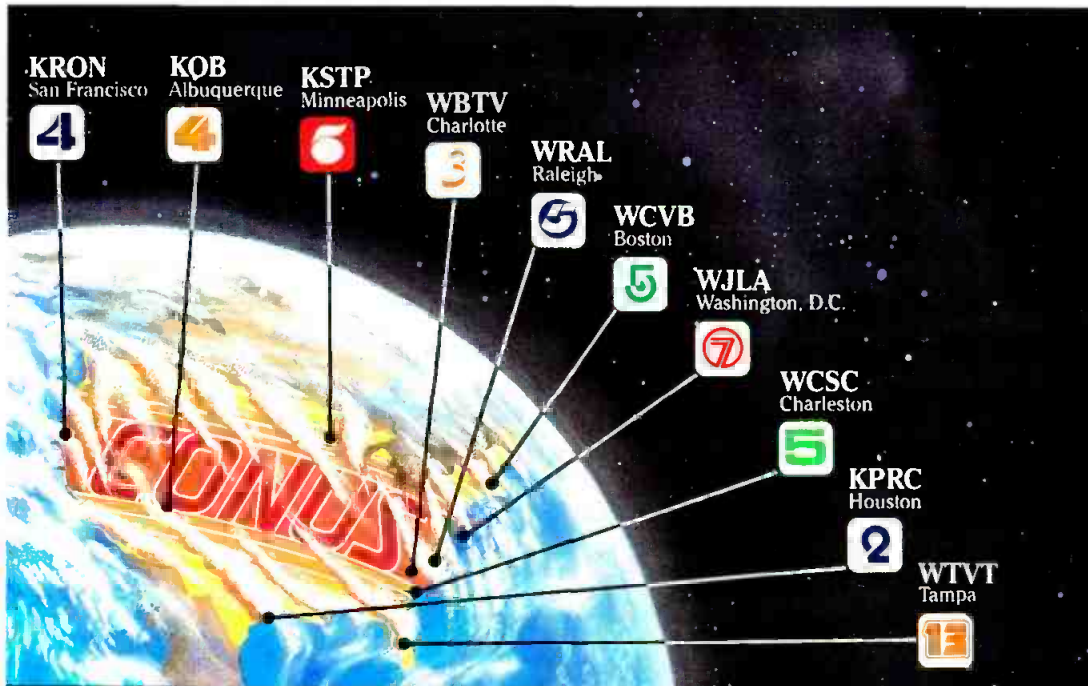


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THE FUTURE COMES ALIVE IN SEPTEMBER '85



Broadcasting Nov 26

Midseason planning under way at networks FCC votes to use lottery for MMDS applications AMIP coverage from Miami

STATUS REPORT □ Networks begin taking stock of prime time schedules, looking to shore up weak spots as midseason nears. **PAGE 35.**

MULTIPLE CHOICE □ FCC votes to use lottery for multiple MDS service; grants radio broadcasters more spectrum for STLs and ICR's. **PAGE 37.**

WEEK SEVEN □ General Westmoreland remains on stand as CBS lawyers continue cross-examination in libel suit. **PAGE 38.**

PRINT BUY □ CBS buys consumer publications of Ziff-Davis for \$362 million; Murdoch buys company's business magazines. **PAGE 39.**

MEETING IN MIAMI □ Foreign programers show their wares at AMIP, to slightly fewer attendees than last year. Organizers say there will be a next year, although some revisions may be made. **PAGE 40.**

HINDSIGHT □ *Washington Post* columnist David Broder, looking back on election campaign, says media may have failed to bring candidates' dialogue to public; questions whether network projections constitute journalism. **PAGE 42.**

CRACKING VCR USE □ Nielsen plans to break out studies into separate home viewing, and home recording but not viewing categories. **PAGE 46.**

RKO FALLOUT □ Observers say network radio probably won't suffer as a result of the

advertising error charges brought against RKO Radio. **PAGE 46.**

MEDICAL ADVICE □ FDA and Better Business Bureaus give broadcast stations tips on looking for possible medical frauds in advertising. **PAGE 54.**

CABLE DISSECTION □ In commenting on cable bill, communications lawyer Farrow warns cable operators they could have trouble at renewal time; FCC's Brenner is more positive in outlook, but said cable doesn't have full First Amendment rights. **PAGE 58.**

FILING SUIT □ Loser in bid for cable franchise of Washington files suit against the winner, local government officials and the local phone company. **PAGE 59.**

MORE ON FOOTBALL □ USFL unveils new spring lineup, updates court fight with NFL. **PAGE 63.**

SHORING UP □ ABC undergoing changes to strengthen prime time for second half of season, in light of ratings decline, but executives say company remains healthy because of cost controls in place. **PAGE 64.**

THROUGH THE ROOF □ Yonkers, N.Y., is home of AM station broadcasting at 1622 khz on auxiliary frequency. **PAGE 72.**

BUSINESS IS HIS PLEASURE □ When John Reidy of Drexel Burnham Lambert talks, Fifth Estaters listen. **PAGE 95.**

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MCA TV

Source: NTL Sept.-Oct. 1984. Household ratings, teens, 18-49 women. Subject to qualifications available on request. © 1984 Universal City Studios Inc. All rights reserved.

Closed Circuit

Two left

Number of companies still battling to make their AM stereo transmission systems de facto national standard has apparently dwindled to two—Motorola and Kahn Communications. Harris has reportedly decided to drop out, is now negotiating to license Motorola's C-Quam system. License would allow Harris to make or market C-Quam exciters and monitors. Move was foreshadowed at National Association of Broadcasters convention last spring when Harris announced it was changing pilot tone of its system so that Harris stereo broadcasts could be received on proliferating C-Quam-only receivers. Belar Electronics and North American Philips (Magnavox) were first fatalities in marketplace competition that has now dragged on more than two-and-a-half years.

Cap as is

Making rounds at FCC last week was Senator Pete Wilson (R-Calif.) who met with FCC commissioners to promote proposal to cap television station ownership according to potential audience. Wilson, who sources say is not first member of Congress to pay personal visit, although his presence there was considered out of ordinary, did not see Chairman Mark Fowler or Commissioner Dennis Patrick, but met with Commissioners Henry Rivera, James Quello and Mimi Dawson. Senator discussed legislation he introduced in last Congress that contains limits on number of TV stations owned to reach cap of 22.5% of nation's households, little above potential now reached by each television network's owned stations.

Better way

Electronic Media Rating Council (EMRC) has recommended that Arbitron not impose "cooling-off period" of three to six months on radio stations picking up call letters dropped by another station in same market. Cooling-off period, endorsed by some radio groups, would apply rating moratorium of up to six months to stations picking up so-called "hot" call letters. Purpose would be to avoid rating inflation from misrecorded listening intended for previous owner of calls. National Association of Radio Broadcasters embraced concept; National Association of Broadcasters characterized it as "one promising option." But EMRC said

evidence to date has dissuaded it from recommending such "harsh" action.

Council also suggested, in letter to Arbitron last week, that by not measuring stations with hot calls, less clear picture of overall market is provided than would be with less drastic measures. EMRC urged Arbitron to compile additional data on subject and recommended that it treat hot-call markets as audience measurement problem—perhaps calling back diary keepers to clarify which station they listened to in cases that were unclear. Ratings books for hot-call markets should also have disclosure statement on each page, not just page five as is case now, said EMRC.

Quiet OK

Comsat board, at its regular meeting two weeks ago, reportedly gave final approval to merger of Comsat's Satellite Television Corp. with United States Communications Inc. and formation of new joint venture to tackle tough satellite broadcasting business. Comsat would not comment on report.

Next major hurdle is completion of contract for addressable scrambling system. Sources close to Comsat said Scientific-Atlanta, which has worked hand-in-hand with STC in development of such system, is still leading contender to win contract.

At last, almost

Long-awaited presidential policy statement on question of authorizing separate international communications satellite systems—which would offer alternative to service provided by International Telecommunications Satellite Organization—is believed to be imminent. According to one rumor circulating in Washington last week, statement will be issued this week. However, administration officials, while expecting White House to act soon, were not prepared to make hard-and-fast predictions. As for substance of statement, there seems to be no doubt that President Reagan will declare that separate systems are in "the national interest."

Way for presidential action was cleared earlier this month when State Department representing Senior Interagency Group on telecommunications matters, and Commerce Department ironed out differences in their approach to issue and submitted joint recommendation for presidential action (BROADCASTING, Nov.

19). Presidential policy statement—which will be generic, applicable to all applications—is expected to be expressed in terms designed to protect Intelsat from competition for public telephone service, its basic source of revenue. There is no likelihood of early final approval of any of seven pending applications for separate systems. According to one report, executive branch policy will ask FCC to hold hearing on policy implications before granting those applications. And proposed systems would have to be coordinated with Intelsat—on technical and economic grounds—before final FCC approval could be given.

Author's pride

FCC decision last week to postpone action on request by Gulf Broadcasting to purchase two television stations, KTXA(TV) Fort Worth and KTXH(TV) Houston, in markets where it owns radio stations (see last item in story beginning on page 37) was based on unexpected turn of events. Under commission rules, waiver of rules against co-located crossownership can be granted if case is in "public interest." Gulf made request on claim that TV stations were not doing well financially and needed help from its KTXQ(FM) Fort Worth and KRLY(FM) Houston. But BROADCASTING Nov. 12 "Monday Memo" by Earl Jones, VP-sales director at TV stations, presented more prosperous picture and caused commissioners to ask for more time to evaluate request.

Ambitions

RKO Pictures is poised to expand sharply in television program syndication in 1985 through building up staff and acquiring new product. Wynn Nathan, vice president, worldwide marketing, is now searching for sales directors to head offices in New York, Chicago and Los Angeles and has been signing deals with producers for programing to be spotlighted at upcoming meetings of NATPE International and Association of Independent Television Stations. RKO has signed major agreement with BBC for programing, and in addition has in its fold such properties as *The World of Survival*, 22½ half-hours of which 21 are first-run (John Forsythe is host-narrator); *Soldiers*, 13 one-hour documentaries (produced by BBC) and *Secret Service*, three one-hour spy stories. RKO also is stepping up its effort to buy and make feature films.



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in the most hilarious, timeless moments
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from an American comedy institution!

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Cable castings

Countdown to Western

The California Cable Television Association, which is putting the finishing touches on the 16th annual Western Cable Show, is expecting lower attendance and fewer exhibitors than were present last year. The show runs from Dec. 5 to 7 at the Anaheim (Calif.) Convention Center.

As of last week, 213 exhibitors had signed up for 137,000 square feet of exhibit space. This year's exhibit hall will be confined to the south wing of the convention center. Last year, 270 exhibitors were spread over 325,000 square feet. Convention officials expect attendance to be between 8,500 to 9,500 this year, down from last year's total of 9,800.

The theme of this year's convention is "Blueprint for Progress." The opening session, on Wednesday, Dec. 5, at 1 p.m., will be moderated by Colony Communications Chairman Jack Clifford. Panelists include Mel Harris, president of Paramount Video; Neil Austrian, chairman and chief executive officer of Showtime/The Movie Channel, and National Cable Television Association President James Mooney. Other Wednesday afternoon sessions will examine direct marketing and changing technologies affecting cable and copyright. The last session, to be moderated by Steve Effros, ex-

ecutive director of the Community Antenna Television Association, will include John Malone, president of Tele-Communications Inc., and Leonard Tow, president of Century Communications.

Later that day, James McKinney, FCC Mass Media Bureau chief, will discuss cable's relationship with the FCC and the new rules the industry will operate under with passage of the Cable Communications Policy Act. A "point-by-point" analysis of the act by NCTA executives (Brenda Fox, vice president and general counsel, and Bert Carp, executive vice president) will be part of the Tuesday morning lineup.

Another event Tuesday morning will be a panel on copyright featuring Representatives Robert Kastenmeier (D-Wis.) and California Congressmen Carlos Moorhead (R), Howard Berman (D), William Dannemeyer (R) and Daniel Lungren (R). Paul Kagan, president of Paul Kagan Associates, and Paul Bortz, managing director of Browne, Bortz & Coddington, will appear Tuesday at a 10:30 a.m. session on how cable trends will affect the investment community over the next five years.

Luncheon speaker that day will be NCTA Chairman Ed Allen of Western Communications. Afternoon sessions will examine co-op media ventures, cable/telco relations and community relations.

Friday morning's Cablepac breakfast will feature Senator Alan Cranston (D-Calif.) as speaker. Session topics on Friday include the First Amendment, home video, packaging, spectrum space, pay per view and customer service.

Jack Valenti, president of the Motion Picture Association of America, will be the luncheon speaker on Friday. "Basic Programers

and Cable Operators: How Much Is Too Much" is the theme of the convention's closing session Friday afternoon, to be moderated by Black Entertainment Television President Bob Johnson. Panelists include Marc Nathanson, president of Falcon Communications; David Horowitz, president and chief executive officer, MTV; Charles Dolan, general partner, Cablevision Systems, and Robert Wussler, executive vice president, Turner Broadcasting System.

Threading the needle

Turner Broadcasting System has acquired the rights for the U.S. debut of a two-program package focusing on the global effects of a nuclear holocaust—a two-hour dramatization, entitled *Threads*, and an accompanying documentary, *On the Eighth Day*.

The rights were acquired from Lionheart Television, which will distribute the programs to television stations nationwide after their U.S. debut on WTBS(TV) Atlanta in January. The programs premiered worldwide on England's British Broadcasting Corp. last spring.

The "basic theme" of *Threads*, said a TBS spokesman, is similar to that of ABC's *The Day After*, which depicted the horrors of nuclear war on a set of fictional characters. Astronomer Carl Sagan is the primary commentator for the one-hour documentary, which will explore the issue from scientific and historical perspectives. *Threads* will debut on the station on Jan. 13 at 8 p.m. It will be followed by a 15-minute panel discussion on the effects of a nuclear holocaust, to be hosted by CNN correspondent Sandi Freeman at 10:05 p.m. The documentary will

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Sewing it up. Turner Broadcasting System Chairman Ted Turner (seated) signs an agreement that will bring a drama about the effects of a nuclear attack on Great Britain, *Threads*, to superstation WTBS(TV) Atlanta. Standing (l-r) are Jack Petrik, WTBS executive vice president and general manager; Robert Wussler, WTBS president; Robert Greenstein, senior vice president, Lionheart Television, the program distributor, and Robert Springer, president, Western World Television, a co-producer of the film.

debut the following day, Jan. 14, at 8 p.m. The two programs will air back-to-back on the superstation on Jan. 27 at 2:30 p.m.

TBS also said last week that it has renewed its situation comedy, *Down to Earth*, for another 52 episodes and has also signed a deal with *Down to Earth* producer, The Arthur Co., based in Los Angeles, for the production of a new situation comedy, *Safe at Home*, which it will start shooting in January. The first new episode of *Down to Earth*, about an angel sent to earth to earn her wings by doing good deeds, airs Nov. 30. It debuted in March. Procter & Gamble is the full sponsor of the program.

An initial 13 episodes of *Safe at Home*, described as a sitcom with a sports setting, will be produced by Arthur, after which TBS has renewal options to order 135 additional episodes, in three yearly packages of 45 shows. Turner hopes to recapture its expenses from both sitcoms (each costing about \$100,000 per episode) by offering strips of each program in syndication as well as rerunning them on WTBS. As a first-run product, a new episode of each will be aired weekly.

Beaver numbers

The Disney Channel said last week that a special A.C. Nielsen telephone survey found the premiere of *Still the Beaver* beat all the other pay services within its universe as well as the three broadcast networks. The debut episode aired election night, Tuesday, Nov. 7, at 8-8:30 p.m., when network viewing usually dips as viewers turn away from election coverage. Disney said the show received a 17.3 rating and a 24 share in its universe, compared to a combined 7.6/12 for all other pay services during the same half-hour. NBC, Disney said, received a 13.6/19 during the same period, while ABC gathered an 11.2/16 and CBS a 9.2/13.

Country shift

The Nashville Network completed its transition to Galaxy 1, transponder 2, last week, from Westar V, transponder 9D. TNN had been on both birds since Feb. 14. The country music network, which is 20 months old, has a universe of more than 19.5 million homes, according to Group W Satellite Communications, which markets and distributes the advertiser-supported network.

Joining hands

Westinghouse Electric Corp. and two Japanese firms, Sanyo and Nissho Iwai, have formed a joint venture to manufacture and market a range of communications hardware to worldwide markets. Initially, the venture will offer two cable products for the North American market—a stereo adapter for cable subscribers, which will be available in February 1985, and a line of cable converters, which will be available for field testing in mid-1985.

Initially, Sanyo will develop and manufacture the venture's lines of products, while Westinghouse will have marketing responsibilities. Nissho Iwai will provide import-export service. Westinghouse, which already manufactures its own line of cable hardware (which it will display at the upcoming Western Cable Show), may get involved in that aspect of the venture at some

future date, said Romano Salvatori, director of special projects, Westinghouse. He will oversee Westinghouse's involvement in the new joint venture and said last week that the other two firms had not yet named the executives to represent their interests.

Must-carry hang-up

The Bay Area Interconnect, a joint venture of Gill Cable and Viacom Cable serving the San Francisco area, is having trouble clearing affiliates to carry the advertiser-supported, classic movie service it began offering several months ago. The problem: the must-carry load imposed on systems in the area, most of which have yet to expand beyond 30-channel capacity or less. There are 22

must-carry broadcast channels in the region, including four PBS stations. Thus, while BAI has had success in gaining access to just about all of the 550,000-subscriber universe on the interconnect with MTV, CNN and ESPN, the movie service has cleared only about 140,000 homes. (BAI also carries Lifetime, which has a universe somewhere in between.)

Until more systems rebuild in the area, said BAI President Jack Yearwood, "there's not much we can do." However, Yearwood said he's prepared to hang tough with the classic service while more systems upgrade, unless the interconnect's board of directors orders the service to be shelved. That hasn't happened yet, although board members have privately expressed concern over the clearance problem.

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Our Love Boat cruise was a sell-out"



Aaron Spelling

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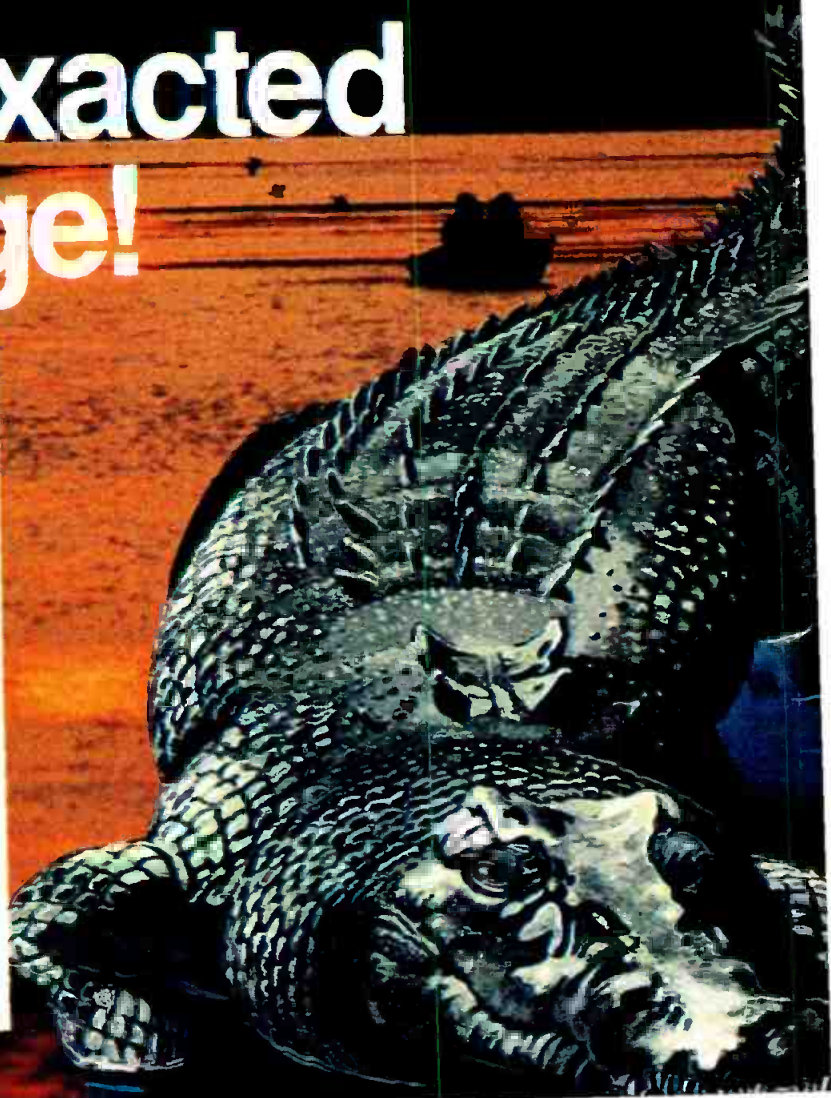
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SAN FRANCISCO KBHK

#1 independent 8–10PM, 7/17, 7/18, 7/19, average 7/13%

BOSTON WBZ

Tops all competing network programs on final night with 19/28%
16/24% (avg) 8–11PM, 10/28, 10/29

DALLAS KTXA

Doubles primetime share
7/16% (avg) 7–10PM, 7/16, 7/17

HOUSTON KTXH

Tops combined share on competing indies
8/12% (avg) 8–11PM, 10/9, 10/10

PORTLAND KPTV

92% increase in women over primetime average
9/16% (avg) 8–10PM, 5/15, 5/16, 5/17

SHREVEPORT KTAL

105% increase in women over primetime average
15/27% (avg) 7–10PM, 7/29, 7/30

LITTLE ROCK KLRT

100% increase in rating over primetime average
10/17% (avg) 7–10PM, 7/23, 7/24

ALBUQUERQUE KNAT

167% increase in rating over primetime average
8/16% (avg) 8–10PM, 7/17, 7/18, 7/19

JACKSONVILLE WNFT

400% increase in rating over primetime average
10/16% (avg) 8–10PM, 8/5, 8/6, 8/7

LAS VEGAS KVVU

90% increase in rating over primetime average
#1 in market, tops all network competition
19/41% (avg) 9–11PM, 7/17, 7/18, 7/19



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SOURCE: NSI JULY '84, OCT. '84 OVERNIGHT RATINGS



Business Briefly

RADIO ONLY

Kinney Shoes □ One-week flight will start in early December in 36 markets. Commercials will be scheduled in daytime, morning and afternoon periods. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

Monticello □ Eight-week flight is set to begin in mid-January in 16 to 18 markets to promote 666, its product for colds. Commercials will be placed in morning, afternoon and early evening time slots. Target: adults, 35 and older. Agency: Van Winkle & Associates, Atlanta.

International Star Registry □ Direct marketing campaign for company that provides astrological data is to start this week for four weeks in major markets, including New York, Los Angeles, Chicago and Miami. Commercials will run in all dayparts. Target: adults, 18 and older. Agency: Bentley, Barnes & Lynn, Chicago.

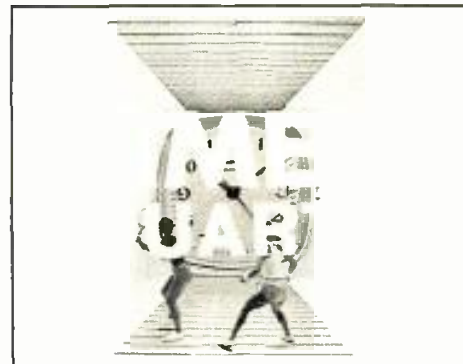
Bulova Watch Co. □ Company is making first extensive use of its radio catchword

of 1930's and 1940's, "Bulova Watch Time," in four-week campaign to be carried in 12 markets until Christmas. Decision on continuation of campaign in 1985 will be made after analysis of four-week effort. Commercials will be scheduled in early and late fringe and early and late evening news programs. Target: adults, 21-54. Agency: Sherwood & Schneider, division of Della Femina, Travisano & Partners, New York.

Stanley Automatic Openers □ Garage door openers will be spotlighted in one-week flight in approximately 11 markets, including Minneapolis, Milwaukee, Norfolk, Va., and San Jose, Calif. Commercials will be carried in all dayparts. Target: men, 25-54. Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

TV ONLY

Timex □ In test of effectiveness of two-minute commercials, Timex is using long-form spots to introduce its Christmas list of watches in undisclosed number of



major markets. Spokesman said results of experiment will be evaluated to determine whether use of two-minute commercials is advantageous. Long list of Timex watches will be shown during commercial. Spots will be carried in all dayparts. Target: adults, 25-54. Agency: Young & Rubicam, New York.

