N Anixter Brothers	17 3/4	17 7/8	- 1/8	- 0.70	24	323
O Burnup & Sims	7 3/4	7 7/8	- 1/8	- 1.59		69
O Cardiff Commun.	1/2	9/16	- 1/16	- 11.19	50	2
O Comcast	18 1/8	17 7/8	1/4	1.40	14	149
N Gen. Instrument	21 1/2	21 3/8	1/8	0.58	22	696
N Heritage Commun.	16 5/8	16 3/4	- 1/8	- 0.75	31	126
T Maclean Hunter X	21 3/4	21 1/2	1/4	1.16	30	801
A Pico Products	6 1/8	6 1/4	- 1/8	- 2.00	28	21
O Rogers Cable	4 7/8	4 3/4	1/8	2.63		109
O TCA Cable TV	13 3/4	14	- 1/4	- 1.79	26	92
O Tele-Commun.	20 1/8	19 3/4	3/8	1.90	65	842
N Time Inc.	43 1/2	43 3/4	- 1/4	- 0.57	15	2,640
N United Cable TV	26 1/8	26 1/8			119	288
N Viacom	31 3/4	30 1/4	1 1/2	4.96	13	429

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24 3/4	24 1/2	1/4	1.02	7	188
O C-Cor Electronics	7 1/2	7 1/4	1/4	3.45	83	24
O Cable TV Indus.	3 1/4	3 1/4			22	10
A Cetec	8 5/8	7 1/4	1 3/8	18.97	11	19
O Chyron	10 3/8	10 1/2	- 1/8	- 1.19	20	95
A Cohu	8 3/4	8 1/8	5/8	7.69	10	15
N Conrac	13 5/8	13 7/8	- 1/4	- 1.80	13	84
N Eastman Kodak	72 5/8	71	1 5/8	2.29	16	12,025
O Elec Mls & Comm.	8 1/4	8 1/2	- 1/4	- 2.94		24
N General Electric	57 1/4	56	1 1/4	2.23	12	25,917
O Geotel-Telemet	1 3/8	1 3/8			15	4
N Harris Corp.	26 1/4	26 1/8	1/8	0.48	13	1,048
N M/A Com. Inc.	19 3/8	18 1/4	1 1/8	6.16	24	838
O Microdyne	6 1/2	6 3/4	- 1/4	- 3.70	19	30
N 3M	82 1/4	79 1/2	2 3/4	3.46	14	9,628
N Motorola	36 1/2	34 7/8	1 5/8	4.66	13	4,321
N N.A. Phillips	38 1/8	36 3/4	1 3/8	3.74	9	1,095
N Oak Industries	4 1/8	4 1/4	- 1/8	- 2.94		67
A Orrox Corp.	3 5/8	3 3/4	- 1/8	- 3.33		8
N RCA	39 3/8	37 5/8	1 3/4	4.65	12	3,226
N Rockwell Intl.	27 1/2	28 3/8	- 7/8	- 3.08	9	4,090
N Sci-Atlanta	8 5/8	9 1/8	- 1/2	- 5.48	17	200
N Signal Co.s	31 1/2	29 3/4	1 3/4	5.88	13	3,435
N Sony Corp.	16 1/2	15 5/8	7/8	5.60	16	3,810
N Tektronix	58 5/8	56 3/8	2 1/4	3.99	10	1,128
A Texscan	6 7/8	6 7/8			10	46
N Varian Assoc.	40	38	2	5.26	16	863
N Westinghouse	27 7/8	26 3/4	1 1/8	4.21	10	4,880
N Zenith	23 3/4	25 3/8	- 1 5/8	- 6.40	9	525

Standard & Poor's 400 188.11 184.07 4.04 2.19

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.

News media gets a critique

Industry gives itself good marks but professors criticize "pack" coverage of election campaign during RTNDA seminar in New York

Academics and news executives from the electronic media clashed during a gathering of the Radio-Television News Directors Association in New York over just how well the media are doing their job. The scholars charged that the media have provided un-aggressive, inefficient, unimaginative and less-than-thorough coverage of the current election campaign. The news executives, steadfastly defended their performance, asserting that overall it has been good.

The debate came during a session of a day-long regional conference sponsored by RTNDA. The session was moderated by veteran radio and television news correspondent and anchor Robert Trout. Panelists included Tom Pettit, executive vice president, NBC News; Mary Alice Williams, New York bureau chief, CNN; George Watson, vice president, news, ABC News; Darrell West, professor of political science, Brown University, and Penn Kimball, professor of journalism, Columbia University.

West asserted that the current approach to covering the election campaign, with a correspondent from each national news organization (and others) assigned to follow each candidate day in and day out, is "ridiculous." He said that approach provides redundant coverage where the emphasis is on "screw ups and candidates making gaffes." As a result, he said, "I doubt if the public is any more informed than it was 10 or 20 years ago," despite advances in technology that have made the news collection and dissemination process more efficient.

West suggested that it was a waste of resources to have dozens of reporters following candidates like a pack of hounds. He said some of those resources would be better spent doing more analytical pieces. "[Presi-

dent] Reagan has launched a policy revolution in many areas. It would be good to start thinking of the consequences of that revolution," he said, implying the media have not yet begun to do so. He also urged news organizations to "go beyond official campaign sources," and to broaden the issue coverage of the campaign.

The news executives on the panel took exception to West's criticism, and NBC's Pettit forced him to qualify his remarks somewhat. According to West's prescription for better campaign coverage, said Pettit, "we'd take Chris Wallace off the White House and assign him to the Library of Congress. Then we'd know not what [the President and his aides] are doing and saying, but what they did and said." Pettit argued that the principal issue of the campaign is "presidential character." That's why the candidates are pursued "incessantly," he added. "You can't stop covering the candidates. You have to know what they are, who they are, what they stand for and how well they stand up to pressure."

In response, West said he was not suggesting that the networks stop covering candidates. "The problem is at the affiliate level, not the network level," he said. Nevertheless, responded Pettit, "You [West] propose to dismantle the national press."

Columbia University's Kimball was also critical of network news coverage, but suggested the problem originates with the corporate hierarchy as opposed to within the news division. The news executive, charged Kimball, is "a second-class citizen within his own network. He's barely tolerated." As a result, he added, one of the "terrible things" happening to network news is the ever diminishing "good, hard-hitting, documentary coverage" of political campaigns and other events. That trend, he suggested, is primarily a function of the bottom line.

ABC's Watson countered that equal time concerns were the "real inhibition" to doing more documentaries on individual candidates. He also challenged Kimball's statement about news divisions being "barely tolerated," at least at ABC, by noting the news division there accounts for "30% of the program schedule." Watson added that "I don't think anyone will argue that [television news divisions are] second-class citizens from an economic standpoint." Kimball's charges, he said, "don't correspond to the realities I know."

As to attempts to provide insight on the character of presidential candidates, Kimball said that the first televised debate between President Reagan and Walter Mondale displayed more character "than any time since Roger Mudd extracted the character out of [Senator Edward] Kennedy," in a 1980 interview that many believe hurt Kennedy severely in his bid for the Democratic



Williams

presidential nomination that year. Nevertheless, Kimball described the debate format in use this year as a "disgrace."

West criticized the networks' post-debate analysis for its focus on the "style" of the two candidates' performances. "To evaluate [their performances] only on the basis of style," without addressing the substance of what was said, he argued, "misses the point." Countered Pettit: "I don't know how you would not be talking about it [style] in the news business."

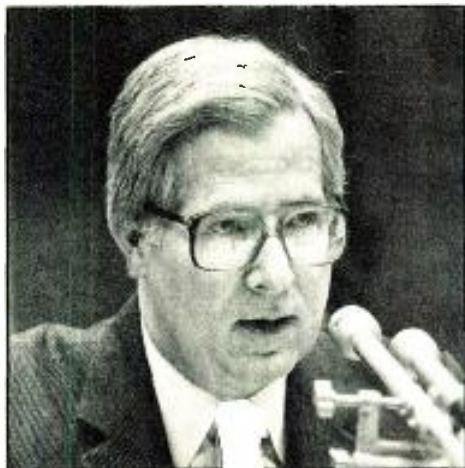
CNN's Williams agreed with Pettit, noting that both the style and substance of the candidates were newsworthy. An opera, she noted, "is as much the music as the words," as a debate is as much style as issues. "That is the way the public perceives things." West countered that the media have "a higher responsibility—not to follow public opinion but to lead the public to a higher understanding of the issues."

The discussion also touched on the media's coverage of the first black presidential candidate, Jesse Jackson. While some have criticized the media for not providing enough coverage of Jackson's trips to Cuba and Syria, where he was successful in securing the release of a downed American fighter pilot, CNN's Williams offered another view—that the press had not been tough enough in some aspects of its coverage of Jackson, such as the issue of some questionable operating procedures of his Chicago-based Operation PUSH. Williams also said there was quite a bit of "disorder" in the Jackson campaign's press relations department. She said reporters were never given enough time to file by the 6:30 p.m. deadline for evening news programs.

NBC's Pettit added that "we're still learning how to cover women and blacks as national candidates... We learn slowly."

Salant Says Media Blackouts Still Possible

A future news blackout similar to the one that occurred in Grenada last year may be more than just a remote possibility, believes former CBS News President Richard Salant. It's possible, he says, despite that fact that



Pettit



Salant

the U.S. Secretary of Defense has ordered the implementation of recommendations offered by the Sidle Commission (of which Salant was a member) to prevent such news blackouts.

"The Sidle Report [released last August] intended to assure, and did assure, that there never again would be a press blackout in a Grenada-like military situation," Salant told a New York gathering of Radio-Television News Directors Association members. "Nevertheless, I am not at all sure that such a blackout would not recur. On the contrary, I am afraid it could well happen all over again."

One of Salant's concerns is whether the Pentagon has accepted the principle set forth in the report precluding Grenada-type press exclusions. And perhaps more significant, noted Salant, the Sidle Commission was established and given its mandate by General John Vessey, chairman of the Joint Chiefs of Staff, rather than Secretary of Defense Caspar Weinberger or President Reagan. Salant said the latter would have been more appropriate given the "concept of civilian control, which is built into the American system." It was also Vessey who first received the commission's final report last April (BROADCASTING, May 14), noted Salant. Vessey passed it along to Weinberger with his recommendations, which were never made public. To this day, Salant noted, "we have no idea what his position was—or is."

Salant also expressed concern that while senior representatives of the major news organizations—"the decision makers," in Salant's words—went before the commission to share their views, "no senior military or civilian decision makers on the Pentagon side appeared. In that sense, our proceedings were unbalanced." Thus, concluded Salant, only the press came forward to "make commitments, to be questioned about why they did what they did and felt as they felt. . . . And I am left to speculate whether there still persists among [the senior military decision makers] the attitude represented during World War II by [one naval officer] who defined his policy governing information this way: 'Tell them the war is over. And tell them who won.' " He added that while he wanted to be sure that attitude was buried in the past, "I'm afraid I cannot." Salant said that after the Grenada story broke, one year ago last week, Vessey reportedly said the press was blacked out because "we had too

many problems with the press in Vietnam." And there were also reports at the time that Pentagon officials had been favorably impressed with the press censorship imposed by the British during the Falklands war.

"So as I seek clues to the Pentagon attitude to the basic principle of press access embodied in the Sidle Report," said Salant, "I find the possibility of a continued mindset among senior military officers looking benignly at press exclusion and a secretary of defense who has been disinclined to overrule them."

Salant also noted that during a press briefing after the report, a public affairs officer with the Pentagon, when pressed, acknowledged that if the mechanisms established by the Sidle Report were in place for Grenada, the press would have gotten there earlier, but not immediately.

Concluded Salant: "I suggest that the press would make a mistake to assume that a Grenada press blackout will never happen again. Perhaps, as things now stand, it will not. But the issue is too important to be left in doubt. We must try clear up that doubt."

Magid Study Stirs Things Up

Some controversial findings of a recent Radio-Television News Directors Association-commissioned survey on trends in news reporting conducted by Frank N. Magid Associates (BROADCASTING, Sept. 3) was the focus of an afternoon workshop titled after the study: "Future Trends in Broadcast Journalism."

The Magid survey was broken down into three sections: radio, television and public perception of media. For the first two sections, interviews were conducted among 200 television station managers and news directors, 17 top executives from networks, cable companies, group owners, satellite services and advertising agencies and 21 college professors. The broadcast and academic communities were asked about changes in the industry over the next 10 years.

There were also specific questions addressed to news directors about employment and job functions. The results showed that jobs in radio news at the local level over the next decade will decline, but should increase at the outside program supplier level. For television, the number of local jobs is expected to increase.

Additionally, 600 members of the public were asked for their perceptions of the media and their projected uses of media over the next decade. It was this last section that triggered the controversy among radio news executives.

One of the key findings was that "television was perceived positively for providing immediate and enjoyable news coverage and for being easy to understand." Also, the majority of respondents (54%) said they depend on television most often to obtain news and information. (Newspapers garnered 25% of the responses; radio, 14%, and magazines, 2%).

Acting as a catalyst to the controversy was an Associated Press article on the study that stated: "Radio news, long perceived as offering the most immediacy in coverage, has

lost that reputation among the American public to television."

Nicholas Schiavone, vice president, radio research for NBC, leveled several criticisms against the public perception section of the Magid study, and has prepared an article for RTNDA's November *Communicator* magazine addressing his concerns. "What I sense," said Schiavone, "is a public opinion survey both poorly conceived and executed." As an example, Schiavone said interviews began with respondents being told: "We're conducting a research study about how people get their news and information this evening and we would like to interview someone in your household." Schiavone asked: "If the interview was conducted in the evening, might not the respondent then assume that the interviewer wanted to know where the respondent turned for news at night?"

Schiavone also took issue with the methodology of the public perception section of Magid's survey. "The published report is not a model of candor. Open reporting and disclosure of methods are replaced with two sentences on methodology," he said. The sentences to which Schiavone was referring state: "All interviews were conducted by telephone during May and early June 1984. This study represents a synthesis of the opinions of the various groups interviewed about the direction of the broadcast industry within the next decade." Schiavone said there was no information on data collection, data processing and treatment, limitations of the data and response rate.

"For radio and television news to build their future around the answers to a couple of simplistic questions in a naive public opinion survey is sheer lunacy," said Schiavone. "The future of broadcast journalism will be determined by the ability and willingness of the broadcast media to provide the news the public wants. . . . When you provide what the public needs to know, they will both listen and watch," he concluded.

Frank Magid, through a special two-way hook-up, answered Schiavone's charges from a telephone booth at the Salt Lake City airport. In response to the characterization of the public perception portion as poorly conceived and executed, Magid said that to his



Magid

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knowledge "Schiavone had made no effort to determine any of the methodological procedures used in the study before so labeling it. In fact, quality control was clearly in evidence in all aspects of the study." Magid also said he saw "no evidence of bias" in the responses of questions asked during the evening and those asked during the day.

Magid noted that there was no direct question asked of the public on whether television replaced radio as the first source of news. "Clearly people do perceive television as an immediate and quick source for news," said Magid. "Given the changes in technology and its capabilities, that should not be a surprise to anyone."

"The death of radio news has been greatly exaggerated," proclaimed Bob Galen, senior vice president/research, Radio Advertising Bureau. In response to the public perception section of Magid's RTNDA study, Galen



Galen

presented findings from a recent RAB telephone survey of over 1,000 adults, 18 and older, which shows that, of all electronic media, 52% of the respondents said they turn to radio as the first morning news source ("Riding Gain," Oct. 1). "The problem with the Magid study," said Galen, "is that it doesn't address sources of news in different dayparts."

Addressing the subject of future jobs was Joseph Sullivan, president, Joe Sullivan & Associates, a New York-based management placement firm, who told attendees that future opportunities in broadcast journalism has "never been better."

In television, said Sullivan, news directors have reached parity with sales managers for consideration for a general manager position. "However, it's not the same in radio," he said. "Radio news directors have total insensitivity to sales," he proclaimed. News directors in radio and television need to think and act as businesspeople, he advised.

Sullivan cited some characteristics he looks for when searching for someone to fill a managerial position: integrity, intelligence, good communication skills and effectiveness in handling relationships with other people.

The problem with the current situation of news reporting, according to Jerry Nachman, news director for WNBC-TV New York, is that "we have a bunch of people [reporters] who don't know anything." Nachman said stations today recruit poorly and don't train and manage well. "I've become professionally frightened. Many reporters just talk about options and outs," he said. □

Investigation backfires

Two West Virginia television reporters, out to test state's voting registration procedure, wind up under arrest

When the West Virginia legislature last year decided to facilitate voter registration by adopting a postcard registration form, a number of people in the state, including legislators and county clerks, felt the new system would be subject to abuse. With a notarized signature on the postcard the only protection against a false statement, the feeling was that people could register more than once. WOWK-TV Huntington decided to test the theory. The result was the arrest of two of its news staff on a charge of falsifying voter registration applications.

During the first week in October, Douglas Barthlow, a producer, and Roger Sheppard, an assignment editor, filed a number of applications using the same names but different addresses, and had them notarized at different offices. They were acting under the direction of the station's general manager, Leo M. MacCourtney, who said the purpose was "to test the system."

An employee in the Cabell county clerk's office, in Huntington, demonstrating that filing false applications could indeed be a risky business, spotted the reappearance of the names, and notified the county prosecutor's office. Two weeks ago, Barthlow and Sheppard were arrested. The charge is a felony, and if convicted, they face up to three years in prison and a fine of up to \$5,000. They are free on their own recognizance.

MacCourtney said the staff members—who will be defended by a lawyer retained

by the station—will plead not guilty at a preliminary hearing on Nov. 13. "The question is intent," said MacCourtney. "The intent was not to commit fraud but to test. That's the nub of it." He said he had consulted two attorneys before attempting the test and had been told that arrest was a possibility but that conviction "was highly unlikely."

Meanwhile, the investigative piece on the voter registration application is still in progress. MacCourtney said it would be part of a series on voter registration the station plans to run after the election. As for details of the story Barthlow and Sheppard were working on when they were arrested, MacCourtney was closed-mouthed. "There are a number of things in the story I'm not free to talk about prior to this [the situation growing out of the arrests] being resolved." □

Reagan bringing radio back as political tool

Whatever else can be said of the Reagan campaign's skillful use of the media—and much can—a political communications specialist at Cornell University is particularly impressed with the manner in which President Reagan has resurrected radio as a major communications tool. Reagan's Saturday-afternoon radio broadcasts, said Joe Foote, afford the President an opportunity to reach millions of Americans without subjecting his remarks to heavy editing by the press or himself to "nagging questions" by reporters.

Foote noted that the five-minute broadcasts had begun as unpaid public service spots two years ago, and he described the decision to do them as a stroke of genius. "If they had begun as paid ads," he said, "the media probably never would have touched them." But even after Reagan became a candidate and the Reagan-Bush campaign began paying for the time to avoid equal-time problems, Foote noted, the programs continued to be covered as major media events.

Foote, a visiting assistant professor in the department of communication arts of the New York State College of Agriculture and Life Sciences at Cornell, has made a study of the media coverage of the radio messages that Reagan began in April 1982, and has expressed his findings in a paper that will be published in a forthcoming issue of the International Communications Association's "Communications Yearbook."

The audiences for the presidential broadcasts on radio are relatively small. But Foote noted that Saturday is normally a slow newsday. Accordingly, he said, print and broadcast media consistently have given the speeches prominent coverage, "recurring the President's messages all weekend."

Foote said the weekly broadcasts have "become the longest running, regularly scheduled broadcast media initiative ever undertaken by an American President, establishing Ronald Reagan as the person who resurrected radio as a persuasive tool of the Presidency." Foote noted that it was through radio—as a sports announcer on WHO(AM) Des Moines, Iowa—that Reagan had launched his career, 50 years ago. □

ABC flying high.

ABC News and ABC Sports are exclusive producers of short-subject video programming for United Airlines. The two divisions will each produce half-hour programs every month for exclusive in-flight exhibition on United Airlines beginning in November. ABC News will produce a feature news series call *AirReport*, hosted by ABC News anchor Kathleen Sullivan and including business reports from ABC News financial editor Dan Cordtz. ABC Sports will produce *Sportsflight*, hosted by Jack Whitaker, incorporating "highlights of sporting events from around the world." The programs will be commercially sponsored, with a maximum of six minutes of advertiser time per series each month. According to ABC, over 70% of 1985 availabilities on United have been sold. About 7,500 United flights carrying a million passengers each month will offer the programming. Since November 1983, ABC News has produced a monthly, half-hour news magazine for Western Airlines called *Newsflight*, which will continue as a separate series. ABC said it expects to add at least one more carrier to its in-flight network during the coming year.

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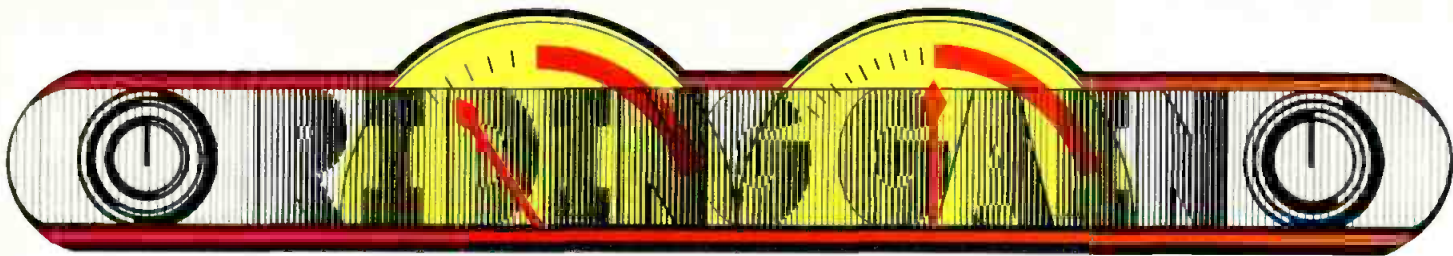
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The week's worth of news and comment about radio

Katz demo

The 25-54 age group remained the most sought-after demographic by radio advertisers in the third quarter of 1984, a Katz Radio study of availability requests showed last week. "Since 1979, adults, 25-54, have maintained their dominance as the most popular demographic group among advertisers," Carol G. Mayberry, Katz vice president and radio research director, reported. "This demo continues to prevail in third quarter 1984 by being included in 40% of all requests. The 18-49 demo, specified in 15% of all requests, follows in second place." After that, there were some changes. The 25-49 group, specified in 14% of the requests, was third, replacing 18-34, which dropped to fourth with 11%. The study also found that advertisers specified metro area data 89% of the time, up from 75% in third quarter 1983.

Vacation demos

In an effort to show its reach into the affluent marketplace, Leisure Market Radio Network (LMRN), a New York-based company that represents 20 stations in 13 resort areas, is employing what it calls "geodemographic" research—a compilation of both qualitative and quantitative data on visitors to the resort areas.

According to LMRN President Bob

Richer, who cited specially prepared data from Monroe Mendelsohn Research, New York, there are about 41.3 million affluent people (annual household incomes of \$40,000 or more) in the U.S. Of those, 11.7 million, or 28.4%, visited one of the 13 LMRN resorts at least once in the past 12 months.

Richer reports that LMRN sold four major 52-week campaigns for its 20 represented stations in 1984, and expects that number to more than double next year. "A year-round buy on the Leisure Market Radio Network, in comparison to a similar print campaign, is a fraction of the cost," added John Hawks, vice president of sales for LMRN.

Leisure Market Radio also owns and operates two stations in resort towns: WTOB(FM) Newport, R.I. (licensed to Middletown, R.I.) and WVI-FM Christiansted, Virgin Islands. Richer says his company is shooting to own four stations in resort markets by the end of 1985 and eight by the end of 1986.

Tijuana switch

Noble Multimedia Communications last Monday (Oct. 22) changed the format of its English-language XETRA-AM Tijuana, Mexico (San Diego), from contemporary hits to "light gold," citing the company's desire to jointly market the directional 50 kw station (at 690 khz) with its recently acquired beautiful music KJOI(FM) Los Angeles. (Noble

Broadcast Consultants purchased KJOI for \$18.5 million). The in-house format, promoted on the air as "XTRA Gold," is based on extensive research conducted by San Diego-based consultant Bob Harper and others associated with Noble.

"We have done a tremendous amount of research in trying to find a buyable music format for AM radio that will complement KJOI in terms of marketing and sales," explained newly appointed general manager Bob Griffith. He told BROADCASTING the new format is aimed primarily at men, 35-49, with a secondary of women, 35-49. A "natural bond" exists between the two stations, he continued, because "the AM will play the actual hits and the FM will play the instrumental versions" of songs recorded by the Beatles, the Beach Boys, Elvis Presley, Simon & Garfunkel, The Association, The Fifth Dimension and similar artists. Griffith said the focus will be primarily on music from the early-60's to mid-70's. "Air personalities will not be in the forefront," he added. "We are not competing with adult contemporary and are not playing any current hits." The station's previous CHR format, Griffiths said, would have been difficult to market "as a Los Angeles station in combination with KJOI."

Playback

Minnesota News Network has purchased York Radio Network's *Radio Mainstreet* for marketing and distribution in the upper Midwest. MNN General Manager Don Schiel noted the acquisition is the St. Paul-based company's first venture into regular program syndication. "Past [*Radio Mainstreet*] programs have demonstrated critical, popular and commercial success," he said. "It is our goal to build on that success."

The 30-minute public affairs series began in 1982 and deals with topics of regional interest followed by "town meetings" on local stations. During 1985, six editions of *Radio Mainstreet* will be broadcast, beginning with a documentary in January in telecommunications issues. The Minnesota News Network serves 41 commercial affiliates with hourly newscasts, sportscasts and farm reports.

Calling all call letters

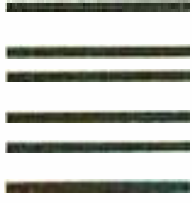
The latest quarterly edition of the "Encyclopedia of Call Letter Changes," published by the New York-based Radio Information Center ("Riding Gain," Feb. 20), shows a 40% increase in changes from October 1983 through September 1984, as compared to the same period for the previous 12 months, according to Maurie Webster, president of RIC.

"During the earlier year, 405 stations changed call letters," said Webster, "but in

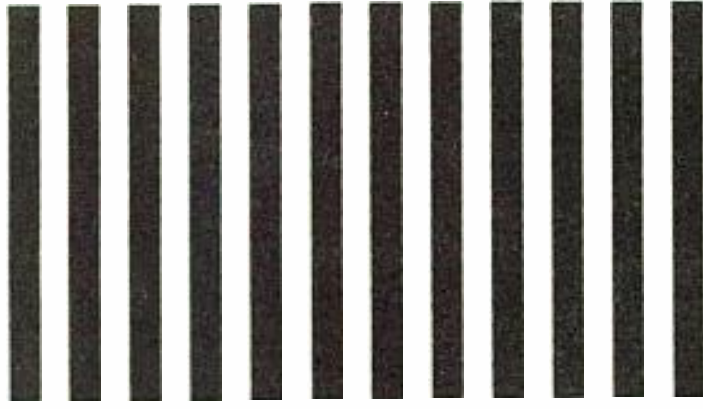


Latest affiliate. WXAM(AM) (formerly WLCS) Baton Rouge became the 400th radio station to join the Dallas-based Satellite Music Network (SMN), affiliating with SMN's nostalgic "Stardust" format. "We wanted to position ourselves as Baton Rouge's only radio station targeted to the salable 35-plus market," said Richard Oppenheimer, president of the Louisiana Broadcasting Corp., owner of WXAM(AM). Prior to signing on with SMN's "Stardust," the station was programming a live contemporary hit radio format. Pictured above are (l-r): Oppenheimer and David Gerety, SMN's Western division manager.

Satellite Music Network entered its fourth year of operation last month offering stations four 24-hour formats: "StarStation" (adult contemporary), "Country Coast-to-Coast" (modern country), "Rock America" (top 40) and "Stardust."



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Company Name

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Address

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State

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Zip code

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Home? ☐ Yes ☐ No

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Title/Position _____

Are you engaged in cable TV operations? ☐ Yes ☐ No

Signature (required) _____

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the most recent year, there were 567 switches. This averages almost 11 changed sets of call letters each week."

Webster observed that the "recent action of the FCC in relaxing the regulations for call letter changes has accelerated the pace, but the basic desire to change call signs, especially when the station format changes, seems to be increasing. This is being done, despite the considerable time required to establish new call letters in the mind of the public."

The key to the success of the call letter encyclopedia, said Webster, is that each station is identified by a catalogue number. "It never changes, even though ownership, management, format, frequency or city of license may change," he said.

The new edition of the encyclopedia, which was issued Oct. 11, lists all call letters that have changed during the preceding two years. Each listing is alphabetical by old call letters and includes the new call letters, the city and state of license, the metro market, the ADI and the month during which it occurred. Annual subscription for the quarterly reports is \$300. Information: Radio Information Center, 575 Lexington Ave., New York, N.Y.

Adding 10

The ABC Entertainment Network, which is the top-rated radio network in both 12-plus and 18-plus listening, according to the spring 1984 RADAR 29 report (BROADCASTING, July 23), announced 10 new station signings last week, raising its affiliate total to 414. The additions are: WSB(AM) Atlanta, which is also affiliated with ABC Informa-

tion; WXKS(AM) Boston; WGAR(FM) Cleveland; KFJZ(AM) Dallas; WKY(AM) Oklahoma City; WNTR(AM) Silver Spring, Md.; KSRV(AM) Ontario, Ore.; WAWK(AM)-WBTU(FM) Kendallville, Ind., and WWO(AM) Naples, and WAJX(FM) Titusville, both Florida.