RADIO AND TV

Associated Milk Producers □ Four-week flight is set to start in radio in 36 markets and on television in 31 markets during late November and early December as part of Christmas promotion. In addition, in week between Christmas and New Year's Day, AMP will run flight on radio and television in same markets to promote fluid milk. Commercials will run on radio in all dayparts and on television in fringe and prime periods. Target: adults, 25-49; women, 25-54. Agency: Crume & Associates, Dallas.

Bell of Pennsylvania □ Four-week flight is scheduled to begin this week on television in five markets and on radio in 33 markets, including Erie, Pittsburgh and Allentown, all in Pennsylvania. Commercials on radio will be carried in all dayparts. Target: adults, 18 and older. Agency: Lewis, Gilman & Kynett Inc., Philadelphia.

To Russia, with peace. American Greetings Corp. is delivering an unusual Christmas "card" to network TV viewers during the holiday season. The commercial, in subtle support of AGC's line of Christmas cards, centers on a card sent by an American to a Soviet factory worker. His daughter translates the card's message of peace. One English sentence is in the commercial, delivered via voiceover: "If people everywhere exchange greetings of peace, hope and love, perhaps the world might get the message..." The commercial was created by Doyle Dane Bernbach, New York.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

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.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

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

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-take feature runs about three minutes and moves seven days a week.

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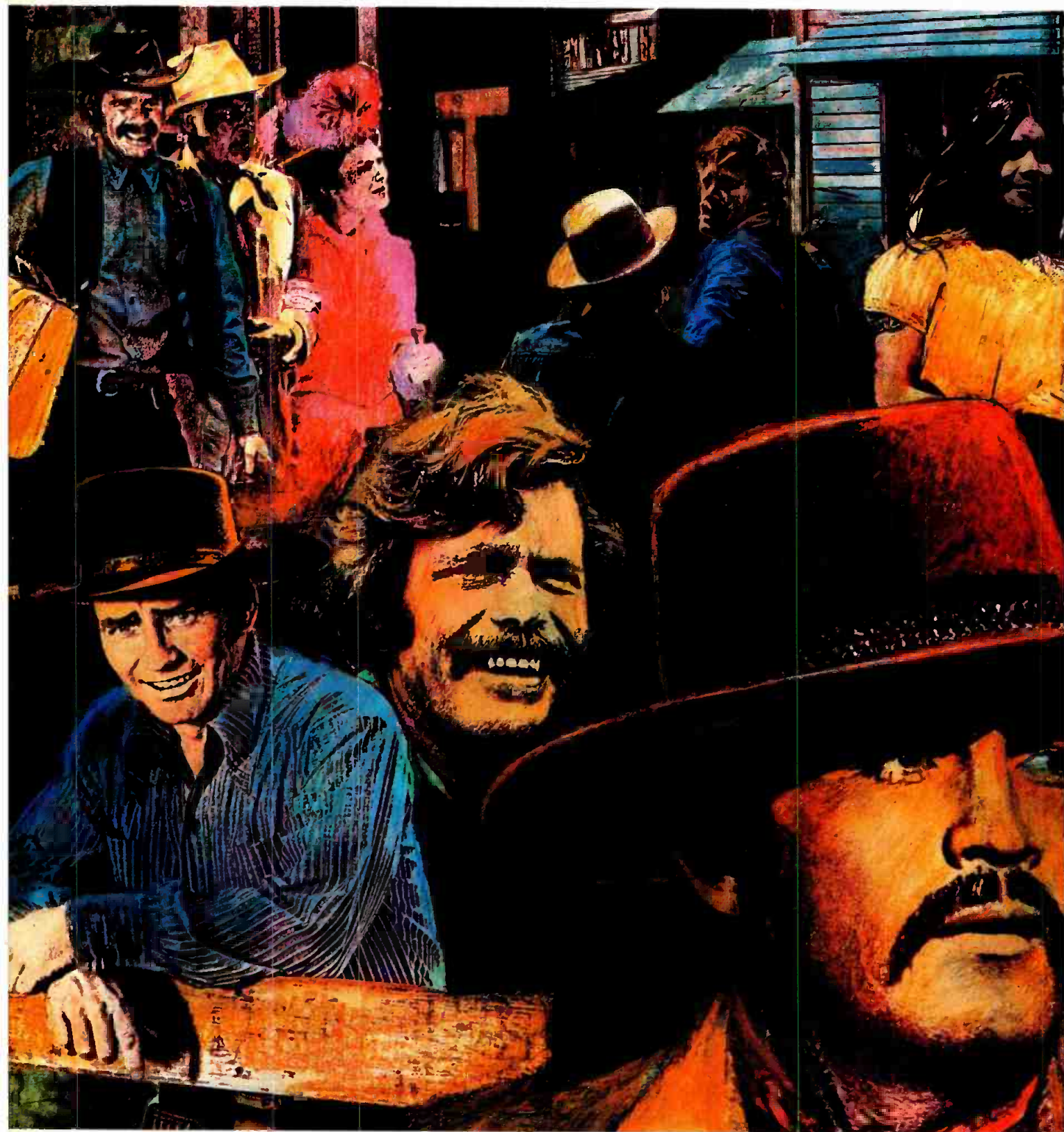
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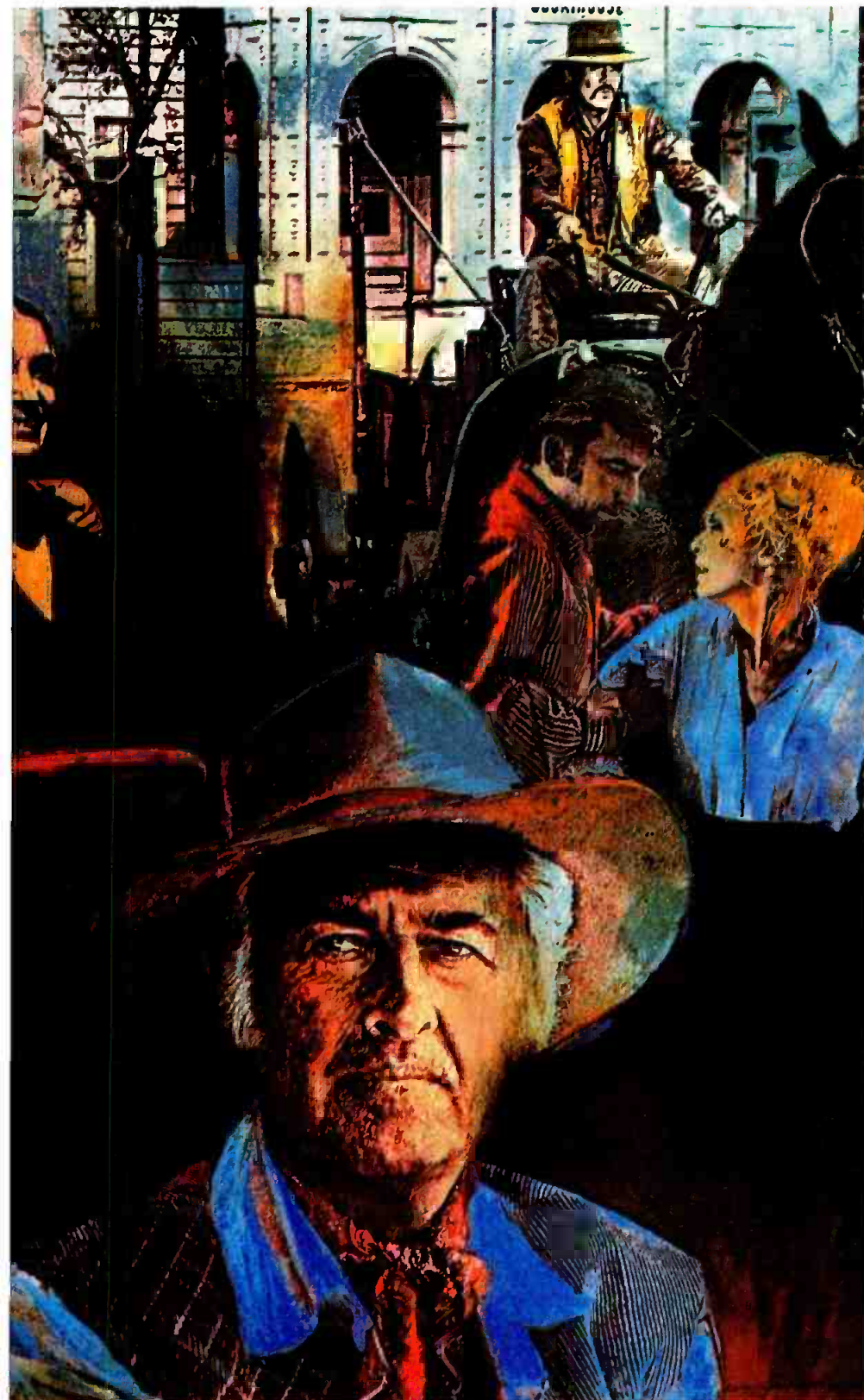
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Hope springs eternal. Comedian Bob Hope is featured in television commercial that is designed to promote advertising in new senior citizen discount directory called Silver Pages. Southwestern Bell Media, publishing arm of Southwestern Bell Publications, plans to introduce localized Silver Page directories in about 110 U.S. cities by end of 1986. Commercial in which Hope stars was created by Gardner Advertising, Los Angeles, and is scheduled to be telecast in 20 major markets over next year. Directory provides free listings to local businesses that offer discounts or special offers to persons 60 or older. Southwestern Bell Media will obtain revenue by selling display advertising in Silver Pages. In TV commercial, Bob Hope shows his personalized Silver Savers' Passport, identification card given to senior citizens to obtain discounts. Picture above are (l-r) R.G. Pope, vice president of corporate development, Southwestern Bell; Hope, and Al Parsons, president and chief executive officer of Southwestern Bell Publications.

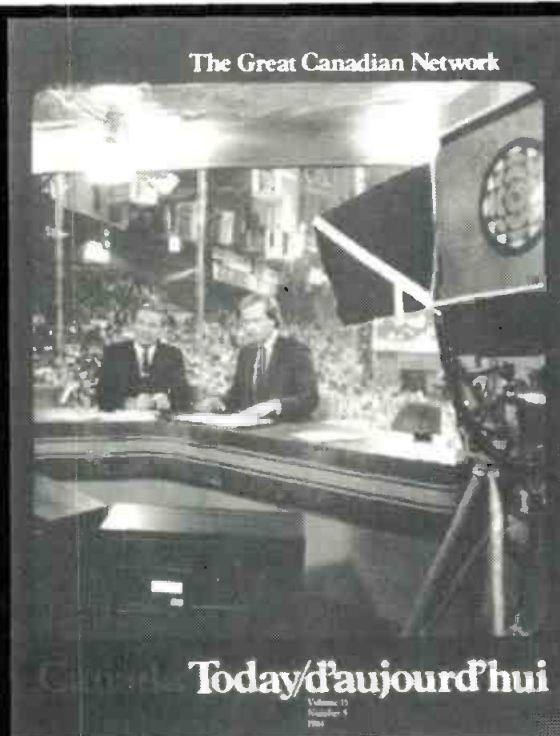
TVB's winners. Fuddruckers, San-Antonio, Tex.-based restaurant chain, has been named grand prize winner in 1984 Television Bureau of Advertising/Sales Advisory Committee Commercials Competition. Winning commercial was produced for Fuddruckers' first use of medium last May. Fuddruckers also won first prize in competition for markets ranked 1 to 50. Other first-place winners were Pence-Briggs Datsun (markets 51 to 100) and Scott Optical (markets 100 and higher). First-place award for on-air promotion went to WGXA(TV) Macon, Ga.

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UP + 4% IN ACCESS

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**More Than A Program.
A Commitment.**



Source: NSI Oct. 1984 vs. Oct. 1983 PM Magazine is Known as Evening Magazine in Group W Markets

BACK-TO-BACK

JEPARDY!



JEPARDY!

WHEEL OF FORTUNE



**The Lawsons are
proud to announce
the latest addition
to their family.**

**She's a beautiful,
bouncy, baby...**



...ROBOT!



Small Wonder

***... She's the biggest little devil
to make the circuit since Dennis the Menace.***

Sophisticated software leads to high-tech hilarity when a computer inventor adds a precocious new member to his household—a lifelike little girl robot named Vicki. (Voice Input Child Identicant). As a computer-chip kid, she's perfectly adorable; however, she's also imperfectly programmed. So her sometimes outrageous behavior brings a full-time touch of comedy chaos to this suburban family. Coping with her quirks and keeping her identity a secret may be a tough task to handle, but it's a laugh riot to watch.

Small Wonder is written and produced by Howard Leeds—mastermind behind *Diff'rent Strokes*, *Silver Spoons*, *The Brady Bunch* and *Facts of Life*.

Small Wonder is the first network-quality sitcom made exclusively for first-run syndication. With this kind of proven network ability, and the current robot mania, *Small Wonder* is sure to be a big hit.

First-run weekly half-hours available Fall 1985.

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gramers 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* creative 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. 14—*Broadcast Pioneers, Washington area chapter*, fifth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 18—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washing-

ton. Information: (202) 955-4687.

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

January 1985

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

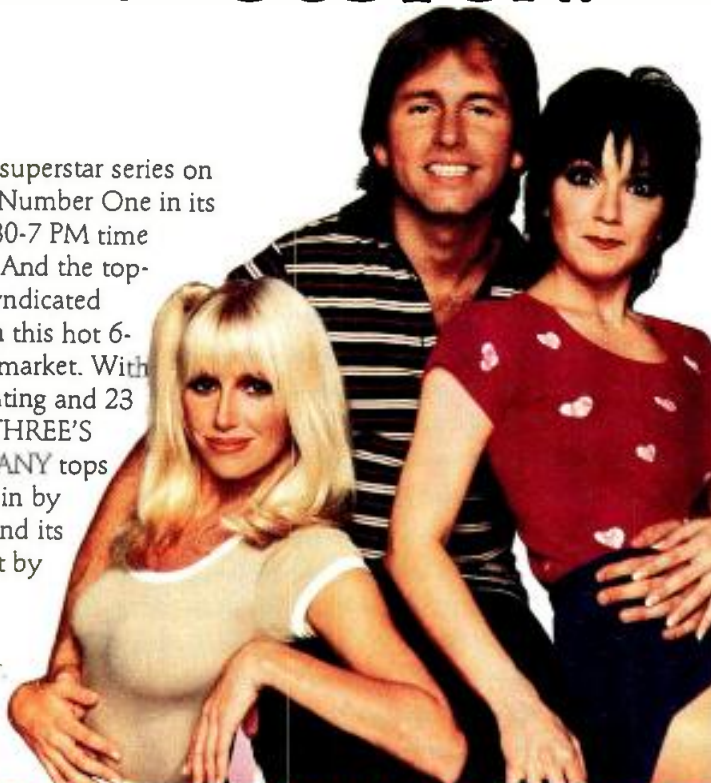
Jan. 6-8—*California Broadcasters Association* winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel, Palm Springs, Calif. Information: (916) 444-2237.

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.

"THREE'S COMPANY" HAULS THE COMPETITION OVER THE COALS IN HOUSTON.

It's the superstar series on KRIV—Number One in its M-F 6:30-7 PM time period. And the top-rated syndicated show in this hot 6-station market. With its 12 rating and 23 share, **THREE'S COMPANY** tops its lead-in by 20%—and its lead-out by 100%!

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ARB REPORT
MAY '84



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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.

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. 15—Deadline for entries in 27th American Film Festival, sponsored by *Educational Film Library Association*. Information: (212) 227-5599.

Jan. 15—Deadline for entries in Champion-Tuck Awards for "outstanding reporting aimed at increasing public awareness of complex economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

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. 25-27—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

Jan. 26-29—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and

Continued on page 75

Errata

Inadvertently omitted from list of 1984 Corporation for Public Broadcasting public television local program awards (BROADCASTING, Nov. 5) was **target audience programming category. Winner was WTTW-TV Chicago, Michael Hirsh, producer, for Child Sexual Abuse: The Parents' Show.**

ESPN will increase its 1984 sales revenues by about 50% to approximately \$60 million, not double its 1983 tally to \$80 million as reported in Nov. 19 issue. Network projects increase for 1985 in 20% to 25% range, which would put revenues for that year in \$72 million to \$75 million range.



More people listen to BMI than
to their mothers.

And more moms listen to BMI, too.
Because most of the music played on radio
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you differently, don't listen.



So remember, keep your feet
off the furniture, don't play with
your food, and keep playing plenty
of BMI music.

Wherever there's music, there's BMI.

Open Mike

Down on LPTV

EDITOR: Not long ago, the FCC was inundated by applicants for low-power TV licenses. These were people who were sure they knew how to run a local TV operation by offering programs of a different nature. They would serve the local folks by offering the programs they wanted, but which were ignored by the "big guys."

Should we be surprised that with fewer than 150 stations on the air, they already have a lobbying organization named Community Broadcasters of America? Should we be surprised that they are unhappy at the cost of (of all things) syndicated product? Should we be surprised if they now work to get conditions changed to assure the success they said would be there if only they would be granted a license?

We have just one more example of a poorly conceived idea, and we should not be surprised if the bureaucrats compound their error with some typical fixes.—*R.J. Smith, North Olmsted, Ohio.*

Sour grapes

EDITOR: Print has accused the networks of impropriety in using exit polls and projections. That august grey lady, *The New York Times*, said on the morning following the election: "That CBS, ABC and NBC projected a presidential winner three hours before polls had closed on the West Coast was likely to continue an emotional debate about the effects of such projections on voter turnout."

But the *Times* front page stated the same day: "Early returns from the East and interviews with voters as they left the polls throughout the country showed Walter F. Mondale, the Democratic candidate, trailing by a wide margin."

The "emotional debate" is now fully understandable. The emotionalism originates with print being unable to report the exit polls and projections as rapidly as broadcast media.—*Jerome Gillman, president and general manager, WDST(FM) Woodstock, N.Y.*

Just the fax

EDITOR: Your Nov. 12 article on Metro Traffic was very informative, but the sub-article "Growing Business" didn't itself grow large enough.

Major markets were the thrust of your article, but the "Growing Business" may be growing faster than you think in the medium and small markets.

The TRAFFAX/Commuter Control Traffic Network is currently in three markets—Harrisburg, York and Lancaster, all Pennsylvania—on 12 radio stations. TRAFFAX does

straightforward, no-chitchat reports every 10 minutes during rush hours, using both paid and volunteer mobile units and spotters. (Over 150 volunteer mobiles and 200 volunteer spotters in the system.)

TRAFFAX, like some of the major services, is expanding into other markets in 1985, one to two new markets per quarter. It has been supplying traffic reports since October of 1979.—*Brian W. Freeman, president, TRAFFAX, Mechanicsburg, Pa.*

Philadelphia flyers

EDITOR: I recently read with much interest your Nov. 12 issue and the story regarding "Metro Traffic Control Keeping Watch on the Ground and in the Air."

To the New York and Chicago markets

that Metro has not cracked, the Philadelphia market should be added. The market is unable to be penetrated because of the ARCO AM PM Go Patrol, a 21-year broadcasting fixture in the City of Brotherly Love, and Shadow Traffic.

The ARCO Go Patrol has been completely sponsored by Atlantic Richfield Co. and is probably the longest continually single-sponsored traffic service in the nation today. In fact, ARCO pioneered the "Dial-Wide" traffic reporting concept in 1963 utilizing nine radio stations for direct live helicopter reports at that time.

Today, in 1984, the Go Patrol is heard on 23 Delaware Valley radio stations in addition to live telecopter traffic reports being seen on WCAU-TV, channel 10.—*Walt MacDonald, director of operations, Go Patrol, Bala Cynwyd, Pa.*

Stay Tuned

A professional's guide to the intermedia week (Nov. 26-Dec. 2)

Network television ☐ **ABC:** *The Funniest Joke I Ever Heard! #2* (celebrity special), Tuesday 9-10 p.m.; *Never Again* (comedy), Friday 9-9:30 p.m. **CBS:** *Heroes and Sidekicks—Indiana Jones and the Temple of Doom*, Tuesday 8-9 p.m.; *A Touch of Scandal* (suspense drama), Tuesday 9-11 p.m.; *Kenny & Dolly: A Christmas to Remember*, Sunday 8-9 p.m.; *The Ninth Annual Circus of the Stars*, Sunday 9-11 p.m. **PBS** (check local times): *Testament* (drama), Monday 9-10:30 p.m.; *From the American Film Institute** (drama film series), Monday 10:30-11 p.m.; *The Sea: A Quest For Our Future* (documentary), Wednesday 10-11 p.m.; *Agatha Christie's Partners in Crime** (five mystery dramatizations), Thursday 9-10 p.m.

Cable ☐ **Arts & Entertainment:** *A Nest of Gentlemen* (romantic drama), Saturday 9:30-11:30 p.m.; *A Christmas Carol*, Sunday 8-9:45 p.m. **The Disney Channel:** *Mickey's Christmas Carol* (animated tale), Saturday 7-7:30 p.m. **Wres Atlanta:** *The 1984 Miss World Contest*, Saturday 8:05-9:35 p.m.

Syndication ☐ **WCRB Productions:** *AT&T Presents Carnegie Hall Tonight* (Shubert recital), week of Nov. 26 on 130 stations (check local times).

Play It Again (rebroadcasts) ☐ **PBS** (check local times): *Soundaround* (documentary on sound recording), Thursday 10-10:30 p.m.

Museum of Broadcasting ☐ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programing, now through Jan. 31, 1985. Also, seminar, "Comedy and Light Entertainment," with Philip Jones and Brian Cooke, Tuesday 12:30-2 p.m. and Wednesday 5:30-7:15 p.m. *Charlie Brown—A Boy For All Seasons: 20 Years on Television*, retrospective featuring all 26 Peanuts animated specials, as well as newer Saturday morning material, Peanuts commercials and videotaped interviews with creator Charles Shultz, producer Lee Mendelson and animator Bill Melendez, now through Jan. 31, 1985. For information and air times call (212) 752-7684.

* indicates premiere episode



A Quest for Our Future on PBS

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...These are the standards which have helped Milt Grant and Earl Jones create two of the most successful new stations in Television.

- KTXA, Dallas-Ft. Worth and KTXH, Houston...
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Milt Grant began with these principles...

- Give the audience the best in innovative programming: shows with proven track records, sports with an intense local following, in-house specials reflecting trends in our society.

At the same time, Earl Jones pledged to...

- Treat advertisers and agencies with honesty and respect, and to promise only achievable expectations in ratings and delivery.

Out of these principles have come some of the strongest audiences ever achieved by Independent TV stations...and an unmatched partnership with advertisers and agencies.

This Fall, Milt and Earl begin broadcast operations at their third station: WBFS, Miami. Their pledge to audiences and advertisers remains constant...a continuing commitment to credibility, integrity, experience...and excellence.

We're proud that Seltel is the national representative of all three stations.



Jack Mulderrig
President, Seltel, Inc.



MILT GRANT
President/C.E.O.



EARL L. JONES, JR.
Vice President/Director of Sales

A television sports reporting commentary from Patrick O'Donnell, news director, Kansas State Network, Wichita

Sports: the forgotten element of local TV news

Somehow, somewhere, during the rush to develop our local news product, we forgot about one important element—the sports-cast.

During the last two decades, local news has progressed with color film, electronic cameras, live units, helicopters, specialist reporters, news computer systems and now mobile, satellite, news gathering units. But how did we forget to bring along the sports department?

Has much really changed since the days when the sports announcer reported to the program director and did a separate sponsored show in addition to his staff-announcer duties? Today most sports anchors and reporters work for the news director, in the news department. The only problem is, many news directors have failed to take an interest in the content of the sports segment.

We have developed a hard-to-break tradition in coverage of what we call sports. Think about what you see in most newscasts. The sports anchor normally leads with the hottest game in the pros; it doesn't matter whether the market has a pro team or not. Then we see scoreboards and game action video tied to a meaningless talking head belonging to coach or player.