Radio trivia

For residents of Highland Park, Ill., just outside Chicago, who don't want to listen to music, talk or news before retiring at night comes a new alternative: *Gameshow Radio*—a 30-minute weeknightly program on WVVX(FM). *Gameshow* features a variety of audience participation games and contests, including crossword puzzles, riddles, word games, trivia contests and music quizzes. The new series also will contain reports on contests, sweepstakes and lotteries from around the nation.

Edward Leonard, the show's executive producer, said over \$50,000 in cash and prizes will be given away to listeners-players during the show's first 13-week run. The program is scheduled to debut Dec. 3 at 11:30 p.m.

Open mikes

As part of election coverage on all-talk WWDB(FM) Philadelphia, the station is opening its phone lines on Thursday, Nov. 1, for callers to square off against other callers in spontaneous on-air debates. Stan Major, program director of WWDB(FM), said callers can debate the issues and candidates' positions in local, state, federal and the presidential races. The station, which airs differ-

ent talk shows every three hours, will begin the call-in debate at 9 a.m. and continue until midnight. The various talk show hosts will serve as moderators.

NPR grant

The Ford Foundation has presented National Public Radio with a \$137,500 grant for enhancement of its Central American reports. According to NPR President Douglas Bennet, the funds will enable members of NPR's news team to travel to that region for special on-site reports and analysis.

Schlafly at NRB

Phyllis Schlafly will address "The Role of Women in Society" at the 1985 National Religious Broadcasters convention in Washington, Feb. 3-6, 1985. Schlafly is a chief opponent of the Equal Rights Amendment. She is also the founder of STOP ERA and the Eagle Forum (a "pro-family" organization), and is hostess of a three-minute daily radio feature, *The Phyllis Schlafly Report*, which is carried on 125 stations.

Bringing in the numbers

The United Stations' *Hot Rocks* series has been attracting nearly 10 million listeners in the 12-34 age group, according to a company-commissioned study by R.H. Bruskin & Associates. *Hot Rocks* is an eight-part series of one-hour artist profiles airing during the latter half of 1984.

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Broadcasters take offensive with drug, alcohol PSA campaign

Move comes in response to pressure to eliminate beer and wine advertising on radio and television

Countering the mounting pressure to eliminate alcohol advertising on radio and television is fast becoming a major issue for members of the broadcasting industry. To combat efforts to ban beer and wine commercials, the industry is sponsoring a national public service campaign against alcohol and drug abuse.

The National Association of Broadcasters, which announced a campaign last March, continues to promote it. Said NAB President Eddie Fritts last week to the New York State Broadcasters Association, "The threat to beer and wine advertising is our number-one priority at NAB." The solution, Fritts added, "is in educating the public, raising the American consciousness on the dangers of drunk and drugged driving. Broadcasters can do it. This is an area where you can be a very positive force for good in your community."

It all began last January when NAB formed a task force on alcohol and drug abuse, designed to encourage broadcaster involvement in the fight against drunk driving and teen-age drug abuse. The task force is serving as a base for broadcasters to exchange ideas on public service announcements and special programs devoted to the topic. It is also working with organizations such as Mothers Against Drunk Driving (MADD) and Students Against Drunk Driving (SADD).

During the NAB's March meeting of state association presidents, concerns about drunk driving were heightened as alcohol ads came under increasing attack at the state level. In Pennsylvania, Massachusetts and Rhode Island, bills to ban beer and wine commercials were introduced, although none were passed. Other states were taking up the issue.

Furthermore, two Supreme Court rulings this summer affecting wine advertisements on the air added momentum to the industry's concerns. The high court let stand without comment a Mississippi law banning liquor and wine advertising from radio and television, newspapers and billboards. And the court overturned an Oklahoma law prohibit-

ing cable television systems from carrying wine advertising (BROADCASTING, June 25, July 2).

Moreover, in July, the National Conference of State Legislatures considered a resolution to ban the commercials, but that move was defeated. In July, 24 organizations banded together to promote project SMART, a campaign to collect a million signatures calling for an end to the ads or receive equal time for health messages.

NAB alerted its members to the potential problems that could arise, and emphasized the importance of broadcaster involvement. It distributed packets instructing the groups how to establish drunk driving campaigns in their states. The message seems well received. Since then, many state broadcasting associations have launched major public service campaigns or plan to.

Last week both the Ohio and New York broadcasting associations at their fall conferences devoted much of their meetings to the topic of alcohol awareness (see story, right). In New York, they presented awards for the first time honoring outstanding editorial and public service announcements on the subject. Ohio broadcasters were aided by their governor, Richard Celeste, and his wife, Dagmar, who are the honorary co-chairmen of the OAB's drunk driving program "Rights and Responsibilities of Ohio Broadcasters." Celeste kicked off the program at the conference.

The media's focus on the issue attracted the attention of the Justice Department, which conducted a two-day seminar on substance abuse earlier this month. The department formed a media substance abuse steering committee with representatives from the broadcasting, advertising, motion picture, beer, liquor and wine industries. The members are: Betty Hudson, vice president, corporate relations, advertising, NBC; Shaun Sheehan, senior vice president, public affairs, NAB; Len Matthews, president, American Association of Advertising Agencies; Bill Rhatacin, vice president, The Ad Council; Howard Bell, president, American Advertising Federation; Vern Clark, Outdoor Advertising Association; Don Shea, United States Brewer Association; Paul Gavanagh, Distilled Spirits Council; Arthur Silverman, The Wine Institute; Robert Sulli-

van, National Beer Wholesalers' Association of America; Brigg Owens, Brigg Owens & Associates; Larry Stewart, chairman, Caucus of Writers, Producers and Directors Alcohol Drug Abuse Committee; Brian Dyak, president, Entertainment Industries Council; Edward Dooley, National Cable Television Association; Chapin Carpenter, director of government relations, Magazine Publishers Association, and Rene Brown, American Newspaper Publishers Association.

"Early on we felt it was our responsibility to facilitate the process," said NAB's Sheehan. Sheehan noted that NAB distributed copies of a booklet, "Drunk Driving: Broadcasters & Public Awareness," that lists the PSA's available for radio and television, as well as announcer's copy, novelty items and examples of community projects. It also plans to circulate a how-to kit for establishing an effective public service campaign.

Fritts is also endorsing a national radio public service campaign on substance abuse sponsored by McDonald's. The campaign, which is being promoted by First Lady Nancy Reagan, starts in November. □

Fritts draws battle lines

NAB president, in reviewing 1984 legislative efforts, says association's top priority is defense of beer, wine ads

Edward O. Fritts, president of the National Association of Broadcasters, coupled a briefing on NAB's lobbying activities with a plea for broadcaster action and support in a speech to the New York State Broadcasters Association last Tuesday.

"The threat to beer and wine advertising is our number-one priority at NAB," he said, and is being attacked on several levels. But, he cautioned, "it is going to take a very concentrated, prolonged effort by you and by us to prevail over the misguided attacks of others."

He said that NAB is also involved in "over 150 other broadcast issues"—many of which, he said, would never have surfaced "if we were truly free under the First Amendment." Then, he said, "the sacred right to program as the editor sees fit would be, as it should be, the option and duty of the station licensee and no one else's."

"Sooner or later," he continued, "either Congress or the courts will affirm this principle. We will and must proceed on both the Hill and through the courts to make this happen."

Fritts said NAB's lobbying has had positive results: "There is now widespread con-

Anti antialcohol campaign. The National Radio Broadcasters Association, like the national Association of Broadcasters (see above), has named the defeat of efforts to prohibit the advertising of beer and wine on radio as its "number-one priority."

According to the executive committee of the radio organization, antialcohol abuse and antidrunk driving campaigns, "coupled with educational projects, will remain the keystone of NRBA's program to meet the problems caused by alcohol abuse." Also recommended by the executive committee was that the recently formed NRBA "Freedom of Advertising" task force (BROADCASTING, Oct. 1), set up to combat the antialcohol campaigns, confront whether "it is right for government to prohibit the advertising of a perfectly legal product, a product which is enjoyed in moderation by many millions of Americans."

All of this, Fritts said, "requires strength," and "the way we become strong is for you—all of you—to become players in the political process. Your involvement is the key to all our successes. Develop a relationship with your members of Congress so they have a complete understanding of legislation affecting our industry. That means meetings. Phone calls. Station visits. Trips to Washington. It is all part of the mix. Explain the issues. Get to know your representatives so well that when it comes time for them to consider a broadcast bill they wouldn't think

What it all comes down to, Fritts said, is the partnership between NAB and broadcasters: "That theme can never be overused or overemphasized. Especially when we are talking about the partnership which exists between NAB and the state broadcast associations and individual broadcasters." □

The National Association of Broadcasters last week announced committee assignments for 1984-85. NAB has created several new committees: the ad hoc representatives advisory committee, the alcohol and drug abuse task force, and the AM improvement subcommittee. The ad hoc representatives advisory committee is composed of executives from leading television and radio rep firms and will serve as a liaison between the association and that faction of the industry. The committees and their chairmen follow:

■ **Alcohol & Drug Abuse Task Force**—Chairman, Andrew M. Ockershausen, WMAL Inc., Washington; Eugene S. Cowen, ABC, Washing-

■ **AM Improvement Subcommittee**—Chairman, William Wisniewski, Mutual Broadcasting System, Arlington, Va.; Charlie Morgan, Susquehanna Broadcasting, York, Pa.; John Bailie, NBC, New York; Harrison Klein, Westinghouse Broadcasting & Cable, New York; Ken Brown, ABC, New York; Paul Stewart, WOR Radio, New York, and Dave Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio.

■ **Bylaws**—Chairman, Clyde W. Price, WACT-AM, FM Tuscaloosa, Ala.; Sally Hawkins, WILM(AM) Wilmington, Del.; Robert D. Hynes, NBC, Washington; Eugene Lothery, CBS, New York; Michael McCormick, WTMJ-TV Milwaukee, and Ray Saadi, KHOM(FM)-KTIB(AM) Houma, La.

■ **Children's Television**—Chairman, Brawford P. Rice, Gaylord Broadcasting, Dallas; Joanne Brokaw, CBS/Broadcast Group, New York; Joe Carriere, K8IM-TV Roswell, N.M.; Karen Hartenberger, Potomac, Md.; Robert Munoz, K4KC(TV) El Paso; Jane Paley, ABC, New York; Rosalyn Schram, NBC, New York; Donald F. Snyder, WBNG-TV Binghamton, N.Y.; Greg Stone, wsoc-tv

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■ **Copyright**—Chairman, Thomas J. Dougherty, Metromedia, Washington; Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Lynn Christian, Century Broadcasting Corp., Chicago; Abiah A. Church, Storer Communications, Miami; William B. Faber, Media General Broadcast Group, Tampa, Fla.; Bertram Lee, WNEV-TV Boston; Harry Olsson, CBS, New York; Malcolm Potter, WBAL-TV Baltimore, and Anita Wallgren, Taft Broadcasting, Cincinnati.

■ **Engineering Advisory**—Chairman, Warren P. Happel, Scripps-Howard Broadcasting, Cleveland; Robert Flanders, McGraw-Hill Broadcasting Co., Indianapolis; William E. Garrison, Multimedia Broadcasting, Greenville, S.C.; Ron Graiff, LIN Broadcasting, New York; William Loveless, Bonneville International Corp., Salt Lake City; Martin H. Meaney, NBC Television Network, New York; Charles T. Morgan, Susquehanna Broadcasting, York, Pa.; Robert A. O'Connor, CBS Television Network, New York; Dave Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; Jerry Plemmons, Outlet Broadcasting, Providence, R.I.; LaVerne Pointer, ABC, New York, and William Wisniewski, Mutual Broadcasting System, Arlington, Va.

■ **Engineering Conference**—Chairman, Russell B. Pope, Golden Empire Broadcasting, Chico, Calif.; Steve Bonica, NBC, New York; George Catalbo, RKO Radio, Boston; Albin R. Hillstrom, KTSP Radio & TV, Phoenix; James H. Hoke, Harte-Hanks Radio, Winston-Salem, N.C.; John E. Hyde, KDHL-AM-FM Faribault, Minn.; John Owen, Taft Broadcasting, Cincinnati; LaVerne Pointer, ABC, New York; Dennis Snyder, WJOY(AM)-WQCR(FM) Burlington, Vt., and Richard G. Streeter, CBS Television Network, New York.

■ **First Amendment**—Chairman, Bev E. Brown, KGAS(AM) Carthage, Tex.; John Dille III, Federated Media, Elkhart, Ind.; Kenneth Elkins, Pulitzer Broadcasting, St. Louis; Don Gale, KSL(AM) Salt Lake City; Sally Hawkins, WILM(AM) Wilmington, Del.; Bill Leonard, Washington; Eugene Lothery, CBS, New York; Ralph L. Lowenstein, University of Florida, Gainesville, Fla.; Karen Maas, KUPD(AM)-KRSK-FM Durango, Colo.; Ron Nessen, Mutual Broadcasting System, Arlington, Va.; Greg Stone, WSOC-TV Charlotte, N.C., and Jeri Warrick-Crisman, WNUJ(AM) Woodbridge, N.J.

■ **Hundred-Plus Markets TV**—Chairman, Bill Bengtson, KOAM-TV Pittsburg, Kan.; Margo Cobb, WLBT-TV Bangor, Me.; William F. Duhamel, KOTA-TV Rapid City, S.D.; Rush Evans, KCOY-TV Santa Maria, Calif.; Walter Goins, KXL(TV) St. Cloud, Minn.;

Ray H. Holloway, WJHG-TV Panama City, Fla.; John Larkin, KTVZ-TV Bend, Ore.; George Lilley, KTVQ(TV) Billings, Mont.; Jess Mooney, WTOK-TV Savannah, Ga.; Robert Munoz, KCIK(TV) El Paso, and Robert F. Ward, WTOK-TV Meridian, Miss.

■ **International**—Chairman, Arch L. Madsen, Bonneville International, Salt Lake City; William W. Hansen, WJOL(AM)-WLLI-FM Joliet, Ill.; Kenneth Giddens, WKRG-TV Mobile, Ala.; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Luis A. Mejia, WJAC(AM) San Juan, P.R.; David Polinger, WPix Inc., New York; Joseph P. Rawley, The High Point Enterprise, High Point, N.C.; Donald Smullin, TRC Communications, Phoenix; Marilyn F. Solomon, KCOP-TV Los Angeles, and Donald D. Wear Jr., CBS Inc., New York.

■ **Legislative Liaison**—Co-Chairman, William M. Dunaway, Indianapolis; co-chairman, Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Gary Capps, Capps Broadcasting, Bend, Ore.; Jim Champlin, Beck-Ross Communications, Rockville Centre, N.Y.; John Dille III, Federated Media, Elkhart, Ind.; Edward J. Ewing, WENG(AM) Englewood, Fla.; Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; David Lane, WFAA-TV Dallas; Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; Robert L. McRaney Jr., WWBT(TV) Richmond, Va.; Ray Saadi, KTIB(AM) Thibodaux-KHOM(FM) Houma, both Louisiana; Eugene S. Cowen, ABC, Washington; Wallace Dunlap, Westinghouse Broadcasting & Cable, Washington; Robert D. Hynes, NBC, Washington; Jerry R. Lyman, RKO General Broadcasting, Washington, and Donald D. Wear, CBS Inc., New York.

■ **Local Carriage Task Force**—Chairman, Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; George Anderson, Diversified Communications, Portland, Me.; Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; William F. Baker, Westinghouse Broadcasting & Cable, New York; Ralph M. Baruch, Viacom International, New

York; Thomas J. Dougherty, Metromedia, Washington; James C. Dowdle, Tribune Broadcasting Co., Chicago; Alan Henry, Gulf Broadcast Group, St. Petersburg, Fla.; Walter Liss, Cox Communications, Atlanta; Michael McCormick, WTMJ-TV Milwaukee; Donna Zapata, WHAS-TV Louisville, Ky.; Jerome Feniger, Station Representatives Association, New York, and Tom E. Paro, Association of Maximum Service Telecasters, Washington.

■ **Medium-Market Radio**—Chairman, Kenneth H. MacDonald Sr., WSAM(AM)-WKQC(FM) Saginaw, Mich.; Don M. Colby, WXYQ(AM) Stevens Point, Wis.; Edward H. Dunbar, WBBQ(AM) Augusta, Ga.; William L. Eure Jr., WSSV(AM) Petersburg, Va.; Patricia E. Harpel, KHAR(AM) Anchorage; Andrew Langston, WDKX(FM) Rochester, N.Y.; Joseph McMurray, KNUU(AM) Las Vegas; Gene Millard, KFEQ(AM) St. Joseph, Mo.; Michael Oatman, Great Empire Broadcasting, Wichita, Kan., and Athena Sofias, WOJO-FM Evanston, Ill.

■ **Membership**—Chairman, Paul W. Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Jack Cresse, KVOO(AM) Tulsa, Okla.; John David, KFSB(AM)-KDBQ(FM) Joplin, Mo.; Anne Potter DeLong, WBBF-TV Rock Island, Ill.; Peter Kizer, Evening News Association, Detroit; William Moll, Harte-Hanks Communications, San Antonio, Tex.; Dick Oppenheimer, KIXL(AM)-KHFI(FM) Austin, Tex.; Dick Rakovan, East Greenwich, R.I., and Cullie Tarleton, WBTV Inc., Charlotte, N.C.

■ **Metro-Market Radio**—Chairman, Richard Harris, Westinghouse Broadcasting & Cable, New York; James P. Arcara, Capital Cities Communications, New York; Toney Brooks, president, Sandusky Radio Division, Los Angeles; Joseph L. Dorton, president, Gannett Radio Division, KSD-AM-FM, St. Louis; Ben Hoberman, president, ABC Radio, New York; Mel Karmazin, president, Radio Division, Infinity Broadcasting, WJIT(AM), New York; Marcos Rodriguez, presi-

Double whammy. Oct. 19 marked the end of "one of the bleakest weeks public television has ever had," said Public Broadcasting Service's president, Bruce Christensen, at a luncheon sponsored by the Media Institute in Washington. Christensen was referring to two blows recently suffered by PBS: the multimillion-dollar fire at PBS's headquarters in Washington Oct. 15 (BROADCASTING, Oct. 22), and President Reagan's second veto of public broadcasting authorizing legislation Oct. 19 ("In Brief," Oct. 22; see story, page 38).

Discussing the former, Christensen said programming distribution has been maintained "virtually uninterrupted" despite the estimated \$12 million in damages—including the "total operational loss" of PBS's technical center and the dispersal of 245 PBS staff members to temporary offices throughout the Washington area. Christensen said that Comsat's Satellite Television Corp. provided temporary office space for the PBS administrative personnel immediately after the fire, ABC has loaned a videotape truck and the Corporation for Public Broadcasting has provided use of its computer facilities. Additionally, noncommercial stations across the country—Nebraska Educational Television in Lincoln, Neb.; WETA-TV Washington, working with Maryland Public Television in Owings Mills, Md.; South Carolina Educational Television in Columbia, S.C.; KNME-TV in Albuquerque, N.M.; WNET(TV) New York, and WTVT(TV)-WNUV(TV), both Fairfax, Va.—have provided direct uplinking of portions of the PBS broadcast schedule and helped to restore PBS's distribution services, including its time zone delays. WHMM(TV) Washington has provided technical facilities. Programs are currently being transmitted via the PBS Main Origination Terminal, in Bren Mar, Va., to the WESTAR IV satellite, which then transmits the programs nationwide.

But while PBS is "rising to the challenge to carry on in the near term," the PBS president said, Reagan's second veto puts PBS's future "very much in doubt," and is, "in some respects, potentially more harmful than the fire."



Christensen

dent, KESS-FM Fort Worth; Carl Wagner, executive vice president, radio, Taft Broadcasting, Cincinnati; Fred E. Walker, president, Broad Street Communications Corp., New Haven, Conn.; James Wesley, president, DKM Broadcasting Corp., Atlanta, and Christine Woodward, general manager, WENS(FM) Indianapolis.

■ **Minority Executive Council**—Chairman, Glenn R. Mahone, president, Sheridan Broadcasting Network, Pittsburgh; Constance Balthrop, WPNT-FM, Pittsburgh; Dorothy Brunson, WEBB-AM, Baltimore; Ragan A. Henry, Broadcasting Enterprises National Inc., Philadelphia; Eugene D. Jackson, National Black Network, New York, and Dick Rakovan.

■ **Program Transmission Charges & Services Task Force**—Chairman, Robert Wells, Harris Enterprises, Garden City, Kan.; Ward L. Huey Jr., Belo Broadcasting Corp., Dallas; Evans Nord, KELO(AM) Sioux Falls, S.D.; Clark Pollock, Nationwide Communications Inc., Columbus, Ohio; Leslie H. Small, Mid-America Media, Kankakee, Ill.; George W. Williams, WCEB(AM) DuBois, Pa., and Warren C. Zwicky, Storer Communications Inc., Washington.

■ **Radio Allocations Task Force**—Chairman, Ernest D. Fears, WRQX(FM) Washington; Betty Baudler, KASI(AM)-KCCQ(FM) Ames, Iowa; Susan Carson, KFMF(FM) Stockton, Calif.; Ralph Green, CBS Radio Network, New York; Terry Hailey, WENK(AM)-WWLF(FM) Union City, Tenn.; Hyde, Michael Lareau, WOOD-AM-FM Grand Rapids, Mich.; J. Kent Nichols, Surrey Broadcasting Co., Denver; Thomas W. Read, Read Broadcasting Network, Spokane, Wash.; Douglas Stephens, KDEN(AM) Englewood, Colo.; J.D. Williamson II, WKBN(AM) Youngstown, Ohio.

■ **Regulatory Review**—Chairman, Clark W. Davis, Great Trails Broadcasting Corp., Dayton, Ohio; Jack B. Clements, Mutual Broadcasting System, Arlington, Va.; Janice English, Katz Broadcasting Co., Bridgeport, Conn.; Martin G. Greenberg, Duffy Broadcasting, Dallas; Wade Hargrove, North Carolina Association of Broadcasters, Raleigh, N.C.; Lyman; W.C. McReynolds, Meredith Broadcasting Co., Des Moines, Iowa; Roy H. Park, Park Broadcasting, Inc., Ithaca, N.Y.; Nathan Safir, KCOR(AM) San Antonio, Tex.; Joseph P. Tabback, KAZM(AM) Sedona, Ariz., and Ronald Townsend, WDM-TV Washington.

■ **Research**—Chairman, Kizer; Michael J. Conly, WFMV-TV Greensboro, N.C.; James T. Lynagh, Multimedia Broadcasting Co., Cincinnati; Thomas McClellon, Cox Communications Inc., Atlanta; Marvin Mord, American Broadcasting Companies, New York; David F. Poltrack, CBS/Broadcast Group, New York; William Rubens, National Broadcasting Co., New York, and Charles Sherman, WRAU-TV Creve Coeur, Ill.

■ **Small Market Radio**—Chairman, Lee R. Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Cal Arnold KOTN(AM) Pine Bluff, Ark.; Robert Christensen II, KHBT(FM) Humboldt, Iowa; Helen Sloane Dudman WWMJ(AM)-WDEA(FM) Ellsworth, Me.; Janet C. Evans, WBTH(AM) Williamson, W.Va.; James A. Hammond, WCEI(AM) Easton, Md.; Dave Lingafelt WNNC(AM) Newton, N.C.; Linda Madson, KLTZ(AM), Glasgow, Mont.; Roy Mapel, KIML(AM) Gillette, Wyo.; Thomas P. Moore WBCO-AM-FM Bucyrus, Ohio; Linda L. Parrish, KMUS(AM) Muskogee, Okla.; Dean Sorenson, KCCR(AM)-KNEY(FM), Sorenson Broadcasting Corp., Sioux Falls, S.D., and Robert C. Templeton, KAYS(AM) Hays, Kan.

■ **Television Information**—Chairman to be

Week 4: It's CBS, NBC, ABC

During the first normal week of the 1984-85 prime time season, a week without baseball playoffs, World Series games or other specials (although interrupted by the presidential candidate debates on Sunday night), CBS won the week ending Oct. 21 (week number four) with an average 16.4 rating and 27 share. NBC came in second with a 15.8/26, and ABC pulled up last with a 15.3/25.

CBS had five of the top 10 shows, compared to NBC which had four and ABC which had one—*Dynasty*, the top rated show of the week with an average 26.1/40, its largest rating, according to ABC, since last season's premiere.

CBS won Monday, Thursday, Friday and Sunday; NBC won Tuesday; ABC had victories on Wednesday and Saturday. The highest nightly average for any network during the week was ABC's Wednesday 22.6 rating achieved by its regular lineup of *Fall Guy*, *Dynasty* and *Hotel*.

The combined network rating/share was 47.5/78 compared to a 49.5/78 for the same period last year.

NBC's *Bill Cosby Show* found itself again in the top 10 with an average 21.3/34, beating for the fourth consecutive week the half-hour portion of *Magnum, P.I.* on CBS opposite it.

Highlights of the week, night by night:

■ CBS won Monday based on the leading performance of its regular schedule, although it took the 8-9 period with *Scarecrow & Mrs. King* by one-tenth of a rating point over NBC's *TV Bloopers and Practical Jokes*. ABC's *Monday Night Football* averaged a 16.5/28 and

reached its highest rating since Sept. 10.

■ NBC rode to a seven-rating-point victory over its nearest competitor Tuesday night powered by its regular lineup of *A-Team*, *Riptide* and *Remington Steele*.

■ ABC was the easy winner Wednesday night with its regular line-up of *Fall Guy*, *Dynasty* and *Hotel* never falling under a 31 share. NBC came in second, averaging a 23 share for the night, while CBS's *Charles in Charge* and *Dreams* were among the lowest ranking programs.

■ CBS took its second nightly win of the week on Thursday as it won every half-hour after 9 p.m. with *Simon & Simon* and *Knots Landing*.

■ CBS took another nightly win on Friday with a strong showing in the post-9 p.m. periods by *Dallas* and *Falcon Crest*. *Dallas* was the second-highest rated show of the week, averaging a 24.6/40. CBS's *Dukes of Hazzard*, however, scored a 12.6/22 at 8-9 and was outrated by ABC's comedy block opposite it and a repeat of the mini-series *V: The Final Battle* on NBC.

■ ABC won Saturday night on the strength of *Love Boat*, while the shows that preceded it and followed it lost out to programming on the other two networks.

■ CBS took Sunday night, although the debates took a big chunk of the evening and national ratings were not available at press time for that period. Still, CBS won the evening powered by the 35 share it had going into the debates provided by *60 Minutes*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Dynasty</i>	ABC	26.1/40	23.	<i>Hill Street Blues</i>	NBC	16.7/28	45.	<i>Roups, Bleeps & Blunders</i>	ABC	13.4/22
2.	<i>Dallas</i>	CBS	24.6/40	24.	<i>V: The Final Battle, part 2</i>	NBC	16.7/26	46.	<i>Diff'rent Strokes</i>	NBC	13.3/24
3.	<i>A-Team</i>	NBC	24.3/38	25.	<i>Green Bay vs. Denver</i>	ABC	16.5/28	47.	<i>Mike Hammer</i>	CBS	13.3/23
4.	<i>Hotel</i>	ABC	22.5/38	26.	<i>Love Boat</i>	ABC	16.2/28	48.	<i>It's Your Move</i>	NBC	13.3/21
5.	<i>Cagney & Lacey</i>	CBS	21.6/34	27.	<i>Night Court</i>	NBC	16.2/25	49.	<i>Grease</i>	ABC	12.9/20
6.	<i>60 Minutes</i>	CBS	21.4/35	28.	<i>Highway to Heaven</i>	NBC	16.1/28	50.	<i>T.J. Hooker</i>	ABC	12.8/23
7.	<i>Bill Cosby Show</i>	NBC	21.3/34	29.	<i>Webster</i>	ABC	16.0/27	51.	<i>St. Elsewhere</i>	NBC	12.7/21
8.	<i>Simon & Simon</i>	CBS	21.2/32	30.	<i>Trapper John, M.D.</i>	CBS	16.0/26	52.	<i>Dukes of Hazzard</i>	CBS	12.6/22
9.	<i>Newhart</i>	CBS	21.0/31	31.	<i>Cover Up</i>	CBS	15.8/29	53.	<i>Jessie</i>	ABC	12.2/21
10.	<i>Riptide</i>	NBC	20.8/33	32.	<i>New Orleans vs. Dallas</i>	ABC	15.3/31	54.	<i>Nairobi Affair</i>	CBS	12.2/20
11.	<i>Magnum, P.I.</i>	CBS	20.3/32	33.	<i>Facts of Life</i>	NBC	15.0/23	55.	<i>Matt Houston</i>	ABC	11.8/20
12.	<i>Kate & Allie</i>	CBS	20.0/29	34.	<i>Benson</i>	ABC	14.7/26	56.	<i>Charles in Charge</i>	CBS	11.8/19
13.	<i>Knot's Landing</i>	CBS	19.7/33	35.	<i>NFL (Sunday 7-7:30)</i>	NBC	14.3/26	57.	<i>Partners in Crime</i>	NBC	11.6/20
14.	<i>Falcon Crest</i>	CBS	19.4/33	36.	<i>Gimme a Break</i>	NBC	14.1/25	58.	<i>Airwolf</i>	CBS	11.3/20
15.	<i>Family Ties</i>	NBC	19.3/29	37.	<i>Finder of Lost Loves</i>	ABC	14.1/25	59.	<i>Hawaii Heat</i>	ABC	11.1/18
16.	<i>Phil Guy</i>	ABC	19.2/31	38.	<i>Sentimental Journey</i>	CBS	14.0/23	60.	<i>Punky Brewster</i>	NBC	9.9/16
17.	<i>Cheers</i>	NBC	18.6/28	39.	<i>Three's a Crowd</i>	ABC	14.0/22	61.	<i>Ripley's Believe It or Not</i>	ABC	9.4/16
18.	<i>His Mistress</i>	NBC	18.3/31	40.	<i>20/20</i>	ABC	13.8/23	62.	<i>Dreams</i>	CBS	9.4/15
19.	<i>Remington Steele</i>	NBC	17.6/30	41.	<i>Paper Dolls</i>	ABC	13.6/21	63.	<i>AfterMASH</i>	CBS	9.3/15
20.	<i>Jeffersons</i>	CBS	17.3/26	42.	<i>World's Greatest Mysteries</i>	ABC	13.6/21	64.	<i>F/R</i>	CBS	8.9/14
21.	<i>Scarecrow & Mrs. King</i>	CBS	17.0/26	43.	<i>Miami Vice</i>	NBC	13.5/23	65.	<i>Hot Pursuit</i>	NBC	8.8/16
22.	<i>TV Bloopers and Prac. Jokes</i>	NBC	16.9/26	44.	<i>V: The Final Battle, part 3</i>	NBC	13.4/23	*Indicates premiere episode			

elected Nov. 14; William Aker, Westinghouse Broadcasting & Cable, New York; Bill Bengtson, KOAM-TV Pittsburg, Kan.; Richard J. Connelly, ABC Television, New York; Thomas R. Dargan, KATU Portland, Ore.; James Dowdle, Tribune Broadcasting, Chicago; Richard D. Dudley, Forward Communications, Wausau, Wis.; David C. Fuchs, CBS/Broadcast Group, New York; Betty Hudson, National Broadcasting Co., New York; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Jack Rosenthal, Harriscope Broadcasting Corp., Ktwo-TV Casper, Wyo., and Peter Storer, Storer Communications

Inc., Miami Beach, Fla.