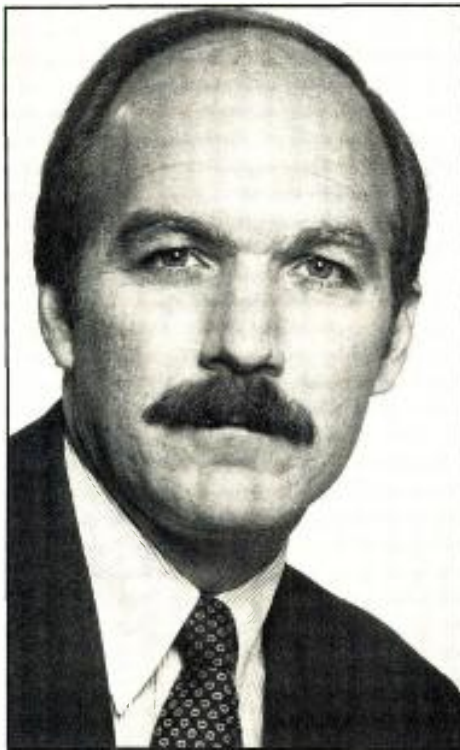
We can do better than that. We have an exclusive product, local news, that the viewer can get nowhere else. It also ought to contain, in reasonable abundance, local sports.

While not advocating the elimination of professional or college spectator sports from the local newscast, I suggest that a reduction in the time devoted to those events would open the door to better sports journalism in television.

It's time to bring the sports anchors, reporters and photographers into the real world of television news. We ought to give up those weekly sports lunches where we gather all those talking heads for use all week long. Why not assign the sports anchor to personal stories in local sports, how the star quarterback can maintain a 3.8 average and still set records on the playing field?

If only 15% to 20% of the news viewers are interested in what we call sports, as we are told, what about the other 80%? How long can we continue to neglect the majority of our viewers?

If we as local broadcasters gave our viewers less of the traditional sports menu, could we attract and keep a larger percentage of the audience? According to both government and industry figures, 186 million people over the age of 12 participate in some form of outdoor sports and recreation. Only 36.3



Patrick T. O'Donnell has served as news director for the six Kansas State Network stations since December 1983. Previous experience includes assignments as news director at KWGN-TV Denver and KTVX(TV) Salt Lake City and assignment editor at WLS-TV Chicago.

million Americans attended college football, 16.8 million attended National Football League games, 25.5 million went to National League baseball games and 2.5 million attended major indoor soccer events.

Swimming remains the number-one sport in the country with over 102 million people as active participants. Yes, much of that is just leisure-time sport, but when was the last time, short of the Olympics, that you saw any coverage of swimming?

Almost 64 million people fish. But again, we see little, if any, coverage of this sport. Yes, there are some excellent Saturday morning fishing shows, but why are local newscasts ignoring this popular sport?

During the last decade, the concentration has been on the position or image of a local newscast in the market. We all have done extensive research and planning. We've hired small armies of reporters, producers, editors and anchors, all working hard to direct the newscast toward the image we feel will help us win. Yet, as an industry, we slough off a portion of the show to one or two overworked people in sports and expect them to make the same effort.

Possibly more important is the way in which we construct our sports stories. Why do we structure these pieces differently from the rest of the newscast? In a news story, we strive to get a wide overview, move in and examine the subject a little closer, then back out to a summation or conclusion. Isn't it time we give the same kind of treatment to our sports pieces?

Most sports stories do not cover the entire event. We normally see a limited view of what has taken place on the field of play. Is it enough to report the score with a highlight package, or should we cover the event in its entirety?

There has been talk, albeit quiet, that our local sportscasters have become pawns of the club managers, owners and public relations people. Have we as local news people been used by them to hype the events and sell tickets? Many would argue that we have and that it comes through in our nightly presentation.

Let's get away from the endless stream of talking jock heads, highlights that all look alike and stereotypical coverage of spectator sports. We need to address the needs and interests of our viewers by taking a fresh approach. A combination of the traditional sports coverage and the aggressive gathering of sports news, which our viewers enjoy, will give that much-needed face-lift to our sports news.

But remember, to do this we are bucking tradition, and our biggest battle is within our own industry. So, if you are willing to take a giant step in local news, the following might be helpful in getting started:

1. The news director must take an active role in the sports content and coverage on a daily basis.

2. The entire news staff must contribute to this effort, especially producers and assignment editors.

3. Those assigned to the sports department must open their eyes and minds to more diverse coverage of all sports in their communities and the places their viewers go to enjoy their leisure time.

4. The sports anchors and producers must be actively involved in the rest of the news operation, not pushed into a corner and forgotten. They must feel as important as the I-team, which they probably are—and maybe more so, in some cases.

5. This more diverse coverage of sports and recreation must be consistent and promoted.

As our industry becomes more specialized, local news directors must realize their responsibility for sports and take control of the content.

Isn't it time we take off the blinders and look at what we say sports is, compared to what the public says it is?

KING WORLD PRESENTS

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THE GUNS OF WILL SONNETT

AND

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KING WORLD

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M*A*S*H
37
SHARE

WONDER WOMAN
8
SHARE

M*A*S*H
32
SHARE

GOOD TIMES
29
SHARE

M*A*S*H
30
SHARE

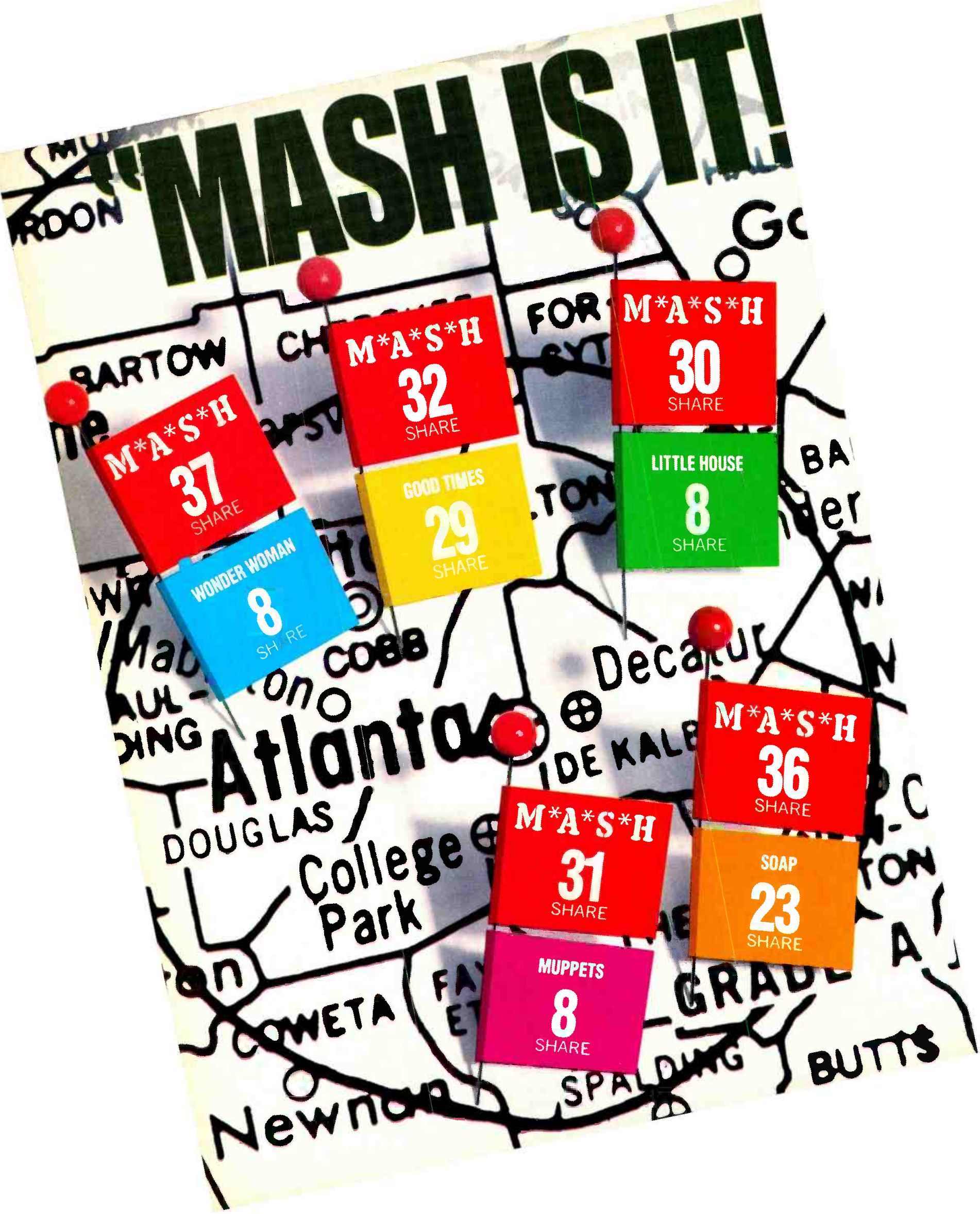
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8
SHARE

M*A*S*H
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SOAP
23
SHARE

M*A*S*H
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SHARE

MUPPETS
8
SHARE



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WSB-TV



MASH is one of the all-
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shows in Atlanta, per-
forming well both early
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PROGRAM MANAGER
WSB-TV

Here's the latest word from the war in
Atlanta: MASH sank "Gilligan's Island," evicted
"The Jeffersons" and worked its magic on
"Bewitched" on its way to an average 13.2
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 Chicago, IL WLS-TV
 Cincinnati, OH WCPO-TV
 Cleveland, OH WEWS
 Columbus, OH WCMH-TV
 Dallas, TX WFAA-TV
 Dayton, OH WDTN
 Denver, CO KWGN-TV
 Derry, NH WNDS
 Detroit, MI WDIV
 Eugene, OR KMTR-TV
 Fort Wayne, IN WANE-TV
 Grand Rapids, MI WOTV
 Harlingen/Weslaco, TX KGBT-TV
 Hartford/New Haven, CT . WTNH-TV
 Houston, TX KHOU-TV
 Indianapolis, IN WISH-TV
 Jacksonville, FL WJKS-TV
 Kansas City, MO KMBC-TV
 Knoxville, TN WATE-TV
 Lafayette, LA KLFY-TV
 Las Vegas, NV KLAS-TV
 Lexington, KY WTVQ-TV
 Little Rock, AR KATV
 Los Angeles, CA KCOP
 Louisville, KY WHAS-TV
 Medford, OR KDRV

Miami, FL WPLG
 Milwaukee, WI WISN-TV
 Minneapolis, MN KSTP-TV
 New York, NY WPIX
 Oklahoma City, OK KWTU
 Orlando, FL WCPX-TV
 Philadelphia, PA KYW-TV
 Pittsburgh, PA KDKA-TV
 Portales, NM KENW-TV
 Portland, OR KATU
 Providence, RI WJAR-TV
 Raleigh, NC WRAL-TV
 Richmond, VA WXEX-TV
 Sacramento, CA KXTV
 Salinas, CA KSBW-TV
 Salt Lake City, UT KUTV
 San Antonio, TX KSAT-TV
 San Diego, CA KCST-TV
 San Francisco, CA KPXS
 San Luis Obispo, CA KSBY-TV
 Sault Ste. Marie, MI WWUP-TV
 Seattle, WA KOMO-TV
 Shreveport, LA KTBS-TV
 Sioux Falls, SD KELO-TV
 Springfield/Decatur, IL WAND
 St. Louis, MO KTVI
 Syracuse, NY WTVH
 Tampa, FL WTVT
 Terre Haute, IN WTHI-TV
 Toledo, OH WTVG
 Traverse City/Cadillac, MI WWTU
 Tulsa, OK KOTV
 Washington, D.C. WDCW-TV
 Waterloo/Cedar Rapids, IA KWWL
 Wichita, KS KWCH-TV
 Yakima, WA KIMA-TV

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TOP OF THE WEEK

Networks try to patch cracks in September schedules

ABC, CBS and NBC take stock of fall failures; production on replacements under way

Midseason for the television networks is still about five weeks away, but executives at ABC, CBS and NBC are back at their drawing boards mapping out changes and strategy in the prime time schedule. All three networks have had their respective prime time casualties, and most analysts expect the list to grow as the "second season" approaches.

To date, the only series canceled are CBS's *Dreams*, *Dukes of Hazzard* and *After-M*A*S*H* and ABC's *People Do The Craziest Things*, *Hawaiian Heat* and *Jessie*. Although NBC hasn't officially announced any cancellations, it has problems with major portions of its Friday and Saturday schedules—*Hunter*, *Partners in Crime* and *Hot Pursuit*.

Each of the networks has its weak spots on the schedule. ABC, which usually wins the 8 to 9 p.m. time period on Friday with its back-to-back comedies, *Benson* and *Webster*, does not hold that audience with *Hawaiian Heat*, which plays opposite *Dallas* on CBS and *Hunter* on NBC. One repair ABC is considering is putting in one or more of three half-hour comedy pilots not picked up for series this season: *Mr. Mom*, *Never Again* and *Off The Rack*.

In any case, ABC sources—who warn

that speculators often turn out to be wrong—said two series likely to find their way on the prime time schedule in the first quarter of next year are *Streethawk* and *Me and Mom*.

NBC has no less a challenge. Its action/adventure/drama lineups on Friday and Saturday nights have included some of the lowest-rated shows all season. "I know it seems strange that it's Nov. 21 and we haven't canceled a show yet," remarked NBC Entertainment President Brandon Tartikoff, "but we have a lot of confidence about what we put on the air and a lot of it's working. Some of it that isn't working falls into two camps. The first is shows that we think are in the right time period but that we have to hang onto longer because circumstances ultimately change. For instance, our 7 p.m. Sunday shows [*Silver Spoons* and *Punky Brewster*] were doing a 20 share for the first three weeks of the season when there were no football interruptions. Once football got in there it wreaked havoc with the viewing habits of the audience. We're only waiting for the smoke to clear in January, which is five weeks away.

"Obviously the weakest spots on our schedule have to do with programs on Friday and Saturday night. I think the jury is still out on V, which has been a mild disappointment at the levels it opened at. It's trended down somewhat, although it's only been on the air for four episodes and I don't know if I

can draw any conclusions about that. And there are some shows that are getting new tryouts: *Partners In Crime* enters a new time slot as of [last] Saturday [10-11 p.m.], while *Hot Pursuit* [began a three-week] tryout Friday [Nov. 23]. *Hunter*, I think creatively has turned the corner and if that show is not ultimately our solution for Friday night then perhaps it might have application on another night."

Each of the networks is commissioning new scripts, pilots and backup series for replacement in midseason or later. ABC has 13 series in various stages of development, NBC 12 and CBS four.

The greater number of projects under development at ABC might represent that network's lower performance in season-to-date prime time averages. ABC's prime time performance during the first eight weeks of the 1984-85 season (Sept. 24-Nov. 18) averaged 2.7 rating points below its performance in the comparable period a year ago. CBS is also down, by 1.2 rating points, and NBC is flat compared to last year. And ABC has landed in third place seven out of eight weeks this season.

For the first eight weeks of the season, CBS has averaged a 17 rating and 27 share, while NBC is only three-tenths of a rating point behind, with an average 16.7/27. ABC has averaged a 15.1/24. For the first eight weeks of the 1983-84 season, CBS averaged

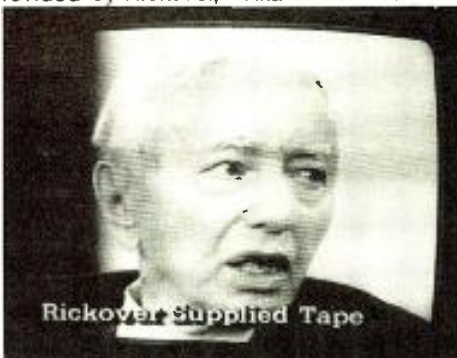
CBS airs portion of Rickover tape

Retired Admiral Hyman Rickover, who declined to be interviewed for the *CBS Evening News* story exploring the admiral's acceptance of gifts from General Dynamics, nevertheless was shown in the piece declaring that he had never been influenced by a gift from a contractor. The segment had been provided by Rickover, and its inclusion was part of what the producer of the piece, Bill Wilson, said was "a bizarre" set of circumstances not likely to be repeated.

CBS News had obtained the tape in July, after it had asked Rickover to comment on the *Washington Post* story that originally disclosed the gifts Rickover had received from the company that builds nuclear submarines under programs the admiral originated. Rickover was at the Xerox training center in Leesburg, Va., outside of Washington, addressing a group of young people at a Rickover Foundation function that Xerox technicians were videotaping. Rickover declined to talk to CBS, but Rickover had been answering questions at the function (some from his assistant) dealing with the *Post* story. And that portion of the Xerox tape was

made available to CBS.

The network chose not to use the material at the time. But Wilson had the piece of tape "in hand," he said, when Rickover turned down a request for an interview to be included in the piece on which Rita Braver was the correspondent. So with a Braver voiceover noting in a lead-in that Rickover declined to be interviewed for the broadcast and explaining that "an assistant asked the questions," and with a super describing the material as "Rickover Supplied Tape," CBS incorporated the material in the piece. Wilson said use of the Rickover material was not unprecedented. He noted that broadcasters use publicity film supplied by corporations that is labeled as to the source. But he also said use of the Rickover material "has a potential for an interesting issue if it becomes a corporate thing"—if a corporation chooses to videotape its own questions and answers on a subject rather than give an interview to a network correspondent. Rickover has been particularly difficult for reporters to reach for an interview. However, he has given one to CBS News's Diane Sawyer.



an 18.2 rating while ABC averaged a 17.8 rating and NBC averaged a 15.1.

HUT levels—the percentage of households viewing out of the total television household universe—have either been flat or below their levels every week this season compared to a year ago. HUT levels have averaged 62.5% over the past eight weeks, compared to 63.5% for the first eight weeks of the 1983-84 season, a 2% drop. And the combined network share every week this season has also been below the combined share for the corresponding week last season.

CBS's relatively small number of shows in production or development is no accident. "We just don't try to take a random approach," commented Harvey Shephard, CBS's vice president of programing. "We try to be very, very selective in terms of concept, in terms of stars, and try to get every one of those things to count."

CBS's new backup series and pilots include a half-hour comedy, *The Lucy Arnaz Show*, which is from Taft Entertainment and stars Lucy Arnaz. (Previously, the show was titled *Agony*).



ABC's *Hawaiian Heat* turns cold

Shephard said three episodes have been completed of *Crazy Like A Fox*, a half-hour comedy from Shulmankin/Schenck/Cardia Production in association with Columbia Pictures Television. It stars Jack Warden and John Rubinstein. Warden plays Harry Fox, a bumbling private investigator who shares a detective agency with his lawyer son, played by Rubinstein. CBS has reportedly ordered five to six episodes.

CBS's third backup series is a one-hour "fantasy adventure," titled *Otherworld*, produced by Universal Television. It stars Sam Groom, Gretchin Corbett and Jonathan Banks. Shephard said two rough cuts have been screened.

A third pilot on CBS's drawing boards is *House Detective*, starring Judd Hirsch. The half-hour comedy from Lorimar involves a former air force engineer who pursues a secret ambition to be a private investigator. It formerly was to star David Steinberg. Shephard said production is scheduled to begin in January with the first episode ready by February.

At ABC, production is scheduled to begin today (Nov. 26) on a two-hour drama pilot, *Cutting Lose* (formerly titled *Cutting Edge*),

from MGM/UA Productions. It stars Carl Weathers and Joseph Bottoms.

Production has also just been completed on a two-hour drama pilot based on Arthur Haley's best seller of a decade ago, "Airport." The series, from Aaron Spelling, is titled *Arthur Haley's Airport*. (It was formerly titled *Runway*.) It stars Gil Gerard, Belinda Tolbert, Cliff Potts, Pat Crowley, Kitty Moffat and Danny Ponce.

Production has also been completed on a two-hour drama pilot titled *MaGruder & Loud* (formerly *Mr. and Mrs. Cop*). The pilot is also produced by Aaron Spelling and stars John Getz, Kathryn Harrold and Arlen Dean Snyder.

Picture Maker Productions in association with ABC Circle Films has also finished a two-hour drama pilot titled *Moonlighting*, starring Cybill Shepherd and Bruce Willis.

A two-hour drama pilot has been completed for ABC by Stephen J. Cannel Productions, *The Brothers-In-Law*, starring Mac Davis and Joe Cortese.

A half-hour comedy pilot has been commissioned by ABC from Witt/Thomas/Harris Productions and is set to star Patty Duke Astin and Ted Bessel. It is Bessel's first regular series role since his part opposite Marlo Thomas in *That Girl!*

Production has yet to begin on a two-hour drama pilot titled *Dark Horse* from Universal Television. It is scheduled to star Nicholas Campbell and Randy Brooks.

Another drama, *Me and Mom*, is a Hal Sitowitz Production in association with Viacom Productions. A "short order" of six episodes of *Me and Mom* has been placed by ABC. It stars Lisa Eilbacher, Holland Taylor and James Earl Jones.

Finally, Warner Bros. Television reports it has received an order for a one-hour comedy/drama pilot along with additional scripts for a proposed series titled *Dick and Tracy* and a two-hour drama pilot movie, titled *Spenser* (see page 62).

In addition, in the coming weeks ABC will broadcast three half-hour comedy pilots left over from last season: *Never Again*, from Universal Television; *Mr. Mom*, from Sherwood Productions in association with 20th Century Fox Television, and *Off The Rack*, from Brownstone Productions in association with Warner Bros. TV.

Mr. Mom, of which Aaron Spelling is executive consultant, is based on the theatrical of the same title. *Never Again* and *Mr. Mom* are scheduled to broadcast back-to-back on Friday, Nov. 30, at 9-10 p.m. *Off The Rack*, which stars Ed Asner, is scheduled to broadcast Friday, Dec. 7, at 9:30 p.m.

ABC also has Universal's *Streethawk* waiting for a spot to open on the schedule. *Streethawk* was originally set for the Monday 8-9 p.m. block but was removed from the network's fall schedule to make room for *Call To Glory*.

At NBC, the pilot development is no less vigorous. NBC for some time has been sitting on 13 episodes of *The Berengiers*, a prime time serial drama about the people and goings-on of a major New York department store. It is produced and written by David Jacobs for Lorimar. It began as a pilot origin-

ally ordered for this season.

Also from Lorimar is *Making Out*, a one-hour drama about high school students, their parents and teachers. It is written and produced by Seth Freeman and Michelle Gallery. Seven episodes have been ordered.

A half-hour music/variety show with comedy sketches, *Television Parts* has been ordered from former Monkee Michael Nesmith. It is produced by Nesmith, and he will star in it along with Ken Kragen. Eight episodes have been ordered. The series was proposed as a pilot, but not commissioned, last year.

Six episodes of *Scene of the Crime* from Universal have been ordered for a one-hour mystery in the mode of *Ellery Queen*. It is a Levinson/Link and Jon Epstein production. The pilot is held over from last season.

NBC is reworking the pilot of *Jump*, which was originally broadcast last spring. Bernie Brillstein is executive producer of the program.

Dick Clark and Bob Stewart are producing a pilot titled *You Are The Jury* in which famous trials are re-enacted and viewers are asked to call in the verdict via an 800-tele-



CBS's *Dreams* is shattered

phone number.

Also held over from last season is *Spencer*, a half-hour comedy from Alan Landsburg Productions that stars Chad Lowe as a Holden Caulfield-type teen-ager, who has his own peculiar way of looking at the world about him.

NBC has asked Comworld Productions to begin producing a two-hour pilot titled *Private Sessions* starring Mike Farrell, who played Maj. B.J. Hunnicutt on *M*A*S*H*. Farrell plays a psychologist/therapist who treats persons with unusual psychological problems.

Universal is producing for NBC a two-hour action/adventure pilot titled *First Ladies*, which stars Joanna Cassidy as one of a team of female CIA operatives on special assignment for the President of the United States.

Glen Larsen in association with 20th Century Fox Television is producing a two-hour comedy/action/drama pilot, titled *Half Nelson*, about the adventures of a detective of short stature played by Joe Pesci.

Finally, NBC Productions will launch a pilot titled *Sarah*, which will star Geena Davis. The show is about career women. □

FCC finally makes up its mind on MMDS

It agrees to a lottery to award additional channels; commission also allocates more spectrum for radio STL's and ICR's

Radio broadcasters and multichannel MDS applicants received good news from the FCC last week. The commission decided to authorize a lottery to allocate MMDS channels after delaying action on the item at least five times. Most of its meeting, however, was spent divvying up 41 mhz of unused spectrum, of which an additional 3 mhz was granted for use by broadcast studio transmitter links and intercity relay stations. That action was hailed by the National Association of Broadcasters as a major victory.