■ **UHF Television**—Chairman, George DeVault WKPT-TV Kingsport, Tenn.; Betty Cope WWIZ-TV, Cleveland; Bill Fox, KCST-TV San Diego; Ralph Gabbard, WKYT-TV Lexington, Ky.; Paul Hughes, Viacom International, New York; Allan Land, WHIZ-TV Zanesville, Ohio; Jack F. Matranga KTXL Sacramento, Calif.; Eugene McCurdy WPHL-TV Philadelphia; Robert A. Nash KAMC-TV Lubbock, Tex.; David Olmstead, WTOG-TV St. Petersburg, Fla., and Terry K. Shockley, Wisconsin TV Network, WKOW-TV Madison, Wis.

Changing Hands

PROPOSED

KLLS-AM-FM San Antonio, Tex. □ Sold by Shadek Broadcasting Inc. to Swanson Broadcasting Inc. for \$8 million cash. **Seller** is principally owned by Ed Shadek. It also owns KOGO(AM)-KPRI-FM San Diego. **Buyer** is Tulsa, Okla.-based station group of two AM's and two FM's principally owned by Gerock H. Swanson. It will spin off KLLS(AM) and retain co-located KKYX(AM). KLLS is on 930 khz with 5 kw day and 1 kw night. KLLS-FM is on 100.3 mhz with 100 kw and antenna 581 feet above average terrain. **Broker: R.C. Crisler & Co.**

KCNJ-TV Columbia, Mo. □ Sold by Channel 17 Inc. to Stauffer Communications Inc. for approximately \$5 million. **Seller** is principally owned by Richard E. Koenig. It has no other broadcast interests. **Buyer** is publicly traded, Topeka, Kan.-based publisher of 21

daily newspapers, owner of station group of two AM's, three FM's and two TV's, and one-half owner of cable system serving Amarillo, Tex. Stanley H. Stauffer is president and John Stauffer is senior vice president. KCNJ-TV is NBC affiliate on channel 17 with 750 kw visual, 150 kw aural and antenna 1,144 feet above average terrain. **Broker: J.N. Wells & Co.**

KWED-FM Seguin, Tex. □ Sold by Seguin Broadcasting Co. to American Media Inc. for \$4.2 million cash. **Seller** is owned by Stanley W. McKenzie (51%), his wife Emma Jean (4.5%), Edward Sagebiel (40%), and Henry O. Lehnhoff (4.5%). They also own co-located KWED(AM). **Buyer** is owned by Alan S. Beck (44.5%), president, Gary M. Epstein (52.99%) and Kenneth Van Kohorn (2.51%). It also owns WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore. KWED-FM is on 105.3 mhz with

38 kw and antenna 131 feet above average terrain. **Broker: Americom Media Brokers Inc.**

KAFE-AM-FM Santa Fe, N.M. □ Sold by New Mexico Broadcasting Co. to Barry Turner and John C. Culpepper for \$1,450,000, comprising \$850,000 cash, and remainder assumption of note. **Seller** (which bought station two months ago for \$950,000) is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). They also own WHAL(AM)-WYQC(FM) Shelbyville, Tenn. ("Changing Hands," May 28); WLOE(AM)-WSRQ(FM) Eden, N.C. ("Changing Hands," April 9), and WGUF-AM-FM Gulfport, Miss. FCC approved their purchase last July ("For the Record," Aug 13). **Buyers** also own KAGC(AM)-KKYS(FM) Bryan, KDOK(AM) Tyler, KEYP(AM) Whitehouse, all Texas, and WWWQ(AM)-WPFM(FM) Panama City, Fla. They recently purchased KBBK(FM) Boise, Idaho ("Changing Hands," Oct. 22), pending FCC approval. KAFE is daytimer on 810 khz with 5 kw. KAFE-FM is on 97.2 mhz with 28 kw and antenna 80 feet above average terrain.

WOMP-AM-FM Bellaire and WNXT-AM-FM Portsmouth, both Ohio. □ Sold by T/R Inc. to First Valley Broadcasting Inc. for \$1,400,000 cash. **Seller** is owned by Clay Litterick and Jane Bridgins. They have no other broadcast interests. **Buyer** is equally owned by Robert Dodenhoff and Daniel Wachs. Dodenhoff is general sales manager of WTMA(AM)-WSSX-FM Charleston, S.C. Wachs is general sales manager of WAVA(AM) Arlington, Va. They have no other broadcast interests. WOMP is daytimer on 1290 khz 1 kw. WOMP-FM is on 100.5 mhz with 13.5 kw and antenna 520 feet above average terrain. WNXT is on 1260 khz with 5 kw day and 1 kw night. WNXT-FM is on 99.3 mhz with 900 w and antenna 490 feet above average terrain. **Broker: The Holt Corp.**

WTHB(AM)-WZZW(FM) Augusta, Ga. □ Sold by North Augusta Broadcasting Co. to Southern States Communications for \$1,150,000, comprising \$300,000 cash and remainder in note. **Seller** is owned by Frances B. Bennett, president, who has no other broadcast interests. **Buyer** is owned by B. Ken Woodfin (51%) and Milton Hirsch (49%). Woodfin is general manager at WOKS(AM) WFXE(FM) Columbus, Ga. Hirsch is attorney in Columbus, Ga., and member of Georgia state legislature. WTHB is daytimer on 1550 khz with 5 kw. WZZW is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

WLFW(AM) St. Petersburg, Fla. □ Sold by Ed Winton to Century Broadcasting Corp. for \$850,000, comprising \$350,000 cash and remainder in note. **Seller** has no other broadcast interests. **Buyer** is Chicago-based station group principally owned by George A. Collias, chairman, Howard Graffman, Anthony C. Carlos, and 16 others. It owns KMEL(FM) San Francisco, WAIT(AM)-WLOO(FM) Chicago and is applicant for new AM in Garland, Tex. WLFW is daytimer on 680 khz with 1 kw.

WBAM(AM) Montgomery, Ala. □ Sold by Deep South Broadcasting Co. to Colonial Broadcasting Co. for \$500,000, comprising \$400,000 cash and \$100,000 noncompete agreement. **Seller** is principally owned by

Clear Channel Communications Inc.

has acquired

**KTOK and KJYO-FM, Oklahoma City,
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10/29/84

Frances U. Brennan. It also owns co-located WBAM-FM. **Buyer** is equally owned by brothers, Robert E., James K., and Thomas H. Lowder. It owns WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla.; WUSY-FM Cleveland, Tenn., and has sold WLOE(AM)-WRSQ(FM) Eden, N.C. ("Changing Hands," April 9). WBAM is daytimer on 740 khz with 50 kw. *Broker: Media Acquisitions Inc.*

WWUS(FM) Big Pine Key, Fla. □ Sold by Lower Keys Broadcasting Corp. to Crain Broadcasting Inc. for \$450,000, comprising \$130,000 cash, assumption of \$87,000 liabilities and remainder in note. **Seller** is principally owned by Robert F. Bell, who also owns WXL(AM) Decatur, Ill., and WJLD(AM) Fairfield, Ala. He also has interest in WCGL(AM) Jacksonville, Fla.; WRBD(AM)-WCKO(FM) Pompano Beach, Fla., and WLLV(AM) Louisville, Ky. **Buyer** is principally owned by Gertrude R. Crain and family. It is Chicago-based publisher of 22 trade magazines, including, *Advertising Age* and *Automotive Week*. It has no other broadcast interests. WWUS is on 104.7 mhz with 100 kw and antenna 145 feet above average terrain.

WMLB(AM) West Hartford, Conn. □ Sold by 1550 Radio Inc. to WMLB Inc. for \$425,000, comprising \$150,000 cash and remainder in note. **Seller** is owned by Barry R. Chaiken, who has no other broadcast interests. **Buyer** is principally owned by Leonard I. Ackerman, attorney in East Hampton, N.Y. He is also applicant for new FM in East Hampton. WMLB is daytimer on 1550 khz with 1 kw. *Broker: Bob Kimmel's New England Media.*

WCBX(AM) Eden, N.C. □ Sold by Stone Broadcasting Corp. to Good Samaritan Broadcasters Inc. for \$425,000, comprising \$25,000 cash and remainder in note. **Seller** is owned by Victor C. Stone, who has no other broadcasting interests. **Buyer** is owned by David Salyers. He is station's general manager and has no other broadcast interests. WCBX is daytimer on 1130 khz with 1 kw.

WNNO-AM-FM Wisconsin Dells, Wis. □ Sold by Voss Radio Inc. to Armada Broadcasting Co. for \$375,000 cash, including \$50,000 noncompete agreement. **Seller** is owned by Gary Voss who has no other broadcast interests. **Buyer** is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based freelance advertising time salesman. Gerke is general manager of KLSC(AM) Watertown, S.D. **Buyers** have no other broadcast interests. WNNO is daytimer on 900 khz with 1 kw-D. WNNO-FM is on 107.1 mhz with 2.6 kw and antenna 320 feet above average terrain. *Broker: Horton & Associates.*

WLSM-AM-FM Louisville, Miss. □ Sold by Louisville Broadcasting Corp. to Winston Broadcasting Inc. for \$325,000, comprising \$150,000 cash and remainder in note. **Seller** is owned by Joseph W. Carson, president, who has no other broadcast interests. **Buyer** is principally owned Gary V. Hughes, building contractor in Louisville, with no other broadcast interests. WLSM is daytimer on 1270 khz with 5 kw. WLSM-FM is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 74.

Happy NATPE. NATPE organizers have refuted the theory that prices only go up. At NATPE's 22d annual convention in San Francisco Jan. 10-14, exhibitors will find themselves paying less for such essential selling tools as booth materials, furniture, TV monitors and liquor. "We were basically able to keep all the prices in line with last year or come down whenever possible," according to Nick Orfanopoulos, NATPE conference director.

For example, Orfanopoulos said, the price for liquor at January's conference has been negotiated down from \$60 per bottle last year to \$33.50 per bottle this year. The only difference, Orfanopoulos said, is that unlike last year, napkins and swizzle sticks are excluded. Also, the general contractor offering display materials has reduced the price of "rigid wall" from \$31-\$37 per square foot charged last year to \$22-\$25 per square foot this year. The covering, in addition, as been upgraded from plastic to felt.

And for exhibitors on a lower budget, Orfanopoulos said that "pipe and drape" booths have been reduced from \$7.50 per square foot last year to \$2.50 this year. VCR monitors are down from \$560 per set to \$525 per set this year. The price of a sofa rental has been cut from \$160 to \$100, and a loveseat has been reduced from \$120 to \$60.

The price of floor space will remain the same for exhibitors who participated in last spring's NATPE, Orfanopoulos added, but first-time exhibitors will be charged \$6 per square foot.

The NATPE board also has told Orfanopoulos to begin negotiating for convention sites for 1988 and instructed him to submit a list of possible sites and dates to NATPE board members in January.

NATPE President John von Soosten of Katz Television also refuted rumors that NATPE is considering changing its 1986 and 1987 conference dates to February from January. "NATPE dates are and have been firm for quite some time," von Soosten said, "those dates were agreed upon earlier this year and the contracts are signed, sealed and delivered." von Soosten said he was replying to published reports that NATPE would change its meeting date in January because of its near-simultaneous scheduling with the Association of Independent Television Stations convention which ends two days before NATPE begins. NATPE will meet in New Orleans Jan. 17-21, 1986, and return there in 1987 on Jan. 23-27. But as recommended by a straw poll taken among NATPE's members, von Soosten said there is a "likelihood" that convention dates from 1988 and beyond will be scheduled in mid-February.

Von Soosten added that this time NATPE will be booking its conventions into the 1990's and that it is outgrowing San Francisco's Moscone Center. (Floor space for the January meeting is already 95% reserved, he said). The problem, according to von Soosten, is that NATPE's growing size and proposed conference dates for 1988 and beyond automatically eliminate certain cities—like Chicago, where the weather is bad in February, and Anaheim, Calif., which does not have adequate support facilities. "As this convention grows bigger," von Soosten reflected, "the available convention halls grow smaller."

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As compiled by BROADCASTING, Oct. 17 through Oct. 24, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ WMPV-TV Mobile, Ala. (ch. 31; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,256 ft.; ant. height above ground: 1,167 ft.)—Seeks assignment of CP from Mobile-Pensacola Broadcasters Inc. to Rel-Way Partnership for no more than \$150,000 cash. Seller is subsidiary of The Providence Journal Co., Providence, R.I.—based publisher and station group of one AM, one FM and two TV's. headed by John C.A. Walton, chairman. It publishes *The Providence Journal and Bulletin* and owns cable systems in Florida, Massachusetts, New York, California and Rhode Island. It recently purchased KZAZ(TV) Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. ("Changing Hands," Oct. 8), pending FCC approval. Buyer is nonprofit corporation headed by Edward

C. Bowlds. It owns KTFJ-TV Hutchinson, Kan. Filed Oct. 18.

■ WBAM(AM) Montgomery, Ala.—(740 khz; 50 kw-D) Seeks assignment of license from Deep South Broadcasting Co. to Colonial Broadcasting Co. for \$500,000, comprising \$400,000 cash and \$100,000 noncompete agreement. Seller is principally owned by Frances U. Brennan. It also owns co-located WBAM-FM. Buyer is equally owned by brothers, Robert E., James K., and Thomas H. Lowder. It owns WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla.; WUSY-FM Cleveland, Tenn. It has sold WLOE(AM)-WRSQ(FM) Eden, N.C. Filed Oct. 15.

■ KHEP-FM Phoenix (101.5 mhz; 100 kw; HAAT: 1,740 ft.)—Seeks assignment of license from Grand Canyon Broadcasters to Affiliated Broadcasting for \$6 million, including \$600,000 noncompete agreement. Seller is principally owned by Ralph L. Ferguson, chairman. It also owns co-located KHEP(AM). Buyer is publicly held, Boston-based publisher and station group of five AM's and five FM's headed by John A. Winkle, CEO. Through subsidiaries it publishes *The Boston Globe*. Filed Oct. 12.

■ KRRA(FM) Huntsville, Ark. (95.9 mhz; 10 kw)—Seeks assignment of license from Madison Broadcasting Co. to Louvell Morris "Jack" Beasley for \$20,000 comprising \$5,000 cash and remainder note. Seller is principally owned by Jack Combs, president. It has no other broadcast interests. Buyer also has interest in KREK-FM Bristow, KDAF-FM Woodward, and is app. for new FM in Cordell, all Oklahoma. Filed Oct. 19.

■ New FM Hayden, Colo. (95.9 mhz; 631 kw; HAAT: 602 ft.)—Seeks assignment of CP from Routt County Broadcasting Co. to Radio Colorado Northwest for \$1,829. Seller is owned by John G. Gayer, who has no other broadcast interests. Buyer is owned by his brother, Dwight H. Gayer, who owns KKMx(AM) Hayden, Colo., and is app. for new AM in Fraser, Colo. Filed Oct. 22.

■ WNVN(AM) Naugatuck, Conn.—Seeks assignment of license from Naugatuck Valley Radio Inc. to Vecchiarelli Broadcasting Inc. for \$150,000 cash. Seller is principally owned by Albert T. Primo, president. Buyer is owned by Angelo Vecchiarelli, general sales manager at station. Filed Oct. 11.

■ WMLB(AM) West Hartford, Conn. (1550 khz; 1 kw-D)—Seeks assignment of license from 1550 Radio Inc. to WMLB Inc. for \$425,000, comprising \$150,000 cash and remainder note. Seller is owned by Barry R. Chaiken, who has no other broadcast interests. Buyer is principally owned by Leonard I. Ackerman, attorney in East Hampton, N.Y. He is also app. for new FM in East Hampton, N.Y. Filed Oct. 22.

■ WWUS(FM) Big Pine Key, Fla. (104.7 mhz; 100 kw; HAAT: 145 ft.)—Seeks assignment of license from Lower Keys Broadcasting Corp. to Crain Broadcasting Inc. for \$450,000, comprising \$130,000 cash, assumption of \$87,000 liabilities and remainder note. Seller is principally owned by Robert F. Bell, who also principally owns WXLL(AM) Decatur, Ill., and WLDD(AM) Fairfield, Ala. He also has interest in WCGL(AM) Jacksonville, Fla.; WRBD(AM)-WCKO(FM) Pompano Beach, Fla., and WLLV(AM) Louisville, Ky. Buyer is principally owned by Gertrude R. Crain and family. It publishes 22 trade magazines, including *Advertising Age*. Buyers have no other broadcast interests. Filed Oct. 19.

■ WLFV(AM) St. Petersburg, Fla.—(680 khz; 1 kw-D) Seeks assignment of license from Ed Winton to Century Broadcasting Corp. for \$850,000, comprising \$350,000 cash, and remainder note. Seller has no other broadcast interests. Buyer is principally owned by Howard Graffman, Anthony C. Carlos, George A. Collias and 16 others. It also owns KMEL(FM) San Francisco, WAIT(AM)-WLOO(FM) Chicago and is app. for new AM in Garland, Tex. Filed Oct. 16.

■ WTHB(AM)-WZZW(FM) Augusta, Ga. (AM: 1550 khz; 5 kw-D; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from North Augusta Broadcasting Co. to Southern States Communications for \$1,150,000, comprising \$300,000 cash and remainder in note. Seller is owned by Frances B. Bennett, president, who has no other broadcast interests. Buyer is owned by B. Ken Woodfin (51%) and Milton Hirsch (49%). Woodfin is general manager at WOKS(AM) WFXE(FM) Columbus, Ga. Hirsch is attorney in Columbus, Ga., and member of Georgia state legislature. Filed Oct. 19.

■ KDMC-FM Dyersville, Iowa (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dyersville Music Corp. to Anamosa Broadcasting Inc. for \$265,000 cash. Seller is equally owned by Danny McClean, Tom Jenk and Jude Milbert. It has no other broadcast interests. Buyer is owned by Steven E. Goldin, who also owns KLEH(AM) Anamosa, Iowa. Filed Oct. 17.

■ KLCL(AM)-KHEZ(FM) Lake Charles, La. (AM: 1470 khz; 5 kw-U; FM: 99.5 mhz; 34.6 kw; HAAT: 400 ft.)—Seeks assignment of license from KLCL Radio Inc. to Elting Enterprises of Louisiana Inc. for \$1.7 million, comprising \$600,000 cash and remainder note. Seller is owned by Perry L. Samuels, president. It has no other broadcast interests. Buyer is owned by John W. Elting (51%) and M. Horton Elting (49%). It also owns WPED-AM-FM Crozet, Va., and WSER(AM) Elkton, Md. Filed Oct. 12.

■ KCIJ(AM) Shreveport, La. (980 khz; 5 kw-D)—Seeks assignment of license from Radiozark Broadcasting of Louisiana Inc. to KCIJ Communications Inc. for \$700,000, comprising \$250,000 cash and remainder note. Seller is owned by John B. Mahaffey, and his wife, Fredna. They also own KDSX(AM)-KDSQ(FM) Dennison-Sherman, Tex.; KGRT-AM-FM Las Cruces, N.M., and recently purchased KTTR(AM)-KZNN(FM) Rolla, Mo. ("Changing Hands," April 9). Buyer is equally owned by Robert E. Galloway, Franklin M. Ridenour and W. James Hill III. Hill is attorney and Galloway and Ridenour are businessmen in Shreveport. They have no other broadcast interests. Filed Oct. 19.

■ WJOK(AM) Gaithersburg, Md.—Seeks assignment of license from Barto Communications Inc. to Montgomery Radio Inc. for \$650,000 cash. Seller is owned by Robert Cobbins, who has no other broadcast interests. Buyer is owned by James Swartz who also owns WHRF(AM) Bel Air, Md. Filed Oct. 16.

■ WHLT(TV) Hattiesburg, Miss. (ch. 22; ERP vis. 672 kw; aur. 100 kw; HAAT: 802 ft.; ant. height above ground:

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735 ft.)—Seeks assignment of CP from Central Television Inc. to Broadcasters of Mississippi Inc. for \$55,298.70. Seller is principally owned by Frank K. Spain. It also owns WTVX(TV) Fort Pierce, Fla.; WTVB(TV) Tupelo, WHTV(TV) Meridian, both Mississippi, and WYDE(AM) Birmingham, Ala., which has been sold ("Changing Hands," Aug. 20) pending FCC approval. Buyer is principally owned by David R. Bradley and family. It owns KAAL-TV Austin, Minn. Bradley also has interest in KNTV(TV) San Jose, Calif.; KLAS-TV Las Vegas, and WTAR(AM)-WLTY(FM) Norfolk, Va. It also owns CP for new TV in Laurel, Miss. Filed Oct. 10.

■ **WWJC(FM)** [CP] Jackson, Miss. (91.5 mhz; 500 w; HAAT: 218 ft.)—Seeks assignment of license from Ethnic Public Broadcasting Foundation to The Moody Bible Institute of Chicago for \$4,229 cash. Seller is nonprofit corporation. Treasurer, George R. Douglas, is director of nonprofit licensees of WJTL(FM) Lancaster, Pa.; WJTY(FM) Lancaster, Wis.; WJYJ(FM) Fredericksburg, Va.; WHGW(FM) Fort Valley, Ga.; WFXM(FM) Frederick, Md.; KJTY(FM) Topeka, Kan., and KUUU(FM) Neala, Utah. Permit has been rescinded (Sept. 10), and transfer is dependent on petition for reconsideration for sole purpose of transfer. Buyer is nonprofit corporation headed by George Sweeting, president. It is nonprofit station group of four AM's and seven FM's. Filed Oct. 10.

■ **WXTN(AM)** Lexington, Miss. (1000 khz; 5 kw-D)—Seeks assignment of license from Holmes County Broadcasting Co. to Fanny Tidwell Cothran for \$165,000, comprising \$15,000 cash and remainder note. Seller is principally owned by Robin H. Mathis, Ralph C. Mathis, Jeanette Mathis and John B. Skelton. It also owns WSJC-AM-FM Magee, Miss.; WCPA-AM-FM Houston, Miss.; WSAO(AM) Senatobia, Miss.; WTPR-AM-FM Paris, Tenn.; WDXE-AM-FM Lawrenceburg, Tenn., and WJXL(AM) Jacksonville, Ala. Buyer is station's general manager and chief engineer. She has no other broadcast interests. Filed Oct. 16.

■ **WLSM-AM-FM** Louisville, Miss. (AM: 1270 khz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Louisville Broadcasting Corp. to Winston Broadcasting Inc. for \$325,000, comprising \$150,000 cash and remainder note. Seller is owned by Joseph W. Carson, president, who has no other broadcast interests. Buyer is principally owned by Gary V. Hughes, building contractor in Louisville, with no other broadcast interests. Filed Oct. 17.

■ **KGHM(AM)-KQMO-FM** Brookfield, Mo. (1470 khz; 500 w-D; FM: 97.7 mhz; 3 kw; HAAT: 205 ft.)—Seeks assignment of license from Hampro Wireless Inc. to Dwight Carver for \$21,871.40, comprising \$10,000 cash and remainder note. Buyer is owned by James A. Dunn, and his wife, Anne. They have no other broadcast interests. Buyer also owns KNFB(FM) Nowata, Okla., and is technician at KCMA(FM) Owasso, Okla. Filed Oct. 16.

■ **KSPR(TV)** Springfield, Mo. (ch. 33; ERP vis. 1122 kw; aur. 112 kw; HAAT: 1,079 ft.; ant. height above ground: 1,007 ft.)—Seeks assignment of license from Springfield Television Associates to Telepictures Broadcasting KSPR Inc. for \$6,270,000, comprising \$3,470,000 cash and assumption of \$2,800,000 liabilities. Seller is owned by Farrel B. Jones, who has app.'s for new TV's in Shreveport, La. and Lynchburg, Va. Buyer is publicly traded, New York-based producer and distributor of television programs, headed by Michael Jay Solomon, chairman. It also owns KMID-TV Midland, Tex., and has recently purchased WKEM-TV San Juan and WSUR-TV Ponce, both Puerto Rico. It also publishes *Muppet Magazine* and *Barbie, The Magazine for Girls*. Filed Oct. 17.

■ **KRBN(AM)** Red Lodge, Mont. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Bottenberg Communications Inc. to Secondbase Broadcasting for \$108,000, comprising \$25,000 cash and remainder note. Seller is principally owned by Bernard A. Bottenberg, president. It has no other broadcast interests. Buyer is owned by Frederick T. Woskoff, who is director of creative services for New Jersey Public Broadcasting Authority. Filed Oct. 18.

■ **KAFE-AM-FM** Santa Fe, N.M. (AM: 810 khz; 5 kw; FM: 97.2 mhz; 28 kw; HAAT: 80 ft.)—Seeks transfer of control of New Mexico Broadcasting Co. from A. Thomas Joyner (60% before; none after), David Weil (30%) and Gregg P. Skall (10%) to Barry Turner and John C. Culpepper for \$1,450,000, comprising \$850,000 cash, and remainder assumption of note. They also own WHAL(AM)-WYQC(FM) Shelbyville, Tenn. ("Changing Hands," May 28); WLOE(AM)-WSRQ(FM) Eden, N.C. ("Changing Hands," April 9), and WGUF-AM-FM Gulfport, Miss. Buyers also own KAGC(AM)-KKYS(FM) Bryan, KDOK(AM) Tyler, KEYP(AM) Whitehouse, all Texas, and WWWQ(AM)-WPFM(FM) Panama City, Fla. They recently purchased KBBK(FM) Boise, Idaho ("Changing Hands," Oct. 22), pending FCC approval. Filed Oct. 17.

■ **WCBX(AM)** Eden, N.C. (1130 khz; 1 kw-D)—Seeks

assignment of license from Stone Broadcasting Corp. to Good Samaritan Broadcasters Inc. for \$425,000, comprising \$25,000 cash and remainder note. Seller is owned by Victor C. Stone, who has no other broadcasting interests. Buyer is owned by David Salyers. He is station's general manager and has no other broadcast interests. Filed Oct. 18.

■ **WOMP-AM-FM** Bellaire, and **WNXT-AM-FM** Portsmouth, all Ohio. (WOMP: 1290 khz; 1 kw-D; WOMP-FM: 100.5 mhz; 13.5 kw; HAAT: 520 ft.; WNXT: 1260 khz; 5 kw-D; 1 kw-N; WNXT-FM: 99.3 mhz; 900 w; HAAT: 490 ft.)—Seeks assignment of license from T/R Inc. to First Valley Broadcasting Inc. for \$1,400,000 cash. Seller is owned by Clay Littick and Jane Bridgins. They have no other broadcast interests. Buyer is equally owned by Robert Dodenhoff and Daniel Wachs. Dodenhoff is general sales manager of WTMA(AM)-WSSX-FM Charleston, S.C. Wachs is general sales manager of WAVA(AM) Arlington, Va. They have no other broadcast interests. Filed Oct. 18.

■ **KIMM(AM)-KGGG-FM** Rapid City, S.D. (AM: 1150 khz; 5 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from Gene Taylor Broadcasting Inc. to Thomas E. Ingstad Broadcasting Co. for \$2,275,000, comprising \$275,000 cash and remainder note. Seller is owned by James E. Taylor and his wife, Jeanne. It also owns KYOT(AM) Great Falls, Mont. Buyer is owned by Thomas E. Ingstad, who owns KYKC(AM)-KKRC-FM Sioux Falls, S.D.; WLXR-AM-FM LaCrosse, Wis.; KKXL-AM-FM Grand Forks, N.D.; KXIC(AM)-KKRQ-FM Iowa City, Iowa, and KOVC(AM)-KKVC-FM Valley City, N.D. He also owns, with his brothers, James and Jack, KWAD(AM)-KKWS-FM Wadena, Minn., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. His other brother, Robert, owns KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ-FM Garden City, Kan. Filed Oct. 19.