More than 16,000 MMDS applicants have been waiting for the commission to assign the roughly 1,000 available MMDS channels. The FCC's reluctance to act was a source of extreme frustration for the MDS industry which sees MMDS, the ability to broadcast multiple channels, as its salvation. The commission delayed ruling on a lottery after it became hung up on the question of whether to award minority preferences. In fact, the FCC added the lottery item after the original agenda was issued on Nov. 14.

The disagreement over this issue occurred because some commissioners felt a preference should not be given, primarily because MDS is a common carrier, not a broadcast service. However Congress held a different view. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and others maintained that FCC reauthorizing legislation adopted in 1983 requires the FCC to use minority preferences in lotteries for mass media services and that MDS is such a service.

While the FCC agreed to institute a minority preference, it did not adopt it without some reservations. FCC Chairman Mark Fowler found the minority preference particularly distasteful. "Here again we are required to apply a preference based on skin color. It seems to indicate that all Americans are equal but some are more equal and that of the more equal, some are most equal because of their skin color. I don't accept that. I don't think that's what America is all about," Fowler said. A similar view was expressed by Commissioner Dennis Patrick. (All the commissioners voted for the lottery with Patrick concurring. Fowler said he would issue a separate statement.) "I have great problems with the application of preferences in a lottery situation," Patrick said. However, since Congress has mandated the use of preferences, he said he would concur. But he indicated he would closely scrutinize the final draft of the item. Dawson also indicated she would take a close look at the language of the order. A draft of the rules will be circulated among the commissioners for further comment.

The lottery, which will not apply to single channel MDS, is expected to commence about 60 days after the order is issued. Commission staff predicted the order could be completed within a month. Further details

were provided during a press briefing after the commission meeting. The minority preference scheme will be the same as the one used in the low-power television lottery, a spokesman said. It will give greater weight to minority applicants and those with fewer mass media interests. Furthermore, the FCC said the question of whether to adopt another preference for women will be addressed in a separate rulemaking.

The MMDS applications are for groups of four MDS channels and all but a few are mutually exclusive. (Each MMDS application requests a block of four channels in a single market; two blocks of channels are available in most markets.) According to the FCC, two lotteries for each service area, E-group and F-group channels, will be held and a tentative licensee will be selected from each channel group in each market, followed by a public notice announcing those chosen. The commission will accept petitions to deny after the lottery is completed.

More STL's and ICR's for Radio

Most of the FCC's meeting was devoted to a discussion of how best to divide the 41 mhz of reserved spectrum available in the 900 mhz band. There were requests for over 80 mhz of that spectrum, the last of its kind below 1 ghz. Of the 41, the commission initiated proposed rulemakings to reallocate most of the 32 mhz for land mobile operation. It proposed to allocate 12 mhz for land mobile services using the 896-902 mhz and 935-941 mhz bands; 12 mhz for cellular radio on 845-851 mhz, and 8 mhz to establish a land mobile satellite service. (The FCC did, however, deny two requests for that spectrum, including one for an air-to-ground public radio-telephone service and a new private radio communications service.) It set aside the remaining 9 mhz, allocating 6 mhz in the 932-935 and 941-944 mhz bands for use by government and nongovernment fixed services.

For radio broadcasters, the most significant decision was one to reallocate frequencies in the 944-947 band for STL-ICR use. "With 3 mhz we can handle a heck of a lot of STL's," said NAB staff engineer Michael Rau. The commission also agreed to grandfather existing STL-ICR links in the 942-944 mhz band and dismissed a proposed allocation of frequencies in the 2130-2150 and 2180-2200 mhz bands for shared STL-ICR use with private operational fixed microwave services. Furthermore, the FCC is prepared to grant broadcasters access to an additional 2 ghz for future use in the anticipation that the 900 mhz band currently in use may become crowded, especially in metropolitan areas.

Originally, the commission proposed that 10 mhz be used for STL's. But in 1971 the lower 5 mhz were taken away to become part of the pool for reserve spectrum. All the STL's already operating there were allowed to stay. Then in 1982 the FCC began proceedings to require the relocation of all the STL's left on the lower 5 mhz. But with this

new ruling, all the existing occupants on the 942-947 mhz band are allowed to stay and new applicants for STL's will be accepted for frequencies between 944 and 947. "Now we have room for growth," Rau said.

While NAB was pleased about the FCC's actions, the Association of Maximum Service Telecasters expressed some concern. "We are concerned that of the entire 41 mhz disbursed, none was set aside for public safety use," said Gregory DePriest AMST vice president. DePriest said, however, the association was encouraged by the commissioners' discussion of establishing a narrowband channelization plan for the spectrum allocated for private land mobile use. DePriest said AMST has seen UHF spectrum reallocated for land mobile use over the years (in 1970, channels 70-83 were given to land mobile) and is not anxious to see that practice continue.

Market Modified

A request by broadcasters to amend the FCC's list of major television markets for its cable must-carry rules generated considerable discussion among the commissioners although they granted the request. They voted to change the Orlando-Daytona Beach, Fla., market to include Melbourne and Cocoa, Fla. Fowler and Rivera voted in favor, Patrick dissented and Dawson and Quello concurred. The commission's action is expected to be hotly contested by the cable industry.

The request was made by WMOD(TV) Melbourne and WTGL-TV Cocoa which encountered difficulty getting local cable systems to carry them under the must-carry rules. The FCC said WMOD argued that despite covering all of Orlando and Melbourne with a grade A signal and the bulk of the tri-city market with a grade B signal, its station is precluded from competing with Orlando and Daytona Beach stations which are entitled to mandatory signal coverage on cable systems there. Furthermore, the station noted that Melbourne did not have a TV station in 1972 when the FCC established the market list and it should now be included. The Cocoa station made a similar argument.

"In light of this determination," the FCC said, "the communities of Orlando, Daytona Beach and Melbourne constitute a single TV market." In addition, the commission maintained, its actions do not "change FCC policy because had Melbourne had a TV station when the major market list was established, the commission would have designated an Orlando-Daytona Beach-Melbourne hyphenated market." Dawson thought the problem should be dealt with as a proposed rulemaking. "I do think we are biting off a great deal here," she said. Patrick felt the decision would lead to a flood of stations asking for similar consideration.

Other Actions

The commission also:

- Denied a request by Moody Bible Institute of Chicago for partial reconsideration of

a previous FCC decision denying its request for expanded use of FM translators.

- Upheld a staff decision to reject an application by Arnold N. Applebaum for a low-power television station on channel 19 at Paso Robles, Calif., on the grounds that it would interfere with KCSO-TV Modesto, Calif.

- Upheld a staff decision to return Local Service Television Inc.'s application for a low-power television station on channel 13 in Miami. The Mass Media Bureau rejected the application saying it would create interference to WPEC-TV West Palm Beach, Fla.

- Denied a petition by the Long Island Coalition for Fair Broadcasting to delete an

unspecified VHF television channel assignment in New York to Long Island.

- Upheld the Mass Media Bureau's decision to reject Las Manzanitas Television Co.'s application for low-power channel 53 in Seattle because it will interfere with existing translator K53AZ licensed to KIRO Centralia, Wash.

- Deleted an item that called on the commission to assign the licenses of KTHX(TV) Houston and KTXA(TV) Fort Worth, Tex., to Gulf Broadcasting to be considered on a case-by-case basis to "determine whether common ownership of radio-television combinations in the same market would be in the public interest." □

Westmoreland presses his case

General takes the stand in his suit against CBS; he says he did not put limit on troop estimates

Continuing his testimony on the witness stand last week in trial of his \$120-million libel suit against CBS, General William C. Westmoreland denied placing a ceiling of 300,000 on the estimated strength of enemy troops arrived at by his intelligence staff in 1967. He said that the official enemy strength estimate of between 224,000 and 249,000 agreed to in September of that year by his staff and the CIA was the result of his "successful" effort "in getting them to resolve their common problems [and] to agree to a common number." After Westmoreland finished his direct testimony late last Tuesday (Nov. 20), David Boies, attorney with Cravath, Swaine and Moore, and defending attorney for CBS, began his cross examination of Westmoreland, producing some of the sharpest exchanges in the trial to date.

The debate that developed between Westmoreland's intelligence staff, headed by General Joseph McChristian until mid-1967 when he was succeeded by General Phillip Davidson, and the CIA, was over what estimate of enemy troop strength should have been published in the U.S. government's so-called "Special National Intelligence Estimate," providing an update for President Lyndon Johnson on how the war was going. The military command in Vietnam proposed an estimate of 242,000, excluding such "home guard" units as the self-defense and secret self-defense forces, which Westmoreland characterized last week as "largely unarmed," and composed mainly of "women, young boys and old men." The CIA sought their inclusion in the official count, which would have brought it up to 461,000.

But given his belief that the home guard units posed little, if any, threat given their lack of offensive capability, Westmoreland testified that he objected to those units being included in the official enemy troop count because such an estimate would then be overstated and "misleading." In cross examination, however, Boies made the point that such units had been included in the official order of battle of enemy troop strength until mid-1967, and that it was only after Westmoreland's staff advised him in May of

that year that the irregular forces total was actually close to double the 70,000 on the books that he sought to have them removed from the count of fighting forces and placed in a separate category.

The CBS documentary that Westmoreland contends libeled him, *The Uncounted Enemy: A Vietnam Deception*, in addition to charging that he placed an arbitrary ceiling on the estimated enemy troop strength that his intelligence staff could embrace, also alleged that he withheld intelligence that indicated substantially higher enemy troop infiltration into South Vietnam during the five or six months leading up to the Tet enemy offensive in February 1968. Westmoreland, in the broadcast however, acknowledged reports of infiltration at that time of something "in the magnitude" of 20,000 to 25,000 troops, about five times the number he had reported 14 years earlier in a *Meet the Press* interview.

At the trial last week, Westmoreland noted that several weeks after his interview with CBS's Mike Wallace, which took place in New York in May 1981, he wrote a letter to George Crile, who produced the documentary, and Wallace indicating that he had been mistaken as to the estimated 20,000 to 25,000 enemy troop infiltration figure. "After 14 years [1967 to 1981] have gone by, I was unable to speak with precision on the details of items presented to you by your researchers." Among other things, he supplied intelligence data from the period that supported the infiltration estimate of between 5,500 and 6,000 he gave on the November 1967 segment of *Meet the Press*.

In that same letter to Crile and Wallace, dated June 9, 1981, Westmoreland characterized the interview session for the broadcast, which aired on Jan. 23, 1982, as "interesting, but I must frankly say it turned out to be more of an inquisition than a rational interview." He testified that Wallace first approached him about doing the interview in April or early May of 1981 and that he consented after both Wallace and Crile indicated that the planned documentary would focus on the Tet Offensive and would be "educational and objective. . . I asked [Wallace] if was going to be a 60 Minutes-type interview, and he said no."

Westmoreland also said that Crile had promised to write a letter to him outlining in more detail what subjects the interview would touch on and to mail it to him at his residence in Columbia, S.C. The letter was never mailed, however, said Westmoreland, but was waiting for him upon arrival at the Plaza hotel in New York on the Friday evening (May 15, 1981) before the interview was to take place. Of the five points mentioned in the letter, Westmoreland said Crile had mentioned four in a telephone conversation. He testified, however, that one point was not mentioned, which subsequently turned out to be a main focus of the documentary—"What about the controversy between the CIA and military over enemy strength estimates?" That subject, he said, was "never mentioned" before that evening as being one he would have to address in the interview.

Westmoreland testified that neither Wallace nor Crile acknowledged receipt of his letter to them, or the information contained in it. He testified that he wrote a second letter to Crile (with a copy to Wallace) urging him, in the interests of gaining an "accurate perspective" on the issue of enemy troop strengths, to interview Ellsworth Bunker, then ambassador to South Vietnam, and Admiral Ulysses S. Grant Sharp, commander of U.S. Pacific forces and Westmoreland's immediate military superior. Neither was interviewed. Westmoreland said he could recall receiving only a check for expenses incurred in going to New York.

At the end of his interview with Wallace, Westmoreland testified that he told Wallace and Crile that he had been "deceived as to the nature of the broadcast," and that "I had been rattlesnaked." He said he had considered walking out in the middle of the interview, but concluded to himself that would look like an admission of guilt.

After the documentary was broadcast, Westmoreland said he received numerous phone calls from friends expressing "concern, disillusionment. . . they were astonished [and] didn't know whether to believe it or not." The court also received as evidence a number of newspaper articles and editorials appearing shortly after the broadcast, as well as letters that Westmoreland received, indicating possible harm to his reputation.

During cross examination by Boies, the questions were often delivered with a sharpness bordering on hostility, with responses terse and abrupt. At one point, when Boies was having trouble getting Westmoreland to answer directly a line of questioning concerning the components within the irregular forces category of the order of battle, he asked, "You were the commander of MACV [Military Assistance Command: Vietnam], weren't you, General Westmoreland?" The reply: "You know that I was, Mr. Boies." With which Boies retorted sharply, "Yes, but I wonder whether you knew that." Asked why he ordered his staff to reconfigure enemy strength counts in such a way as to place the self-defense and secret self-defense in a category separate from the main forces and guerrillas, Westmoreland answered because it was "ridiculous to put such an emphasis on such [home-guard units]. They practically

had no military capability." And he said his intelligence staff understood that from newly completed studies and its main responsibility was to determine enemy-strength numbers—a responsibility Westmoreland testified he never interfered with. □

CBS buys magazines from Ziff-Davis

It pays \$362.5 million for 12 consumer publications; Murdoch gets business periodicals

CBS beefed up the magazine division of the CBS/Publishing Group last week with the \$362.5-million purchase of 12 consumer magazines from the Ziff-Davis Publishing Co. That Tuesday announcement was followed a day later by the \$350-million sale of Ziff-Davis's 12 business publications in the travel and aviation fields to News Corporation Limited, the international media conglomerate controlled by Rupert Murdoch.

The 12 magazines included in the CBS purchase were: *Backpacker*, *Boating*, *Car and Driver*, *Cycle*, *Flying*, *Modern Bride*, *Popular Photography*, *Skiing*, *Skiing Trade News*, *Stereo Review*, *The Runner* and *Yachting*.

CBS currently has nine magazines in its division plus the weekly newspaper supplement, *Family Weekly*, and puzzle magazines such as *TV Crosswords*. A recent estimate by Richard McDonald, security analyst at First Boston Corp., puts estimated 1984 revenue for the magazine division at \$337

million, or 54% of the estimated revenue for the CBS/Publishing Group and 7% of the total CBS revenue. The \$130 million to \$140 million estimated as revenue from the 12 magazines CBS bought would increase that percentage of total estimated revenue to 9%. Estimates for the magazines CBS purchased placed 1984 operating cash flow at \$32 million and net earnings at about \$14.5 million.

In addition to the magazines, CBS also acquired Ziff's circulation and market research department plus other support activities, but not the legal, accounting or personnel departments. A spokesman for the CBS/Publishing Group said it is expected that current Ziff-Davis employees involved in the transaction will remain.

Three of the magazines CBS already owns, *Audio*, *Cycle World* and *Road and Track*, cover the same general market as three of the acquired magazines. But Alan J. Gottesman, security analyst with L.F. Rothschild, Unterberg, Towbin, said some of the magazines may be aiming at different audiences within the same general market. He noted that J. Walter Thompson had a meeting the same day of the announcement, in which *Car and Driver* and *Road and Track* were talked about as examples of two magazines that spoke to different audiences. Gottesman called the purchase a close to perfect fit for CBS that would give the magazine division a strong lineup, attractive to advertisers.

What impact the purchase would have on CBS's 1985 earnings would be hard to predict, Gottesman said, because it in part depended on the accounting used to record the deal for tax purposes. If CBS is able to attri-

bute a large part of the purchase to assets whose depreciation expense is deductible, then "in year one, this thing could be cash-flow positive. And that would be more creative than anything CBS has on prime time." The absolute maximum dilution of earnings from depreciation would be 30 cents per share, the L.F. Rothschild security analyst said.

A statement by Thomas H. Wyman, chairman and chief executive officer of CBS, said that each of the acquired magazines is "profitable and all are known for their very high quality."

News Corp.'s publishing interests in this country include the *New York Post*, *The Boston Herald*, the *Chicago Sun-Times*, *The Village Voice* and *New York* magazine. As of earlier this year the company was 46% owned by Australian newspaper publisher, Rupert Murdoch.

One of those whose bid apparently fell short in the auction run by Goldman, Sachs & Co. was ABC, according to an executive of one of the bidders. An ABC spokeswoman confirmed that the company had "expressed an interest," but declined to comment further.

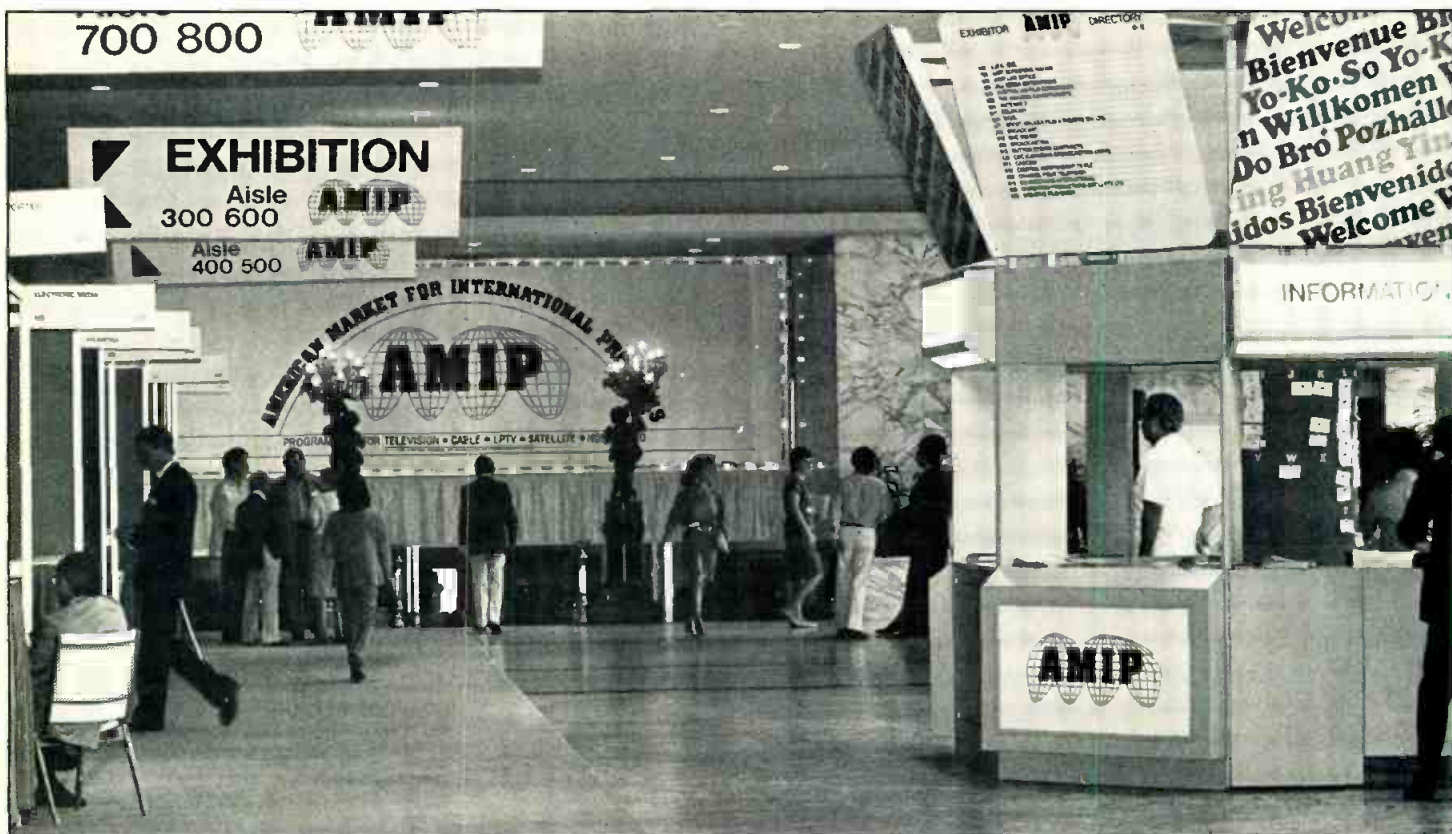
The publications were once part of communications holdings that included broadcasting properties. The last four television stations in Ziff-Davis Broadcasting were sold in early 1983 to two of the company's executives for \$56.2 million. Last week's sales leaves the company with 11 computer magazines and software and database businesses. William Ziff, the chairman of the parent company owning the magazines, reportedly only indicated the magazines were being sold for "personal" reasons. □



Federal communications bar. Profits poured forth when FCC Chairman Mark Fowler, FCC Commissioner James Quello and WWDC-FM Washington disk jockey Doug "Grease Man" Tracht (pictured, l-r) guest bartended at RJ's Tavern in Washington last Monday (Nov. 19). The fund raiser to benefit the Combined Federal Campaign, a federal worker charity, netted \$2,300 from tips, drinks and auctioned items.

Three hundred people packed the bar to celebrate and to bid on

items. The evening's biggest moneymaker was a lunch with Mark Fowler, which sold for \$370. Lunch with Commissioner Mimi Dawson went for \$255, and the privilege of pumping iron with Fowler at Nautilus went for \$215. Also auctioned were cocktails with Commissioners Dennis Patrick and Henry Rivera, a tennis match with FCC General Counsel Jack Smith and meals from the Szechuan Garden, Jacqueline's and The Palm, all Washington restaurants.



AMIP #2: Selling in the sunshine

Foreign programers take their TV productions to Miami Beach

The power brokers and deal makers of domestic television syndication preferred the sun-drenched poolside terrace to the carpeted exhibit floor, but the second American Market For International Programs at Miami Beach's Fontainebleau Hilton appeared to get along without them. Whether a stronger presence on the part of the U.S. program-buying community at AMIP would have made a substantial difference in the outcome of the show is difficult to say. What is certain is that the exchange of foreign-produced programming is marked by the same slow and laborious process that accompanies the negotiation of international treaties.

AMIP is a joint venture between The National Video Clearinghouse Inc. of Syosett, N.Y., Bernard Chevry's Paris-based Midem Organization and U.K.-based Perard Associates. Its purpose is to promote and facilitate the sale of foreign-produced programming in the U.S. through an annual market in the U.S. where sellers and buyers can meet under one roof. Whether American commercial broadcasters are ready for foreign programming—the question posed prior to the first AMIP held in Miami Beach in November 1983—was still being debated by the end of the second AMIP last week.

Attendance at this year's meeting was expected to be down compared to last year. AMIP officials were estimating total attendance to be at around 1,000 (including 75 journalists) compared to 1,142 in 1983. By the end of the first day, 261 buyers had registered compared to 236 buyers at the end of the first day last year. Program sellers from

44 countries went to Miami Beach, with the biggest contingent from the U.K., which sent over 10 companies in addition to representatives from four others.

But numbers, explained AMIP officials, do not tell the whole story. Harvey Seslowsky, president of The National Video Clearinghouse, attributed the decline to the weeding out of the "curious" who attended the first AMIP. Furthermore, Seslowsky cited the enormous rise of the U.S. dollar against foreign currencies which, he said, had "forced most of our overseas clients to reduce the number of personnel they brought with them."

AMIP organizers remained optimistic that there is—or one day will be—a more than token market for foreign-produced programming among commercial American broadcasters and U.S. audiences. "The marketing of foreign programming in the U.S. was never anticipated to be an easy exercise," Seslowsky said in a statement to reporters: "It is going to take time and a major effort on behalf of both buyers and sellers. But in the end," he continued, "non-U.S.-produced programming will find its way onto American television in ever increasing percentages. Co-production is and will be a major force in the internationalization of television programming."

Seslowsky couldn't put his finger on the total dollar amount of business contracted at AMIP, but stressed that deals made there may not be the only measure of success. While promotional literature distributed at the end of the second day trumpeted "Deals starting to cook at AMIP," the last hand-out soberly reflected: "AMIP: A learning experience." What was agreed by both AMIP or-

ganizers and participants is that at least ground is now broken between the U.S. programming community and its foreign counterparts.