■ **KLOZ(FM)** El Paso (102.1 mhz; 57 kw; HAAT: 1,160 ft.; CP for 100 kw)—Seeks assignment of license from Jalapeno Broadcasting Inc. to KLOZ Associates for \$1,200,000, comprising \$150,000 cash and remainder note. Seller is owned by Edward Henson. It also owns WAVG(AM)-WLRB(FM) Louisville, Ky. Buyer is owned by Robert Sherman. Sherman is former general manager of WNBC(AM) New York and former executive vice president of NBC Radio Stations. He is partner in Della Femina, Traviano, Sherman and Olken, New York-based advertising agency. It has no other broadcast interests. Filed Oct. 17.

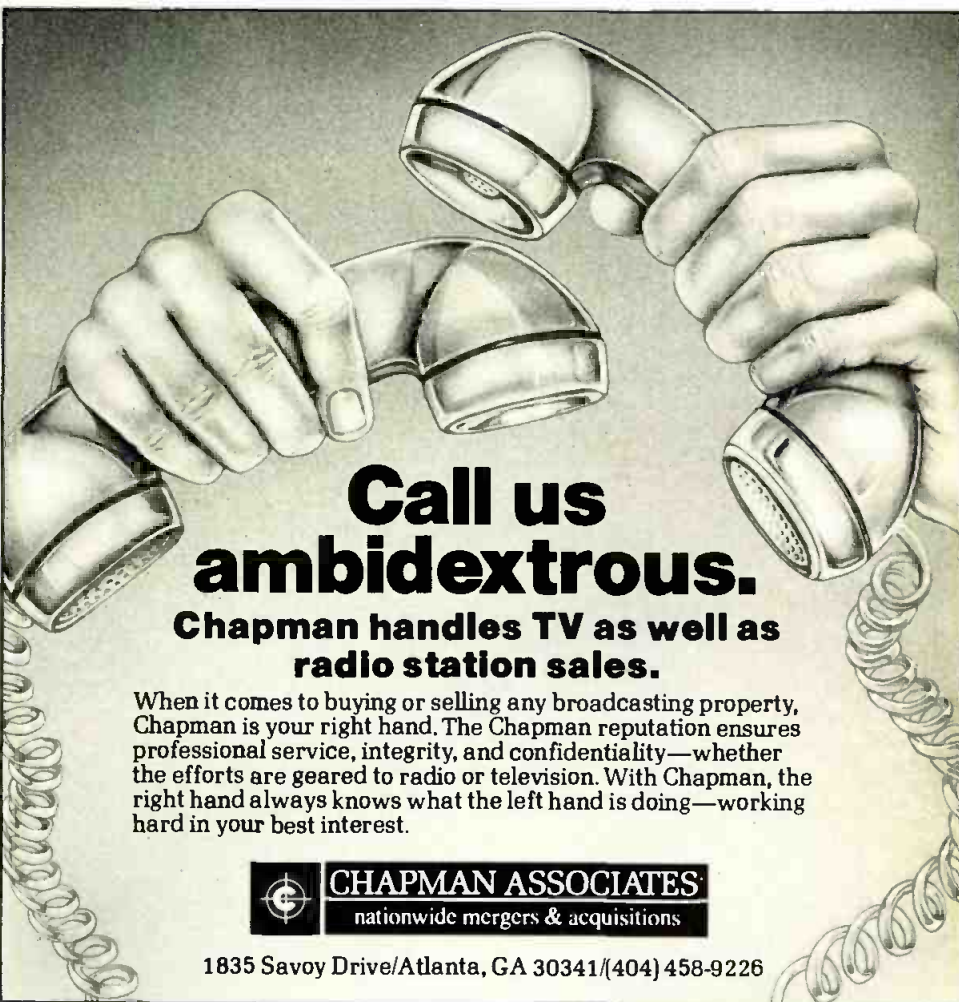
■ **New FM Lamesa, Tex.** (100.3 mhz; 100 kw; HAAT: 880 ft.)—Seeks assignment of CP from Kimmell & Kimmell to West Texas Broadcasting Co. for no more than \$49,913. Seller is owned by Robert G. Kimmell and his wife, Doris. They have no other broadcast interests. Buyer is owned by J. Morgan Dowdy (50%); his father, Charles (25%), and his brother, C. Wayne Dowdy (25%). It also owns WROA(AM)-WZKK Gulfport, Miss.; WMLT(AM)-WQZY-FM Dublin, Ga.; WKKY-FM Moss Point, Ga., and KWCD(FM) Harrison, Ark. J. Morgan and Charles Dowdy are also app.'s for new FM's in Nashville, Ga., and Mary Esther, Fla. Charles' brother, John Dowdy, owns WMGR(AM)-WJAD-FM Bainbridge, Ga., has interest in WMCG(FM) Milan, Ga., and in app. for new AM also in Milan. Filed Oct. 17.

■ **KMIO(AM)** Merkel, Tex. (1500 khz; 250 w-D; CP for 1 kw)—Seeks assignment of license from B&D Broadcasting Inc. to Flamingo Broadcasters for \$287,500, comprising \$30,000 cash and remainder note. Seller is owned by R.E. Dittmore (51%) and Bill J. Starks (49%). It also owns KMIO-FM Merkel, Tex. Buyer is owned by Jerry G. Benavides, mattress manufacturer in Corpus Christi, Tex., who has no other broadcast interests. Filed Oct. 19.

■ **KQXT(FM)** San Antonio, Tex. (101.9 mhz; 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Harbenito Radio Corp. to Westinghouse Broadcasting & Cable Inc. for \$7 million cash. Seller is owned by Tichenor Media Systems which also owns co-located KCOR(AM), KGBT(AM)-KELT(FM)-KGBT-TV Harlingen, Tex.; KUNO(AM) Corpus Christi, Tex., and KLAT(AM) Houston. Buyer is New York-based station group and cable MSO with six AM's five FM's six TV's, and 140 cable systems. It is headed by Daniel L. Ritchie, chairman. Filed Oct. 12.

■ **KWED-FM** Seguin, Tex. (105.3 mhz; 38 kw; HAAT: 131 ft.)—Seeks assignment of license from Stanley W. McKenzie, Emma Jean McKenzie, Edward Sagebiel, Henry O. Lenhoff to American Media Inc. for \$4.2 million cash. Seller is owned by Stanley McKenzie (51%), Sagebiel (40%), Emma McKenzie (4.5%) and Lehnhoff (4.5%). They also own co-located KWED(AM). Buyer is owned by Alan S. Beck (44.5%), Gary M. Epstein (52.99%) and Kenneth Van Kohorn (2.51%). It also owns WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore. Filed Oct. 15.

■ **WEIR(AM)** Weirton, W.Va. (1430 khz; 1 kw-U)—Seeks assignment of license from The Gilcom Corp. of the Tri-



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State to Weir Radio Corp. for \$750,000, comprising \$200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It also is app. for new FM in Shinnston, W.Va. Buyer is owned by Donald Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Filed Oct. 15.

■ WNNQ-AM-FM Wisconsin Dells, Wis. (AM: 900 khz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Seeks assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for \$375,000 cash, including \$50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Filed Oct. 19.

New Stations

AM's

■ Laneville, Tenn.—Joan Maddox seeks 800 khz; 500 w. Address: 1000 Kilgore Dr., Henderson, Tex. 75652. Principal has no other broadcast interests. Filed Oct. 22.

■ Spencer, Tenn.—Tollye Wayne Tittsworth seeks 760 khz; 1 kw-D. Address: 107 Clearview Dr., McMinnville, Tenn. 37110. Principal has no other broadcast interests. Filed Oct. 17.

■ Tomball, Tex.—Emily L. Duncan seeks 700 khz; 1 kw-D; 250 w-N. Address: 425 Holderrieth, Suite 214, Tomball 77375. Principal has no other broadcast interests. Filed Oct. 18.

■ Plover, Wis.—Quantum Broadcasting seeks 750 khz; 500 w-D. Address: 2031 Green Tree Rd., Junction City, Wis. 54443. Principal is owned by Marylyn Kotas (60%) and her husband, Ronald (40%). It has no other broadcast interests. Filed Oct. 18.

FM's

■ *Athens, Ga.—Georgia Public Telecommunications Commission seeks 89.5 mhz; 7.56 kw; HAAT: 430 ft. Address: 1540 Stewart Ave. NW, Atlanta 30310. Principal is state agency headed by Frank C. Jones, chairman. It operates eight TV's and has CP's for three new FM's. Filed Oct. 18.

■ *Belpre, Ohio—Lower Ohio Valley Educational Corp. seeks 89.1 mhz; 25 kw; HAAT: 199 ft. Address: P.O. Box 473, 45714. Principal is nonprofit corporation headed by Anthony L. Atkinson. It has no other broadcast interests. Filed Oct. 22.

■ *Bend, Ore.—Oregon Commission on Public Broadcasting seeks 91.3 mhz; 25 kw; HAAT: 603 ft. Address: 2828 S.W. Front Ave., Portland, Ore. 97201. Principal is state agency headed by Kathryn Boe, chairman. It operates one AM, one FM and four TV's. One member of board, Ted Smith, owns KUMA-AM-FM Pendleton and KJDY(AM) John Day, both Oregon. Filed Oct. 19.

■ Medford, Ore.—Timothy P. Woodward seeks 103.5 mhz; 100 kw; HAAT: 600 m. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal is app. for four new FM's. His father, Dr. Sewell Woodward, has interest in app. for two new TV's. Filed Oct. 15.

■ Bluffton, S.C.—Dohara Associates Inc. seeks 107.1

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
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	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
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.

mhz; 3 kw; HAAT: 310 ft. Address: 142A Viola Rd., Hilton Head Island, S.C. 29925. Principal is owned by Dorothy H. Aranda, who is advertising coordinator for WHHQ(AM)-WHHR(FM) Hilton Head Island, S.C. Filed Oct. 15.

■ Bluffton, S.C.—Dora E. Overstreet seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: Rte. 2, Box 445, Baxley, Ga. 31513. Principal has no other broadcast interests. Filed Oct. 18.

■ Bluffton, S.C.—Sharon R. Fulmer seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 307 Myers Rd., Liverpool, N.Y. 13088. Principal has no other broadcast interests. Filed Oct. 18.

■ *Amarillo, Tex.—Southwest Educational Media Foundation seeks 89.1 mhz; 3 kw; HAAT: 300 ft. Address: 199 West Prien Lake Rd., Lake Charles, La. 70605. Principal is nonprofit corporation headed by T. Kent Atkins. It also is app. for new nine new FM's. Atkins, individually, is app. for three new FM's. Filed Oct. 18.

■ Victoria, Tex.—Sand Dollar Communications Inc. seeks 100.9 mhz; 3 kw; HAAT: 311 ft. Address: 407 Cosgrove, San Antonio, Tex. 78210. Principal is owned by Larry S. Tschirhart (31%); his wife, Shanna (20%); Rodolfo Ramirez (20%), and Carl Upchurch (29%). Tschirhart is chief engineer at KEDA(AM) San Antonio, Tex. He was former owner of KNCF(AM) Boerne, Tex. Ramirez is announcer at KXZL(FM) San Antonio. Others have no other broadcast

cast interests. Filed Oct. 16.

■ Victoria, Tex.—Yolanda G. Dorsett seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 354, Alice, Tex. 78333. Principal's brother, Hector P. Gonzalez, owns KXTO(FM) Odem, Tex. Filed Oct. 18.

■ Victoria, Tex.—TRG Broadcasting Systems Inc. seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Robert Gilchrist. It also is app. for new TV's in Jacksonville and Lubbock, and new FM in Galveston, all Texas. Filed Oct. 16.

■ *Victoria, Tex.—Acerbio Technological University College seeks 91.7 mhz; 250 kw; HAAT: minus 166 ft. Address: P.O. Box 1806, Acerbio, P.R. 00613. Principal is state owned educational institution, headed by Marcos A. Morell. Dean. It has no other broadcast interests. Filed Oct. 18.

■ Victoria, Tex.—Victoria Radio Broadcasting Limited Partnership seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 1240 Villa Maria Rd., Bryan, Tex. 77801. Principal is owned by Karen Vance (20%) and her mother, Carolyn (80%). Carolyn Vance owns KTAM(AM)-KORA(FM) Bryan, Tex. Filed Oct. 18.

■ *Weatherford, Tex.—Weatherford Educational Broadcasting Foundation seeks 89.5 mhz; 368 kw; HAAT: 205 ft. Address: Rte. 3, Box 90-C, 76086. Principal is nonprofit corporation headed by Terry Simpson. It has no other broadcast interests. Filed Oct. 22.

Facilities Changes

Applications

AM's

Tendered

■ WCSL (1590 khz) Cherryville, N.C.—Seeks CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. Oct. 17.

■ WPJM (1540 khz) Adamsville, Tenn.—Seeks CP to change freq. to 960 khz; change power to 500 w, and change to non-DA. App. Oct. 15.

Accepted

■ WBAM (740 khz) Montgomery, Ala.—Seeks CP to change TL and change DA pattern. App. Oct. 22.

■ KURM (790 khz) Rogers, Ark.—Seeks mod. of lic. to operate by remote control. App. Oct. 17.

■ WPOK (1080 khz) Pontiac, Ill.—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 15.

■ WNSH (1570 khz) Beverly, Mass.—Seeks mod. of lic. to change SL to Pickering Wharf, Salem, Mass. App. Oct. 15.

■ WXYZ (1270 khz) Detroit—Seeks mod. of lic. to change SL to 15600 West Twelve Mile Rd., Southfield, Mich. App. Oct. 16.

■ WHTC (1450 khz) Holland, Mich.—Seeks CP to make changes in ant. sys. App. Oct. 17.

■ WSTA (1340 khz) Charlotte Amalie, V.I.—Seeks CP to increase power to 1 kw. App. Oct. 16.

■ KOZI (1230 khz) Chelan, Wash.—Seeks CP to change TL. App. Oct. 17.

■ KGNW (1150 khz) Seattle—Seeks mod. of lic. to change SL to 12011 N.E. First St., Bellevue, Wash. App. Oct. 16.

■ WEMP (1250 khz) Milwaukee—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 16.

Canceled

■ WPRY (1400 khz) Perry, Fla.—CP to increase height of ant. Canceled Oct. 16.

■ WWNS (1240 khz) Statesboro, Ga.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WCIL (1020 khz) Carbondale, Ill.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WELY (1450 khz) Ely, Minn.—CP to make changes in ant. sys.; change TL, and install new ground sys. Canceled Oct. 19.

■ WCKL (560 khz) Catskill, N.Y.—CP to make changes in ant. sys. Canceled Oct. 17.

FM's

Accepted

■ WKMX (106.7 mhz) Enterprise, Alaska—Seeks CP to

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change HAAT to 1,068 ft. App. Oct. 22.

■ New (101.1 mhz) Kodiak, Alaska.—Seeks CP to change ERP to 4.3 kw and change HAAT to 36.08 ft. App. Oct. 15.

■ *KLLN (90.9 mhz) Newark, Ark.—Seeks CP to change ant. location and change ERP to 4.04 kw. App. Oct. 22.

■ KFIG-FM (101.1 mhz) Fresno, Calif.—Seeks CP to change TL; change HAAT to 1,421 ft.; change ERP to 5.4 kw. App. Oct. 22.

■ *KSCA (88.7 mhz) Santa Barbara, Calif.—Seeks CP to make changes in ant. sys. App. Oct. 15.

■ KRXY-FM (107.5 mhz) Lakewood, Colo.—Seeks CP to change TL; change HAAT to 1,141 ft., and make changes in ant. sys. App. Oct. 22.

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks CP to change TL. App. Oct. 15.

■ KTFK (103.3 mhz) Sioux City, Iowa.—Seeks CP to change ERP to 100 kw and change HAAT to 280 ft. App. Oct. 22.

■ WKMD (94.3 mhz) Loogootee, Ind.—Seeks CP to change TL; change ERP to 1.8 kw, and change HAAT to 426.4 ft. App. Oct. 22.

■ WLFQ (103.9 mhz) Crawfordsville, Ind.—Seeks CP to change ERP to 1.35 ft and change HAAT to 494 ft. App. Oct. 22.

■ WCLZ (98.9 mhz) Brunswick, Me.—Seeks CP to change ERP to 50 kw. App. Oct. 22.

■ WFXM (88.1 mhz) Frederick, Md.—Seeks CP to make changes in ant. sys. App. Oct. 22.

■ WCFX (95.3 mhz) Clare, Mich.—Seeks CP to change HAAT to 328 ft and change TL. App. Oct. 22.

■ WIRX (107.1 mhz) St. Joseph, Mich.—Seeks CP to change ERP to 2.96 kw. App. Oct. 22.

■ KWWR-FM (95.7 mhz) Mexico, Mo.—Seeks CP to change TL and change HAAT to 995.375 ft. App. Oct. 15.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change ERP to 3 kw. App. Oct. 15.

■ New (105.5 mhz) Healdton, Okla.—Seeks CP to change SL. App. Oct. 22.

■ WFJA (105.5 mhz) Sanford, N.C.—Seeks CP to change ERP to 2.25 kw. App. Oct. 15.

■ WPTW-FM (95.7 mhz) Piqua, Ohio.—Seeks CP to change

TL; change ERP to 50 kw, and change HAAT to 475.6 ft. App. Oct. 15.

■ WGMF (101.1 mhz) Tyrone, Pa.—Seeks CP to change ERP to 9 kw. App. Oct. 22.

■ KWIC (107.7 mhz) Beaumont, Tex.—Seeks CP to change freq. to 107.9 mhz. App. Oct. 22.

■ KFQX (104.9 mhz) Llano, Tex.—Seeks CP to change TL; change HAAT to 326 ft., and make changes in ant. sys. App. Oct. 22.

■ KVOQ (98.3 mhz) Lorenzo, Tex.—Seeks CP to change SL. App. Oct. 22.

■ KFMX-FM (94.5 mhz) Lubbock, Tex.—Seeks CP to change TL; change HAAT to 564 ft., and make changes in ant. sys. App. Oct. 22.

■ KHIT (106.9 mhz) Bremerton, Wash.—Seeks CP to change ERP to 100 kw, and change HAAT to 1,494 ft. App. Oct. 15.

■ *WRPN-FM (90.1 mhz) Ripon, Wis.—Seeks CP to change TL; change SL, and make changes in ant. sys. App. Oct. 22.

■ WELK (95.3 mhz) Elkins, W. Va.—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Oct. 22.

■ KZMQ-FM (100.3 mhz) Greybull, Wyo.—Seeks CP to change TL; change ERP to 25 kw, and change HAAT to minus 31.62 ft. App. Oct. 22.

TV's

Accepted

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks MP to change HAAT to 1,906 ft. App. Oct. 16.

■ *KLEP (ch. 17) Newark, Ark.—Seeks MP to change TL. App. Oct. 16.

■ WEVU (ch. 26) Naples, Fla.—Seeks CP to change SL. App. Oct. 17.

■ KADN (ch. 15) Lafayette, La.—Seeks MP to make changes in ant. sys.; change ERP to vis. 1,320 kw, aur. 132 kw, and change HAAT to 1,180 ft. App. Oct. 22.

■ *WNJB (ch. 58) New Brunswick, N.J.—Seeks CP to

change ERP to vis. 498.75, aur. 74.8 kw. App. Oct. 17.

■ KOB-TV (ch. 4) Albuquerque, N.M.—Seeks CP to install aux. ant. App. Oct. 17.

■ WETO (ch. 39) Greenville, Tenn.—Seeks MP to change ERP to vis. 3,000 kw, aur. 300 kw; change HAAT to 2,628; change to DA, and change TL. App. Oct. 16.

■ KRWY (ch. 11) Rawlins, Wyo.—Seeks MP to change HAAT to 230 ft. and make changes in ant. sys. App. Oct. 17.

Actions

AM's

■ KYDE (1590 khz) Pine Bluff, Ark.—Granted app. to operate transmitter by remote control. Action Aug. 23.

■ KMAC (1110 khz) Marana, Ariz.—Granted app. to change TL. Action Oct. 5.

■ WKLB (1290 khz) Manchester, Ky.—Granted app. to change TL. Action Oct. 12.

■ KNOC (1450 khz) Natchitoches, La.—Granted app. to increase radiator height and make changes in ant. sys. Action Oct. 9.

■ WJKX (1460 khz) Moss Point, Miss.—Granted app. to change TL and increase power to 1 kw. Action Oct. 16.

■ WCFB (1060 khz) Tupelo, Miss.—Granted app. to change power to 1 kw. Action Oct. 10.

■ KGCR (1570 khz) Pryor, Okla.—Granted app. to change SL. Action Sept. 28.

■ WFAB (1460 khz) Juncos, P.R.—Returned app. to change freq. to 770 khz and change power to 1 kw. Action Oct. 10.

■ WOKL (1050 khz) Altoona, Wis.—Granted app. to change city of lic. to Altoona, Wis.; increase power to 5 kw, and install DA-D. Action Oct. 10.

FM's

■ WTUN (100.1 mhz) Selma, Ala.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action Oct. 16.

■ KWBO (97.5 mhz) Hot Springs, Ark.—Granted app. to

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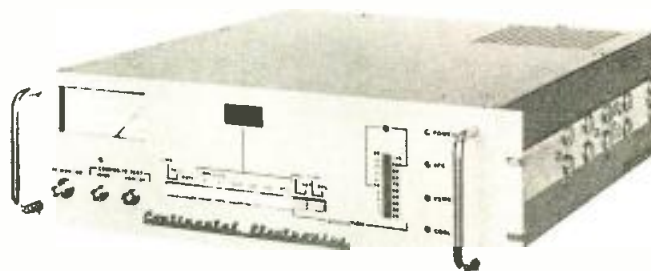
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change TL; change ERP to 100 kw; change HAAT to 870 ft., and make changes in ant. sys. Action Oct. 4.

■ KSTM (107.1 mhz) Apache Junction, Ariz.—Granted app. to change ERP to 1.95 kw and change HAAT to 405 ft. Action Oct. 12.

■ KJLH (102.3 mhz) Compton, Calif.—Granted app. to change TL; change ERP to 2.88 kw, and change HAAT to 338 ft. Action Oct. 17.

■ KZLA-FM (93.9 mhz) Los Angeles—Granted app. to change SL to 4000 W. Alameda Ave., Burbank, Calif. Action Oct. 5.

■ KVID (99.5 mhz) Denver—Granted app. to change TL; change HAAT to 1,311 ft., and make changes in ant. sys. Action Oct. 11.

■ WEZN (99.9 mhz) Bridgeport, Conn.—Granted app. to change ERP to 29 kw. Action Oct. 12.

■ WKES (101.5 mhz) St. Petersburg, Fla.—Granted app. to change TL; change HAAT to 1,429 ft., and make changes in ant. sys. Action Oct. 15.

■ WMET (95.5 mhz) Chicago—Granted app. to change TL; change ERP to 4.1 kw, and change HAAT to 1,568 ft. Action Oct. 5.

■ WXLC (102.3 mhz) Waukegan, Ill.—Granted app. to change ERP to 3 kw. Action Oct. 12.

■ WNAF (93.1 mhz) Indianapolis—Granted app. to change to non-DA. Action Oct. 12.

■ KLSS (106.1 mhz) Mason City, Iowa—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action Oct. 16.

■ *WBRH (90.3 mhz) Baton Rouge—Granted app. to change ERP to 2.6 kw. Action Oct. 15.

■ KDEA (99.1 mhz) New Iberia, La.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 984 ft., and make changes in ant. sys. Action Oct. 3.

■ *WBUR (90.9 mhz) Boston—Granted app. to change TL and change ERP to 9.1 kw. Action Oct. 11.

■ *WUMF-FM (100.5 mhz) Farmington, Me.—Granted app. to change freq. to 100.5 mhz. Action Oct. 11.

■ WAYU (93.9 mhz) Lewiston, Me.—Granted app. to change TL; change ERP to 27.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Action Oct. 9.

■ WTVL-FM (98.5 mhz) Waterville, Me.—Granted app. to change ERP to 50 kw; change HAAT to 302 ft., and change freq. to 98.5 mhz. Action Oct. 16.

■ WKLT (97.7 mhz) Kalkaska, Mich.—Granted app. to change TL; change ERP to .90 kw; change HAAT to 558 ft., and make changes in ant. sys. Action Oct. 10.

■ *WNCB (89.1 mhz) Duluth, Minn.—Granted app. to make changes in ant. sys. Action Oct. 15.

■ *KRLX (88.1 mhz) Northfield, Minn.—Granted app. to change freq. 88.1 mhz; change ERP to .100 kw, and change HAAT to 16 ft. Action Oct. 9.

■ KCFM (97.1 mhz) Florissant, Mo.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 560.88 ft., and make changes in ant. sys. Action Oct. 12.

■ KYYS (102.1 mhz) Kansas City, Mo.—Granted app. to install aux. sys. Action Oct. 15.

■ WJYY (105.5 mhz) Concord, N.H.—Granted app. to change ERP to 1.72 kw and change HAAT to 430 ft. Action Oct. 15.

■ KIVA (105.1 mhz) Santa Fe, N.M.—Granted app. to change TL and change ant. height to 1,821 ft. Action Oct. 15.

■ WGN1 (102.7 mhz) Wilmington, N.C.—Granted app. to change TL; change HAAT to 1,066 ft., and make changes in ant. sys. Action Oct. 12.

■ KURY-FM (95.3 mhz) Brookings, Ore.—Granted app. to change HAAT to minus 378 ft. Action Oct. 15.

■ WEAZ (101.1 mhz) Philadelphia—Granted app. to install aux. sys.; change ERP to 12 kw, and change HAAT to 1,010 ft. Action Oct. 5.

■ KTUX (98.9 mhz) Carthage, Tex.—Granted app. to change TL; change HAAT to 730 ft., and make changes in ant. sys. Action Oct. 15.

■ KGLK-FM (97.5 mhz) San Angelo, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 411.312 ft. Action Oct. 15.

■ KNUE (101.5 mhz) Tyler, Tex.—Granted app. to change TL and change HAAT to 1,074 ft. Action Oct. 15.

■ WWDE-FM (101.3 mhz) Hampton, Va.—Granted app. to change TL; change HAAT to 525 ft., and make changes in ant. sys. Action Oct. 12.

■ WIVI-FM (99.5 mhz) St. Croix, V.I.—Granted app. to change TL; change ERP to 25 kw, and change HAAT to 1,151 ft. Action Oct. 12.

Call letters

Applications

Call	Sought by
New FM's	
WWAV	Carter Broadcasting, Santa Rosa Beach, Fla.
WULF-FM	Queen City Broadcasting System Inc., Alma, Ga.
Existing AM's	
WAGF	WDBM J-Frank Enterprises Inc., Dothan, Ala.
WMTG	WJOK Montgomery Radio Inc., Gaithersburg, Md.
Existing FM's	
WBUS	WCOM-FM Champaign Communications Inc., Urbana, Ohio
KDXR	KDKQ Spivey Broadcasting Inc., Borger, Tex.
KSTV-FM	KWWM Cen-Tex Media Inc., Stephenville, Tex.

Grants

Call	Assigned to
New AM	
KELM	Frontier Radio Corp., Madison Lake, Minn.
New FM's	
KYXI	Turner-Flintom-Winslow Broadcasters Inc., Yuma, Ariz.
*WJFR	Florida FM Inc., Jacksonville, Fla.
*WSMD	St. Mary's College of Maryland, St. Mary's, Md.
Existing AM's	
WAYE	WTWG Good News Broadcasting Co., Birmingham, Ala.
KRGL	KROR Robert Wayne Larson, Myrtle Creek, Ore.
KLKI	KAGT Island Broadcasting Inc., Anacortes, Wash.
WWVV	WRRR Seven Ranges Radio Co., St. Mary's, W. Va.
Existing FM's	
KJCY-FM	KQKZ Mountain Valley Broadcasting, Mountain Home, Idaho
KNTX-FM	KOPB KQNK-FM Inc., Norton, Kan.
WNNW-FM	WMYQ-FM CRS Broadcasting of Mississippi Inc., Newton, Miss.
KRKZ	KWHW-FM Altus Radio Inc., Altus, Okla.
WXLV	WKTM WDOF of Chattanooga Inc., North Charleston, S.C.
Existing TV's	
WKSU-TV	WZTZ-TV Channel 66 Associates Limited Partnership, Marlborough, Mass.
*KMBH	KEDV RGV Educational Broadcasting Inc., Harlingen, Tex.
KLDO-TV	KJTB Panorama Broadcasting Co., Laredo, Tex.

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HELP WANTED MANAGEMENT

Manager. Only Christian station. Midwest city of 300,000 - Must have good sales record. Compensation \$25K +. Resume/references to Box Z-54

Community club awards (CCA). 30-year-old media-merchandising plan, has two immediate openings Midwest (multi state) territory Fulltime Monday/Friday travel Media management sales required. Substantial draw against commission. Call/write for personal interview John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377

General manager. Broadcasting group seeks full charge GM Large Midwest station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE Write Box Z-82

Major group looking for general manager of major market FM station. Must have prior management/strong sales management background. Outstanding corporate benefits. Excellent opportunity for future advancement within this large group. Equal opportunity employer. Write Box Z-90

Kansas City. Progressive, private group owner seeks FM sales manager. Exceptional advancement opportunity. Reply Box Z-104

College mass communications department. Start date January 15, 1985. Manage radio station, teach one course (FTE = .50). Master's or equivalent in communications, radio-TV, similar required; experience in management/teaching preferred. Letter of application/resume by November 11, 1984, to Director, Mass Communications, Saint Xavier College, 3700 West 103rd Street, Chicago, IL 60655

Expanding Southwest regional radio group has immediate openings for honest, aggressive assistant managers/sales managers with general manager potential at its Fayetteville and Hot Springs, Arkansas, stations both Arbitron top-rated in their markets. Send resume to Wm Nolan, President, Noalmark Broadcasting Corporation, 202 W 19th, El Dorado, AR 71730, 501-862-7777 EOE

Local sales manager. New position for street-wise selling and training manager. Rapid increase in sales and account executives results in this opening. This is great opportunity to join growing six-station group. If you can train a new account executive, you are the person we are looking for. Contact Wanda Williamson, Personnel Manager, Community Service Broadcasting, Inc., 811 Broadway, Mt Vernon IL 62864 EOE/MF

Development director. 50kw public radio station. Handles fundraising, underwriting, promotion program guide. Requires B.A. or equivalent, demonstrated fundraising and promotion skills & experience, strong writing & communication skills. Salary negotiable, excellent benefits. Resume, references, salary requirements must be received by Friday, November 16, 1984. Contact Michael Lazar, WNIU-FM, Northern Illinois University, DeKalb, IL 60115 815-753-0212 WNIU-FM (DeKalb-Hockford) is licensed to major university, 65 miles west of Chicago

New England GM/SM. Single station market of 100,000. Excellent reimbursement if you can improve sales level. Pros with track record only please. Resumes to Mike Hassan, VP, WBIS, Box 297 Bristol, CT 06010, and Sam Hassan, 3001 Matador, NE, Albuquerque, NM 87111 or call 203-583-9265.

Retail closer. Manage California small market FM. We're young, lean, growing, and very particular, but equity possible for motivated performer. Letter/resume to Box Z-142

General manager. New powerful Sunbelt AM Community-oriented, ready to settle in small mkt. Salary + commission on sales. Growth opp'ty EOE Write Box Z-148

Operations mgr./salesperson. Established small mkt. station. Active account list. Salary, bonus, commission. Carolina group. EOE Write Box Z-146

Hi-powered, aggressive sales manager for #2 station in 13-station market. Top compensation, benefits, great community. Resume to Mike DeMarco, KIDN, Box 293, Pueblo, CO 81002

General manager, Dayton, OH. WYJF-FM, Majic 104. Call Arnold Malkin, President or Darris Forgy, General Sales Manager, 513-429-9080, or Jim Sumpter, 512-882-7411

Sales manager. Can you sell, recruit, train, motivate winning sales team for Arbitron-proven 100,000 watt FM and fulltime AM in nation's highest income market of 250,000? Equity participation available to proven winner. EOE Box Z-155

HELP WANTED SALES

Sales manager. 25,000-30,000. Christian formatted Indiana station. Opportunity to become manager. Don't apply without proven sales record. Resume, references, sales record to Box Z-55

General sales manager. Top AM/FM combo, growth market. Must have management experience. Outstanding opportunity and working conditions. Resume to Joe Tourtelot, KKAM/KDES, P.O. Box 2000, Palm Springs, CA 92263 Equal opportunity employer.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE

WIZR/WSRD seeks selling sales manager, salary and override. Equity possible. Box 333, Albany, NY 12201.

Single station market, southern New England, 100,000 people. We want workers. In return, we provide unusually liberal commission. Call/write Mike Hassan, 203-583-9265; WBIS, Box 297, Bristol, CT 06010.

San Antonio area. Adult contemporary FM needs experienced sales rep. Cover lucrative territory. Draw, commission. Larry James, Rt. 3, Box 586, Bandera, TX 78003

Aggressive account executives. Fast-growing, group-owned station, serving 20th market, has room for two experienced closers. Contact Mary Helen Barro, KRCX, P.O. Box 1110, Roseville, CA 95661

Central California FM seeks person with strong sales skills/self-starter. Air/sales combo considered. Contact Garry Brill, KIQO, Box Q, Atascadero, CA 93423. EOE.

Florida coast. 350,000 metro, 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137

Salesperson. Active account list. Must stick to rates & policy. Carolina small town college community. Commission + salary. EOE Write Box Z-147.

Sales manager. Top FM in Corpus Christi by the sea. Seeking selling shark w/ people skills. Jim Sumpter, 512-883-3516; home 855-5507

Sales director. WPGU-FM Champaign-Urbana, IL. WPGU is an AOR student-operated commercial station at University of Illinois. SD will recruit, train, supervise, motivate, guide student sales staff of 10. Responsible for all sales activity, including developing new accounts, expanding present accounts, devising/implementing sales promotions, working with agencies and national rep. Must be energetic, responsible, mature, enjoy working with students. Salary with bonus incentives, top company-paid benefits. WPGU is owned by Illini Media Co., which operates all student media at UI, but is not part of the University. Job open now. Respond with resume, references, salary history, letter explaining why you are the person for the job, to General Manager, Illini Media Co., 620 E. John, Champaign, IL 61820. EOE.

Experienced sales manager. Adult contemporary AM/FM, top 50 Southeastern market, needs experienced sales manager able to train, lead, recruit, motivate local sales department. Must be able to maintain and build own account list. Salary plus override incentive. Resume to Box Z-160

Central Minnesota AM AC/FM country. Must be aggressive. Good account list, top commissions against draw. If you have at least 3 years sales experience, like to work hard, we'll make \$\$\$ together. Write Box Z-167

Eastern Long Island's celebrity-owned WWHB-FM seeks experienced salesperson. Salary commensurate with experience, plus commissions. Send resume or call: 252 Montauk Hwy., Hampton Bays, NY 11946; 516-728-9229. EOE

Denver AM seeks national sales manager with CO-OP & promotional experience. 303-444-7838

HELP WANTED ANNOUNCERS

Established, group-owned, Midwestern major market Christian radio station seeks true communicator for primetime talkshow. Competitive compensation program for right person. Creative challenge, expanding commercial format. EOE. Resume to Box Z-44.

Personality announcer. Professional station. Beautiful small town, middle Tennessee. Must be able to talk with & about local people/happenings. Prefer pro. Call/write: Aaron Durham, WAKI, Box 409, McMinnville, TN 37110, 615-473-6535. EOE.

One of America's top CHR stations looking for afternoon personality. Send tape/resume to Tony Booth, WFBG, P.O. Box 2005, Altoona, PA 16603. EOE.

AM MOR/beautiful music station needs 5:30 to midnight announcer. First/general license. Salary negotiable. Resume/tape to KWFT, P.O. Box 420, Wichita Falls, TX 76707, 817-322-4416. EOE.

KTIS, Christian AM-FM station, Minneapolis/St. Paul, has immediate opening for full-time announcer. Responsibilities include news gathering/reporting, general announcing, automation. Send tape/resume to Wayne Pederson, KTIS, St. Paul, MN 55113. Minorities/women encouraged to apply.

Spend winters in Southern California. Small market FM needs morning drive/production. Come and grow with us. Tape/resume to P.O. Box 19628, San Diego, CA 92119.

Senior producer/announcer. Full-service NPR public radio stations KUNI (100kw FM)/KHKE (10kw FM), University of Northern Iowa, need senior level producer/announcer. Serve as host of popular daily information/discussion/call-in/magazine program. Must have excellent speaking manner, voice quality, on-air personality. Highly-developed professional production/interview skills are musts. Broad liberal arts background and solid knowledge of current issues required. Some knowledge of music programming necessary. Must be able to project bright, informed image in ad-lib situations. Position requires Bachelor's degree in broadcasting, communications, speech, theatre, or reasonably related field. Minimum 3 to 6 years' professional experience as producer/on-air host required. Previous experience in public broadcasting desirable. \$17,690 to \$19,848. Send letter of application, resume, recent audition tape by November 10, 1984, to Personnel Services, 225 Latham Hall, University of Northern Iowa, Cedar Falls, IA 50614. UNI is an AA/EOE.

Easy listening central California FM seeks experienced announcer. Good voice/production. Annr/engineer considered. Contact Garry Brill, KIQO, Box Q, Atascadero, CA 93434. EOE.

Experienced communicator for mornings. Heavy emphasis news and agriculture information. Some production/music director duties. Tape/resume to Bob Armstrong, WMIC, 19 S. Elk, Sandusky, MI 44871. EOE.

Experienced talk host for issue-oriented evening show. Send tapes/resumes to Pete Gabriel, WKBN, 3930 Sunset Blvd., Youngstown, OH 44501. No calls accepted. EOE

FM, Maryland's Eastern Shore, needs announcers. Live assist beautiful music station. Tape/resume to WKYZ, Naylor Mill Rd., Salisbury, MD 21801.

1,000 watt clear channel Midwest AM and 100,000 watt FM has immediate opening for good announcer with skills in production and news. Tape, resume, salary history to Jack Sadler, KREI/KTJJ, Box 461, Farmington, MO 63640. EOE.

HELP WANTED TECHNICAL

KUZZ/KKXX, Bakersfield, CA, needs chief engineer. Resume to Mel Owens, KUZZ/KKXX, 1209 North Chester, Bakersfield, CA 93308. No calls! EOE/M-F.

Immediate opening. Chief engineer, beautiful northern Michigan. Company car, insurance, some expenses. Resume to P.O. Box 520, Cadillac, MI 49601, or call Andrew MacDonald, 616-775-1263.

Engineer/announcer. Carolina fulltime directional AM. \$300/wk. + bonus to qualified person. EOE. Resume to Box Z-149.

Chief engineer. WBGR, Baltimore, MD, looking for full-time engineer with experience in directional antennas, studio construction, good maintenance skills. First class or general class license required. SBC certified desired. Resume/salary requirements to David Johnson, Mortenson Broadcasting Co., 120 Cleveland Ave., NW, Canton, OH 44702. EOE.

WLTS AM/FM, New Orleans, looking for aggressive, hard working engineer. Must be in good health, have own means of transportation, knowledge of microwave systems. Salary dependent on experience. Equal opportunity employer. Send resume and application to Mr. Ed Muniz, Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, LA 70119.

HELP WANTED NEWS

News editor - heavy news-information station seeking news editor. Beautiful Napa Valley, 45 miles from San Francisco. Send cassette of news presentation/writing ability: Tom Young, P.O. Box 2250, Napa, CA 94558, 707-252-1440.

News director for capital city and affiliates. Experience a must. Tape, resume, references: D. Egan, 3161 Channel Dr., Juneau, AK 99801.

Reporter/urban contemporary FM, north central Texas. 3 years minimum experience. Tape/resume to KKDA-FM, POB 530860, Grand Prairie, TX 75053.

News reporter/anchor - experienced newsperson for WALK AM/FM, Long Island's most powerful radio station. Strong news-gathering skills a must. Join our award-winning news team. Tapes/resumes to News Director, WALK AM/FM, P.O. Box 230, Patchogue, NY 11772. EOE. M/F.

News director for public radio station with strong news commitment. Must have excellent delivery, production experience, management experience a plus. Minimum three years' experience radio news. Send resume/audition cassette to Personnel, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

Broadcast journalism: Sioux Falls College seeks Master's level, experienced broadcast professional to fill joint position of S.D. public radio affiliate station manager and instructor in mass media. Duties include on-air reporting and teaching. SFC is a Christian, liberal arts college. For full consideration apply by November 15 to Dennis Tanner, Academic Dean, Sioux Falls College, Sioux Falls, SD 57105-1699. AA/ED/IX/504.

Experienced news director/anchor for KCUB, Tucson's top country station. Authoritative delivery a must. Requires writing and re-write ability, flexibility, ability to work closely with management. Tape, resume, writing samples, salary requirements to Jay Price, KCUB Radio, P.O. Box 50006, Tucson, AZ 85703. No calls please. EOE.

News producer. Nashville metro station. Produce/host early morning news block; general reporting/production duties; supervise student reporters. Must have bachelor's degree in communications or related area and two years fulltime paid experience in broadcasting, preferably in public radio. Salary commensurate with experience/qualifications. Send resume, writing samples, audition tape, and MTSU Employment Application to Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. Obtain application by calling 615-898-2300, Ext. 2929. MTSU is an equal opportunity/affirmative action employer.

News director. Excellent opportunity. Must be experienced. Dave Solmonson, KYFM, Bartlesville, OK. 918-336-1001. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio program producer/writer. Nationally syndicated country music series seeking experienced producer/writer. Experienced in location music recording, scheduling, budget mgmt., script dialogue, all phases production. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

Radio program associate producer. Nationally syndicated country music series seeking experienced associate producer. Assist in all phases production, remote recording, talent coordination. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

SE Alaska group seeking promotion specialist with radio sales/announcing background. Resume, tape, references: D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Radio production manager, WMUB, Miami University. Open January 1985. Air work, remote broadcasting, setup, public and cultural affairs reporting. Commercial and/or public broadcasting experience required. M.A. or equivalent required. Teach one course/semester communication dept., e.g., broadcast announcing. Salary commensurate with experience, abilities; liberal university benefits. 30,000 watt NPR affiliate. 24-hour, 365 days. Send application, letter, resume, non-returnable audition cassette to William L. Utter, Director of Telecommunications and General Manager, WMUB, Miami University, Oxford, OH 45056. Have three confidential letters of reference sent to same. Applications received prior to October 29, 1984, given preference. No phone calls. EOE/MF.

PD/OM. 5 KWAM/class C FM, Dallas area. Innovative, experienced person send full information to Galen O. Gilbert, CSRG, Inc., PO Box 462367, Garland, TX 75046. EOE/M/F.

Program director. Texas FM, market of 50,000. Afternoon live shift, night automation, promotions, production. Salary \$1000-\$1200, depending on qualifications. Tape/resume to GM, 1208 Huntington, Richardson, TX 75080.

Radio programming coordinator. Plan, select, develop radio programming for 5,000 watt public radio station, major metropolitan area. Duties include editing quarterly program guide, classical on-air shift, fund-raising, audience ascertainment. Requires B.S. degree in radio/television or related area, two years radio experience, familiarity with public radio philosophy/practices, radio production skills, communications skills. Resume/cover letter to Office of Human Resources, College of DuPage, Glen Ellyn, IL 60137. EOE.

SITUATIONS WANTED MANAGEMENT

Major-market experienced news director wants to move into other phases of management. Has the people and budget skills necessary for major, medium-market OM, medium, small-market station manager. Demographics-oriented to help sales plan. 616-957-2794, evenings.

General manager or sales manager. 18-yr. vet. Successful track record in mgmt. Well-versed all phases of business. Have been w/2 stations. Excellent references. Randy, 308-532-9019, after 5:30 PM CST.

General manager. Highly experienced all phases broadcasting. Excellent track record. Sales-oriented. Proven winner. Will consider all mkts. PO Box 23874, Pleasant Hill, CA 94523.

MBA seeks position with management opportunity. Experienced producer in NYC and Houston market. Will accept entry level sales. Don, 713-240-5751.

Young general manager, successful record in small market, full service radio. Now employed in television. Christian, family. Prefer Midwest/Mideast. Box Z-126.

Attention small mkt. station absentee owners: if your station's billing leaves you thinking about selling - wait! I have a proven sales track record & innovative ideas as your new GM that can turn your small mkt. station into a profit center. Let's talk! Prefer SE; will consider relocating anywhere my abilities are wanted. Box Z-154.

Results-oriented General Manager, highly organized and disciplined to achieve profits. 21 years' management AM/FM, all markets. Strong management skills with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box Z-158.

General manager. Young, aggressive. Strong programming/sales promotion, marketing, community involvement. Available to relocate. Will get results. Box Z-170.

SITUATIONS WANTED SALES

Per inquiry advertising sought for radio. Your tape, phone, address. Contact Larry, 918-287-1211.

SITUATIONS WANTED ANNOUNCERS

Enthusiastic, versatile beginner. Willing to learn/relocate. Smooth delivery. Some college plus broadcast school. Brent, 414-452-4981.

Professional announcer/PD. Good production/references. 1st phone. Seeking stable, adult operation. Andy Budnick, 904-744-5750.

Extremely motivated, dedicated broadcast school grad. 4 yrs.' experience at powerhouse college station (R&B format), open to others. Seeking commercial entry. Desire creative situation. Christopher, 414-265-8842.

Seeking entry position offering announcing/sales combo. Have related background/experience. Versatile; mature outlook. Have solid tape/resume. Very willing to relocate. Jeff, 619-277-2239.

Good morning man. Adult MOR, easy-listening. MOYL, classical, religious, talk formats considered. Eight years on-air, ten years broadcasting related production/public speaking experience. Excellent delivery, expressive Midwestern voice. Dependable, versatile talent. Any location. Box Z-145.

Young, ambitious, broadcasting school trained beginner seeks rock station in midwest for D.J./production position. 513-879-1306 for tape or resume.

SITUATIONS WANTED TECHNICAL

Seeking position as chief engineer at a radio station. I have 10 + yrs.' experience in my chosen field. I believe in & practice, with references to prove it, professional engineering techniques. In order that I may serve my field well, please—no air shift; my talents are not in that area. Write Robert King, 2025 NW Northrup St., #122, Portland, OR 97209: 503-227-7126 anytime.

SITUATIONS WANTED NEWS

Capable newsman. Excellent voice/delivery. Tape/resume available. Richard Harris, 940 Irving Pk. Rd, Bensenville, IL 60106, 312-766-0427.

Talk all night—specializing in all-night format, blending human interest, controversy, humor, information. Experienced interviewer, let's talk. Prefer Northeast/Midwest. 617-767-3281, Art Murphy.

Sports/news position sought. Solid PBP all sports; creative writer; conversational; committed professional. 201-763-5587.

Dynamic female news/sportscaster. Looking for position, medium to large market, West Coast. Tracy, 415-692-5446.

Sportscaster/producer. Experience includes PBP, DJ, news. Indiana U. grad. Seeking radio sports job. Roger, 314-432-5108.

You have an upper-medium, major market station, with news department that has not caught up to the eighties. Veteran ND can revitalize and modernize, whether you want USA Today, in-depth, conversational, actualities or personality. 616-957-2794, evenings.

Award-winning sportscaster. Currently at 50,000 watt Southeastern powerhouse. Seeking Midwest or West. 29 years old. 10 years experience in minor league baseball, college football, basketball, professional hockey. 904-264-4523, Steve.

Major market anchor, formerly with KFWB, KFRC, WNEW. Seeking similar position. 602-956-6677.

Experienced news, production, PBP. Looking for combination including DJ. Hard-worker who loves radio. Box Z-169.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market programmer/personality. Experienced CHR/AC/urban formats, corporate operations/PD. Available now. 216-257-5004.

Winning major market PD available immediately. Great track record in A/C, country. KRMG, WTMJ, WDGy, WBCS. Bill Conway, 918-250-8740.

Top radio media AAUW awardee. Renaissance-type man, excellent host/producing. Bob Anthony, 202-363-3590.

Can handle your inside daily operations. Extensive experience including operations mgr., sales mgr., competitive promotion. This opportunity doesn't happen everyday. Box Z-159.

Take charge operations manager interested in moving up to your team. Responsibilities have included all departments. Positive staff motivator. College, first phone, currently employed. Reply Box Z-165.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. Top 50 Southeast market. Accounting, budgeting, computer-skills necessary. Responsible for daily operations of accounting department. Please respond with experience, salary requirements, references in complete confidence to Box Z-119. EOE.

Director of development: WSIU-TV, WUSI-TV, WSIU-FM. (Administrative & professional Staff). Effective date: December 1, 1984. Salary: \$26,000 to 29,000, commensurate with experience. Qualifications: Substantial work experience in area of development with background in public broadcasting in areas of fundraising, membership, underwriting sales, marketing, special events, grant writing, research, auctions. Demonstrated abilities at successful fundraising campaigns. Bachelor's degree required. Duties: to implement/manage successful, goals-oriented and creative development department for two public broadcasting television stations and NPR-affiliated FM station. Supervision of assistant development director, underwriting, community relations, creative services, and other support personnel. Supervise and coordinate membership, corporate underwriting, public relations activities. Other activities to include identification and feasibility studies of fundraising opportunities from wide variety of sources to include, but not limited to, auctions, sweepstakes, telemarketing, planned giving, special events. Deadline for applications: October 22, 1984, or until filled. Letter of application, complete credentials, names of three professional references should be sent to Development Search Committee, c/o Allan A. Pizato, Broadcasting Service, Communications Bldg., Room 1048, Southern Illinois University, Carbondale, IL 62901. SIUC is an equal opportunity/affirmative action employer.

General manager. Full power, full coverage ch. 67, Houston, ready to become 4th independent in dynamic, 10th-ranked market. Immediate opportunity for experienced manager capable of startup, staffing, budget preparation, selling, competitive positioning of a key, well-financed independent TV station. Salary, incentive, and most important, equity opportunity. Resume to Babcock Communications, 600 Cayuga Hgts. Rd., Ithaca, NY 14850.

Chief engineer. Immediate opening for hands on chief engineer. Must know UHF-TV and satellite technology. Excellent benefits. Southern California independent. Salary requirements/complete resume first letter. Equal opportunity employer. Write Box Z-143.

TV station manager/general sales manager. Newly licensed VHF-LPTV in large Midwest city. Broadcast management experience plus strong media sales background required. EOE. Box Z-172.

HELP WANTED SALES

TV account executive. Immediate need. CBS affiliate needs professional account executive. 3 years proven broadcasting sales experience. Qualified applicants send resume to WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304. EOE.

Local/Regional Sales manager. Independent station, KUSI-TV, San Diego. Strong retail sales and research background important. Resume and expectations to Bob Jay, General Sales Manager, P.O. Box 11985, San Diego, CA 92111. All replies held in strict confidence. EOE.

TV account executive - WPMT, new and successful independent station, 46th market. seeks aggressive/experienced person to handle agency and local accounts. Independent TV background a plus. Contact Ed Dempsey, Box 1868, York, PA 17405. 717-843-0043. EOE.

Gulf Broadcasting's ABC affiliate, 51st market (Greensboro-High Point-Winston-Salem), is preparing for the future. If you have current TV sales experience with track record in market development, send resume today to John Cottingham, Box HP-8, High Point, NC 27261. EOE, M/F.

Local sales manager. Small-market West Coast CBS affiliate seeks experienced sales manager to be part of station management team. Must have record of market development/leadership, have ability to train/motivate local staff, develop new business, expand established accounts. Send resume to Box Z-118.

Aggressive, disciplined account executive. Leading small market. Established clientele. Good economy. EOE. Resume to Sales Manager, Meyer Television, KMOT-TV, PO Box 1120, Minot, ND 58702.

Local sales manager. Southeast VHF affiliate wants to hear from experienced sales manager or mature local sales pro that can document and sell his/her belief that he/she can sell creatively, motivate, train, lead our sales team. Mid 30s/benefits. Send resume/cover letter to Box Z-144. EOE.

Account executive: WTKK-TV, Manassas, VA/Washington, DC. Seeking experienced salesperson. Radio experience accepted, television preferred. Good Base, commission, benefits, advancement opportunities. Family format. Group owner. Contact Mr. Foltz immediately, 703-631-2310, or Christian Television WTKK, P.O. Box 3150, Manassas, VA 22110. EOE.

HELP WANTED TECHNICAL

Television maintenance supervisor - must have FCC general class license, minimum two years' maintenance experience on all complex systems within TV broadcasting station. Degree or one year of classes relating directly to electronics maintenance required. Send resume to Wayne Henderson, WFUM-TV, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan is an affirmative action/equal opportunity employer.

Chief engineer. Network UHF affiliate has challenging opportunity for aggressive individual experienced all facets of TV engineering. RCA UHF transmitter experience highly desirable. Reply in confidence to Dan Billings, Dir/Eng., WDHN-TV, P.O. Box 6237, Dothan, AL 36302, 205-793-1343.

TV remote supervisor: WXXI-TV has purchased new remote truck to be delivered November. This position will coordinate technical aspects of remote operations, supervise engineering crew. Requires supervisory background, familiarity with maintenance techniques and procedures. FCC general class license preferred. Competitive salary, excellent benefits. Send resume to WXXI Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

Sunbelt PBS affiliated state network (Arkansas) seeks experienced director of engineering. Administer engineering staff of 28 people operating 5 TV stations interconnected by microwave & maintaining network's operations center & production facility. Successful candidate should have 5 yrs. engineering supervisory experience in TV broadcasting, including goal setting/planning, personnel mgmt., budget preparation/monitoring, equipment specification/evaluation, & facilities mgmt. BS/EE degree required; MS/EE preferred. Salary negotiable, based on experience. Qualified candidates should send application letter, resume, salary history, 3 reference letters to Personnel Director, AETN, PO Box 1250, Conway, AR 72032, 501-329-3887. AETN is an AA/EOE.

Chief engineer, minimum five years maintenance & three years management experience. Top 50 UHF Sunbelt station. AA/EOE. Box Z-91.

Chief engineer. Small market VHF CBS affiliate, northern coast of California, needs experienced person with good management skills, experience in studio/transmitter maintenance. Call/send resume: KIEM-TV, 5650 S. Broadway, Eureka, CA 95501, 707-443-3123.

Communications engineer. Bachelor's degree in electronic engineering or related field; previous experience in radio/television production required. Three to five years experience in radio/television broadcast engineering required. Salary: \$30,000. Letter of application/resume to Dr. Win Welford, Box 451, S.L.U., Hammond, LA 70402.

Maintenance engineer: Telemation Productions, major full service production facility, looking for top notch maintenance engineer. Should be knowledgeable with Sony one-inch VTRs, CMX 340 editor, GV1600 switcher, Digital Video Effects systems, ADO, TR600s, audio, video and digital transmission systems/circuits. Applicant must be highly motivated. Salary based on knowledge/experience. Send resume to Chief Engineer/Telemation Productions/834 N. 7th Ave./Phoenix, AZ 85007.

Chief engineer: Northern California UHF independent. Must have transmitter/studio experience. Resume to Box Z-117. EOE.

Engineer/technician. Midwest CBS affiliate seeking experienced engineer/technician to maintain studio, transmitter, ENG equipment. If interested, send resume, salary requirements to Chief Engineer, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M-F.

Engineer: New ITFS station, Houston, Texas. Need strong background in video maintenance. FCC first class license. Salary/benefits to match experience. Call Terry May, 713-462-7708.

Freelance ENG crews, with own equipment, wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

Chief engineer. WFTS-TV (Tampa/St. Petersburg, FL) looking for chief engineer. Individual must have minimum 4 years' experience as ass't. or chief at VHF facility with strong maintenance skills in both studio and transmitter equipment. Individual should have administrative and operational experience with particular emphasis on training. Resume/salary to Lew Freifeld, President-Gen'l. Manager, WFTS-TV, 4501 E. Columbus Dr., Tampa, FL 33605.

Operations technician. Progressive ABC affiliate, heavy emphasis in production, has immediate opening for operations technician. 1-2 years' experience required. General class license preferred. Contact Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

Assistant chief engineer: UHF, group owned NBC affiliate, Arbitron's newest ADI, #195. Quality-oriented candidates, several years broadcast TV maintenance experience. Solid background in electronics: solid state, digital, linear. Transmitter experience or strong aptitude required. Excellent background in studio and control facilities maintenance. Salary range \$20-25K depending on experience. Control room supervisor: supervise and train control room personnel. 2 years experience as MCO or similar. Working knowledge of 2" hi-band color VTR's, 3/4" VCR's, film island, character generator, audio cart machines, switcher. Flexible hours. Master control operator: on-air switching of programs, commercials, operate TV transmitter, maintain levels and parameters to FCC specs, operation of equipment listed above. Experience required. Send resumes and salary requirements to Personnel, WHAG-TV, PO Box 310, Hagerstown, MD 21741. No phone calls. EOE. Minority candidates encouraged to apply.

We're adding maintenance position to our TV engineering staff. Strong experience of 5 years or more in studio maintenance required. FCC general license or SBE certification preferred. Come experience beautiful North Carolina. Apply to Chief Engineer, WPFT-TV, Box 1511, Raleigh, NC 27602. 919-832-8311.

Producer/director for fast-paced, highly technical, top-rated newscast. Involves live remotes nightly. Four years experience directing news and supervisory skills required. Send resume/salary requirements to Box Z-171. EOE/MF.

HELP WANTED NEWS

One person band for Rolling News Bureau in outlying counties. Reporting, shooting, editing. No calls. Tape to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Our next anchor is probably a top notch small market weeknight or weekend anchor just waiting for the kind of opportunity we offer. Network affiliate, north central region, seeks experienced anchor to solo five nights a week. High standards, sound news judgement, excellent reporting skills are musts, along with previous anchor experience. Equal opportunity employer. Resume to Box Z-92.

Meteorologist. Number one station seeking dynamic meteorologist. Candidate must know weather and people. We have latest state-of-the-art equipment. If you are currently looking for new challenge and chance to learn/grow with our meteorology staff, send resume to Box Z-105. On-air experience a must. EOE/M-F.

News producer. We're already the best in town. If you're a producer who's dynamic and creative enough to keep us well ahead of the competition, we should get together. Daily news producing experience required. If you are what we're looking for, send resume/salary information today to Box Z-106. EOE/M-F.

Sports reporter. Sports department needs another strong sports reporter. If you can do it all and then some, send resume/salary requirements to Box Z-110. EOE.

News reporter - photographer-editor. New England NBC affiliate. Resume to Box Z-120.

Investigative reporter needed. Send tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

News reporters. Two years' experience field reporting with emphasis on hard news; excellent writing skills. Salary requirements, resume, tape to News Director, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581.

Reporter. Washington bureau for several network affiliates seeking reporter who can project that network look. Experienced only. Resume, salary history, written news philosophy to Box Z-133.

News director. Medium-sized Midwest mkt. seeks experienced news director. Strong proven management skills required. Send complete & current written resume to Box Z-139 by 11-23-84. Preliminary interviews will be held at RTNDA. AA/EOE.