Despite the less-than-hoped-for turnout, AMIP officials said they are planning a third market for 1985—but probably not before some changes are made. "Frankly speaking," Seslowsky said about next year's AMIP, "everything is open for discussion." At the top of the list is reducing the cost of attending AMIP for foreign distributors. "We're one of the most expensive conventions to go to," acknowledged Seslowsky. "We'd like to reduce the expense to the exhibitor." But despite assurances by AMIP organizers that preparations were already under way for next year, many exhibitors expressed doubt that—unless things change substantially—they would be returning.

Although Seslowsky said that AMIP was talking with the Fontainebleau Hilton about next year's convention dates, he noted that another location was possible. Another possibility proposed: suites instead of an exhibit floor, where even a medium-size booth was costing some exhibitors upwards of \$6,000.

And next year, a number of participants noted, it might be beneficial to all parties if some kind of seminars could be established that could explain the needs of the U.S. programming marketplace along with what foreign distributors have to offer—a kind of international cultural exchange for programmers. "We perhaps have to educate the American buyers more," said Seslowsky.

The poolside preference notwithstanding, major U.S. syndicators and some station groups were well represented at AMIP. Executives from Embassy, MCA, Tribune,

Golden West, Viacom, Malrite Broadcasting, Metromedia Producers Corp., MMT Sales, Meredith Broadcasting, Multimedia Entertainment, Hubbard Broadcasting and 20th Century Fox were all on the lookout for programming. They were also, observed more than one distributor, on the lookout for one another, as the relaxed atmosphere and excellent weather at the Fontainebleau provided a good backdrop for the kind of informal deal-making usually not possible at other programming markets. Although broadcast and cable television were the primary markets AMIP was intended to serve, other business was being conducted as well. "We made one deal last year which justified us coming back," explained Jean-Louis Bir- onne, international sales manager of Paris-based Tele Hachette. That deal, however, was with Sony USA for a musical series on videodisks. "I came here to scout for syndication," said Richard Lorber, a principal in Fox/Lorber Associates, New York, but much of it, Lorber believes, "is product unsuitable for syndication." However, Lorber contended that the "home video market is entering a growth phase marked by segmentation and differentiation of consumer interests. That, coupled with a continuing powerful demand for new product, means that what would be considered totally unusable for syndication has a home in the video market—within reason, of course." Lorber said he thinks it is even possible that foreign movies with subtitles—rather than the traditional dubbed method—can sell in the home video market to certain movie fans.

While some U.S. programmers roaming the 32,000-square-foot exhibit hall confided they were looking for Germany's or Australia's answer to *Dallas* or *Dynasty*, most conceded they were unlikely to find it. To an extent, the foreign distributors who gathered in Miami Beach sensed this. "It's almost impossible to gauge this market," said Douglas Stanley, president of Australia-based Nomad Films Inc., during a moment when the traffic past his booth was especially light. "The great problem is finding out what Americans want," he said. But Stanley now believes

that most U.S. buyers want dramatic programming, not the nature and natural history documentaries his company chiefly produces. So Stanley was at AMIP looking for partners to help produce a \$3-million, four-hour mini-series titled *Indra*—an action/adventure story set in India. In order to make sure it clears the U.S., Stanley said, he is "going for instantly recognizable names" for the starring roles. David Field, marketing manager of PBL Productions, Australia, encountered a similar kind of resistance regarding documentaries on the part of U.S. buyers. "If you have drama this market is good," he noted. "If you have documentaries, it's difficult. The world is interested in drama." Field, like other foreign distributors, is aware that there is a very limited market for imported documentaries in the U.S. outside public broadcasting. His company has the rights to produce a TV movie based on Australian writer Colleen McCullough's book, "An Indecent Obsession." Mindful of the ratings success ABC had with McCullough's other book, "The Thorn Birds," Field said he's looking to clear *An Indecent Obsession* either on cable or in syndication.

One area that AMIP organizers have been trying to encourage is co-productions. Co-productions can be done in a variety of ways, AMIP attendees noted. A popular approach is for one party to take care of above-line costs while another underwrites the below-line costs. A booth with a sign overhead announcing "International Information Co-production and Distribution Center" listed 44 projects by about 35 companies seeking co-production partners. The projects listed everything from animation and drama series to feature films and documentaries.

There were agreements to be made in Miami. "I'm going to try to make a deal here," announced George Back, president of All American Television. "I want to see what happens. I'm on the co-production board." And then he added, anticipating a question: "You have to take a look; you can't be cynical or presumptuous that nothing is here." As it turned out, Back did make a deal. He teamed up with International Program Consultants, an affiliate of Omni Productions, to produce and distribute four one-hour specials on "science and the new technologies." A title for the package of specials has not been decided on, but Back said the producers want a "Chuck Yeager or William Shatner type" as host.

An often heard remark among U.S. buyers was that most of the theatricals and TV movies available from the foreign distributors have to be dubbed, a process that even with advanced dubbing techniques still tends to make the audio out of sync with the moving lips. Thus, a lot of U.S. programmers were reviewing Australian and Canadian product where the language is not a barrier. Still, many U.S. buyers thought the accents, notably the Australian, might be a put-off for most U.S. television audiences. However, Lionel Shenken, president of 17-year-old Toronto-based Visual Productions Ltd., was seeking a U.S. distributor to pick up a package of 21 TV movies he is producing in Canada. Shenken said it costs him an aver-

age of \$300,000-\$350,000 to produce one of the TV movies, and he turns them out as Detroit makes automobiles: 21 days for shooting (on videotape), 21 days for editing and 21 days for post-production finishing, dubbing of audio, etc. Shenken's package of TV movies runs the gamut of action/adventure, suspense and thrillers. All the movies except one, he noted, take place "somewhere in North America" without reference to a specific place, which Shenken believes will not alienate audiences. The TV movies are slightly "mature," with light nudity in some scenes, although he noted those can be edited for broadcast. "We have two versions: those with clothes torn, and those with clothes torn off." But Shenken finds that the first question a U.S. programmer asks him is who the stars are. "American customers have a preconceived notion of what to say. The first thing they ask is if [the movie] has American stars." Instead, Shenken said, he has produced the package with attention to "American format," with each movie 96 minutes long so it can be cut for a two-hour slot with commercials. Indeed, U.S. buyers found the odd lengths of much of the programming at AMIP, whether it was drama series, children's animation, documentaries or variety, to be a major obstacle. Many foreign programs, they observed, are cut to exactly 30 or 60 minutes, which means that heavy cutting and editing sometimes have to be done to accommodate commercials. An example of the problem was highlighted by WDR International, the sales arm of the West German Broadcasting Corp. It was offering a series titled *Heimat* (Homeland), which was awarded the critics prize at the Venice Film Festival and was then bought by both the BBC and RAI (Italy). The problem is that there are 11 episodes totaling 16 hours and the different episodes are varying lengths. "I know about the difficulty of the commercial aspect," said Wolfgang Weber, head of sales for WDR, "but that doesn't disturb us. Our public order is to make TV programs for the German market... although big management is expecting some results from us." Weber said he feared WDR



Chevry



Seslowsky

would not make enough sales to cover its approximately \$20,000 in expenses to travel and exhibit at AMIP.

And although many exhibitors doubted they would make enough in sales to cover the expenses of their trip, they also indicated that was not the sole reason for traveling to Miami Beach. Sharon Satlin, a sales executive with International Television Enterprises, the sales arm of Yorkshire Television in England, noted that last year at AMIP "we made a lot of contacts that led to lucrative things, but no sales on the floor." It was a similar story this year, she thought, and hers was a point repeated by others. Jane Small, a sales executive with England's Channel 4, agreed that whether her company returns "really depends on what the follow-ups are with the contacts we made here." Sellers said repeatedly that while there may not have been a lot of hard selling and deals signed on the floor, most expressed some degree of assurance that the contacts made could justify the trip. "This is not like a film market where people write checks out all the time," observed Stephen Walsh, director of television marketing and co-productions for London-based Goldcrest Films. Buyers of television programs, he said, like to rely on substantial research before making a decision to buy or not—unlike buyers of theatricals, he said, who are heavy "risk takers."

Walsh said Goldcrest has been making a big push to break into the U.S. market over the past six to 12 months through such co-productions as *The Far Pavilions* on HBO and *Robin Hood* on Showtime. Now Walsh said Goldcrest wants to work with independent television stations in the U.S. and set up an ad hoc network to run a mini-series or regular series. He hopes that might be done with Goldcrest's new 26-episode *Living Body* series, a documentary that uses advanced biomedic photography. Ideally, Walsh said he hopes to borrow an idea from public broadcasting and find a corporate sponsor for *Living Body* and barter the show to stations. Walsh is aware that there are an increasing number of independents looking for programing and he thinks foreign distributors and co-productions can be a source.

Not all the commercial U.S. buyers at AMIP were skeptical. In fact, some thought they had discovered a treasure chest of programs that they would be foolish not to exploit. "The broadcasting community has complained for years about the high prices they have had to pay to syndicators," said Marvin Kempner, president of M.A. Kempner Inc., Pompano Beach, Fla., "but there's plenty of excellent product here and you can buy it a hell of a lot cheaper." Kempner thought many of the features foreign distributors were selling at AMIP are viable for American television audiences, but he predicted that U.S. distributors would gobble them up and turn around and "then sell them for three times what the stations themselves would pay if they came here."

To many, however, AMIP was not a market for individual stations as much as it was for U.S. distributors. While some heads of programing from group broadcasters were present, only a handful of individual station general managers and programers attended.

Mathew Shapiro, director of program operations for MMT Sales, New York—and the only rep to return this year—described AMIP as a "wholesalers convention. These people don't know how to quote a price for a single station." Indeed, many buyers reported that they balked when told the prices foreign distributors were asking, only to find out later the distributors were laboring under the impression that the buyers wanted the entire U.S. distribution rights when they were really buying for a single station. Nevertheless, Shapiro said, "If you're a student of this business, it's good to see what's going on in other parts of the world. We haven't cornered the market on creativity." □

Broder reflects on campaign '84

'Washington Post' columnist questions journalistic urgency in networks' election projections

David Broder of *The Washington Post*, who is regarded as one of the country's premiere political reporters and columnists, last week looked back on the coverage—his and others—of the just concluded presidential election campaign with what appeared to be feelings of frustration and misgiving. "We failed in a number of ways," he said. And while candidate Reagan was not the only source of Broder's unease, he seemed the principal one, as Broder delivered the seventh annual Frank E. Gannett Lecture, sponsored by the Washington Journalism Center.

In part, he said, the problem was the inability of the press "to crack the cocoon" within which he said Reagan was shielded from the press. Broder acknowledged the problem was not new. Previous Presidents have campaigned to a large extent from the White House rose garden. But Reagan's success in implementing the strategy was particularly galling. "We let the President go from July until November without a press conference," he said. "That reflects on us as well as on him."

"If a campaign means anything," Broder said, in answer to a question, "it's a dialogue with the citizens... To the extent we [the media] fail to push candidates to participate in a dialogue, we fail [in our responsibility]." He said the President's performance contrasted sharply with the campaign that Reagan ran as a candidate in 1980, "when he did an exemplary job of telling the electorate what he wanted to do." But as result of the campaign the President ran in 1984, Broder said, the administration "has little idea of where it's going." As for the press, he suggested it is completely in the dark: "The best reporters in the country are going from door to door in the White House, asking, 'What do you think he wants to do in the next four years?'"

In response to a question from NBC's Bill Monroe, who was in the audience, as to what the media might have done "to force more of a dialogue," Broder offered a suggestion that seemed no more than half in jest. He recalled that during the Iranian hos-

tage crisis, American media reported daily the number of days the Americans had been held hostage. "Maybe," he said, "we should have said in our stories how many days the President had gone without a press conference." But he conceded the voters did not feel "deprived" by lack of a press conference during most of the campaign.

And attempting to force the President to hold one would have involved the press even further in another problem that troubled Broder—the media's participation in the story. Ideally, he said, reporters should only report developments. But he indicated that kind of restraint is not easy. He recalled that during the primary campaign season, two of the Democratic candidates, former Florida Governor Reuben Askew and South Carolina Senator Ernest Hollings, were barely showing up in the polls despite impressive records of public service. Should the press, Broder wondered, have made a special effort to call attention to them—or should it have written them off "as a pair of losers—and thus made it so?"

The networks' projection of election results was another element that troubled him. He has criticized the practice in his column—and he continues to criticize it despite what he said, good-humoredly, were network representatives' efforts, over expensive lunches, to reassure him on the issue. He acknowledged that evidence that early projections cause those who have not yet gone to the polls to abstain from voting is "shaky." But he said, "A citizen who feels his act of citizenship is compromised [when he learns that the election of a President has been projected] is worthy of respect." He said he does not regard early projections a matter of "journalistic urgency." But, he said, "it may be one of commercial urgency."

In sum, the 1984 presidential campaign left Broder with the feeling that all who were engaged in the coverage should do some "soul searching." □



Broder

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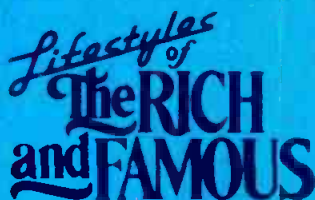
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Nielsen to break out VCR viewing

New quarterly report will register ratings for home watching and for recording, but not viewing

Exactly who makes up the videocassette recording audience? The A.C. Nielsen Co. is going to try to answer that question by issuing a new report covering national quarterly television ratings for videocassette recordings.

Nielsen now provides metered ratings during its four, four-week sweep periods that include both conventional viewing as well as home recording of programs. Under the new setup, there will be one rating report for home viewing and a second measuring home recording but not viewing.

Nielsen's move to change its reports follows complaints by some advertisers, including General Foods, that Nielsen's present method tends to inflate ratings by counting persons engaged in recording but not necessarily watching programs. And inflated ratings, they say, lead to higher advertising prices.

Critics of Nielsen's present approach argue that not all programs recorded on VCR's are watched. Nielsen's own diary research shows that consumers play back about 80% of the programming they tape. Another Nielsen study indicates that about 57% of homes zap commercials when playing back pre-recorded programs.

Nielsen is expected to introduce its VCR report covering the November sweep period in late December or early January. It may delay the introduction until March if its 1,700-home metered sample does not reach the target of 145 VCR homes. As of last August, VCR homes stood at 108.

Andy Faller, executive vice president of Nielsen, said meetings have been held with advertising agencies and television networks to fill them in on the latest developments in its plans to measure VCR's. One issue to which Nielsen hopes to address itself, he said, concerns playback. "We know there is playback, but whether it's a TV program or a

cassette bought on the outside is something we don't know at this time. We'd like to find out."

Agencies seem to be divided on the immediate importance of the VCR issue. Barry Kaplan, vice president and director of new electronic media for Ted Bates & Co., a General Foods agency, thinks the issue is critical. But at the same time, he does not accept Nielsen's plan. He feels it doesn't go far enough.

Kaplan cites Nielsen statistics showing that 20% of recorded programs are never replayed. He adds that a preliminary Nielsen study indicates that only 0.9% of metered homes with VCR's were recording programs during an average minute last year but points out there is much taping in daytime in which General Foods is active. He estimated that General Foods loses \$1 million a year because 20% of recorded programs are not played and other commercials are zapped.

"We want Nielsen to eliminate VCR tap-

ing from all their ratings," Kaplan asserted. "We don't want to pay for homes we don't reach."

Betsy Frank, vice president and associate media director of Dancer Fitzgerald Sample, viewed the new report as another research tool that she welcomes. But she contended it is premature to think it will have an effect in the immediate future on network negotiations and purchases. Frank said its impact over the short term will be minimal.

She believed that other basic research into VCR's is needed, particularly mechanical research into playback, claiming that participants in diary research and questionnaire research sometimes overestimate and overstate. She applauds the present Nielsen effort as a step toward more substantial research.

Steve Singer, media research director of BBDO, applauded the new Nielsen venture, saying the publishing of separate VCR ratings will give agencies more leverage in negotiations with the networks. Until now, he says, advertisers have been paying for audiences that weren't watching the programs. □

RKO aftermath: Network radio not likely to suffer

Advertisers will continue to buy time on medium, but may demand more accurate accounting of buys, following RKO's troubles

RKO Radio Networks' \$7.9-million errors in advertising charges since January 1980 ("Riding Gain," Oct. 15) apparently will have no dramatic effect on advertisers' continued use of network radio as an ad vehicle in 1985.

"The RKO situation won't affect our company's planning of network radio," said Jerry Baldwin, media director for Jeffrey Martin Inc., a pharmaceutical manufacturer ranked by Leading National Advertisers (LNA) as the top network radio spender in 1983 (BROADCASTING, June 4). He added that Jeffrey Martin is negotiating with RKO

on a new package for next year.

Paul Mulcahy, president, Campbell Soup Co. Advertising, Inc., (CSC) Camden, N.J., said his firm also remains committed to network radio in 1985 and has already made several upfront buys. But, as far as the company's future dealing with RKO Radio Networks is concerned, Mulcahy said CSC is "re-evaluating" the situation. Sources say CSC thus far has received between a \$50,000 and \$60,000 refund from RKO. (RKO has been sending clients rebate checks or running make-good spots. The total number of agencies affected is reported to be just over 70.)

The major impact of RKO's billing problems on the industry appears to be that many network radio advertisers are demanding a better accounting of their buys. Companies are not leaving the medium as a result of RKO, but everyone is more cautious, said Ira Berger, vice president, network radio manager, Needham, Harper & Steers Worldwide, Chicago.

Lou Severine, vice president and director of sales, ABC Radio Networks, agreed, noting there have been "no defections from the medium." He said those companies that have canceled plans with RKO are channeling ad dollars back into radio through other networks.

Another aspect to the RKO situation is that some agencies have become nervous about client reactions to recommendations for first-time use of network radio, said Dick Brescia, senior vice president, CBS Radio Networks and new chairman of the Radio

\$5-million splurge. Scripto Tokai, Atlanta, has allocated about \$5 million to an advertising campaign, with heavy use of network television, to introduce the Scripto "Electra" disposable lighter, starting in mid-January. The comedy team of Ann Meara and Jerry Stiller will appear in TV commercials as voiceover stars. The setting for the commercials is the end of an elegant candlelit dinner in which the candle is repeatedly blown out and re-lit by a Scripto lighter. Commercials will be carried on daytime and evening programs on all three networks. Agency is Burton-Campbell, Atlanta.



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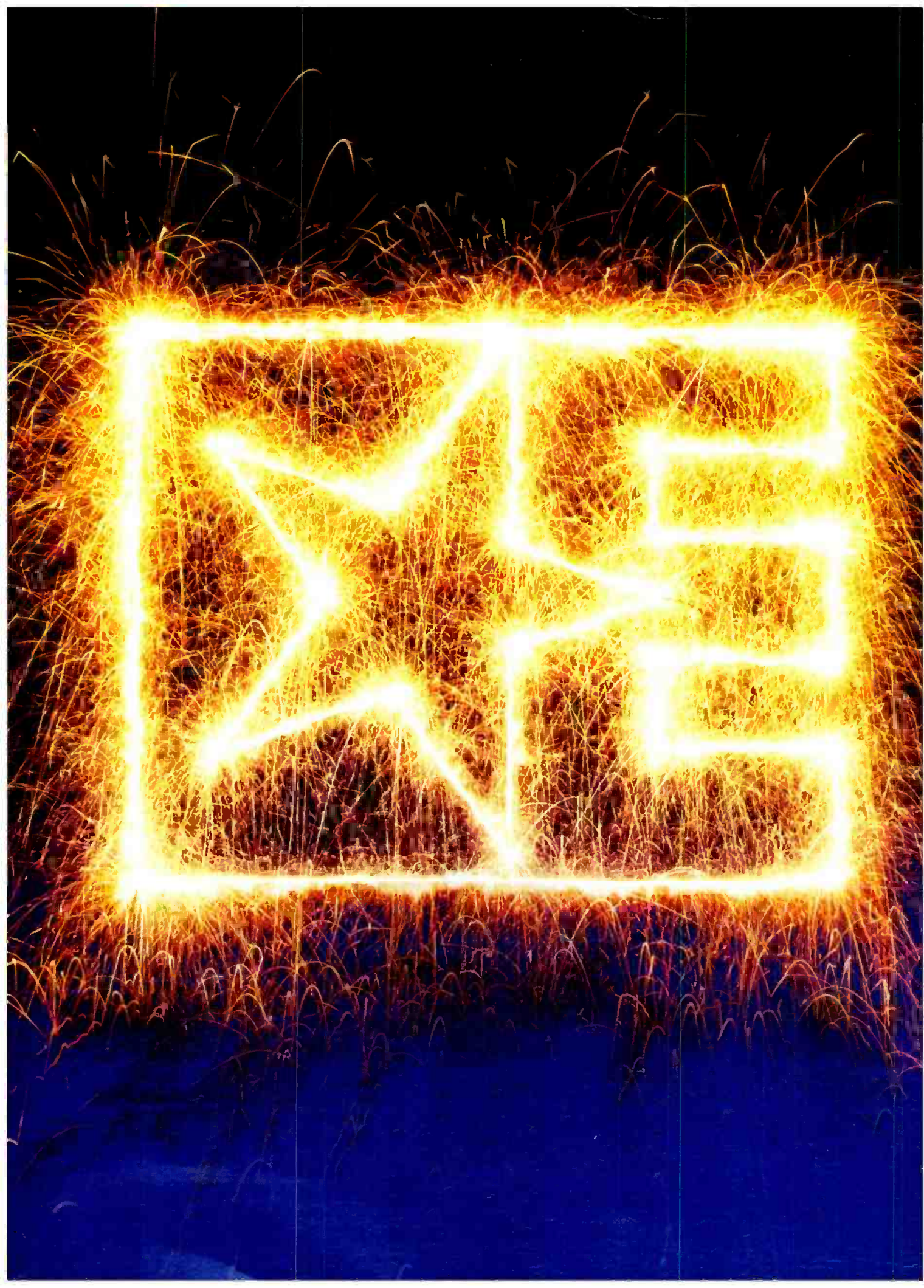
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YOUNG WOMEN

NEW YORK WOR 7-8 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Family Feud • CBS News • NBC News
- ABC News • INN News

...And Its Hart To Hart Lead-In.

DALLAS WFAA 3-4 P.M.*

**Dallas Delivers More WOMEN 18-49 Than
All Other Stations Combined:**

- Alice • Barney Miller • Barnaby Jones • Kojak

...And Its General Hospital Lead-In.

DETROIT WXON 7-8 P.M.**

Dallas Delivers More WOMEN 18-49 Than:

- Entertainment Tonight

MEMPHIS WHBQ 3:30-4:30 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Hart To Hart • People's Court

LOVE DALLAS

LOS ANGELES KHJ 7-8 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Wheel of Fortune • People's Court
- Family Feud • 2 On The Town • CBS News
- NBC News • ABC News

...And Its Hart To Hart Lead-In.

BOSTON WQTV 7-8 P.M.**

Dallas Delivers More WOMEN 18-49 Than:

- Diff'rent Strokes • WKRP In Cincinnati

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

Dallas Delivers More WOMEN 18-49 Than:

- After Mash • Police Story • Solid Gold
- Rituals • Lifestyles/Rich and Famous

NASHVILLE WKRN 4-5 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Name That Tune • Dukes Of Hazzard • BJ/Lobo

And Dallas Loves Them

LORIMAR

Network Association. He said agencies have asked the major networks for support material on how each one clears commercials. Also, said Brescia, agencies are feeling comfortable that network management will make "doubly-sure" clearance performance is high. "We are looking at a lot of positive signs for network radio," he said.

The RKO billing situation, however, hit the industry during a less than fabulous year for network radio sales. According to the Radio Network Association (RNA), which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney, billings from January through September were up only 2.8% ("Top of the Week," Oct. 29) over the same period a year ago. (The Radio Advertising Bureau now projects that network radio business will finish at the same pace, 2.8%, for the year.) But most network radio executives agree that if RKO lowers its rates to attract business, the move will not set the tone for the rest of the network radio marketplace.