Meteorologist or weather personality. Number one station in market seeking dynamic meteorologist or weather personality. Candidate must know weather and people. We have the latest state-of-the-art equipment. Requires degree in meteorology or equivalent science, one year TV experience. Knowledge of computerized graphics helpful. If you are looking for a new challenge and chance to learn and grow with our meteorology staff, send resume and tape immediately to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

News director/instructor. Unique fully commercial, network-affiliate TV newsroom/laboratory in innovative broadcast journalism education program. Must be newperson who can compete while also a good internal communicator with the interest and ability to teach young people how to do TV news. Requires hard work, leadership skills, detailed organizational ability. Exciting opportunity for person with good experience who wants to advance even more rapidly. Need at least five years in TV news. Master's preferred. Send thoughtful letter of application and resume to Mackie Morris, Chairman, Broadcast News Department, University of Missouri, School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

Anchor - ABC affiliate, central California, seeking qualified individual to anchor weekday newscasts. At least 2-years TV experience required, including 1-year anchoring. Tape/resume to Richard C. Drilling, News Director, KJEO-TV, P.O. Box 5455, Fresno, CA 93755. EOE.

Top 15 station, South, looking for superior reporters and photographers. I need motivated people who can come up with stories that are innovative and creative. Equal opportunity employer. Resumes to Box Z-156.

Weathercaster - net affiliate, Sunbelt, looking for experienced professionals for prime and weekend weathercasts. Meteorologists preferred. Resume/salary requirements to Box Z-168. Equal opportunity employer, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Head top-notch, creative staff. Pros need only apply. Must be strong manager/creative genius. All new equipment being added. Send sample of your work to Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. EOE/M-F.

Executive producer. PTV station. Should have extensive experience all forms of television production and ability to work with creative personnel. Should possess administrative skills to supervise staff assignments and operation of art department, EFP/ENG units, station program producers. Should have background in cultural and public affairs programming to oversee development/production of programs from concept to air. Should be capable of estimating/maintaining annual departmental/program budgets and operating expenditures. Resume to John Hutchinson, WNED-TV, Office B, P.O. Box 1263, Buffalo, NY 14240. Equal opportunity employer.

Sunbelt PBS affiliated state network (Arkansas) seeks experienced TV producer. Create, write, organize, execute TV programs in various formats within studio or on-location for use on AETN. Successful candidate should have significant TV broadcast writing/producing experience, concept development skills, creativity, 3/4" & 1" editing experience, & TV directing experience. BA degree in broadcasting, journalism, or related field required + at least 2 yrs. broadcasting work experience. Salary range \$14,612 - \$25,506, exact placement depends on experience. Qualified candidates should send application letter, resume, salary history, 3 reference letters to Personnel Director, AETN, PO Box 1250, Conway, AR 72032, 501-329-3887. AETN is an AA/EOE.

Promotion director. Best promotion opportunity to come along in years. KTVT, Dallas/Fort Worth, VHF indy, needs leader to head up multifaceted position. Must be deep in education and/or experience in production techniques, agency involvement, writing, public relations, graphics, budgeting, organizing a department. Join Gaylord Broadcasting Company in nation's 8th largest TV market. Send resume to Ocella Allison, P.O. Box 2495, Fort Worth, TX 76113, 817-738-1951. EOE.

Producer/director. Seeking experienced producer/director with heavy emphasis on news; possessing production flair for entertainment and public affairs programming. Must be able to do own switching, be familiar with all phases control room and studio operations. Forward complete resume/salary requirements to CRB, c/o WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. Equal opportunity employer.

Senior maintenance engineer. CMX - edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Salary negotiable. Southern Productions, Nashville, Tennessee, 615-248-1978.

Commercial director - 2 years experience required. Capable of hands-on, creative, quality commercial directing. Resume/salary requirements to Box Z-121. Equal opportunity employer.

Producer/writer/reporter: Salary \$18,000-\$19,000. Requires 2 years fulltime experience at TV station or major production center. B.A. required; journalism background, TV directing, editing skills desirable. Letter of application, official college transcripts, resume, three letters of recommendation, cassette copy of your work to Paul Lopez, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

Director of television information. Responsible for using all available media to achieve public awareness of WBGU-TV programs, campaigns, fund-raising events, and services. Requires two years fulltime experience as writer/creator of promotional materials for print and other media. Knowledge of public television desirable. B.A. required, journalism background preferred. Clear/effective writing ability essential. Salary \$23,000-\$24,000. Send letter of application, official college transcripts, resume, three letters of recommendation, portfolio of work to Ronald J. Gargas, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

Promotion specialist. South Florida affiliate seeks strong, #2 person. Must be creative, organized, motivated. Excellent opportunity for advancement. Resume only to Box Z-130. EOE.

Senior crew member: Experienced person for ENG, remote, studio operation needed for PBS station. Three-quarter and one-inch editing knowledge required. Minimum three years' hands-on experience in broadcast television production; B.A. or B.S. in radio/television preferred. Salary: \$19,593.60 per year, some overtime available. Resume/tape to Jeffrey Weiss, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls please.

Promotion producer-writer. College degree or two or more years related experience preferred. Creative writing skills important. Ability to work well under deadlines crucial. Send resume/reel to Joel Canfield, Promotion Manager, WDIV-TV, 550 W Lafayette, Detroit, MI 48231. EOE.

Experienced promo writer/producer. Must have proven track record. Must be strong writer, well-organized, reliable. Resume only to Tim Hnedak, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111.

Videographer/editor - Top 20 market public television station seeks experienced videographer/editor for documentary and "magazine" EFP production and editing. Must have good camera/lighting skills and off-line and on-line editing experience. Excellent compensation package. Resume/tape by November 12th to Personnel, P.O. Box 6, Sacramento, CA 95801. AA/EOE.

Pacific Northwest CBS affiliate has opening for operations manager. This department head position is responsible for all technical aspects of commercial and program production. Minimum 2-3 years' experience in technical and production areas of a television station. Strong leadership skills with ability to motivate others in a positive manner. Qualified applicants send resume to Dennis Williamson, VP/GM, KREM-TV, 4103 South Regal, Spokane, WA 99203. EEO/M-F.

Audio director with strong technical and creative background. Minimum 3 years related experience with broadcast facility or production company. EOE, M/F. Send resume to Mary Sullivan, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106. Deadline: 11/16.

Assistant network program manager - responsible for recommending program acquisitions and scheduling of programs for broadcast on the Nebraska ETV Network and EduCable. Requires MA in telecommunications plus four years broadcast television experience or BA in mass communications, journalism, or broadcasting plus six years experience. Salary \$26,146, minimum. Deadline: December 1. Apply to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Television director. Sunbelt public television station. Direct cultural, public affairs, fundraising studio productions. Strong background in editing, technical directing, all aspects of studio operations. Two years full-time broadcast experience. Resume to Box Z-164.

Independent UHF. Northwest Florida/southern Alabama. Seeking experienced applicants all positions. Resume, references, salary requirements to Box Z-166. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Successful, presently employed, professional. Experienced every area of television management. Seeks new opportunity/challenge. Reply Box Z-102.

General manager: 32 years practicing television—since age 23: Outstanding achievements! 5 television stations—one major-market independent! Overcomes overwhelming obstacles/fiercest competition! Turnarounds! Startups! Produces spectacular sales, profits; prestige! Also, outside-director! 619-353-8033.

Production Manager. Experienced all phases of production/on-air operations. Current position 2 1/2 years. Seeking position with broadcast operation interested in cost effective quality look. Contact 609-698-1675.

General manager. 30 years TV. Indy start-up successes and net experience. Major to small markets. Hands-on manager. Totally knowledgeable all phases. Sales, programming, promotion, news, et. al Bottom line oriented. Currently employed. Looking for new challenge with solid organization. Box Z-140.

SITUATIONS WANTED NEWS

News director medium market or assistant news director large market. Managing editor medium market ready to move up. Box Z-40.

TV sports reporter/photographer. '84 U-Kansas grad. BS broadcast journalism. 2 1/2 yrs.' sports reporting experience. Currently working PT at local cable co. Can shoot, edit, report. Seeking entry level position. Tracey Graham, 612-722-4675, 7 AM-noon CDT, or 3112 Minnehaha #104, Minneapolis, MN 55406.

Eager to start work in news, promotions. Experience in TV, radio, print, PR. Organized. Attractive. Fluent Spanish. Elizabeth, 215-644-6079.

Weathercaster, medium market experience. I'm Asian male seeking weekday position. Believes in giving before receiving. For tape, contact Bob, 501-851-1921.

Television meteorologist, 15 years. Extensive weather computer/radar experience. Excellent references. 206-671-2501.

Veteran broadcaster-writer. Effective, authoritative anchor. Commentaries/features a specialty. Unusual depth of experience, including Washington. 313-668-7066.

Anchorman, 39, extensive experience. Reports, produces. Interested in Mon.-Fri. anchor only. Box Z-95.

News director with production skills can lead your team to the top. Box Z-96.

TV weatherman. Prefer Southeast. 20 years of radio experience. 2 years TV weather. Bill Vale, 404-231-1250.

Award winning, weeknight female anchor. Consistent ratings winner. Strong reporting skills. Five years' television news experience. Desire move to top 50's market. Box Z-115.

Experienced, proven anchor & reporter seeks new challenges as anchor, reporter, or news management. Excellent references from 15 years in broadcast news. A ratings builder. 804-794-3748.

Articulate, dedicated, attractive UCLA grad seeks entry level television reporting-anchor position. College TV and radio experience. Will relocate. Andrea, 213-477-0834.

Veteran radio ND. Major-market experience, wants to move into TV news management. Excellent motivator, budgeter, planner. Demographics-oriented. 616-957-2794. evenings.

Meteorologist: Missouri J-school graduate is solid reporter, good forecaster, wants to improve your ratings. Has 3 years radio. 2 years commercial television experience. Mark, 314-631-3285.

Complete television news production facility wants to relocate. Now serving major market stations with reporting, writing, producing capabilities. Want to move to Florida. Texas, West Coast, Washington, DC area. Equipment includes state-of-the-art broadcast cameras, editing facilities, including A & B rolls, many effects such as freeze frame, frame storage, compressed video with variations and Chyron. Owner has 15 years experience in reporting, producing, production, including network experience. Winner of numerous awards. Would like to relocate in major market area wanting bureau facilities. Contract required. Box Z-127.

Sports anchor-reporter. Now sports director in medium-small market. Ready to move up. Two years experience. Write Box Z-141.

Anchor/news director - Top 50. 21 years experience. Would like to locate in Sunbelt. 813-758-0019.

Challenge me—1984 college graduate with radio and TV writing & producing, radio management skills, seeks position in TV news/production. Chronic over-achiever. Contact Adam Weintraub, 6648 Washington, A1, University City, MO 63130, 314-725-8985.

SITUATIONS WANTED TECHNICAL

19 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction. studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box Z-157.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Hard-working, intelligent student, graduating Dec. 1985 looking for part time to become fulltime position after graduation. Prog. mgmt., adv. some exper. in Los Angeles-San Fernando area. Justine Fisher, 818-893-0465.

Director. Seeking staff position. Solid experience, solid work ethic. Sunbelt or Florida. 201-785-3294.

Art director/broadcast designer. Multiple international award winner, 10 years experience, 7 in top 5 market. Active member B.D.A. Excellent print and animation. Experienced in video paint, identity development, image maintenance. Prefer Pacific Northwest. Box Z-129.

Total production person for immediate move. Lighting, shooting, to final edit in studio and EFP. Education and experience plus. Real Vidifont V experience. Steven Dick, 2851 Wayside, Evansville, IN 47711, 812-476-2188.

CABLE

SITUATIONS WANTED NEWS

Young aggressive female seeking anchor/reporter at cable station. '78 Marquette grad. Six years' experience television and radio. Will relocate. Frances, 415-451-2670.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director, School of Communication, Northern Arizona University. Recently formed School of Communication in the College of Creative & Communication Arts seeks its first director. The director will have unique opportunity of organizing and managing an academic unit that will house the disciplines of journalism, speech and telecommunication, as well as service activities of student newspaper, carrier current radio station, television production center, and nationally competitive forensics program. There are currently 18 faculty serving the combined departments. Responsibilities will include working with the chairpersons to develop curricula, programs, budgets, and personnel. University also supports a 100,000 watt national public radio station. Preference will be given to candidates that possess a terminal degree in one of the disciplines offered in the school, as well as those that have had administrative experience directing or managing a communication discipline in a college or university. However, consideration will be given for comparable professional & administrative experience in appropriate professional discipline. In-depth understanding of administrative operations of speech communication and/or the mass media (i.e. newspaper, television, magazines, and radio) is desired. Applicants should demonstrate commitment to research and scholarly writing and possess qualifications necessary for appointment to rank of associate professor or professor. Start 7/1/85. Northern Arizona University is in Flagstaff, a city of approximately 40,000 residents, situated 140 miles north of Phoenix at 7,000 feet elevation. Nearby scenic/recreational opportunities include the 12,000 feet San Francisco Peaks, Museum of Northern Arizona, Coconino Center for the Arts, Grand Canyon, Petrified Forest, Sunset Crater, Painted Desert, Oak Creek Canyon, and mild year-round climate. Send letter of application, vitae, three letters of recommendation to Dr. Charles H. Aurand, Dean, College of Creative & Communication Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86001. Deadline November 21, 1984. Northern Arizona University is a committed equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

RCA TVM-6 Local Oscillator MI #44544-2. 6465-7045 mHz. Call Les Secrest, collect, 907-452-5121.

CCARC non-profit needs donated television remote truck. Write P.O. Box 425, Tampa, FL 33601.

HELP WANTED INSTRUCTION

Graduate assistants and teaching assistants to study for M.S. or Ph.D. in Communications. Monthly stipend + fee waiver. Persons with undergraduate degree in communications or related field and professional media experience invited to apply. Dr. H. H. Howard, College of Communications, The University of Tennessee, Knoxville, TN 37996-0313.

Assistant professor to professor, telecommunication. Nine month, tenure track position. Responsibilities include teaching broadcast sales/advertising, broadcast journalism, broadcast economics, various broadcast production courses, as well as develop broadcast communication curriculum. Terminal degree in mass communication and/or broadcasting required/Ph.D. in MC with concentration in broadcast advertising and broadcast journalism preferred. Knowledge of broadcast operations necessary. Academic administrative experience and broadcast facilities supervision would be helpful. Minimum of three years' experience in higher education and/or broadcasting field will be considered. Application deadline: December 1, 1984. Send letter of application, resume, three letters of recommendation to Dr. Charles H. Aurand, Dean, College of Creative and Communication Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Broadcasting's largest source of copper strap, ground screen, #10 wire, flyscreen. 317-962-8596, ask for copper sales.

CCA 25000DS FM (1972), CSI FM 3000E (1982), ITA 5KW FM, Harris MS15, two Bird 25KW dummy loads. Call M. Cooper/Transcom Corp., 215-379-6585.

5KW AM Bauer 5000J (1968), RCA BTA-1R 1KWAM. Both on-air. Call M. Cooper/Transcom Corp., 215-379-6585.

Electronically evaluated videotape. 3/4" U-matic videocassettes. All sizes, low prices. Also, C-type 1-inch 30 minute videotape, \$24.99. Satisfaction guaranteed. Fast, free delivery. Call collect. Carpel Video, Inc., 301-845-8888.

New Ampex audio recorders final close-out. We purchased all of Ampex Canada's inventory. ATR-700, ATR-800, AG440-C & ATR 800 amplifiers, motors, heads, consoles, etc., 25-50% discount. NorthWestern, Inc., 800-547-2252.

UHF transmitter, Townsend TA-110NE, channel 31, complete. Bob Venditti, KRBK-TV, 916-929-0300.

RCA pylon UHF antenna, channel 31, TFU-36J omni, 0.5 degree. Bob Venditti, KRBK-TV, 916-929-0300.

1000' tower, stainless G-7, standing, Sacramento-Stockton, CA. Bob Venditti, KRBK-TV, 916-929-0300.

2000 feet used 6-1/8", 75 ohm, EIA flanged transmission line, 19 1/2 ft. sections with elbows, gas barriers, hangers. Excellent condition. Call toll free, 800-874-5449; 800-282-6214.

Mobile studio full 3 camera 3/4" production vehicle. Two 6.5 KW Onan generators. 22' 1979 International, 18,000 mi. with hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 fuel capacity. With or without video equipment. Tony, 201-894-5555.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Walter Price, Bill Martin, Bob Martins, or Cary Flitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

2-IGM instacarts and 3-IGM go-carts—each instacart has 48 trays with mono heads—each go-cart has 78 trays with stereo playback—excellent condition. Call Kim Hurst, WIRE, 317-927-4200.

Harris automation system 90—features 3,600 program events with look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 1-IGM 48-tray instacart (mono), 2-IGM 78-tray go-carts (stereo), 2 control consoles, TI printer. Call Kim Hurst, 317-927-4200, for a very versatile live-assist or complete automation system.

Collins 5,000 watt AM transmitter, excellent, \$8750. McMartin BF3, 5M- FM less exciter, \$10,000. Guarantee. Installation offered. 402-564-9360.

RCA TT10AL Ch5 transmitter with RCA TT25BL 25KW final. Complete with Moseley PBR-30 remote control, ADP-220 automatic printer, TAU tolerance alarms, relay interface. RCA TF6BM Ch5 6 bay antenna. 1800 feet 3-1/8 transmission line. All in service, available December. Ken Renfrow, KOAA-TV, 303-544-5781.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

RCA antenna for sale, channel 27-TFU 36 JDAS directional skull. Reasonable. Call Ed Shaper, CE, WTXL-TV, 904-893-3127.

40' mobile unit - Grass 1600 - YAM PM-2000, with or without. Cameras-VTR-Quantel-Chyron-Tractor. Base price \$495,000. 213-467-6272.

RCA TK-780's (4), RCA TK-760's (2) complete with all triax, lenses, accessories. Audio Arts console with 24 inputs, 8 Buss. 813-576-7676.

Sparta 701B, presently on 780, good condition. Being replaced because of power increase. Available now. \$6500, plus shipping. Call WABS, 703-534-2000.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo. PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

Call letters for sale. Perfect for existing or startup jazz station. 303-444-7838.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

This is probably the most lucrative sales manager position offered anywhere. Interested and qualified applicants please send letter and resume to:

BOX Z-131

Help Wanted Sales Continued

Sales Management
and sales executive opportunities. East/Midwest. Aggressive, ten-station, medium-market group has several openings in large-billing stations for sales professionals with potential to develop into general managers. People-oriented, innovative, creative, aggressive, professional. Prefer initial experience on-air side. Training, growth opportunity, incentive compensation. EOE. Respond by letter/resume to Alan R. Brill, President, Brill Media Company, Inc., P.O. Box 3353, Evansville, IN 47732.

Help Wanted Management

GENERAL MANAGER

Exciting opportunity for successful manager. State-of-the-art class C. Growing San Antonio market. Young, expanding group needs strong, experienced leader. Excellent benefits, incentives. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772. EOE, M/F.

AmericanMediaInc

CHIEF ENGINEER

Exciting opportunity. Build state-of-the-art class C. Growing San Antonio market. Young, expanding group needs strong, experienced chief engineer. Excellent benefits. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772. EOE, M/F.

MAJOR GROUP OPERATOR

recruiting promotion and sales-oriented GSM's who can train and motivate personnel. Financial opportunity unlimited. Career growth limited only by performance. Excellent corporate possibilities for professionals. Reply Box Z-135. EOE.

Help Wanted Technical

CHIEF ENGINEER

Western major market AM/FM radio station seeking well-rounded, experienced chief engineer. \$28K to start. Submit resume, in confidence, to Box Z-162

Help Wanted Programing, Production, Others

PROMOTIONAL DIRECTOR

Genuine opportunity to work with 1 of the brightest promotional minds in all radio. Experienced people send letter/resume to Box Z-132.

Help Wanted Programing, Production, Others Continued

61 WGIR
THE SPIRIT OF NEW HAMPSHIRE

PROGRAM DIRECTOR

Northern New England AM market leader. Will coordinate all aspects of active AC/news/talk format. Airshift included. Computer experience/music research especially helpful. Tape/resume to Bob Frisch, GM, WGIR, Box 610, Manchester, NH 03105. No calls. EOE.

WRC WASHINGTON, DC

Needs a great MOR entertainer. Send T/R to Ken Mellgren, Program Director, WRC, World Building, 8121 Georgia Avenue, Silver Spring, MD 20910.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Situations Wanted Management

CEO

Radio, TV, CATV. Seeking something interesting. Write directly to Box 288, Wenham, MA 01984.

VP/GM

of highly regarded AM/FM seeks COO position over solid acquisition-minded radio group. Top credentials. Successful professional. 15 yrs. Profit-minded, people-oriented producer. 38. employed, family man. Would consider similar position in top 75 mkt Box Z-113.

CURRENTLY EMPLOYED GENERAL MANAGER

Major & large market experience. Former owner seeks large or major market GM or corporate position. Strong on leadership, sales, programming & promotion. Box Z-150

FLORIDA

Impeccable reputation. Industry-known for superior management, sales, programing, promotion skills. Experience includes dramatic turnarounds. Will consider other Southern coastal mkt. For quick response, call 305-878-4140, or write Box Z-151.

Situations Wanted Management Continued

ATTENTION SMALL MKT.

Station absentee owners: if your station's billing leaves you thinking about selling-wait! I have a proven sales track record & innovative ideas as your new GM that can turn your small mkt. station into a profit center. Let's talk! Prefer SE: will consider relocating anywhere my abilities are wanted. Box Z-153.

STATION OWNERS!

Falling behind on your payments? I can make you a bundle of money in a hurry. Southeast markets preferred. Compensation includes equity in relation to revenue generated. Let's talk. 813-996-2181.

Situations Wanted Announcers

THE NATION'S 1ST ALL COMEDY FORMAT AIR TALENT NOW AVAILABLE!

Major or medium mkt. All formats & locations considered. Personality-oriented PDs call Wail Howard, 301-963-1751.

TELEVISION

Help Wanted Management

NEWS & PUBLIC AFFAIRS MANAGER/PRODUCER

Major West Coast independent looking for top news and public affairs manager-producer. In addition to managing the department, this person will form a documentary unit and serve as executive producer. Strong management/production experience necessary. Salary commensurate with experience. Please send resume in confidence to Box Z-134. EOE.

Help Wanted Sales

GENERAL SALES MANAGER

CBS-TV affiliate, dynamic California growth market, seeking experienced sales manager with proven track record to direct/coordinate all sales activities. Primary emphasis will involve developing and increasing advertising revenues at local, as well as national, level.

Requirements include ability to manage, train, and develop highly successful sales force. Knowledge of industry sales practices, programming, and community affairs essential. College degree desirable. If you're a successful leader and would like to bring your talents to a rapidly expanding market, please forward your resume including salary history to:

Box BC 1114
810 7th Ave, NY, NY 10019
Equal opportunity employer, M/F

Help Wanted News

CBN NEWS NETWORK NEWS DIRECTOR

The Christian Broadcasting Network, Inc., seeks senior news executive. Take charge of all worldwide TV news activities within CBN. Successful candidate will have Master's degree in journalism or related field, possibly some print journalism experience, and minimum of 10 years' news experience. Send resume with 3/4 inch video cassette of recent work and salary history, in confidence, to:

EMPLOYMENT MANAGER
THE CHRISTIAN BROADCASTING NETWORK, INC.
CBN CENTER
VIRGINIA BEACH, VA 23463
CBN, AN EQUAL OPPORTUNITY EMPLOYER

CBN NEWS INVESTIGATIVE REPORTER

The Christian Broadcasting Network, Inc., seeks investigative reporter. Investigate/prepare news-related stories for television broadcast. Requirements include on-camera experience, degree in broadcast communications or journalism, minimum 5 years' news experience. This position located in Washington, DC. For consideration, send resume with 3/4 inch video cassette of recent work and salary history, in confidence, to:

EMPLOYMENT MANAGER
THE CHRISTIAN BROADCASTING NETWORK, INC.
CBN CENTER
VIRGINIA BEACH, VA 23463
CBN, AN EQUAL OPPORTUNITY EMPLOYER

CBN NEWS MIDEAST BUREAU CHIEF

The Christian Broadcasting Network, Inc., has immediate opening in its news department for bureau chief for service in the Mideast. This senior news executive will take charge of our growing Mideast TV news bureau. Successful candidate will have minimum of 10 years news, print, or media broadcast experience. Must have proven track record of successful management and currently broadcasting in major TV market. Send resume with 3/4" video cassette of recent work and salary history, in confidence, to:

EMPLOYMENT MANAGER
THE CHRISTIAN BROADCASTING NETWORK, INC.
CBN CENTER
VIRGINIA BEACH, VA 23463
CBN, AN EQUAL OPPORTUNITY EMPLOYER

EXECUTIVE PRODUCER

Nationally syndicated TV news service seeking aggressive journalist to supervise our daily news operation. Candidates should have extensive background in local TV news, including production and managerial responsibilities. Send resume, references, and several hundred words about yourself to:

Terry O'Reilly
News Director
The Newsfeed Network
Independence Mall East
Philadelphia, PA 19106

Help Wanted Programing, Production, Others

**Promo
Producer/
Writer**

Chicago owned & operated TV station seeks creative promotions producer/writer with 3-5 years' major market experience. This highly visible position is responsible for production of TV/radio/print entertainment & news promotions. Send resume in confidence with salary history & written examples of your best work to:

BOX Z-163

Equal opportunity employer, M/F/H/V

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**Help Wanted Programing,
Production, Others Continued**

AUDIENCE PROMOTION MANAGER

Group W station in Baltimore seeking experienced audience promotion manager. Applicant must have college degree, with 3-5 years experience in commercial television promotion or advertising production work. Film, media buying, and marketing experience is helpful. Send resume to WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 W
An Equal Opportunity Employer

**Help Wanted Technical
Continued**

ENGINEERING MAINTENANCE SUPERVISOR

This person needed by number one station in the 37th market. Five years studio experience and minimum two years in management. Person will be supervising maintenance staff, overseeing and maintaining Grass Valley switchers, RCA TK-47 cameras, RCA Quads and TCR-100's, Sony 3/4" and 1", Chyron IV, Dubner, Quantel DVE and still store. Opportunity to work with C band and KU band transportable uplinks.

Please contact:

Dept. of Human Resources
Capitol Broadcasting Co., Inc.
P.O. Box 12000, Raleigh, N.C. 27605
Equal Opportunity Employer, M/F.



ALLIED FIELDS Help Wanted Programing, Production, Others

PRODUCER

For children's audio, cassettes and books. Must have experience in all phases of audio-visual production including:

- Direction of talent.
- Audio engineering—dubbing and mix-down.
- Music and sound effects editing.
- Liaison with script writers and artists.

Send resume and cassette sample to:

Personnel Dept.
MARANTZ CO.
20525 Nordhoff Street
Chatsworth, CA 91311

Help Wanted Sales

NATIONAL SALES MANAGER

Moseley Associates, Inc., world leader in aural STLs & transmitter remote control, seeks the right highly motivated, well-organized professional to join its progressive sales/marketing team. Successful applicant should have:

- Strong knowledge of broadcast marketplace.
- BS or BA degree.
- Demonstrable selling skills to major market engineering community.
- Good communicable understanding of broadcast engineering.
- Proven experience working with highly trained distributor network.
- Real desire to win through team participation.

Moseley offers:

- Excellent base salary.
- Lucrative incentive plan.
- Annual bonus plan.
- Thorough benefit package, including 401 (K) deferred income package.
- Secure future/growth opportunity.
- Santa Barbara lifestyle.

Applicants meeting the above, please forward resumes to:

Moseley Associates, Inc.
111 Castilian Dr.
Goleta, CA 93117
Attn: Personnel
EOE.



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The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

Help Wanted Management

VP MARKETING

Major TV broadcast equipment manufacturer seeks seasoned executive for top management team. Diverse background in market research, product planning, pricing, public relations, advertising, and sales support is an asset.

Sales experience with TV equipment manufacturer desired. Location is in warm, coastal state. Excellent compensation package. Resume with references and financials to:

BOX Z-138

W D I V / D E T R O I T

Major market NBC affiliate has opening for designer in award winning design department. Prefer applicant with TV experience (knowledge of Chyron 4, Grass Valley 300, Compugraphic 7770, Quantel Paintbox helpful). Set design experience, drafting and model making skills a plus. Must have strong sense of design, layout and typography. Should be able to prepare finished art for print and spec type (type setting experience a plus). Opportunity for advancement and individual expansion. College degree or equivalent preferred.

Send resume to:
Jim Houff, Design Director, WOIV
550 W. Lafayette Blvd.
Detroit, MI 48231
An Equal Opportunity Employer.

Help Wanted Technical

TV MAINTENANCE ENGINEER

FCC general radiotelephone license is required, or must be obtained within the first six months. EE degree desired. Should have 3 years experience maintaining video and audio equipment including digital video effects and microprocessor based equipment, two component levels. Send resume to:

W.D. Kelly
WNEW-TV
205 E. 67th St, NY, NY 10021
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Our unique broadcast placement service provides an excellent way for you to discreetly, but effectively, find a new broadcast position. TV-Radio. News to Sales. We have openings, so please call!

APR-Broadcast
803-651-0550

Miscellaneous

ATTENTION NEWS AND PROMOTION DIRECTORS

Sun World Satellite News is expanding with a media services division offering variety of products for TV news departments and radio stations. As a kickoff, we're offering a 1-time special of holiday customized jingles. Order now and receive our "t'is the season to be watching" (or listening) holiday promo. Special price is \$600, market exclusivity. Includes 60s, 30s, 10s, and 5 second jingles with customized sing, plus instrumental work parts. For demo/more information, call Rick Snyder in Phoenix, 602-275-4747.