Last month, RKO General President Shane O'Neil renewed the company's commitment to the networks in a memo to advertisers. "The RKO Radio Networks is an integral part of RKO General Inc. and it is imperative that we move ahead to restore our credibility and financial stability," the statement said ("Riding Gain," Nov. 5). □

Fighting fraud

FDA and Better Business Bureaus give radio and TV stations tips to spot possible medical frauds

The Food and Drug Administration and the Council of Better Business Bureaus have joined to alert radio and television stations on recognizing medical product frauds. The organizations have mailed information to 10,000 station sales managers, asking them "to review medical claims carefully before accepting them in advertisements to be broadcast."

A joint letter by Council President William H. Tankersley and FDA Commissioner Frank E. Young tells the sales managers that medical fraud and health quackery "continue to victimize the public. Each year, individuals jeopardize their health and waste millions of dollars on phony cures, devices and false promises."

The letter said that the FDA and the BBB won't advise a station on whether to accept a particular advertisement. But the groups issued tips for checking proposed broadcast ads. These include:

- Watching for "claims of FDA approval." (Current law does not permit the mention of the FDA in any way that suggests marketing approval for any drug or medical device, the FDA said.)

- Key words. If the ad uses words such as "miracle," "miraculous," "cure" or "break-through," "be particularly skeptical about the product," the FDA said.

- Labeling. If label instructions don't clearly explain how to achieve all the bene-

Busy year. Commercial television advertising, embracing network, national and regional spot, and local, increased 21.4% in the first nine months of the year, according to the Television Bureau of Advertising. Reflecting in part the impact of the summer Olympics, network TV advertising for the first three quarters rose 27% to \$6.1 billion. National and regional spot television advertising, based on Broadcast Advertisers Reports in the top 75 markets, climbed to \$2.9 billion in the first nine months, up from \$2.6 billion in the same period last year. TVB said that local television advertising, according to the same BAR reports, was \$2.4 billion, up from \$2.1 billion in 1973.

July-September

	1983	1984	% chg.
Early morning:			
Mon.-Fri.	\$ 29,815,000	\$ 39,547,800	+ 32.6
Daytime:			
Mon.-Fri.	308,785,000	393,602,600	+ 27.5
Sat.-Sun.	183,701,600	287,583,500	+ 56.5
Early fringe:			
Mon.-Fri.	66,932,400	82,652,900	+ 23.5
Sat.-Sun.	25,848,700	29,925,900	+ 15.8
Nighttime:			
Mon.-Sun.	770,224,400	1,170,029,500	+ 51.9
Late night:			
Mon.-Sun.	87,074,100	120,930,300	+ 38.9
Total	\$1,472,381,200	\$2,124,272,500	+ 44.3

January-September

	1983	1984	% chg.
Early morning:			
Mon.-Fri.	\$ 99,892,500	\$ 127,712,400	+ 27.8
Daytime:			
Mon.-Fri.	930,543,000	1,135,991,500	+ 22.1
Sat.-Sun.	578,091,000	783,471,700	+ 35.5
Early fringe:			
Mon.-Fri.	242,232,000	280,995,200	+ 16.0
Sat.-Sun.	158,986,800	139,775,700	- 12.1
Nighttime:			
Mon.-Sun.	2,514,250,300	3,298,061,900	+ 31.2
Late night:			
Mon.-Sun.	271,424,000	322,579,800	+ 18.8
Total	\$4,795,419,600	\$6,088,588,200	+ 27.0

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$ 737,039,700	\$ 667,557,900	\$ 538,749,700	\$1,943,347,300
April-June	715,971,900	687,103,500	617,893,000	2,020,968,400
July-Sept.	1,006,976,000	599,707,300	517,589,200	2,124,272,500
Year-to-date	\$2,459,987,600	\$1,954,368,700	\$1,674,231,900	\$6,088,588,200

July - September

	1983	1984	% shr.	% chg.
Daytime	\$ 179,735,400	\$ 220,565,300	22.0	+ 22.7
Early evening	310,208,500	343,252,200	34.2	+ 10.7
Nighttime	213,930,100	247,096,000	24.6	+ 15.5
Late night	183,793,900	193,406,500	19.2	+ 5.2
Total	\$887,666,900	\$1,004,320,000	100.0	+ 13.1

January-September

	1983	1984	% shr.	% chg.
Daytime	\$ 518,850,700	\$ 616,971,400	21.2	+ 18.9
Early fringe	914,643,300	1,021,656,200	35.0	+ 11.7
Nighttime	614,982,900	698,576,000	24.0	+ 13.6
Late night	518,045,600	576,672,800	19.8	+ 11.3
Total	\$2,566,522,600	\$2,913,876,400	100.0	+ 13.5


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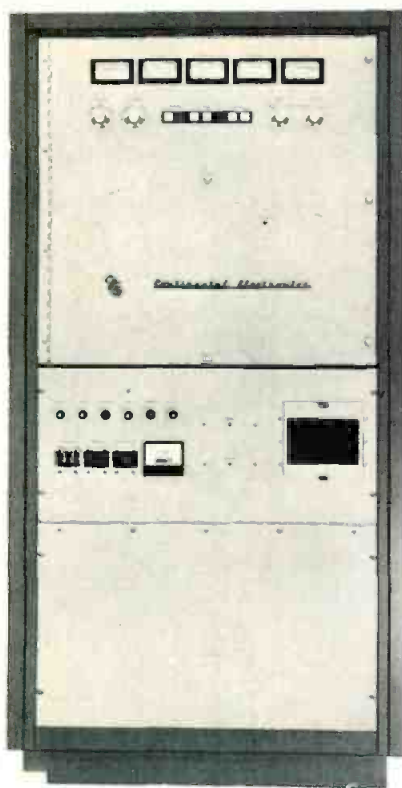
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Continental
Electronics

fits of a product, "be suspicious."

■ Full identification. If the ad mentions medical clinics or medical personnel, see that the full names, addresses and phone numbers are available and verifiable.

■ Ask for proof of the product's status with the FDA.

■ Be wary of sponsors who say their products don't need FDA approval.

■ Watch for "cures" for serious diseases. (The more serious the condition for which the product is offered—cancer, heart disease, arthritis, for example—the more questionable the product, the FDA said.)

■ Be "especially" wary of claims that a product may be used for multiple health problems. ("Generally speaking, such products exist only in the portfolios of con art-

ists," the FDA said.)

■ Investigate endorsements or testimonials by "stars" or "big names."

Said Tankersley in a prepared release: "Broadcasters can protect their media's public trust and effectiveness by refusing to air quack promotions. Otherwise, quackery will damage legitimate advertising and legitimate business as well." Said Young: Health fraud is "a national disease that often uses false or misleading statements in advertising to snare its victims. The fraud is the same whether it is found in the back pages of a magazine or between segments of a TV movie."

One last tip from the FDA: "Remember: If it sounds too good to be true, it probably is." □

Tracking indies. Independent television stations share of expenditures of the top 25 national advertisers in the first three quarters of 1984 amounted to more than \$543.7 million, according to the Association of Independent Television Stations. INTV said the top 25 national clients placed 56% of their billings on independent stations. The leading product category remained food and food products.

Procter & Gamble led the list of independent station users, followed by General Foods, Pepsico, General Mills and Anheuser-Busch. Broadcast Advertiser Reports figures were used by INTV to arrive at the estimates appearing below and on page 57.

Top 20 spot TV categories independent station usage January-September 1984

Category	Total spot TV expenditures (\$000)	Independent share of spot TV (%)	Independent expenditures (\$000)
1. Food & Food Products	\$628,366	45	\$282,765
2. Automotives	402,962	36	145,066
3. Confectionary & Soft Drinks	259,941	52	135,169
4. Toiletries & Toilet Goods	174,137	53	92,293
5. Consumer Services	160,255	28	44,871
6. Beer & Wine	152,081	50	76,041
7. Travel, Hotels & Resorts	134,070	24	32,177
8. Household Equipment & Supplies	123,148	44	54,185
9. Soaps, Cleansers & Polishes	104,971	56	58,784
10. Proprietary Medicines	103,565	55	56,961
11. Publishing & Media	94,099	46	43,286
12. Gasoline, Lubricants & Other Fuels	83,159	36	29,937
13. Apparel, Footwear & Accessories	72,937	42	30,634
14. Sporting Goods & Toys	49,758	87	43,289
15. Insurance	46,523	44	20,470
16. Office Equipment, Computers & Copiers	45,855	21	9,630
17. Pet Foods & Supplies	41,335	47	19,427
18. Building Material, Equip. & Fixtures	39,308	45	17,689
19. Jewelry, Optical Goods & Cameras	37,453	42	15,730
20. Home Electronics Equipment	37,289	55	20,509
Top 20	\$2,791,212	44%	\$1,228,913

Source: Barcume, January-September 1984; BAR Special 15-market tabulation for independent shares

Top 25 spot TV advertisers independent station usage, January-March 1984

Top 25 independent station national advertisers, January - March 1984

Company	Total spot TV expenditures	Independent		Company	Independent expenditures	Independent's share of spot TV expenditures (%)
		share of spot TV	expenditures			
1. Procter & Gamble	\$146,776	66	\$96,872	1. Procter & Gamble	\$ 96,872	66
2. General Foods	72,076	61	43,966	2. General Mills	46,153	78
3. Pepsico	68,653	39	26,775	3. General Foods	43,966	61
4. General Mills	59,170	78	46,153	4. Anheuser-Busch	39,459	87
5. Anheuser-Busch	45,355	87	39,459	5. Pepsico	26,775	39
6. Toyota Motor Sales	44,367	54	23,958	6. Toyota Motor Sales	23,958	54
7. Lever Bros.	43,167	42	18,130	7. Mars Inc.	23,900	71
8. Dart & Kraft	42,512	40	17,005	8. Warner-Lambert	22,766	82
9. Coca-Cola Co.	39,547	51	20,169	9. Coca-Cola	20,169	51
10. Philip Morris	37,310	43	16,043	10. Kellogg Co.	20,101	70
11. Beatrice Foods	34,980	25	8,745	11. Lever Bros.	18,130	42
12. Mars Inc.	33,662	71	23,900	12. Dart & Kraft	17,005	40
13. Nissan Motors	33,003	36	11,881	13. Philip Morris	16,043	43
14. MCI Communications	30,608	37	11,325	14. A.H. Robins	12,909	56
15. Ford Motor Co.	30,379	28	8,506	15. Nabisco	12,821	53
16. Kellogg Co.	28,716	70	20,101	16. Time Inc.	12,570	56
17. Warner-Lambert	27,764	82	22,766	17. Nissan Motor Co.	11,881	36
18. General Motors	25,526	28	7,147	18. American Home Prod.	11,645	51
19. Nestle S.A.	25,471	34	8,660	19. MCI Communications	11,325	37
20. Nabisco Brands	24,190	53	12,821	20. Reynolds Metals	10,455	66
21. A.H. Robins	23,052	56	12,909	21. ITT Corp.	9,422	41
22. ITT Corp.	22,980	41	9,422	22. Colgate-Palmolive	9,351	55
23. American Home Prod.	22,834	51	11,645	23. Beatrice Cos.	8,745	25
24. Time Inc.	22,447	56	12,570	24. Nestle S.A.	8,660	34
25. Consolidated Foods Corp.	17,708	40	7,083	25. Gillette	8,620	78
Top 25	\$1,002,253	54%	\$538,051	Top 25	\$543,701,000	56

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares

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Appraisals

Farrow, Brenner sort through cable bill

Communications attorney warns that cable industry will have problems at franchise renewal time; FCC's Brenner says cable operators' problem is not renewals, but establishing First Amendment rights

The business of evaluating the 1984 Cable Communications Policy Act, the cable regulatory law that goes into effect Dec. 29, is in full swing. Lawyers of every stripe are trying to figure out the law's short- and long-term effects on the cable business.

Two of the latest, and in some respects conflicting, reviews come from Daniel Brenner, a top legal aide to FCC Chairman Mark Fowler, and from Harold Farrow, a communications lawyer who fought the legislation as it made its way through Congress and who seems to dislike it even more now that it is soon to become the law of the land.

Farrow, in a speech at a Practising Law Institute seminar in New York, reiterated his belief that the law, by affirming the right of cities to award cable franchises, re-establishes the concept of a "licensed press." The concept "takes us back to the days of the Tudors and Stuarts—to the days of 'patent' press monopolies and all the grief of a licensed press which we thought we were finished with in the 18th century."

The National League of Cities and the National Cable Television Association, the two groups chiefly responsible for the bill, were able to compromise on the law, Farrow said, because both wanted the same thing: a cable franchise. Other provisions of the law are "mere trappings and side-deal compromises."

The "real motivating force" behind NCTA's support of the bill was fear, he said. "Nothing more or less. The fear of competition by those existing companies who have no confidence in their ability to compete," he said. Most cable franchises are de facto monopolies for the franchisee.

If the motive is fear, Farrow said, then the law has made cable "hostage" to it. "If the cities can give, they can and may take away and they will always threaten to take away. What they can franchise, they can decide not to relicense. As [the NLC's] Cynthia Pols said so clearly on behalf of the cities, the act gives no presumption of renewal.

"Think what this means to a cable publisher as the end of a franchise term approaches. There will, in most cases, be greater net investment in the system than at any other time. . . . The temptation for outsiders to use political influence in an attempt to steal the 'franchise'—to steal the market—as opposed to competing in it, will be extraordinary, and the pressure to save the investment will be horrendous. Often millions—perhaps hundreds of millions—will be at stake. And who will decide the issue?

Local elected officials will decide it, while being swayed and influenced by swarms of cable consultants, and staff bureaucrats and lawyers and public relations people from all sides.

"If this is not a design for a corrupt and corrupting process, I don't know what would so qualify. I may have only slightly exaggerated when I said this bill will put more city councilmen in jail than prohibition."

Farrow also criticized the law because it allows cities to collect franchise fees, which he called "selective, regressive, discriminatory taxes." Although the courts have consistently struck down taxes on First Amendment speakers, cable operators are unlikely to challenge the fees in court—again because of the fear of alienating the city officials and losing the franchise at renewal

time.

Cities and their cable franchisees are now vulnerable to antitrust suits brought by cable operators who are denied franchises, Farrow said. Although the cities, thanks to another new law, are no longer liable for damages, cable operators still are. "So, the loser in an effort to compete with an established company in the market, or the loser in an effort to compete with an established company for the market, will always look for a co-defendant should he decide to sue the city," he said. "Guess who that will be."

To strengthen themselves against such lawsuits, cable operators must behave more like the First Amendment speakers they are. "They must use their own medium more. They must edit. They must publish. They must demonstrate that they are part of the press. They must help to protect the Constitution that protects them." To that end, he suggested that cable operators form an association of "cable television publishers" to make sure their story is being told.

Brenner, in his comments at NCTA's state leadership conference at Washington's Marriott hotel, disagreed with Farrow's assertion that the law gave cable operators little assurance of franchise renewals. "Stability of franchise renewal" may be the "most important achievement of the act," he said. "The legislation provides franchising authorities with some short-term rights that are quite demanding as to the content of the franchise. But during the renewal process, the standards are far more objective and quite less demanding. The result is a statute that provides security to incumbent cable systems and poses great, if not insurmountable, difficulty to any challenger to the incumbent."

On the other hand, Brenner seemed to agree with Farrow's underlying premise that the law has weakened cable operators' claims to full First Amendment rights. "The act fixes cable at a point midway between a common carrier model and a First Amendment model," he said. "Under the act, cable is not a pure First Amendment animal, entitled to the hands-off approach allowed for newspapers and magazines. Indeed, Congress has seen fit to provide less First Amendment protection to cable than for broadcasters, as cable, not broadcasting, is now subject to an access requirement.

"But the act settles by practical division what amounted to a theological debate about what cable is or is not. In doing so, it reflects a real world view of cable. Cable involves some First Amendment decision-making, such as choosing program services and producing local origination shows. In this way a system is akin to the press. But much cable system activity logically has nothing in common with traditional First Amendment activity."

Although cable operators may not have



On perspectives. Some 70 policy-makers from the U.S. and around the world attended a day-and-a-half International Perspectives Conference in Washington, Nov. 15-16, on the Space WARC to be held next summer in Geneva. Among those participating in the program that was sponsored by the Washington Program of the Annenberg Schools, were, in top photo (l-r), Miguel E. Sanchez Ruiz, director general, special projects unit, of the subsecretariat of communications and technological development, of Mexico, and Richard R. Colino, director general of the International Telecommunications Satellite Organization, and, in bottom photo (l-r), Romulo Villar Furtado, secretary general of the ministry of communications, of Brazil, and Kalmann Schaefer, president of K. Schaefer & Associates and convenor of the International Perspectives conference.

full First Amendment rights. Brenner said the act expects cable operators to screen programming for "obscenity," but doesn't give them much help in doing so. "The act can't decide what to call dirty words and disgusting pictures," he said. One section, he said, creates criminal penalties for transmission of "obscenity or otherwise unprotected matter." But when it comes to the commercial access channels, the standard changes to obscene or "in conflict with community standards in that it is lewd, lascivious, filthy or indecent or is otherwise unprotected."

"I mean not disrespect to those who want to keep obscene pictures off TV screens," he said, "but in dealing with this subject, Congress might have provided consistent direction and Congress might have recalled that offensive speech is not necessarily the same as unprotected speech under the... Constitution." □

Cable fight in D.C.

Losing applicant for franchise sues winner, telco and local government

Capital City Cable, one of the two rejected bidders for Washington's cable franchise, sued District Cablevision Inc., the Chesapeake & Potomac Telephone Co. and a host of local government officials week, alleging they conspired to award the franchise to DCI in violation of federal antitrust laws and CCC's constitutional rights and claiming damages of at least \$41.9 million. The suit

was filed in federal district court in Washington.

DCI, C&P and the other defendants, the 10-count complaint said, "conspired to eliminate competitors [for the franchise] by providing preferential treatment to the application and proposal by DCI and effectively eliminating meaningful consideration of CCC."

The complaint also alleged that the defendants "agreed to facilitate C&P's attempt to maintain a monopoly in the provision of broadband communications and telecommunications services in [Washington] in order to induce C&P's participation in cable television" in Washington.

After issuance of a request for proposals, which spelled out minimum requirements for Washington's cable franchisee, and after a review of the three bids by the city's Cable Television Design Commission, the city council tentatively selected DCI on July 20 to wire the city's some 250,000 homes. DCI and the city's cable office came to terms on a definitive franchise agreement in late October. Prior to the lawsuit, the city council had been expected to formally award the 15-year franchise to DCI in December.

As it said it would in its bid, DCI has awarded a contract for the construction and maintenance of its system's trunk and feeder lines to C&P. The contract calls for DCI to pay the telephone company \$55.6 million for the construction job alone.

Most of the allegations stem from DCI's deal with the telephone company. In exchange for C&P's help in winning the fran-

chise, the complaint said, DCI agreed to award the contract to C&P and to delay the implementation of "institutional services." "C&P would be free of the threat of competition that would naturally occur if a franchise were awarded to a bidder other than its co-conspirator, DCI," it said.

Other prospective applicants were led to believe that if they did not make a similar deal with C&P, the complaint said, they would not be seriously considered for the franchise. The design commission encouraged all prospective applicants to consider awarding a construction contract to C&P, it said, and C&P "used its monopoly control over the technical information needed for prospective applicants to submit bids to pressure such parties to involve C&P in their bids in some way.... It was suggested... that unless they did incorporate C&P into their bids, they would not be awarded a franchise...."

While the C&P involvement in the franchising process violated the antitrust laws, other actions by the defendants violated CCC's right to due process under the franchise procedure set up by the council, the complaint said. In particular, it charged that C&P and Washington Mayor Marion Barry lobbied the city council prior to its vote naming DCI even though the RFP prohibited ex parte contacts from interested parties and made "no provision for the mayor to become involved in the cable evaluation or selection process and despite public statements by the mayor that he would not get so involved."

The city council selected DCI by a 9-10-4

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vote. The nine votes "were the result of, and part of, defendants' conspiracy described in this complaint to insure C&P's participation in any cable franchise award and to injure competition, plaintiff and the public."

The city council tapped DCI as its franchis-see even though DCI failed to meet important requirements of the RFP. For instance, the RFP specifically prohibited rent-a-citizen arrangements, the complaint said, yet DCI "actively engaged in the strategy." Fifty-one people hold less than 1% interest in DCI, it said. "These persons were included solely for their political status of influence and were not required to pay full value for

the respective shares."

There were other irregularities in the franchise process, according to the suit. Elijah Rogers, the Washington city administrator, helped bring DCI and C&P together, the complaint said, and, after they made their deal, assisted DCI in lining up investors through contacts provided by Mayor Barry. And DCI President Bob Johnson received information from the design commission that was unavailable to other potential bidders, it said. "This unfair access to information regarding the cable franchise process gave DCI a crucial advantage over other applicants. . . ." □

Fein wants libel suits made easier

Former FCC general counsel says decision in 'Times v. Sullivan' discourages people from going into government service

The Supreme Court's malice standard, which offers the media some protection against libel suits by public officials, should be scrapped. That's what Bruce Fein, former FCC general counsel, says in a pamphlet published by the conservative American Legal Foundation. He said the same thing at a press conference at American Enterprise Institute headquarters in Washington.

What Fein, now a Gray & Co. vice president, basically wants is to make it easier for public officials to win libel suits. He says the standard deters talented individuals from becoming public officials. And without the standard, he thinks it likely that reporting would become better and more accurate.

Under the malice standard, set forth in the Supreme Court's 1964 decision, *New York Times v. Sullivan*, public officials, to collect damages, must show that a false and defamatory statement was made with knowledge that it was false or with reckless disregard of whether it was false or not. Fein would permit those officials to collect on a showing that the statements had been made negligently. He also would permit officials to seek

declaratory judgments against their "traducers" to establish the truth or falsehood of the statements at issue, without obtaining damages.

The good news for the media: Fein didn't seem to think that there was a good chance that the current Supreme Court will do away with the standard. The bad news: With one new justice, he thought the court might be willing to review it. (Fein identified Chief Justice Warren Burger and Justices William Rehnquist, Byron White and Sandra Day O'Connor as "inclined" to re-examine the standard. "The chief, as you know, is not an adulator of the press in general," he said.)

In the pamphlet, "*New York Times v. Sullivan*: An Obstacle to Enlightened Public Discourse and Government Responsiveness to the People," Fein said the Supreme Court had based the malice rule on the theory that First Amendment goals would otherwise be subverted through self-censorship because of doubts that truths could be proved in court or a reluctance to incur the expense of doing so.

But Fein said the court's reasoning had been "profoundly flawed." For starters, Fein said, the court had miscalculated the probable magnitude of self-censorship, "as well as the benefits to intelligent decision making by the electorate achieved by fostering the

dissemination of facts in lieu of falsehoods concerning government activity."

Among other things, Fein alleged that the court had ignored a "powerful" incentive for the media to persist in offering coverage and commentary on public officials without the malice standard. "Members of the mass media ferociously and incessantly compete with rivals for primacy in reporting or unearthing alleged wrongdoing or scandals in government," he contended. "There is no reason to believe that the mass media will languish in its critical or occasional vexing scrutiny of public officials because of the threat that negligence in disseminating mis-statements of fact damaging to their reputations would make them vulnerable to damages."

Moreover, Fein said, there's always libel insurance.

Fein also contended that the standard, in requiring a public official to prove that his "vilifier" entertained serious doubts as to the truthfulness of published defamatory falsehoods as a condition of recovery, created an incentive for the recipient of "vivid, inflammatory or lurid defamatory allegations . . . to desist from efforts to verify the allegations that might raise suspicions as to their truth prior to publication, a result contrary to the First Amendment goal of promoting informed public opinion.

"A constitutional doctrine that places a legal premium on ignorance of facts that would disprove allegations of official misconduct or impropriety seems facially dubious," he said.

Fein also charged that the actual malice standard, by encouraging people to attack the reputations of public officials through falsehoods, obstructed the ability of the President and other elected officials to recruit talented supporters.

"A legal system that offers only niggardly safeguards against false assaults on the reputations of public officials encourages an atmosphere of suspicion and cynicism surrounding government," Fein added. "Such an atmosphere impairs the ability of government to undertake bold and decisive measures to address many vexing problems that confront contemporary society. When the motives and integrity of public officials are constantly under a cloud because of falsehoods, then the assembly of needed public support to execute programs with success becomes problematical."

In the pamphlet's introduction, Herbert Schmetz, vice president-public affairs, Mobil Oil Corp., said that before *Sullivan*, the burden of proof of accuracy rested on the author or publisher, who was required in libel actions to prove the truth of any allegations. "Since that decision, the burden, at least for 'public figures,' has shifted to the aggrieved, who must now demonstrate that 'actual malice' prompted the defamation," Schmetz said.