Wanted To Buy Stations

WANT TO BUY VHF TV

Long established, financially capable major group owner seeks VHF TV in growing Midwest or Sunbelt area. Replies kept strictly confidential. Box Z-100.

For Sale Stations



**Wilkins
and Associates**
Media Brokers

IN	AM/FM	\$450,000	25%
MO	FM	\$325,000	15%
VA	AM	\$150,000	35%
AR	AM/FM	\$335,000	20%
AL	AM/FM	\$250,000	30%
MI	AM/FM	\$275,000	45%
TN	\$25,000	downpayment	
NC	\$30,000	downpayment	
MI	\$35,000	downpayment	

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

For Sale Stations Continued



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Powerful and profitable full-time AM located in growing Southwestern market. \$1.1 million.

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809 Corey Creek - El Paso, Texas 79912 915-581-1038

TV			
FLA	MED	UHF	CP
NE	MJR	UHF	CP
MIDWEST	MED	UHF	CP
NE	MJR	UHF	CP
FM			
SE	MJR	C	3.9 MIL CASH
SE	SM	A	195K
TOP 3	METRO	A	
LPTV			
TX	MED	UHF	
FLA	MED	UHF	CP
MIDWEST	MED	UHF	CP
FLA	SM	UHF	CP

Bill Kitchen / Dan Dunnigan
(404) 324-1271



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APPRAISALS

Now's the time to schedule an appraisal for your radio station. Contact us for details.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY: 207-947-6083

TO SETTLE ESTATE

Fulltime AM station. Operating profitably. Top 100 Midwest mkt. From owner.

WRITE BOX Z-85

SOUTHEAST AM/FM

Fulltime AM/class CFM. Profitable. Limited competition market. \$1,250,000. cash. Call Brian Cobb, 404-458-9226.



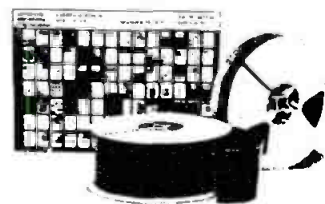
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nationwide mergers & acquisitions

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CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
WI	Med	AM	\$500K	Terms	Burt Sherwood	(312) 272-4970
GA	Sm	AM/FM	\$500K	\$100K	Ernie Pearce	(615) 373-8315
RI	Sub	AM	\$499K	Terms	Ron Hickman	(401) 423-1271
PA	Med	AM	\$325K	Cash	Ron Hickman	(401) 423-1271
TX	Sm	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
VA	Sm	AM	\$300K	\$37K	Mitt Younts	(202) 822-8913
GA	Med	AM/FM	\$1,250K	Cash	Brian Cobb	(404) 458-9226
PA	Sm	AM	\$800K	Cash	Warren Gregory	(203) 364-5659
FL	Maj	AM	\$450K	Terms	Randy Jeffery	(305) 295-2572

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

RADIO-TV-CATV-APPRAISALS

- 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.

BP WEST

Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656

William L. Simpson

San Francisco: (415) 441-3377

Chester Coleman

San Diego: (619) 728-8018

Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.

221 First Avenue West/Seattle, WA 98119

RADIO STATION

Operating class A FM with class C license in hand, new market opens, triples sales opportunity. Non-broadcasters prepared to sell. Excellent terms. Ideal for owner/operator in area of low crime rate, good economy, year round recreation. Put your talents to work in your own Midwest station. Box Z-123.

FOR SALE

Radio stations KRAZ-FM/KRZE-AM, Farmington, New Mexico, including all equipment and real property used in operation. \$750,000 minimum bid, accompanied by \$20,000 certified funds earnest money deposit. Submit sealed bids to Clerk, United States Bankruptcy Court, P.O. Box 546, Albuquerque, NM 87103, by November 19, 1984, 12:00 noon. For more information, contact Robert Finch, bankruptcy trustee, 505-325-2029.

S. JERSEY CLASS B

FM & AM station. 10 X cash flow. Great potential, terms available. P.O. Box 1440, Vineland, NJ 08360, Att: General Manager.

TEXAS RIO GRANDE VALLEY

Class A FM stereo. Fast growing area. Approximately 225,000 population within the 1 mv signal coverage. Excellent equipment. Priced right. Owner financing possible. Call "Doc" Horton, 512-781-5528.

JAMAR-RICE CO.

Beginner's delight! \$25,000 down can buy this steady cash flowing AM, small Texas oil patch mkt.

512-327-9570

950 W. LAKE HIGH DR.

STE. 103

AUSTIN, TX 78746

CLOSE TO TOP 50 MARKET

5 KW days, 2500 watts DA night only. Station now constructed. Antenna proofs required. Old station going fulltime. FCC has mandated immediate action. Price \$250,000, with \$45,000 down, balance at 10%. \$119,000 tax-loss available. No tire kickers or dreamers. Buyers call 801-363-2002; PO Box 2129, Salt Lake City, UT 84110.

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Your opportunity to get into radio ownership! Several modestly priced radio stations that will respond to your expertise. Call/write now!

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PREMIUM OPPORTUNITY

For sale. Radio station in \$19 million radio revenue mkt. 55th largest U.S. mkt., Richmond, VA. Exclusive format. Perfect for owner/operator. Easy terms, owner financing. Price: \$450,000.

REGGIE MARTIN & ASSOCIATE

RON JONES: 804-758-4214

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Prominent broadcaster recommended GM&A to talented veteran radio owner CHARLES C. EARLS as being the best brokerage firm for its integrity and experience. GM&A is extremely pleased to announce Earls' association as Vice President of the Mid-Central Region. Route One, Box 173, Kennett, Missouri. Phone 314/888-3224.

George **MOORE**
& Associates, Inc.

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Dallas, Texas 75206 (214) 361-8970

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar · Suite 1135 · Memphis, Tn. 38157

For Sale Stations Continued

ORLANDO AREA STATION

5 KW clear channel station. Explosive growth area. Plenty of new equipment. Absentee owner ready to sell. Please write Box Z-114.

SUNBELT CLASS C FM/AM

230,000 + mkt. Some financing, w/ 29% down to qualified buyer. \$1,850,000. Send qualifications in 1st letter to Box Z-152.

CALIFORNIA CLASS B FM

Lovely, high growth market. Consistently profitable station. \$950,000 (8 1/2 times C.F.). Half cash down. Reply with qualifications to Box Z-161.

WEST/COMBOS

Priced from \$700,000 to \$10 million. Jerry Dennon, 206-622-7050.

THE
MONTCALM
CORPORATION

- Daytimer. Chattanooga area. \$12,000 down.
- 4 FM's. OH. \$240,000-\$610,000. Terms.
- 100,000 watt. So. city \$2.1 mil., terms.
- 4 UHF TV's + 6 UHF TV CP's.
- AM/FM. MI. \$350,000, terms.

BUSINESS BROKER ASSOCIATES
615-756-7635-24 HRS.

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

AM/FM COMBO

Rocky Mountain ski resort. Profitable, growth market. Asking \$1,200,000; \$240,000 down. Call Elliot Evers, 415-387-0397.



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Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076
10509 Berry Knoll Dr., Dallas 75230

DOMINANT AM/FM FAR NORTHWEST

Unbelievable balance sheet. Excess of \$1,000,000 annual billing on AM alone. Highly profitable. Good cash flow. Small market. Owner retiring. Manager stays, if desired. \$1,600,000. Not interested in highly leveraged deal. Replies confidential. Box Z-128.

MAJOR MARKET TOP RATED FM

Must be sold for internal reasons ASAP. 7-8X cash flow. Sizable cash required with balance on excellent terms to qualified purchaser. Box Z-136.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

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.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—**all** copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Doyle Rose, general manager, WLOL(FM) Minneapolis-St. Paul, named VP, regional manager for parent, Emmis Broadcasting, assuming additional responsibilities as general manager of Emmis's KMGG(FM) Los Angeles.

Mike Ferrel, general sales manager WGMS(AM) Bethesda, Md.-WGMS(FM) Washington has been named general manager, succeeding Jerry Lyman, named president, RKO Radio (BROADCASTING, Oct. 22).



Carpenter

George C. Carpenter III, VP and general manager, WHO Broadcasting Co., licensee of WHO-AM-FM-TV, Des Moines, Iowa, named VP of parent, Palmer Communications Inc.

Fred Procise, general sales manager for WTSG(TV) Albany, Ga., is named general manager.

Low Freifeld, VP and general manager, WPTY-TV Memphis, joins WFTS(TV) Tampa-St. Petersburg, Fla., as president and general manager.

Henry Kavett, director of corporate communications, Katz Communications, New York, has left to form own communications holding company, The Independent Group of Companies. Kavett will serve as president and chief executive officer of firm.

Robert Bollinger, general sales manager, KOY(AM)-KQYT(FM) Phoenix, joins KJQY(FM) San Diego as VP and general manager.

Al Brady Law, VP, general manager, WFLA-AM-FM Miami, joins WHDH(AM)-WZOU(FM) Boston as VP and general manager.

Sam Brownstein, general manager, Pro Radio, New York, joins WWCO(AM) Waterbury, Conn., as general manager.

Dick Taylor, VP and general manager, All Communications Corp.'s WUHN(AM) Pittsfield, Mass., joins co-owned WIIN(AM)-WFPG(FM) Atlantic City as VP and general manager.

Bob Griffith, general sales manager, KFI(AM)-KOST(FM) Los Angeles, joins KJOI(FM) Los Angeles and XETRA-FM Tijuana (San Diego), as general manager.

Robert Smith Jr., news and public affairs director, WCYB-TV Bristol, Va., named acting general manager following death of general manager, Joseph Conway (see "Deaths," below).

Ron Gold, from WGBB(AM) Freeport, N.Y., joins WALK-FM Patchogue, N.Y., as station manager.

Eric Friesen, from Canadian Broadcasting Corp., joins American Public Radio Net-

work, St. Paul, Minnesota, as executive VP.

Sheldon Markoff, business manager, WPTY-TV Memphis, joins WNOL-TV New Orleans as VP and business manager.

Gary Raymond, from Sol Mutter Pearl Co., New Bedford, Mass.-based handbag manufacturer, joins Colony Communications, Providence, R.I., as staff accountant.

Marketing



Malfa

Horace Malfa, general manager, Cunningham & Walsh, New York, named president, succeeding **Anthony Chevins**, president and chief creative officer, who becomes chairman and chief executive officer. **Warren Albright**, executive VP, succeeds Malfa.

Appointments, Kenyon & Eckhardt, New York: **Charles Gowl**, senior VP, creative director, McCann-Erickson, New York, to VP and associate creative director; **Anthony Oliveto**, from BBDO, New York, to senior art director, and **Donald Marowski**, from N W Ayers, New York, to senior writer.

Appointments, media department, BBDO, New York: **Mike Drake**, senior VP, director of media planning services, assumes additional responsibilities as head of media resources and information group; **David Chmura**, VP, manager, media systems, to director of media systems; **Steve Singer**, from Slater, Hanft, Martin, New York, to director of media research; **Gerry Grasso**, media systems analyst, to media systems supervisor; **Celeste Blackwell**, media planner, to media systems application specialist, and **Michele Lipstein** and **Donna Rosenfeld**, assistant media planners, to media planners.

Martha Holmes, senior VP, associate creative director, BBDO, New York, joins Needham Harper Worldwide there as associate creative director.

James Barickman, senior VP, business development, Doyle Dane Bernbach, New York, joins Barkley & Evergreen, Kansas City, Kan., as chairman of board.

Kay Satow, VP, deputy research director, Needham, Harper & Steers, Chicago, named VP, deputy director of research, Needham Harper Worldwide, New York.

Bart McHugh, head of cable group, Doyle Dane Bernbach, New York, named senior VP, director of cable television.

David Cohen, director of casting and music coordination, D'Arcy MacManus Masius, New York, named VP.

Nancy Temkin, account supervisor, Benton &

Bowles, New York, joins Foote, Cone & Belding there as VP, account director.

Hugh Beath, president, Del Monte specialty grocery products division, R.J. Reynolds, Farmington, Conn., joins John Blair & Co., New York, in newly created position of executive VP, operations.

Rolf Meise, production director, Soskin/Thompson Associates, New York, direct marketing arm of J. Walter Thompson USA, named VP.

James Mayfield Jr., VP, director of regional marketing, D'Arcy MacManus Masius, St. Louis, named senior VP.

Appointments, TeleRep, New York: **Tom Tilson**, VP, general sales manager, jaguars sales team, to VP, director of sales; **Rich Sheingold**, local sales manager, WFLD-TV Chicago, succeeds Tilson; **Dave Pleger**, sales manager, cougars sales team, named VP, general sales manager of team, succeeding **Larry Goldberg**, VP, general sales manager of both cougars and wildcats teams, who retains that title with wildcats; **Alex Corteselli**, manager of training, to director of research, wildcats, and **Ken Kolb**, from CBS-TV, New York, to director of sports marketing and special sales.

Sandra Hillman, director of office of promotion and tourism, Baltimore, joins Trahan, Burden & Charles there as executive VP, marketing and corporate image.

Michael Steinberg, research manager, silver team, Katz Television Continental, New York, named associate director, TV research. **Stewart Day**, research analyst, silver team, succeeds Steinberg.

Teddy Reynolds, director of research, Petry Television, New York, named VP.

George Cain, account executive, ABC-TV, New York, named VP, Eastern sales manager.

Hayes Roth, from Young & Rubicam, New York, joins Saatchi & Saatchi Compton there as VP, management supervisor.

William Sheehan, associate buying director, sports programming, and **Richard Weigand**, senior associate media director, Dancer Fitzgerald Sample, New York, named senior VP's.

Thomas Rich, VP, management supervisor, Ketchum Advertising, Washington, named senior VP, management supervisor.

Gary Coleman, from KCMO(AM) Kansas City, Mo., joins Sher, Jones Shear & Associates, advertising agency there, as VP, development.

Appointments, Ketchum Advertising, New York: **Peter Cascone**, head of production, Grey Lyon & King Advertising, New York, to VP, director of broadcast production; **Dean Schwartz**, account supervisor, to management supervisor, and **Kevin Allen**, account executive, to account supervisor.

Joe Collins, account executive, national

sales, CBS Owned Television Stations, San Francisco, named manager of Dallas office.

Stephanie Apt, associate producer, Geer, DuBois, New York, named producer. **Jill Savitz**, assistant producer, Geer, DuBois, to production coordinator.

Dick McCauley, senior VP, general manager, Blair/RAR, New York, joins Selcom Radio there as senior VP, station development.

Brenda Crowner, from McCann-Erickson, Louisville, Ky., joins Sheehy & Knopf, advertising agency there, as associate creative director.

Fran Tivald, VP and national sales manager, Katz Independent Television, New York, named general sales manager.

Assistant planners named media planners, Tatham-Laird & Kudner, Chicago: **Laura Alfieri**, **Linda Cyza** and **Kathleen O'Donnell**.

Sheri Lapides, research analyst, Avery-Knodel Television, New York, named research manager, independent stations. **Leonora Barone**, member of sales department, A-K, named research analyst.

Christine McLaughlin, from Hill Holliday Connors Cosmopolis, Boston, joins Quinn & Johnson/BBDO there as accounts receivable supervisor.

Douglas Hoitenga, account supervisor, Cable Media of Michigan, West Bloomfield Hills, Mich., joins D'Arcy MacManus Masius, St. Louis, as regional account executive.

Mike Polatschek, sales manager, KRBK-TV Sacramento, Calif., joins WNOL-TV New Orleans as VP, director of sales.

Bob Barnett, sales manager, KYUU(FM) San Francisco, named general sales manager.

Bob Buselli, member of sales department, WPTF-TV Raleigh, N.C., named general sales manager.

Evelyn Sias, manager, research information, Group W Satellite Communications, Stamford, Conn., named manager, local ad sales.

Jay Sterin, sales manager, WROR(FM) Boston, named general sales manager. **Greg Orcutt**, senior account executive, WROR, named local sales manager.

Tom Wall, from WSPA-TV Spartanburg, S.C., joins WBTW(TV) Florence, S.C., as general sales manager.

Steve Woodward, from WMJR(AM)-WWWK(FM) Manassas, Va., and **Amy Cubert**, from Wild World amusement park, Largo, Md., join WINX(AM) Rockville, Md., as account executives.

Anne Jones, from Trahan, Burden & Charles, Baltimore, joins WCBM(AM) there as account executive.

Mel Birch, from KKBB(AM) Denver, joins KCBF(AM) Fairbanks, Alaska, as account executive.

1. He succeeds **David Madden** who, in turn, succeeds Mark in his position at Paramount, effective today (Oct. 29). **Richard Berman**, director of program development, Warner Brothers Television, joins Paramount Television Network Production as director of current programs. **James L. Brooks**, president of Gracie Films, independent production company based at Paramount, moves to Fox under terms of exclusive two-year contract to direct, write and produce for motion pictures and television.

William Lochridge, VP, special programming, ABC Radio Networks, New York, joins NBC Radio Networks there as VP and general manager of Source, young adult network.



Lochridge



Korris

Jim Korris, director, current programming and marketing, Universal Television, Los Angeles, named VP, current programming, succeeding Richard Lindheim, named senior VP, series programming ("Fates & Fortunes," Oct. 22). **Stuart Mandel**, senior VP, business affairs and administration, Sherwood Productions, Los Angeles-based independent production company, joins Universal Television as VP.

Michael Brandman, executive VP, pay cable production and development, Lorimar, Los Angeles, joins Playboy Programs Inc. there as president. **David Ingoldsby**, manager of operations, Walt Disney Telecommunications and Non-Theatrical Co., Los Angeles, named director of operations.

Appointments in restructuring of domestic sales force, Telepictures: **Scott Carlin**, VP, Northeast sales, New York, to VP, general sales manager, Telepictures Perennial, division to handle sales of nonfirst-run product, Los Angeles; **Jody Shapiro**, VP, domestic sales, New York, to VP, Eastern sales there; **Tom Straszewski**, VP and general manager, KNBC(TV) Los Angeles, to VP, Western sales there; **Jeannine Kadow**, account executive, Chicago, to manager, Eastern sales, New York; **Alicia Windroth**, account executive, Chicago, to director, Dallas; **Mike McHugh**, account executive, Dallas office, to manager, Western sales, Los Angeles; **Robert Barnett**, account executive, Los Angeles, Telepictures Perennial, to director, Western sales, Los Angeles; **Steve Knowles**, general sales manager, WEEI(AM) Boston, to director, Eastern sales, New York, Telepictures Perennial.

Steve Gordon, general manager, KMDY(AM) Thousand Oaks, Calif., joins Viacom, Los Angeles, as director, program development. **Lynn Fero**, administrator, business affairs administration, Viacom Enterprises, New York, named manager, business affairs administration. **Heidi Suzanne Melick**, home video, licensing and merchandising, Viacom, Los Angeles, named sales executive, home vid-

eo.

Vicki Rosenberg, head of own casting company, Los Angeles, joins Paramount Network Television Production there as VP, talent and casting.

Mary Ellis Bunim, executive producer, *As the World Turns*, CBS, New York, joins NBC, Los Angeles, as co-executive producer, *Santa Barbara*.

Gary Patrick, VP, account services and new account development, Independent Media Services, New York, joins Vitt Media International there as VP.

Susanna Gregg, freelance scriptwriter, joins The Program Factory, Nashville, as assistant contest coordinator for its *Play the Numbers* and *Jury! Jury!* game shows.

Victoria Lynn Quoss, from Scott, Foresman Publishers, New York, joins Evergreen Programs, division of Worldvision Enterprises there, as account executive, central division.

Norm Hankoff, president, KTHO(AM)-KZRF(FM) South Lake Tahoe, Calif., joins Fred Hall Productions, Ojai, Calif., as executive VP, marketing.

Ira Haber, from Coopers & Lybrand, New York accounting firm, joins Modern Telecommunications Inc. there as controller.

Timothy Spenser Davis, account executive, Television Program Enterprises, New York, joins Worldvision Enterprises there as account executive, Eastern division.

Dennis Boyle, from John Blair & Co., Chicago, joins Embassy Telecommunications there as account executive, Midwest region.

Dean Tyler, program director, WPEN(AM) Philadelphia, named manager, MOR programming, for parent, Greater Media.

Diane Paige Appleyard, operations manager, WPML(TV) Mobile, Ala., joins WFST(TV) Tampa-St. Petersburg, Fla., as program director.

Appointments, WSBK-TV Boston: **Fred Bierman**, executive producer, to program manager; **Mark Quenzel**, producer and director, to executive producer, and **Candace Fisher**, program assistant, to associate producer.

Lin Brehmer, from WQBK(FM) Rensselaer, N.Y., joins WXRT(FM) Chicago as music director.

Michael Bettelli, announcer and anchor-reporter, KOMO(AM) Seattle, named music director.

Erren Gottlieb, floor director, KING-TV Seattle, named associate producer, *Good Company*.

Raul Ramirez, retired professional tennis player, joins SIN Television Network, New York, as commentator.

Louie Manno, from WFAN(FM) Stonington, Conn., joins WBEC-AM-FM Pittsfield, Mass., as production director and air personality.

Les Shapiro, from WEEK-TV Peoria, Ill., joins KCNC-TV Denver as weekend sports anchor.

Dave Hutcheson, from WZPL(FM) Greenfield, Ind., joins WGCL(FM) Cleveland as morning air personality.

Programing

Laurence M. Mark, production vice president, motion picture group, Paramount Pictures Corp., joins 20th Century Fox Film Corp. as executive VP, film production, effective Dec.

News and Public Affairs

Eric Sorenson, executive producer, news broadcasts, KCBS(TV) Los Angeles, named news director, succeeding Andrew Fisher, named general manager, WSB-TV Atlanta ("Fates & Fortunes," Oct. 1).

Eric Cardinal, manager, network news research, NBC, New York, named director, news audience research.

Tom Kuelbs, from KHOU-TV Houston, joins WLWT(TV) Cincinnati as news director.

Appointments, WLOS-TV Asheville, N.C.: **Alan Hoffman**, from KATC(TV) Lafayette, La., to executive producer, news; **Jon Kaplan**, from KTVY(TV) Oklahoma City, to producer, 6 p.m. news, and **Liz Johnson**, from KWTW(TV) Oklahoma City, to weekend producer-assignment editor.

Lloyd Dobyns, general assignment reporter, NBC News, named Asia correspondent, relocating from New York to Tokyo.

Angela Owens, reporter, WRC-TV Washington, named editorial director.

Mark Siebert, marketing manager, The Learning Channel, Washington, joins Associated Press, Kansas City, as national cable executive, central United States. **Brad Krohn**, staff member, Washington broadcast news center, Associated Press, named head of Texas AP Network, statewide radio news network.

Annette Barskile, public affairs coordinator, WPTF-TV Raleigh, N.C., named public service director.

Jodi Smith, from KWWL-TV Waterloo, Iowa, joins KSTP-TV Minneapolis-St. Paul as public affairs coordinator.

Appointments, news department, noncommercial WHYY-FM Philadelphia: **Roberta Honig**, from WCAU-TV Philadelphia, to producer-reporter; **Beatrice Black**, from noncommercial KCFR(FM) Denver, to host, morning edition, and **Dave Davies**, environment and transportation reporter, to city hall reporter.

Becky Ozburn, reporter, WEAR-TV Pensacola, Fla., to weekend anchor-producer.

Gayle Jessup, education reporter, WTOG-TV Savannah, Ga., joins WGXA(TV) Macon, Ga., as news co-anchor.

Appointments, WBOY-TV Clarksburg, W. Va.: **Sara Lieu**, from WEEL(AM) Fairfax, Va., to weekend anchor; **Mimi Wilson**, from WDTV(TV) Weston, W. Va., to 6 and 11 p.m. anchor; **Bill Cummings**, from WVEC-TV Norfolk, Va., to general assignment reporter, and **Jeff Hetrick**, from WCLG-FM Morgantown, W. Va., to Morgantown bureau reporter.

Lin Sue Shephard, from WFAA-TV Dallas, joins KPNX-TV Phoenix as reporter-anchor. **Dave Marquis**, from KSAF-TV San Antonio, Tex., joins KPNX-TV as West Valley bureau reporter.

Lorne Matalon, from WTVD(TV) Raleigh-Durham, N.C., joins WPVI-TV Philadelphia as reporter.

Appointments, WCTI-TV New Bern, N.C.: **Mike Dunn**, weekend news anchor, and **Joan Smith**, weather anchor, to co-anchors, *First Edition*, new morning newscast, and **Craig Hoffman**, reporter, to weekend anchor.

Technology

Louis Bransford, consultant, Public Service Satellite Consortium, Washington, named president, succeeding **Elizabeth Young**, president of PSSC and of Services by Satellite (SatServ), partially owned subsidiary, who joins Comsat General, Washington, as VP, marketing. **Thomas Warnock**, executive VP, National Public Radio, Washington, joins SatServ as president, succeeding Young.

Rosario Romanelli, president and chief executive officer of Teleport Communications, New York, joint venture of Merrill Lynch and Western Union to operate satellite interconnection facility, and president of Merrill Lynch Telecommunications, resigns to become president of new venture, Submarine Lightwave Cable Co., which is filing application with FCC for cable landing license for trans-Atlantic fiber optic cable system. **Gerald Ely**, chairman, Merrill Lynch Telecommunications, succeeds Romanelli.

Johnny Johnston, VP, marketing, Cetec Electronics, El Monte, Calif., named president, succeeding **Donald Cassidy**, who takes early retirement but remains consultant to company.

Kenneth Hoch, assistant VP, contracts, Comsat TeleSystems, Washington, named assistant VP, marketing services and contracts.

Ron Pitcock, CATV district manager, Anixter, Houston, named VP and general manager of Anixter-Cincinnati, joint venture of Anixter Brothers and Cincinnati Bell, based

in Cincinnati.

George Roberts, VP and general manager, Harris Corp., Quincy, Ill., joins American Satellite Co., Rockville, Md., as senior VP, operations and engineering. **Robert McArdle**, VP, marketing and sales, Centel business systems, Chicago, joins ASC as national director of sales.

Wilmer Bottoms, corporate VP, Varian Associates, Palo Alto, Calif., named VP, corporate development. **Jon Tompkins**, member of staff of Varian chairman and chief executive officer, Thomas Sege, named president of Varian's semiconductor equipment group.

John Check, manager of distribution, video ministry, Dallas Theological Seminary, joins VCA Duplicating as manager, Dallas duplicating center.

Harry (Mickey) Davis, senior coordinator, Television Videotape Satellite Communications, Pittsburgh, named sales service supervisor.

Liz Cook-Vasquez, inside sales manager, Anixter Communications, Houston, named CATV district manager, Southwest, based in Dallas.

Dennis Baker, from own consulting-engineering firm, joins EEV Inc., Elmsford, N.Y., broadcast products manufacturer, as product sales manager.

Peter Kovaleski, director of engineering, General Cinema Communications, Boston, joins Metro Traffic Control, Houston, in same capacity.

Stan Gold, director of operations-engineering

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and programming, KJOI(FM) Los Angeles, joins KXYX(FM) there as director of engineering.

C. Robert Ogren, director of engineering, WLNE-TV Providence, R.I., named director of engineering for parent, Freedom Newspapers Inc.

Latham Hamner, studio supervisor, WECT(TV) Wilmington, N.C., joins WPTF-TV Raleigh, N.C., as chief engineer. **Terence Dixon**, from KOLR-TV Springfield, Mo., joins WPTF-TV as operating engineer.

Promotion and PR

Tim Miller, director of creative services, WABC-TV New York, joins Home Box Office there as director, on-air promotion, Cinemax.

David Sams, director, creative services, King World, Los Angeles, named VP, creative affairs.

Andrew Scott, from Hill & Knowlton, New York, joins HWH Enterprises there as head of newly expanded entertainment public relations division.

Robert Johnson, professor of literature and writing, Goshen (Ind.) College, joins WSBT-TV South Bend, Ind., as director of creative services.

Kalen Johnson, promotion assistant, WPTF-TV Raleigh, N.C., named promotion manager. **Kimbre Hughes**, from Raleigh Civic Center, joins WPTF-TV as promotion assistant.

Appointments, promotion department, WSBK-TV Boston: **Tom Sieracki**, VP, creative services. Genesis Entertainment, Philadelphia, to creative services director; **Linda Breitstein**, on-air producer, promotion department, to publicity coordinator; **David Greenburg**, freelance copywriter, New York, to promotion coordinator.

Patricia Hamilton, assistant manager, public relations, New Jersey Network, joins WOR-TV Secaucus, N.J., as publicity manager.

Terry Doll, assistant account executive, Kenrick Advertising, St. Louis, joins KSDK(TV) there as public relations director.

Allied Fields



Bleier

Edward Bleier, executive VP, Warner Bros. Television, New York, elected president of International Radio and Television Society, succeeding **Ralph Baruch**, chairman, Viacom International, resigned.

David Wolper, television and film producer, will receive 1984

Founder's award from international council of National Academy of Television Arts and Sciences. Award celebrates "accomplishments of individual whose work is recognized throughout world." Wolper, whose work has won Emmys, Peabodys, Golden Globes and Oscars, received his most recent Emmy as producer of opening and closing ceremonies of summer Olympics.