"Since that malice may have been a willingness to publish defamatory matter without giving the subject the benefit of prudent investigation, the time has clearly come to re-examine and modify this doctrine, either through new litigation or, if necessary, by legislation consistent with the First Amendment rights of all involved." □

Colino for the defense. Richard R. Colino, director general of the International Telecommunications Satellite Organization, pictured that organization as embattled, determined to defend its integrity. Speaking before the International Communications Association in Washington, he noted that, as Intelsat enters its third decade, there are those who "envy Intelsat's success" and wish "to pick their 'piece of the action' very selectively," an apparent reference to applications pending before the FCC for provision of separate international communications satellite services. But he did not rule out changes in the international telecommunications scene.

Colino said Intelsat remains misunderstood on a number of key issues. And one, he said, is that the global system "is not a staid, bureaucratic, international organization trying to defend itself against scurrilous attacks and unregulated actions protected by the freedom of speech." On the contrary, he said, Intelsat, as indicated by resolutions adopted by its signatories and member governments, "will resist strong attacks on the spirit and the letters of the Intelsat Agreements," particularly those dealing with pricing and coordination of separate systems with Intelsat. He also said those resolutions make it clear that "further attempts to deprecate the value and effective use of space segment investment made by all of the members of Intelsat—large and small—will result in a vigorous response to defend the integrity of the single global system."

Colino did not insist on preservation of the status quo. But he said that if changes are desired, member countries should "establish appropriate dialogue." He noted that, to compete "fairly" with the kind of satellite systems the U.S. is proposing, Intelsat would have to amend its underlying agreement "to permit flexibility to depart from the 'global rate averaging' now required by agreement" (BROADCASTING, Nov. 19). And that agreement, he noted, requires action by all member countries.

Journalists debate ethics issues, sharpen skills at SDX convention

Annual meeting, held in Indianapolis, attracts 700; NBC's Pettit and CBS's Schieffer address state of the art

The Society of Professional Journalists, Sigma Delta Chi, convened its 75th annual convention in Indianapolis Nov. 14 to 17, with more than 700 in attendance.

Journalistic ethics and freedom of information were topics of two panel sessions, and the society's professional development committee sponsored six concurrent seminars: "Broadcast News Coverage and Writing"; "Business/Economics Reporting"; "The Art of Interviewing"; "News writing for the 80's"; "Open Records/Open Meetings/FOI," and "Trends in Newspaper Design."

Commemorative events included the unveiling of a U.S. stamp honoring the late Walter Lippman; the release of the society's

Ohio opinions. Chief Justice Warren E. Burger may not think much of the idea, but the folks in Toledo, Ohio, favor camera coverage of state courts and the U.S. Supreme Court. Two questions concerning cameras in the courtroom were included in an election poll conducted by two associate professors in the School of Journalism at Bowling Green State University, and they produced the following results. 52% of 308 registered voters surveyed by telephone felt that newspaper and television photographers should be allowed to take pictures in Ohio courts, and 27% felt they should not. The remaining 21% were uncertain. As for picture coverage of the Supreme Court, the margin of approval was wider—59%-24%, with 17% uncertain.

Dennis Hale and Laurence Jankowski conducted the survey which was commissioned by WTOL-TV and WSPD(AM), both Toledo. They reported that the only significant demographic difference among those surveyed was that men favored camera coverage to a greater extent than did women. In the case of state courts, 63% of the men favored the coverage, while only 42% of the women did. As for the Supreme Court, the figures were 66.4% and 52.5%. Jankowski said that support for cameras in the courtroom would have appeared higher if respondents were allowed to give a qualified response, instead of a yes or no answer. He said many people approved of cameras except in cases involving rape and incest.

Such a qualified approval reflects the existing situation in Ohio, where cameras have been permitted in trial and appellate courts since 1979, on a permanent basis since January 1982. One provision directs the presiding judge to advise participants of their right "to object to being filmed, videotaped, recorded or photographed." Ohio is one of 41 states that permit some degree of camera coverage.

But the Judicial Conference of the U.S. in September rejected a petition by 28 media groups that it repeal the ban on television and still cameras in federal courts. And Chief Justice Warren E. Burger, who heads the conference, earlier this month vowed that television cameras would not cover Supreme Court proceedings as long as he held that office (BROADCASTING, Nov. 19).

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75th anniversary history book, "Truth, Talent and Energy," and the presentation of a book of letters by 200 top journalists, "What a Free Press Means to America."

Frank Sutherland, managing editor of *The American* in Hattiesburg, Miss., was installed as president of the society. Tom Pettit, executive vice president, NBC News, gave the Nov. 15 luncheon address, replacing NBC's John Chancellor, who was unable to attend. Panel members Sam Donaldson, ABC News; Larry Speakes, White House press aide, and Maxine Isaacs, press aide for Walter Mondale, were also unable to attend. But Bob Schieffer, chief Washington correspondent for CBS News and anchor of the Saturday edition of *The CBS Evening News*, delivered Thursday morning's keynote address.

Schieffer noted changes that have occurred in journalism. "In the 27 years that I have been a working journalist, man has left the planet. We have seen a re-examination of America's role in world affairs. We have undergone two of history's most significant social revolutions and we have experienced a technological explosion a part of which has been a revolution in communications," he

said.

Schieffer emphasized the role that television has played in history. Calling it "one of the few common experiences," he pointed out that through television "we saw the police dogs in Selma and the dream of Martin Luther King enunciated before the statue of Lincoln in Washington. We saw John Kennedy shot down and the astronauts hurled high into space." And, more recently, we saw the assassination of Indira Gandhi, he said.

Schieffer warned that "when we are bombarded with a flood of information about momentous events, one result may be that we are only numbed by the flood of information," and that perhaps people are growing too accustomed to violence. He said the flux of information has made it more difficult for our society to "separate the meaningful from the meaningless" and to identify common goals.

Schieffer then recommended a number of ways journalists can play "an effective role in this changing and increasingly complex environment." He said that first journalists must recognize that Americans are indeed undergoing profound change, and then must

re-examine their own profession's roles. "We are a profession," he said, "that provides information to a democracy about itself in order that members of that democracy can make intelligent decisions about how they wish to live and to be governed. Through good judgment, professional training, respect for truth and the English language, it is our role to alert society to meaningful developments," he said.

He cautioned his audience not to consider themselves the only protectors of truth in America, not to settle for the glib rather than the intelligent when pursuing news and not to become overwhelmed by technology. "We have learned in television that some pictures require no words. We must remember as well that some words require no pictures," he said.

Schieffer emphasized the responsibility of journalists to "encourage those who see journalism only as an avenue to fame and fortune to seek their fulfillment elsewhere." And he reminded his audience that "the bedrock of journalism remains what it always was: The individual journalist's personal integrity, curiosity, sense of fairness and determination to find the truth—whatever it is." □

TELECASTINGS

Making deals

Actor Robert Urich has signed an exclusive television feature film agreement with Warner Brothers Television. He will star in the title role of a new two-hour ABC-TV pilot, *Spenser*, based on the detective series by Robert Parker. ABC has placed a back-up order for four series scripts, with production on the pilot to begin in January.

Warner Brothers Television has also received an order for a pilot and additional scripts for *Dick and Tracy*, a one-hour comedy/drama series starring Charles Durning and Stephanie Faracy. The ABC-TV series began production on Nov. 12 and is inspired by the 1977 theatrical film, "The Late Show."

New names

Actors Stuart Damon and McLean Stevenson have been signed by Paramount Television Domestic Syndication to join Sarah Purcell (previously announced) in co-hosting *America*, a new daily, one-hour, first-run syndicated series to begin distribution next fall. The program is a \$20-million co-venture between Paramount and Post-Newsweek Stations. Damon currently plays Dr. Alan Quartermaine on the ABC-TV daytime serial, *General Hospital*. Stevenson co-starred in the long-running CBS-TV prime time series, *M*A*S*H*.



Grand opening. Dayton, Ohio, Mayor Paul Leonard cuts the ribbon marking the opening of studios for new Dayton independent WRGT-TV. He is flanked by (l) Dave Miller, general manager of WRGT-TV and Al Holtz, president of licensee, Dayton Telecasting.

Award for enlightenment

WTCN-TV Minneapolis was this year's broadcast station winner in the National Multiple Sclerosis Society Public Education Awards. The honor was announced by retired Vice Admiral Thor Hanson, the society's president. Each year two awards are given—one to a writer of a newspaper or magazine article on multiple sclerosis, the other to a station broadcasting a radio or television program about the disease. WTCN-TV received \$1,000 for a 12-part news series aired during its public service "Moments for MS" campaign. The series dealt with the nature of

multiple sclerosis, methods of dealing with the disease and attempts to find its cause and a cure.

What's up? Docs.

KCBS-TV Los Angeles has formed a documentary unit that the station expects will produce programs on a wide range of issues at a rate of about one show every two months. The programs will average a half-hour in length and are designed for the prime-access period. In addition, the unit will rework and expand multipart news stories developed by the station's news depart-

ment and package them into half-hour specials. Although the unit will be a part of the programming department, and not news, a station spokesperson said all of the programs it develops will be public affairs or information oriented. The new unit's first effort appeared on Monday, Nov. 6, providing viewers with an expanded look at a news department special series on a proposition calling for the creation of a California state lottery that was approved by the state's voters the next day. James Kennedy, a KCBS-TV news investigations producer, has been appointed executive producer of the new unit.

Programing

USFL vs. NFL: Ratings, courtroom challenge

Young league aims to go head-to-head with NFL by moving to fall TV schedule; antitrust suit against NFL 'full steam ahead'

A new look for the two-year-old United States Football League, in an effort to strengthen its competitive image, was unveiled for the spring 1985 season during a news conference in New York last week. It calls for two seven-team conferences (Eastern and Western) with eight teams qualifying for post-season play. Other changes for next year include the "consolidation" of the Michigan Panthers (Detroit) into the Oakland Invaders and the Oklahoma Outlaws into the Arizona Wranglers (Phoenix); the New Orleans Breakers move to Portland, Ore., and the Philadelphia Stars (which includes a merger with the Pittsburgh Maulers) move to Baltimore; the formation of the Orlando (Fla.) Renegades, and a one-year shutdown period for the Chicago Blitz. (Chicago will restock itself for 1986 with players through the draft.)

USFL Commissioner Chet Simmons also reiterated the club owners' support for the league's highly publicized plans to move to a fall schedule beginning in 1986, allowing it to compete head-on with the National Football League (NFL). According to Eddie Einhorn, owner of the Chicago Blitz and television rights negotiator for the USFL, the NFL television rights package totals \$500 million. "There's got to be a piece of the pie out there for us," Einhorn said.

"ABC television was the only network interested in us for spring play. With that limitation, the move to the fall was studied," said Einhorn. (ABC has renewed its contract with the league through 1986, but it has ruled out a fall package.)

Einhorn said the USFL is having "continuing" discussions with both CBS and NBC for fall 1986 rights, and "fully expects" a decision in the next few months. ESPN, which said it will accommodate a move by the USFL to fall, has renewed its contract with the USFL for three years

through 1987 for \$70 million.

Sagging television ratings and a large number of no-shows at NFL games can be addressed by increasing the entertainment value of pro football, said Simmons. "We offer [television networks] an exciting product that is nowhere near the price for the NFL," he said. Simmons added that more than 400 million people, cumulatively, watched USFL games on television in 1984 (on ABC and ESPN).

Industry sources agree the creation of two different conferences should make the USFL more attractive to the networks. Neal Pilson, group executive vice president responsible for CBS Sports, said the network's first allegiance remains to the NFL. But he acknowledged the company was reviewing the USFL's plans for a fall move and said CBS would be interested in sharing a package with another network (BROADCASTING, Nov. 12).

Simmons told BROADCASTING that negotiations are also ongoing with the major radio networks for a national rights package. ABC held the exclusive network radio rights for the USFL's first two years of play at a cost of \$1.25 million ("Riding Gain," Dec. 13, 1982). ABC still remains the most interested in USFL, said Simmons.

Regarding the USFL's \$1.32-billion antitrust lawsuit filed in Manhattan federal district court against the NFL (BROADCASTING, Oct. 22), attorney Roy M. Cohn said the suit is moving "full-steam" ahead and noted that NFL Commissioner Pete Rozelle was subpoenaed to give an oral deposition on Dec. 13 regarding any NFL activities related to the USFL. "In three weeks, we will ask the judge for a trial date," he said.

Cohn also told the press group about a letter sent to NFL attorneys on Nov. 12 alleging the NFL and certain NFL member clubs had approached city and stadium officials in some USFL franchised markets in an attempt to unseat the USFL team by promising the community an NFL team. Cohn declined to give more detail, but said there were four specific examples of this behavior. All of the USFL's 14 club owners were present for the news briefing.

An NFL spokesman dismissed USFL's allegations as "utter nonsense" with no substance.

Simmons, responding to a question of whether he will soon step down as USFL commissioner, said he plans to honor the remaining two years of his contract. All of the USFL's 14 club owners were present for the news briefing. □

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At ABC: Damage control for second season

Network hopes a revamped prime time schedule will bolster its already successful daytime lineup; Mallardi and Thomopoulos say cost controls have helped company's bottom line

Fortunes at a television network can be fickle. That fact would come as no surprise to the senior management at ABC. The incumbent management was in ABC's employ when the network was still sentenced to a seemingly eternal last place in prime time ratings. Those were the days of jokes such as: the war in Vietnam could be ended by putting it on ABC; it would be canceled after 13 weeks.

These same senior executives have also basked in life at the top. They had a hand in shouldering CBS out of first place and have since maintained ABC as the most profitable television network and broadcast group.

Now, seven years later, they find themselves having once again to redesign the network's prime time lineup in midseason, calm some doubting voices and respond to speculation about a takeover. Not only has CBS shouldered its way back on top in prime time; NBC, which replaced ABC in poor third for more years than the ghost of General Sarnoff can tolerate, is playing a strong number two to CBS's number one.

Two senior executives at ABC, Tony Thomopoulos, president of the broadcast group, and Michael Mallardi, executive vice president and chief financial officer, insisted to BROADCASTING last week that there is less disturbance at ABC than may meet outsiders' eyes. It will not be known until the second half of the season, they said, whether ABC's prime time problems are long term. They add that while the "daily report card," of overnight prime time ratings is easy to focus on, it ignores the crucial success going on in other dayparts. Even with the uncertainties in prime time and the general economy, the company does not discourage a

guess of a 10% increase in net profit for 1985.

Second Half Hopes

The prime time "report card," for the first eight weeks of the 1984-85 season, shows ABC at the bottom with a 15.1 average, below NBC's 16.7 and CBS's 17.0. A year ago at the same time, ABC was in second place with a 17.8 rating, behind CBS with an 18.2 and ahead of NBC with a 15.1. "We look at this year in two halves," said Thomopoulos, who referred to the prime time ratings problem as the "stumble in the fourth quarter." It is the second half, beginning in January, that he is "bullish" on. On the second-half schedule and expected to provide improved rating results in addition to mid-season series replacements are the Super Bowl, the Academy Awards, *Hollywood Wives*, *Lace II* and *Night of 100 Stars II*.

He added that the rating decline has created no morale problems at the management level: "Our attitude is aggressive internally, positive, but at the same point realistic. We are not blowing smoke at each other, and we are not being Polyanna.

"Prime time is significant because of the image and other reasons," Thomopoulos said, "but you must look at the total picture of broadcasting, and I think that the rating pictures may have gotten a little out of proportion." In ABC's case this is not an academic question, he noted, because attention is diverted from the fact that much of ABC's corporate operating profit comes from daytime television. Productions costs for daytime are significantly lower for all three networks.

Mallardi, in a separate interview, said a recent estimate that more than half of 1983's profit was from that one daypart was a "reasonable guess." That same estimate placed prime time operating profit at less than a quarter of the total.

According to Thomopoulos, the latest rating book, ending Oct. 7, shows that ABC improved its women 18-49 rating, from 6.0 last year to 6.4. In contrast, he said, CBS stayed the same in that crucial demographic and NBC declined a little, so that those two networks together posted a 7 rating. He went on to cite good news for ABC's news division, *Good Morning America*, the owned television stations and the radio operations.

While ABC is still ahead in that daytime demographic, its victory margin has steadily declined over the last three-and-a-half calendar years, and its overall daytime ratings lead has this year passed to CBS.

Facing management, in addition to the immediate problems, is the decline in total ratings for all three networks. Thomopoulos said that five-year assumptions used by the company estimate ratings to be "very stable

over the next five years with some moderation; we think the major decline is past us." Asked how that assumption could be made with the continuing advent of new technologies, such as direct broadcast satellites, Thomopoulos responded, "I think DBS of any significance is more than five years away."

Trying For Lower Costs, Higher Profits

The average Wall Street projection for ABC's next-year earnings-per-share is \$7.30, up close to 10% from 1984 and a point or two less than the gain expected to be registered by CBS. Mallardi said he does not make projections but when asked if he had problems with those estimates said, "We have some obligation not to let somebody be totally misled... I would guess they are roughly in the ball park."

In fact, most securities analysts underestimated ABC's third-quarter 1984 earnings per share by 11%. Asked to explain the divergence, the chief financial officer responded: "Sometimes their point of view tends to be too methodical, in terms of X relates to Y. It doesn't always work that way. On the revenue side many times in the past the market looks slow or soft and then two weeks later it turns around. It moves very quickly." Mallardi added that on the cost side, "I think there is a lot of flexibility as to what we do and how we do it."

Joe Fuchs, the media securities analyst at Kidder, Peabody & Co., noted that the unpredictability can work both ways: "I think that in general the 1985 estimate is not worth the powder to blow it up" (his estimate is \$7.30 with a range of \$7 to \$7.50). "The leverage with operating costs is so substantial that a 1% change in revenue and cost over an annualized period is 80 cents per share. In a period like we are in right now where there are serious uncertainties about the revenue environment, partially induced by disinflation in the economy and also re-



Mallardi and Goldenson



Thomopoulos

lated to a rating failure, it becomes a very difficult thing to put a high probability on estimates. I wouldn't count out the possibility of flat or down earnings."

Keeping costs down to insure a high profit margin is hardly the exclusive claim of any one network. Thomopoulos said it has been a concern of his since he took over the broadcast group in the summer of last year. "Our basic expenditures have been in program costs and general administrative costs, and those are the two basic areas we approached."

A look at the owned television stations suggests that ABC management perceives additional cost controls in an area where cuts have already been made. Since Mark Mandala took over as president of the owned television stations in January 1983, that division's administrative headquarters in New York has quietly been pared down by more than half. Executives who have recently departed have generally not been replaced, and titles such as vice president of creative services and assistant to the president are among those left unfilled. Furthermore, the station manager is still a position only at WLS-TV Chicago among the owned stations.

The jobs of recently departed Ellio Betty, vice president, sales and marketing, who is now senior vice president at Financial News Network, and Richard L. Beesemyer, vice president and general manager, operations, who now works now under John Severino at the ABC Television Network, will be unfilled, Mandala told BROADCASTING last week, as will that of Phil Boyer, formerly vice president and general manager, product development and planning, who is now vice president at ABC Video Enterprises. While some of the paring was related to a cutback in the division-originated production effort, the division president said most of the paring down is "reorganization and structuring of the division staff to, one, make it smaller, and, two, more efficient with more of the decision making taking place at all of the five stations rather than having it done by the divisional administration in New York."

Asked if there was any room left for cutting in that division, Thomopoulos said that further savings could be made at the stations. "We have set up very sophisticated budgets at the station level, in a modular sense, that allow for certain items to be expended only if revenue is there or if the marketplace is appropriate."

At least for the fourth quarter, ABC appears protected against any serious revenue shortfall with no expansion of reserve inventory currently planned for make-goods (BROADCASTING, Nov. 19). What happens in the first and subsequent quarters of 1985 is another matter. Mallardi said that a drop of one rating point for a full year, even in a key demographic, is not necessarily the \$50 million automatic reduction that is frequently suggested. Among the mitigating circumstances would be the strength of the marketplace. "I also think our salespeople have been exceptionally good at selling values that don't necessarily reflect in the ratings," he added.

Besides taking in the most profit during the seven years, the ABC Broadcasting Group has also, during most of those years,

earned more operating profit per dollar of revenue than its two direct competitors. Yet for both ABC and CBS, operating profit margin has been dropping in recent years—NBC has been recovering from unusually bad years—along with the networks' average ratings and shares.

At the same time that the profit margin in broadcasting has been declining, ABC as a company has become more dependent on its broadcast group for corporate revenue and profit, even if not by much, as other divisions contribute more drain than income. In 1983 broadcasting accounted for 89% of company revenue and all of its profit; the figures for the first nine months of this year are roughly the same.

Is the company having a hard time finding a second cash cow? Mallardi did not characterize it that way: "In part you have to recognize that we are currently precluded from doing certain things by government edict, including syndication, adding of certain television stations, and we can't own cable systems. From a strategic point of view that adds an encumbrance because those would be natural areas for the company to expand in."

As for the difficulties that ABC has had so far in most of its joint cable programing ventures, including Arts & Entertainment, Lifetime, the now defunct Satellite News Channel, and its other experiments such as teletext, Mallardi said that the company acknowledged the risks beforehand but decided to go ahead because of the long-term needs of the company: "There were some people who applauded us when we started out, saying it was very rational to get into joint ventures. Some of those same people in the past couple of months are now saying: 'Look how much money ABC has lost.'"

Mallardi said that he had not seen recent projections, but assumes the broadcast group would provide more than three-quarters of the company's revenue in five years "as the company stands now." That last caveat may be explained by the fact that ABC was one of the serious shoppers for the business magazines of Ziff-Davis publishing which were eventually purchased by Rupert Murdoch (see "Top of the Week"). Mallardi added that generally, he expects ABC in five years to look similar to the company today—"maybe expanded. We may be more in the production side. I don't think you will see us going out and buying a steamship line."

Despite the decline in network ratings, ABC is more than attractive enough to spark rumors about a bidder for the company. Mallardi commented on the flurry of rumors that arose two-and-a-half months ago ("In Brief," Sept. 10): "Clearly there were rumors afoot... that there were external parties interested in ABC; the question of takeover came up. There were also rumors that there were certain internal deliberations regarding a leveraged buyout; from an internal point of view, that was totally and absolutely untrue." Mallardi tries to put to rest the rumors of an outside suitor—"if there was anything serious, I would have been aware of it." He was not so pointed in denying reports that Martin Davis, chairman and chief executive officer of Gulf + Western, had called up his friend, ABC Chairman Leonard Goldenson, about buying control or perhaps the whole of American Broadcasting Companies.

The stock's price is lower now, relative to the market, than it was preceding those rumors, but Mallardi said the company's management is not currently "overly concerned about" takeover possibilities. □

BottomLine

Adding and subtracting. John Blair & Co. expanded board of directors to seven (and outside directors to five) with last week's election of C.E. Meyer Jr., president and chief executive officer of Trans World Airlines. Company also announced it expects net earnings for fourth quarter to be less than previously projected, and perhaps half the 70 cents per share earned in fourth quarter of 1983. Expected loss was attributed by company to operating losses at marketing services segment. □

Two's a crowd. Second offer for Des Moines Register & Tribune Co. has been made, according to David Kruidenier, chairman and chief executive officer. Kruidenier declined to identify bidder, but speculation reportedly centered on Ingersoll Publications, Lakeville, Conn.-based publisher of 24 dailies and over 40 weeklies in 12 states. Register & Tribune Co. chairman said that new bid is higher than previous \$112-million offer by partnership of four investors including company's president and executive vice president, and Dow Jones Inc. (BROADCASTING, Nov. 12). That bid is scheduled to be considered at Dec. 10 Register & Tribune Co. board meeting. □

Refinancing ratings. Moody's rating service assigned Metromedia Broadcasting Corp.'s proposed debt offering (BROADCASTING, Oct. 29) rating of B1 (on scale of Aaa1 to C3) for two issues of senior debt that would raise \$850 million and B3 rating for two unsecured debentures that would raise \$450 million. Service said: "...the magnitude of the new debt and debt-servicing requirements will result in minimal protection for fixed charges." Moody's also lowered rating on two existing Metromedia debentures that will be assumed by nonbroadcasting operations, citing removal of "...stronger assets and earning predictability to new broadcasting subsidiary." Rating on 9 1/2% subordinated debentures was changed from Ba3 to B3, and that of 16% subordinated discount debentures from B1 to B3. Offer is reportedly expected on market in next couple of weeks.