Feeney

Job well done. Harry J. Feeney, 66, director, press information, CBS Entertainment, New York, will retire Jan. 18 after 42 years with CBS. He will be succeeded by Enid Moore, who has been director, specials and mini-series, press information, CBS Entertainment, since January 1982. Feeney—who is credited with educating a generation of trade and consumer journalists in the basics and nuances of broadcasting—joined CBS Radio Network in 1942. After service in World War II, he returned in 1946, holding various posts in CBS Radio Network press information.

In 1956, he transferred to CBS Television Network press information as trade news editor. He was named associate director, press information, CBS-TV in 1963, and director, press information, in 1969. "Harry Feeney is one of the people who gave CBS its special character," said B. Donald Grant, president, CBS Entertainment. "All of us will miss his guidance, his knowledge, his expertise and his good cheer."



Moore

Howard Baker Jr., majority leader of Senate, elected to board of directors of Gannett Co. He will join board Jan. 5, upon retiring from Senate after 18-year career.

Thornton Bradshaw, chairman, RCA Corp., New York, elected chairman of Center for Communication there. Center is nonprofit organization designed to give students and professors access to working communications professionals.

Fran Sax, director of marketing, Firstcom Broadcast Services, Dallas, named VP, marketing.

Elected officers, Advertiser Syndicated Television Association, New York: **Dennis Gillespie**, Viacom, president; **Daniel Cosgrove**, Group W, first VP; **Jack Duffield**, Metromedia, second VP; **Harrison Mulford**, 20th Century Fox, secretary, and **Joseph Cifarelli**, Multimedia, treasurer.

Lou Adler, VP and news director, WOR(AM) New York, will receive Distinguished Service award from his alma mater, University of New York, Fredonia, N.Y.

Elected officers, Electronic Industries Association, Washington: **Clem Arnold**, McDonnell Douglas Corp., chairman; **Bruce Carswell**, GTE Corp., vice chairman, and **C. Travis Marshall**, Motorola, treasurer.

Elected members, ABC-TV's Promotion Advisory Board, Sacramento, Calif.: **John Tischenendorf**, KOVR(TV); **Tom New**, WJET-TV Erie, Pa., and **John Calver**, KATV(TV) Little Rock, Ark.

Patricia Kehoe, director, marketing, Arts & Entertainment Network, New York, joins Council for Cable Information there as director of communications.

Deaths

James Caesar Petrillo, 92, former president of American Federation of Musicians and Chicago Federation of Musicians who led AFM in numerous battles with networks and recording companies, died at St. Joseph hospital, Chicago, after stroke. He was being treated for cancer. In 1942, he called strike, demanding networks and recording companies pay fees for playing recorded music. Strike lasted 27 months, during which time Petrillo refused request from President Roosevelt that union comply with National War

Labor Board directive that recording resume because strike was "impeding the war effort." When strike ended in November 1944, Petrillo had won. Royalties went into special Music Performance Trust Funds that gave work to unemployed musicians, providing free concerts at schools, parks and special events. He retired as president in June, 1958. Petrillo is survived by two sons and daughter.

Walter Donald Roberts, 83, former network radio sales executive, died of heart attack Oct. 20 at his home in Sarasota, Fla. He started his radio sales career with Free & Peters (later Peters Griffin Woodward), New York, in 1936. He moved two years later to NBC spot sales, before joining CBS in Chicago as Western sales manager, and later ABC, where he was in charge of radio and television sales, also in Chicago. He is survived by his wife, Dorothy, and son, Walter Donald Roberts Jr., who is president and owner of Roberts Broadcasting Inc., which owns WJMS(AM)-WIMI(FM) Ironwood, Mich., WJMT-AM-FM Merrill, Wis., and is president of WENE Inc., which owns WENE(AM)-WMRV(FM) Endicott, N.Y.

Joseph T. Conway, 59, executive VP and general manager of WCYB-TV Bristol, Va., died of heart attack Oct. 13 at his home in Bristol. Prior to joining station as general sales manager in 1977, he held management positions with Storer Broadcasting in New York, Philadelphia, Detroit and Cleveland. He is survived by his wife, Betty, and six children.

E. Frank Mortensen, 51, news director, American Forces Network-Europe (AFNE), died of heart attack Oct. 23 at his home in Frankfurt, West Germany. He was twenty year Air Force veteran with broadcast assignments in Europe and Far East. He had also worked as radio news director in San Antonio, Tex., before joining AFNE in 1978. He is survived by his wife, Marianne, and two sons.

James Robinson, 62, former NBC News correspondent and specialist on Asia, died of chronic renal failure Sept. 29 at Mesa, Ariz., hospital. He was with network from 1952 to 1969, and was briefly bureau chief in Moscow and Berlin. He is survived by son and daughter.

Joe Holcomb, 55, air personality for WAMB(AM) Nashville, died Oct. 13 following heart attack at his home in Nashville. He is survived by daughter.

Henry Siegel: high roller at LBS Communications

As a youngster, Henry Siegel harbored dreams of striking it rich as a Las Vegas gambler. By all external signs he is at least on his way to his fiscal goal, if in a different if almost as chancy a calling, television programming.

As chairman of LBS Communications, New York, Siegel will put up \$80 million this year as partnership money with various producers for programming he hopes will compete favorably with that of the television networks. A misstep in judgment and millions of dollars go down the drain.

Siegel's track record in the advertiser syndication business is impressive. LBS is among the largest companies of its genre, having grown from a few million dollars in sales in its first full year of operation in 1977, to an estimated \$125 million this year.

LBS's rationale always has been that advertisers and agencies need a cost-efficient alternative to network television. In the 1970's, Siegel was a media executive at Grey Advertising, New York, where he was in a position to track the constantly escalating costs of network television. After considerable discussion, he persuaded Grey management in 1976 to form Lexington Broadcast Services with Siegel as a partner. The venture has paid off for both.

Siegel says he has always been mathematically inclined, and he leaned toward a career where a facility with numbers would be an asset. By the time he graduated from Brandeis University, Waltham, Mass., with a degree in economics, he had chosen advertising.

"Frankly, I did not know too much about advertising," he recalls, "but I felt it was a field that was fast-paced and could use my interest in numbers and my natural aggressiveness."

"I'm a twin," he recounts, "and you'll find that twins often are competitive. I was always trying to best my brother, Paul, in a fair and friendly way. Paul is still my best friend and adviser and is now with LBS as executive vice president and chief financial officer."

Siegel laid the groundwork for LBS while moving up in Grey's media department. He went from media trainee in 1964 to vice president and assistant media director in 1968 to senior vice president and manager of the media department in 1974. With the formation of Lexington Broadcast Services in 1976, he became its president and was advanced to chairman in 1982.

When Siegel was having his baptism by fire in barter syndication, there was still a stigma attached to such activity. Siegel says the stigma stemmed from barter in the merchandising field rather than programming. His firm and others like it specialize in the ex-



HENRY HOWARD SIEGEL—board chairman, LBS Communications, New York; b., Newark, N.J., Feb. 15, 1941; BA, economics, Brandeis University, 1963; media trainee, Grey Advertising, New York, 1964-65; media buyer, associate media director, Grey, 1965-68; VP and assistant media director, Grey, 1968-74; senior VP and manager of media, Grey, 1974-76; president, Lexington Broadcast Services, 1976-82; chairman Lexington Broadcast Services, 1982-84 (company name changed to LBS Communications, 1984); m. Elin Benton, 1981; children (by previous marriage): Leigh, 14; Brian, 12.

change of programming for time on the television stations. He noted that today advertiser syndication has been embraced by 98 of the top 100 advertisers.

"There are more than 150 advertisers active in advertiser syndication," Siegel says. "The business has grown from \$30 million in sales revenue in 1972 to more than \$500 million this year. We have about a 25% share of the market."

Siegel began to acquire advertiser syndication experience at Grey before Lexington Broadcast was formed. For General Foods in 1975 and 1976, Siegel helped develop a series of three-minute inserts called *Spirit of '76*, tied to the Bicentennial celebration. His department also helped create another advertiser-supported series, *The Andy Williams Show*, for Procter & Gamble. The experience with those programs led to the formation of Lexington Broadcast Services, according to Siegel. (The name was changed to LBS Communications earlier this year.)

LBS now plays a role in some 40 hours of programming per week. In some instances it serves solely as the advertising sales representative; in others it clears stations; in still others it may also have a financial interest in the production, or it may provide a combination of these services.

Among the programs with which LBS is involved are *Fame*, *Too Close For Comfort*, *Hee Haw*, *Inspector Gadget*, *Heathcliff*,

This Is Your Life and *In Search Of*. Siegel is particularly proud that LBS took the initiative to help finance new production of *Fame*, *Family* and *Too Close For Comfort* for advertiser syndication after they had ended their network cycles.

Despite the rapid rise of advertiser syndication and its acknowledged competition with the TV networks, Siegel is sufficiently realistic to admit that the networks still are and will continue to be the dominant advertising medium for the foreseeable future. But, he says, "Companies such as LBS can compete in the areas of frequency and extending reach. It's true that some advertisers will come to us rather than to the major networks simply because they can't afford \$150,000 for one 30-second spot but can afford three of our \$50,000 spots."

Siegel also dismisses the notion of a "fourth network." He says there are many fourth networks and LBS is one of them.

One of LBS's most ambitious undertakings is TeleLex, a joint venture of LBS and Telepictures Corp. Its aim is to extend advertiser syndication abroad, particularly in Europe.

Siegel explains that until recently there was scant demand for barter programming overseas, but the picture is changing with the growth of cable television there and the advent of numerous TV stations and networks. But Siegel says that this is a long-range project. It's a question, he says, of finding the "right" programming for the different markets of Europe and learning to deal with the different regulations governing advertising.

Siegel adds that TeleLex has put together its first advertiser agreement involving General Mills' toy group.

"It's going to take three or four years to develop this market, but some day it will be very important," Siegel believes.

Another project in development at LBS is Inday, a daily, two-hour block of daytime programming produced in association with Tribune Broadcasting and targeted to independent stations. Siegel says this project is designed to compete with the TV networks in the lucrative daytime period.

As envisioned, Inday will consist of four half-hour segments: a 30-minute service called *The Inday News*, a live newscast taken from the Tribune's Independent Network News's midday news feed; *What's Hot What's Not*, a half-hour informational entertainment program, and two other segments still to be announced. The target date for the start of Inday is fall 1985.

Siegel maintains a rigorous schedule. He has traveled to Los Angeles and London and returned to New York—all in the same day.

Siegel and his wife, Elin, have a loft in Manhattan and a home in Woodstock, N.Y., which he designed. He is an avid tennis player and a collector of major league baseball cards.

NBC has ordered 12 more episodes of *The Bill Cosby Show* in addition to 13 already commissioned bringing total to 25 for full season run. *Cosby* has been **highest rated new show of season, averaging 21.6/36 over five broadcasts. Show is Carsey-Werner Production in association with SAH Enterprises.**

ABC's *Edge of Night* will have **final broadcast Friday, Dec. 28**. Daytime serial drama airs 4-4:30 (NYT) and is produced and owned by Procter & Gamble Productions. It has been **on television for 28 years**. ABC said it is "exploring other programing alternatives" and hopes to return to full complement of 11 daytime half-hours by end of 1985. (Network didn't specify it would seek to fill 4-4:30 slot or schedule half-hour in other daypart.) Until that time, ABC said it would hand over period to affiliates. *Edge of Night* has steadily been falling in daytime ratings over past several years. During first quarter of 1984, *Edge of Night* averaged 3.5 rating and 10 share compared to 5.5/16 for comparable period in 1980. During recent third quarter, series slipped to average 2.7/9 and in October was cleared by 106 of ABC's 214 affiliates, representing 62% coverage. *Edge of Night* premiered on CBS April 2, 1956, then moved to ABC on Dec. 1, 1975. Sources say that without *Edge of Night* on schedule weighting down daytime household ratings averages, ABC could boost daytime averages three- to four-tenths of rating point (CBS's season-to-date daytime lead has been five-tenths of rating point). However, critics say it's hocus-pocus because getting rid of *Edge of Night* does not necessarily boost ratings of programs in rest of daytime schedule.

CBS announced it would put *Dreams* "on hiatus" following Oct. 31 broadcast, and that beginning Nov. 7, *E/R* would move from Tuesday 8:30-9 p.m. slot to Wednesday 8:30-9 p.m. period previously occupied by *Dreams*. CBS said *AfterM*A*S*H* remains on schedule and plans for Tuesday night will be announced later.

In wake of FCC Administrative Law Judge Edward Kuhlmann's decision to broaden scope of ongoing FCC license qualification hearings for **RKO General** by designating six new issues in case (BROADCASTING, Oct. 22) comes word that **Fidelity Television Inc.**, Norwalk, Calif., challenger for RKO's KHL-TV Los Angeles, **will subpoena several former RKO officials** to give depositions before ex-

panded FCC license qualification hearings take place. According to Nat Emmons, partner in law firm of Mullin, Rhyne, Emmons Topel, Washington, legal counsel for Fidelity, following RKO officials will be subpoenaed: Robert J. Williamson, former president RKO Radio; John B. Fitzgerald, former vice president, controller and chief financial officer, RKO General, and Kenneth R. Frankl former vice president, secretary, and general counsel, RKO General. (Two weeks ago, RKO announced sudden departures of Williamson and Fitzgerald, retirement of Frankl and appointment of Jerry Lyman, vice president and general manager of RKO's WGM AM-FM Washington and corporate vice president, government relations, as new president of radio division [BROADCASTING, Oct. 22]. In addition, Fidelity's list of people to be subpoenaed includes former RKO Radio Network executives: Thomas Burchill, former president; Kevin Lyons, former vice president and director of sale (Burchill and Lyons now hold same positions at Lifetime cable network); Kenneth Harris, former vice president and director of affiliate relations, and Frank Musumeci, former controller—last two resigned last summer ("Top of The Week," Aug. 20).

Nationwide Communications Inc., station-group subsidiary of Nationwide Mutual Insurance Co., has announced agreement in principle to **purchase Western Cities Broadcasting's eight radio stations** for just over **\$43 million**. Stations are: KZAP(FM) Sacramento, KWSS(FM) Gilroy, both California, KZZP-AM-FM Mesa, KNST(AM) KROQ(FM) Tucson, KMLJ(AM)-KLNC(FM) Las Vegas. NCI is based Columbus, Ohio, and headed by Clark Pollock, president. It owns two AM's, five FM's, three TV's and cable system serving Lancaster, Ohio. **This purchase makes NCI largest FM station group with 1 FM stations**. Western Cities, based in Las Vegas, is principally owned by Peer Pedersen, Howard Warren and Richard Phale Broker: Kalil & Co.

CBS-owned **KCBS-TV Los Angeles dropped its afternoon block of new game shows and returned to off-network series** in 3-4:30 time period. Station started off year by scheduling Telepicture's *All New Let's Make a Deal*, King World's *Jeopardy* and Paramount's *Anything For Money* in early fringe as lead-in to local news. KCBS-TV has **returned *Barney Miller* and *Quincy*** to those time periods. Also **NBC-owned KNBC-TV has moved up NBC's *Nightly News* from 7-8:30 and pruned back 6 p.m. local news by half-hour**. In former 7-7:30

Westmoreland v. CBS: week three. The parade of witnesses testifying on behalf of retired General William Westmoreland marched on during the third week of the libel trial pitting him against CBS for the network's accusatory 1982 documentary, *The Uncounted Enemy: A Vietnam Deception* (BROADCASTING, Feb. 1, 1982, et seq.). Three former high level military intelligence officers, including the chief of military intelligence who reported directly to Westmoreland in Vietnam, General Phillip B. Davidson, testified that at no time during the war had they received orders to keep official enemy troop strength estimates below a prescribed ceiling of 300,000. Davidson also testified that if Westmoreland had issued such an order, he would have disobeyed it, since such an order would have been "illegal." The former intelligence officers also denied allegations made in the CBS documentary that in the five months prior to the January 1968 Tet enemy offensive they received reports of monthly infiltration by 25,000 enemy troops, and that those reports, in the words of CBS correspondent Mike Wallace, were "systematically blocked." The monthly infiltration numbers prior to Tet has become somewhat bogged down in semantics, however. The intelligence officers last week defined "infiltration" as those enemy troops having actually crossed the border into South Vietnam, as opposed to enemy troops having moved south without actually crossing the border. In the CBS documentary, Wallace reported that "during the five months preceding the Tet offensive, Westmoreland's infiltration analysts had actually been reporting not 7,000 or 8,000 but more than 25,000 North Vietnamese coming down the Ho Chi Minh Trail each month, and that amounted to a near invasion. But those reports of a dramatically increased infiltration were systematically blocked."

The final witness to testify last week was General George Godding, the chief military representative at a 1967 conference attended by representatives of several intelligence agencies at CIA headquarters in Langley, Va., for the purpose of updating the enemy troop strength estimates in Vietnam. Godding denied having ever told CBS that he was told by Westmoreland directly to keep the military's estimate below 300,000, which the CIA believed was far too low. The broadcast reported that Godding (without mentioning him by name) had indeed said just that. On cross examination however, CBS attorney David Boies forced Godding to contradict statements he had made in an earlier deposition. In the deposition Godding said the estimates he put forth at the conference totalled 297,000 and included such irregular enemy forces as the so-called self-defense and secret-self-defense groups. At trial, Godding said he had misspoke during the deposition and that he had actually presented at the Langley conference a revised estimate of 298,000, which did not include the irregular forces.

Next week, Westmoreland attorneys will call additional former intelligence officers, including one that CBS alleged in its broadcast was relieved of his intelligence duties in Vietnam because he refused to re-evaluate enemy troop estimates his superiors believed were too high. The officer, Lieutenant Colonel Everette Parker, is expected to deny that claim. It is also possible that Westmoreland himself may be called to the stand this week. Meanwhile, it's understood that oral arguments will be held in the Washington appeals court, where CBS is fighting to obtain the proceedings of the sealed Pike Committee papers which the network claims support the broadcast, toward the end of November.

Where's the zapping? The potential for zapping commercials in home-taped TV shows is small indeed, and for a good reason: Very few programs are being taped at home, so there's relatively little to zap. That's the message from NBC, based on results of an A.C. Nielsen Co. study of the use of videocassette recorders in U.S. TV homes this past summer (June-August).

In the 8% of homes that have VCR's, NBC said, VCR activity projected to the equivalent of six one-hundredths (0.06) of a national network rating point in prime time and slightly more than four one-hundredths (0.043) of a point in daytime. By comparison, NBC said, the average network prime time rating for the same period was 12.1.

In prime time, the breakdown was: Homes in which the VCR was recording with the TV set off represented two one-hundredths (0.02) of a national rating point; homes where the VCR was recording while the set was tuned to a different channel amounted to one one-hundredth (0.01) of a point, and homes where the VCR was recording the same channel that was being viewed represented three one-hundredths (0.03) of a point.

On the strength of these figures, NBC said that "the size of the audience that could potentially zap or eliminate commercials when replaying a taped program (the first two categories) is far below Nielsen's reportable standards. On the other hand, those viewers in the third category (recording the same program being viewed) represent a second opportunity to see the commercial and [are] thus a bonus group equal to the other two groups combined."

NBC said the VCR data for daytime was "similar except there is slightly more recording with sets turned off [0.03 instead of 0.02], probably representing the recording of daytime dramas."

Martin, president, Chronicle Broadcasting, San Francisco. Sources say movement was started to both elect and re-elect these executives to BMI board because, in some shareholders eyes, they would add greater sensitivity to concerns of broadcasters.

At open meeting last week, **FCC voted to permit use of narrowband technologies in broadcast remote pickup service.** It authorized remote pickup units in 153, 161 and 450 mhz bands. It provided for split-channel operation, either with very narrowband FM or amplitude compandored sideband. In addition, it established new emission limitations for single sideband; continued informal frequency coordination; allowed narrowband repeaters using five khz bandwidth on VHF frequencies; eliminated usage limitations on some frequencies, and eliminated requirement for guard receivers on repeaters. In other action, it voted to place financial responsibility for resolving blanketing interference problems within 115 dbu contour on FM licensees, and modified frequency offset criteria and monitoring requirements for cable TV signal leakage interference on aeronautical frequencies.

Canadian Radio-Television and Telecommunications Commission has overridden strong objections of Canadian broadcasters and authorized **cable systems in 48 Saskatchewan communities to carry signals of ABC, CBS, NBC and Public Broadcasting Service** that are broadcast by stations in Detroit and Seattle.

Squaring off. Lyndon H. LaRouche Jr., now an independent candidate for President, has taken his beef against NBC to court.

In a \$150-million suit filed in U.S. District Court in Alexandria, Va., LaRouche is alleging that a pair of NBC broadcasts libeled him. NBC has countersued, alleging that LaRouche agents impersonated NBC and Senate employees in telephone calls to make life difficult for the network and to harass those whom the LaRouche campaign believed to be NBC sources for the stories.

LaRouche himself had not shown up by the end of the trial's fourth day last week. And NBC attorneys told Judge James Cacheris, who is presiding, that Pat Lynch, the producer of one of the broadcasts in question, was the object of a death threat on the opening day of the trial.

LaRouche's complaint—which names, among others, NBC, Lynch, NBC reporters Brian Ross and Mark Nykanen, and the Anti-Defamation League of B'nai B'rith—is primarily aimed at an NBC Nightly News item that aired on Jan. 30, a First Camera episode that ran on March 4, and teasers for both. LaRouche is alleging that the broadcasts were false and defamatory for, among other things, asserting that LaRouche had been using a "kind of political nastiness that hasn't been seen in America in some time" and that he had threatened and tried to intimidate reporters. "The broadcasts, taken as a whole, were intended by defendant to communicate to the viewing public that plaintiff was a criminal and a murderer; that plaintiff utilized violence and threats of violence; that plaintiff hates Jews and will exterminate and murder Jews; that plaintiff was the leader of a hate group, a psychologically unstable cult of followers who have and will perform crimes which plaintiff orders," LaRouche alleged in his complaint. LaRouche also alleged a conspiracy aimed at nullifying "any influence by plaintiff on the governmental affairs of the United States and other countries and to destroy plaintiff's prospects as a presidential candidate."

In testimony at the trial, Lynch characterized LaRouche's action as a "harassment suit." Said Thomas Kavalier, an attorney for NBC: "If and when he [LaRouche] shows, we're going to show more of him than anyone can stand."

Earlier this year, the FCC's Mass Media Bureau ruled that no action was warranted on a series of complaints against NBC by LaRouche charging that the network's news coverage of his campaign had been distorted, was false and constituted a "vicious personal attack" (BROADCASTING, April 2).

eriod held by Nightly News goes Sandy Frank's New \$100,000 'ame That Tune, which will air against other two O & O's network ewscasts.

Thomas K. McKnight, president of Orion Satellite Corp., which is seeking government authority to establish international communications satellite system that would provide alternative to International Telecommunications Satellite Organization, **last week bitterly denounced Intelsat**—or more specifically, its staff. He said it was tempting to become "a new telecommunications religion"—and its director general, Richard Colino, "another pope"—in making that he said was threat to "expel" countries that authorized separate systems. McKnight expressed his views in Los Angeles at pace Business Opportunities Conference, and tone indicated he sees Intelsat as additional barrier to grant of application to provide communications satellite service between U.S. and Europe, grant or which Orion already has been waiting for 19 months. McKnight aid Intelsat provided essential service when it was launched 20 ears ago, and remains valuable in international telecommunications "as a switch." But he said technology has made possible stablishment of separate systems—and, he added, "successful alternatives to Intelsat" have emerged in number of countries. McKnight, whose speech was delivered in same week that Colino, 1 Austin, Tex., was citing aid Intelsat was providing third world (see page 39), charged that Intelsat's rates are unfair to third world. "Intelsat's return on costs in the third world circuitry far exceeds that generated in the high traffic areas." Charge evidently was based on study commissioned by Orion that was released last ear. Those findings were disputed by Intelsat-ordered study last pring.

or annual **Broadcast Music Inc.** stockholders meeting in New York is Tuesday (Oct. 30), select **group of shareholders have banned together to propose four broadcasters for election** as new members o board of directors. Names which surfaced last week were: **James Yager**, executive vice president, WSPA-TV Spartanburg, S.C.; **Thomas Bolger**, president, Forward Communications; **Dave Henderson**, president, Outlet Communication, and **Fred Walker**, president, Broad Street Communications. Same group is also said to be proposing re-election of two current board members: William aber, president & chairman, WFLA Inc., Tampa, Fla., and Francis

Editorials

Strictly political

As reflected in comments now on file at the FCC, the broadcasting establishment has accepted the political reality that the FCC's original repair of its multiple ownership rule for television stations is subject to further repair. The talk now is of a cap on ownership determined by the percentage of total television homes in the potential audience. Perhaps, it is said, that kind of cap could be combined with a numerical limit on stations. Everybody has conceded the demise of the FCC's plan to eliminate all television limits in six years.

As a matter of logic, the proposed repairs make slightly more sense than was made by the 12-station limit that the FCC chose last July and considerably more than the seven-station limit that the even dozen replaced. Concededly a formula based on potential audience reach is of a higher order of sophistication than a numerical cap that ignores market size. But what is the magic figure to be: 25% of total U.S. television homes? Thirty percent? How about 99 44/100%? Any figure that the FCC selects will be arbitrary.

Assuming that the FCC majority believes the eloquent case it made for the ultimate repeal of all limits in its 12-12-12 way-station ruling of last July, it will vote this time for the highest numbers it thinks it can fly over Capitol Hill without getting shot down like its first version of reform. Is this any way to make national policy? No. Is this the way to keep an itchy-fingered Congress from writing its own multiple-ownership law? Probably. If the FCC handles its television second-guessing right, it has a good chance to save its 12-12 caps on AM and FM and with them the sunset for radio limits six years hence.

As the industry and FCC were sniffing the wind from Capitol Hill, the assistant attorney general for antitrust enforcement was telling the Federal Communications Bar Association that he found nothing wrong with the liberalization or elimination of caps on multiple ownership. He said he was "unaware of any persuasive evidence refuting" his conclusion that no network or other multiple owner could obtain objectionable market power with loosened limits on station ownership.

That means it is his judgment that the FCC's original 12-12-12 decision, including its sunset provision, would withstand attack in the courts. Too bad the process was corrupted by the Congress.

Faster start

Countering threats to beer and wine advertising on radio and television has become a popular cause. It is "our number-one priority," said Eddie Fritts, president of the National Association of Broadcasters, in a speech last Tuesday. It had been identified as the "number-one priority" for the National Radio Broadcasters Association in its weekly publication dated a day earlier. Never mind the institutional rivalries implied by the timing of last week's statements, the cause is big enough to be shared by all.

For once, the broadcasting establishment is taking defensive actions before the offensive forces are fully organized. But as surely as the 99th Congress will convene next January, it will receive legislation to kill or curtail broadcast advertising for alcoholic beverages or to require the broadcast of antidrinking messages or both. Disquieting similarities are to be detected in the campaign against beer and wine commercials and the campaign that led to the outlawing of cigarette advertising on the air effective at the outset of 1971. To the broadcasters' credit, they are more alert to the current threat than they were to the anticigarette

campaign at its equivalent stage of development.

The first impetus for the anticigarette campaign came from the U.S. surgeon general who presented an exhaustive report linking cigarette smoking with cancer and other diseases. The impetus for the antialcohol campaign comes from the rising incidence (or recognition) of alcoholism and the death toll from drunk driving. No sensible citizen ignores the enormous social and medical problems that can be presented by cigarettes and alcohol. The wonder is that people who seem otherwise to be of sound mind will believe that the problems can be solved by tinkering with the advertising of products that are legally sold. Cigarette advertising has been off the air for nearly 14 years. If the fund-raising messages for cancer research are to be believed, cancer is still a large-scale problem.

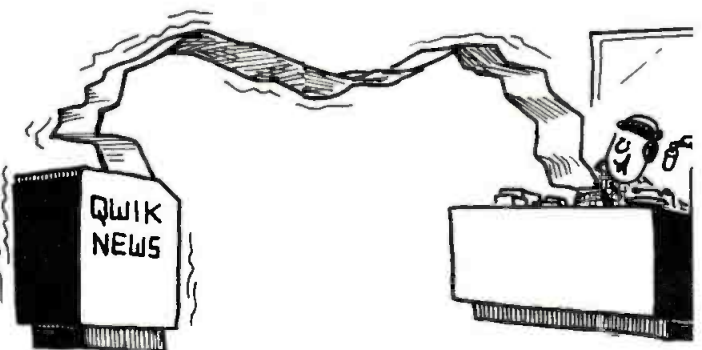
The educational campaigns that broadcasters are undertaking to discourage drivers from drinking and to warn of the perils of drug abuse can do more to correct the basic problems than the elimination of all advertising for alcoholic beverages would do. That statement assumes that the campaigns will be adequately funded, professionally executed and imaginatively scheduled over long enough time to count. Ask the NAB and the NRBA a year from now if this is still their number-one priority.

Again and again

To the troubles facing broadcasters when the 99th Congress goes to work can be added an old one, an old, old one: the search for social damage in television programming. Was it really a quarter-century ago that Senator Tom Dodd was looking for a connection between juvenile delinquency and sex and violence on television? How quaint it seems now that Faye Emerson's neckline was investigated in the 1950's by the Senate of the United States.

Senator Arlen Specter (R-Pa.) promises a rerun, updated to include bedroom scenes from soap operas and X-rated movies on cable television. There may even be a bill requiring broadcasters to carry messages warning children against violent shows. That's a bill broadcasters could support for its certain effect of increasing the child audience.

The temptation is to laugh or scoff, but either could be dangerous. At any hearing that attempts to link television with any disorder in the national culture, witnesses with impressive letterheads can be found, as they were found last week by Specter. Part of the price of doing television business.



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