RIDING GAIN

The week's worth of news and comment about radio

On the stump

Steve Garvey, first baseman for the National League champion San Diego Padres, will be among the guest speakers at the Radio Advertising Bureau's upcoming Managing Sales Conference at the Amfac hotel in Dallas, Jan. 26-29. Garvey, who is on the speaking circuit discussing promotion and marketing, will discuss consistency in selling at dinner on Jan. 28.

Other major speakers appearing at RAB's sixth annual meeting include: Kathleen Black, publisher of *USA Today*; F.G. (Buck) Rogers, sales consultant and former IBM vice president for marketing worldwide, and John Murphy, vice president, sales promotion/marketing for the National Retail Merchants Association. Keynoting the conference will be Larry Wilson, president of Wilson Learning Corp. and co-author of "The One-Minute Salesperson."

Separately, the RAB, in conjunction with its senior media directors advisory council, plans to launch a series of luncheon seminars aimed at midlevel planning supervisors and buyers beginning Feb. 1. Each seminar, according to RAB, will address one of four topics: radio planning, goal setting and cost-per-point, network and syndicated radio, and rep companies. The sessions, which will take place over a 12-week period at RAB headquarters in New York, will each be limited to 40 people. Spearheading the event is Bill Tenebruso, senior vice president and director of corporate media services at Kenyon & Eckhardt and chairman of the advisory council.

Pollack contract

ABC Radio has retained programing consultant Jeff Pollack for its FM and Contemporary networks. Pollack had been working with the ABC Rock Radio network for more than three years. According to ABC, Pollack will assist in both keeping the networks' services targeted and in developing satellite-delivered services for affiliates. Pollack is president of Pacific Palisades, Calif.-based Jeff Pollack Communications.

In another development, ABC's Contemporary network is offering stations a three-part Daryl Hall & John Oates program package, titled the *Big Bam Boom*, named after the duo's current album being promoted on the group's 90-city tour. The first part, called *Rock on the Road*, will feature Hall & Oates in a one-hour program discussing their current album and tour. The 60-minute program is to air in individual markets prior to the group's scheduled appearance there.

On Dec. 2 at 5 p.m. NYT, ABC will broadcast a live, 45-minute radio news conference via satellite from San Francisco with

the two performers fielding calls from listeners through special 900 phone numbers. And on Dec. 18, the three-part Hall & Oates special culminates with a live, satellite-delivered concert from the Forum in Los Angeles. The three-part special is being produced for ABC Radio by New York-based DIR Broadcasting.

Dees deal

Air personality Rick Dees last week signed a five-year agreement with Gannett Radio's KIIS(FM) Los Angeles, extending a 6-10 a.m. tenure that began in mid-1982. Dees "is the prime ingredient in the continued success of KIIS(FM)," said Gannett Radio President Joe Dorton, in announcing the contract. "In many respects, Rick is KIIS(FM) and we're delighted that he'll be with us for at least another five years." Terms were not disclosed.

In the period since Dees began his morn-

ing drive program, KIIS(FM)'s Arbitron 12+ metro quarterly share has climbed from 2.1 to 10.0 last summer. Dees is also host of the nationally syndicated *Rick Dees Weekly Top 40 Countdown* series and host of the first-run syndicated television series, *Solid Gold*.

No sale

Arbitron Ratings Co. and Simmons-Scarborough Syndicated Research Associates (a newspaper audience measurement service), both New York, have ended discussions aimed at reaching a permanent agreement that would have allowed each firm to market the other's research reports. The two companies tried to create an arrangement whereby newspapers could obtain Arbitron radio data and radio stations could obtain Simmons-Scarborough newspaper ratings ("Riding Gain," June 25). According to Rhody Bosley, newly appointed vice presi-



London signing. London Wavelength, Bronxville, N.Y., the exclusive distributor of all British Broadcasting Corp. (BBC)-produced contemporary music programs in the U.S., has acquired the distribution rights to *Country Guest D.J.*, a new weekly, one-hour music program produced by New York-based Radio Today Inc. The program, delivered on disk, and available to stations on a barter basis, will feature various country artists and groups. The first three performers scheduled are Ricky Skaggs, Eddie Rabbitt and the Oak Ridge Boys. Pictured after the deal was completed are (seated, l-r): Gayle Miller, executive vice president of operations, London Wavelength; Dan Formento, president, Radio Today, and Mike Vaughan, chairman, London Wavelength. (Standing, l-r): Harlan Sugerman, vice president of sales, London Wavelength; Walt Rittman, director of station relations, London Wavelength, and Marty Damon of The Christal Co., national sales representative for London Wavelength. *Country Guest D.J.* is slated for introduction in early March.

**KEZW RADIO
the Republic Media Station
in Denver, CO has
selected Blair RAR
as its national
sales representative.**



PREPARED BY
MULLER JORDAN WEISS
RAR-9674

dent, sales and marketing, for Arbitron Radio, both parties agreed that the arrangement "might be disturbing to radio and newspapers which compete with one another." Arbitron said it is still involved in other projects with Simmons Market Research Bureau, half-owner of Simmons-Scarborough.

Playback

The Wall Street Journal Report, a satellite-delivered radio news service of Dow Jones & Co. which airs 18 two-minute business and economic reports each weekday and six 60-second reports on Saturday and Sunday, will launch *The Wall Street Journal Focus* on Monday (Dec. 3). According to Bob Rush, director of broadcast services for Dow Jones & Co., the new 60-second feed will feature a "close-up" report on the day's leading business story. The *Focus* broadcast will be fed at 5:20 a.m. each weekday. *The Wall Street Journal Report* has just entered its fifth year of operation. Rush said the network has 83 affiliates, including stations in 48 of the top 50 markets. Latest additions are WEEI(AM) Boston and WSHH(FM) Pittsburgh.

The Associated Press Network News will add a new series on women to its programming lineup in 1985 called *To Life*. Produced by Thea Marshall Communications on behalf of the American Association of Retired Persons, the new four-and-a-half-minute program will present topics of interest to middle-aged and older women. The series is scheduled to be fed over the AP Network

Hitting heights

Local radio sales are projected to hit \$4.35 billion in 1984, up 16.5% over last year, according to the Radio Advertising Bureau's latest estimate, which is based on data gathered from the RAB composite billing pool of 16 markets. Total radio sales (network, national and local) for the year are projected to reach \$5.8 billion, which, said RAB, would be an increase of 15.7%.

each weekday between 8:18 a.m. and 8:23 a.m. NYT. beginning Jan. 7.

Barnett-Robbins Enterprises (BRE), the Encino, Calif.-based radio syndication firm ("Riding Gain," Nov. 19), and Mutual Broadcasting have formed a program distribution partnership. BRE will produce and syndicate a two-minute daily comedy feature, *National Lampoon's True Facts*, in the top 25 markets. Mutual will clear markets 26 on down and sell all national spots. The series is scheduled to be available to stations on a barter basis beginning Feb. 1. BRE also said it will be developing other features as well as music specials for Mutual, targeted for the 12- to 34-year-old audience.

The United Stations has named radio personality Joel Sebastian as the new host for the company's *Solid Gold Country* series when the show changes to a new, one-hour,

weekday format from its current weekly, three-hour format on Dec. 31 ("Riding Gain," Nov. 12). Sebastian replaces Stan Martin, who will become the program's associate producer. *Solid Gold Country* has been on the air since September 1983.

Last Thursday (Nov. 22), WMCA(AM) New York began airing a new five-minute program featuring the editors of *Newsday*, a daily newspaper serving the New York City area, reporting the day's top news stories. The segment airs from 6:05 p.m. to 6:10 p.m. each weekday.

Dead, live

KOPN(FM) Columbia, Mo., in conjunction with Grateful Dead Productions, will air a live, nationwide satellite broadcast of the Grateful Dead's New Year's Eve concert from San Francisco's civic auditorium. The uninterrupted broadcast, hosted by *Saturday Night Live*'s Father Guido Sarducci (Don Novello), will run from 1 to 5 a.m. NYT and is free to all National Public Radio satellite downlinks, with a signed broadcast agreement from KOPN. Commercial and noncommercial stations without downlinking capability can pick up the program as a "hand-off" from their local NPR downlink, KOPN spokesman, Steve Donofrio, said. (Stations will have to pay for the phone line and the hand-off by the downlink station.)

School's out

More than 100 attended the National Radio Broadcasters Association's first Radio Sales University held at John Carroll University, near Cleveland, Nov. 16-18. The 18-hour course, led by Norman Wain, president of Metroplex Communications, Tom Robinson of WPKX(FM) Washington, and Kathy Dworkin of WHK(AM)-WMMS(FM) Cleveland, stressed "the need for radio salespeople to focus on station benefits, not features, in servicing client needs," NRBA said.

The three-day event covered such topics as "Determining Customer Needs," "Selling Different Buyer Types," and "Tools of Professional Selling." Wain told the attendees that their "job is not to sell radio advertising," but "to help advertisers use your radio station as a vehicle for an effective campaign."

Underwriter support

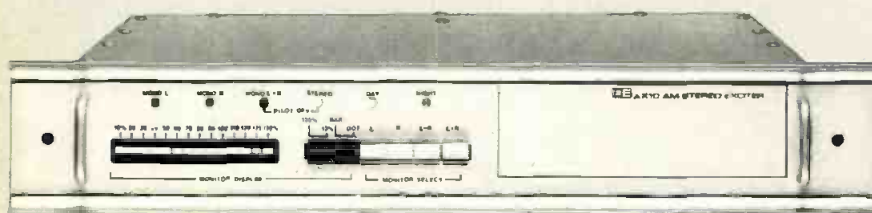
RKO General Inc. is underwriting a day-long Fred Friendly journalism ethics seminar at the Radio-Television News Directors Association's upcoming annual international convention in San Antonio, Tex., on Dec. 7. RKO's grant will total \$10,000.

Ad approval

NBC's broadcast standards and practices department lifted a "moratorium" on the advertising over its traditional radio network of a book published by Thomas Nelson Publishers of Nashville. *The Bible* cites scriptures in an attempt to answer questions it says concern Americans today. According to an NBC Radio spokeswoman, the network is still examining its policy on religious-oriented commercials. The campaign will run for two weeks beginning Nov. 30.

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Book No.	Price
Total	\$ _____

Stock Index

	Closing Tue Nov 20	Closing Wed Nov 14	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	59 5/8	60	-	3/8 -	0.63	10 1,739
N Capital Cities	151 1/8	155 3/8	- 4	1/4 -	2.74	16 1,939
N CBS	76 3/4	76	-	3/4 -	0.99	10 2,280
O Clear Channel	12 3/4	13 3/4	- 1	-	7.27	15 37
N Cox	48 1/2	49	-	1/2 -	1.02	17 1,369
A Gross Telecast	28 1/8	28 3/8	-	1/4 -	0.88	7 22
O Gulf Broadcasting	11	10 3/4	-	1/4 -	2.33	46 482
O LIN	19 1/8	21 3/8	- 2	1/4 -	10.53	17 402
O Malrite Commun.	11 1/4	11 1/2	-	1/4 -	2.17	14 94
O Orion Broadcast	1/32	1/32	-	-	-	2
O Price Commun.	10 3/8	10 5/8	-	1/4 -	2.35	34
O Scripps-Howard	26 5/8	26 1/2	-	1/8 -	0.47	16 275
N Storer	40 1/8	40 3/8	-	1/4 -	0.62	658
O SunGroup Inc.	7 1/4	7 1/4	-	-	-	5
N Taft	59 5/8	62 5/8	- 3	-	4.79	13 540
O United Television	15 5/8	15 1/2	-	1/8 -	0.81	26 172

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	24 3/4	24 1/8	-	5/8 -	2.59	21 151
A Affiliated Pubs	44 3/4	44	-	3/4 -	1.70	14 364
N American Family	23 7/8	23 7/8	-	-	-	12 427
O Assoc. Commun.	15	15 1/2	-	1/2 -	3.23	72
N A.H. Belo	43	43	-	-	-	13 497
N John Blair	17 3/4	23	- 5	1/4 -	22.83	10 142
N Chris-Craft	31 5/8	32 1/2	-	7/8 -	2.69	22 202
N Cowles	44 3/4	44 5/8	-	1/8 -	0.28	36 178
N Gannett Co.	45 7/8	44	- 1	7/8 -	4.26	18 3,675
N GenCorp	31 7/8	33 1/4	- 1	3/8 -	4.14	9 684
O General Commun.	67	67	-	-	-	15 33
N Insilco Corp.	18 1/4	18 5/8	-	3/8 -	2.01	10 310
N Jefferson-Pilot	38 1/4	38 3/4	-	1/2 -	1.29	11 1,224
O Josephson Intl.	8 1/4	8 1/4	-	-	-	63 40
N Knight-Ridder	27 3/8	27 1/8	-	1/4 -	0.92	14 1,772
N Lee Enterprises	26 1/2	26 1/2	-	-	-	15 353
N Liberty	23 1/2	23 1/2	-	-	-	11 236
N McGraw-Hill	41 1/4	40 5/8	-	5/8 -	1.54	15 2,070
A Media General	60 1/4	60 5/8	-	3/8 -	0.62	11 420
N Meredith	51 7/8	54	- 2	1/8 -	3.94	13 489
O Multimedia	34 3/4	35	-	1/4 -	0.71	15 580
A New York Times	33 1/4	35 1/4	- 2	-	5.67	15 1,314
O Park Commun.	27 1/4	27 1/4	-	-	-	20 251
N Rollins	15 1/2	15 1/2	-	-	-	23 226
N Schering-Plough	37 1/4	38 7/8	- 1	5/8 -	4.18	11 1,883
T Selkirk	19 1/4	19 1/4	-	-	-	42 156
O Stauffer Commun.	52	52	-	-	-	13 52
A Tech Operations	50 3/4	49 1/2	- 1	1/4 -	2.53	17 47
N Times Mirror	38	38 1/2	-	1/2 -	1.30	11 2,610
N Tribune	31 7/8	32 3/4	-	7/8 -	2.67	14 1,287
O Turner Bcstg.	16 3/4	15 3/4	- 1	-	6.35	279 341
A Washington Post	81 1/2	83 1/2	- 2	-	2.40	15 1,140

SERVICE						
O BBDO Inc.	43 1/2	43 3/4	-	1/4 -	0.57	13 275
O Compact Video	3 1/2	3 5/8	-	1/8 -	3.45	14
N Comsat	23 1/4	23 1/4	-	-	-	9 420
O Doyle Dane B.	16 1/4	16 1/2	-	1/4 -	1.52	15 86
N Foote Cone & B.	49 3/4	50 1/8	-	3/8 -	0.75	10 166
O Grey Advertising	134	134	-	-	-	9 80
N Interpublic Group	34	35 1/2	- 1	1/2 -	4.23	12 367
N JWT Group	37 3/4	39 1/2	- 1	3/4 -	4.43	11 226
A MovieLab	5	5	-	-	-	8
O Ogilvy & Mather	34	35	- 1	-	2.86	15 311
O Sat. Syn. Syst.	7	7 3/4	-	3/4 -	9.68	10 40
O Telemation	6	6	-	-	-	6 7
O TPC Commun.	1/2	5/8	-	1/8 -	20.00	1
A Unitel Video	7 1/8	7 3/4	-	5/8 -	8.06	13 16
N Western Union	14 5/8	14 1/8	-	1/2 -	3.54	352

	Closing Tue Nov 20	Closing Wed Nov 14	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent	1 1/2	1 1/2	-	-	-	8 4
O Barris Indus	7 3/4	7 3/4	-	-	-	155 44
N Coca-Cola	62 1/2	63 1/2	- 1	-	1.57	14 8,277
N Disney	57 5/8	57 3/4	-	1/8 -	0.22	19 1,937
N Dow Jones & Co.	39 3/8	40 1/4	-	7/8 -	2.17	19 2,526
O Four Star	3	3	-	-	-	3 2
O Fries Entertain.	5	5 1/2	-	1/2 -	9.09	4 17
N Gulf + Western	26 7/8	28 1/2	- 1	5/8 -	5.70	8 1,880
O Robert Halmi	1 1/8	1 3/16	-	1/16 -	5.30	23 19
A Lorimar	31	32 1/2	- 1	1/2 -	4.62	15 220
N MCA	40 1/2	41 3/4	- 1	1/4 -	2.99	17 1,963
N MGM/UA	12 3/8	12 1/4	-	1/8 -	1.02	15 615
N Mizlou	2 5/8	3	-	3/8 -	12.50	12
N Orion	10 3/8	10 3/4	-	3/8 -	3.49	23 98
O Reeves Commun.	5 1/2	5 1/2	-	-	-	20 68
O Sat. Music Net.	4 1/2	4 1/2	-	-	-	31
O Telepictures	14 3/4	15 3/8	-	5/8 -	4.07	13 114
O Video Corp.	18 1/2	19	-	1/2 -	2.63	12 31
N Warner	20	20 1/4	-	1/4 -	1.23	1,213
A Wrather	17 1/4	17 5/8	-	3/8 -	2.13	118

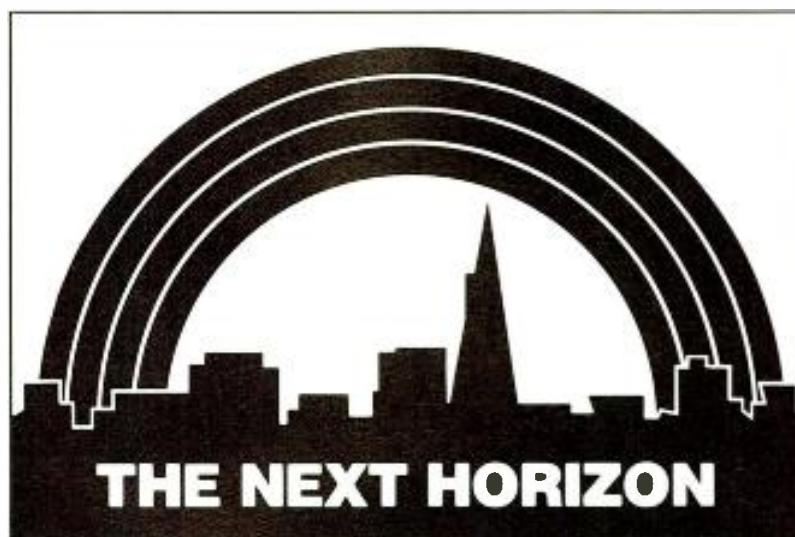
CABLE						
A Acton Corp.	4 5/8	5 1/8	-	1/2 -	9.76	27
O AM Cable TV	2	2 3/8	-	3/8 -	15.79	7
N American Express	34 1/2	35 3/4	- 1	1/4 -	3.50	18 7,400
N Anlster Brothers	14 7/8	15	-	1/8 -	0.83	20 271
O Burnup & Sims	7 1/4	7 1/2	-	1/4 -	3.33	65
O Cardiff Commun.	7/16	7/16	-	-	8.68	44 2
O Comcast	18 5/8	18 7/8	-	1/4 -	1.32	15 153
N Gen. Instrument	21	22	- 1	-	4.55	22 680
N Heritage Commun.	17 3/8	17 3/8	-	-	-	33 132
T Maclean Hunter X	23 3/4	22 1/2	- 1	1/4 -	5.56	33 875
A Pico Products	5 3/4	5 7/8	-	1/8 -	2.13	26 20
O Rogers Cable	4 1/4	4 3/8	-	1/8 -	2.86	95
O TCA Cable TV	13 1/2	13 1/2	-	-	-	26 90
O Tele-Commun.	20 1/8	20 1/2	-	3/8 -	1.83	65 842
N Time Inc.	41 1/4	41 3/4	-	1/2 -	1.20	14 2,503
N United Cable TV	27 7/8	27 7/8	-	-	-	127 307
N Viacom	31 1/8	32 1/4	- 1	1/8 -	3.49	12 421

ELECTRONICS/MANUFACTURING						
N Arvin Industries	26 3/4	27	-	1/4 -	0.93	8 203
O C-Cor Electronics	6 1/2	7	-	1/2 -	7.14	72 21
O Cable TV Indus.	3	3 1/8	-	1/8 -	4.00	20 9
A Cetec	7 1/4	8	-	3/4 -	9.38	9 16
O Chyron	9 3/8	9 7/8	-	1/2 -	5.06	18 86
A Cohu	8	8 1/2	-	1/2 -	5.88	9 14
N Conrac	14 3/8	14	-	3/8 -	2.68	14 89
N Eastman Kodak	73	74 1/4	- 1	1/4 -	1.68	16 12,087
O Elec Mis & Comm.	8 1/4	8 1/2	-	1/4 -	2.94	24
N General Electric	56 1/4	56 7/8	-	5/8 -	1.10	12 25,464
O Geotek-Telemet.	13/16	7/8	-	1/16 -	7.09	9 2
N Harris Corp.	28 1/2	26 7/8	- 1	5/8 -	6.05	14 1,138
N M A Com. Inc.	17 3/8	18	-	5/8 -	3.47	21 752
O Microdyne	5 3/4	6 1/8	-	3/8 -	6.12	16 26
N 3M	79 7/8	81 5/8	- 1	3/4 -	2.14	13 9,350
N Motorola	34 1/8	34 1/4	-	1/8 -	0.36	12 4,039
N N.A. Philips	36 1/8	37	-	7/8 -	2.36	9 1,037
N Oak Industries	2 7/8	3 1/4	-	3/8 -	11.54	47
A Orrox Corp.	2 3/4	3 1/8	-	3/8 -	12.00	6
N RCA	35 3/8	36 1/4	-	7/8 -	2.41	11 2,898
N Rockwell Intl.	29 3/8	29 3/8	-	-	-	10 4,369
N Sci-Atlanta	9 3/8	9 1/8	-	1/4 -	2.74	19 218
N Signal Co.s	30 1/4	31 7/8	- 1	5/8 -	5.10	13 3,299
N Sony Corp.	14 3/4	15 3/8	-	5/8 -	4.07	14 3,406
N Tektronix	57 1/4	57 1/4	-	-	-	9 1,101
A Texscan	5 5/8	5 7/8	-	1/4 -	4.26	8 38
N Varian Assoc.	34 3/4	35	-	1/4 -	0.71	14 749
N Westinghouse	25 1/2	25 3/4	-	1/4 -	0.97	9 4,464
N Zenith	21 3/4	23 1/8	- 1	3/8 -	5.95	8 480
Standard & Poor's 400	184.35	186.52	-	2.17	-	1.16

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.

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Taking the top of the dial higher

Station near New York broadcasts on 1622 khz of auxiliary band; legality of operation is unclear

A Maine broadcaster may have slipped through a loophole in the FCC rules to put a new noncommercial AM station on the air in Yonkers, N.Y., just north of New York City.

According to Allan Weiner, who owns the Yonkers station as well as WOZW(AM) Monticello and WOZI(FM) Presque Isle, both Maine, the new facility, which was turned on Nov. 7, operates on the auxiliary broadcast frequency of 1622 khz with 100 watts of power, broadcasting primarily AOR programming to Yonkers and other communities north of Manhattan. The call sign: KPF941.

Although the station's channel is outside the standard AM band which ends at 1600 khz, Weiner said, most AM radios are capable of tuning in frequencies as high as 1650 khz. "Some of them go up to 1700," he said.

The station's problem is not technical, but regulatory. Although Weiner maintains that the rules governing the auxiliary broadcast channels are "broad" and "vague" enough to permit using auxiliary channels for broad-

casting, others have radically different opinions.

Jim Durst, a communications analyst in the auxiliary services branch of the FCC's Mass Media Bureau, said 1622 khz and other auxiliary broadcast channels are allocated for remote pickup applications by broadcasters. "No way is that [frequency] supposed to be used to go directly to the public," he said. "It's supposed to be used strictly to get programming material back to the station for rebroadcast."

After reviewing the relevant section of the FCC rules, Michael Rau, a staff engineer at the National Association of Broadcasters, concurred. "It's my opinion that they are not operating in compliance with the FCC's rules and regulations. Whether the FCC will bother to shut it down is another question."

What will the FCC do? "If someone complains to the field office or the FCC," said Durst, "we will have to investigate." (Weiner said the FCC's New York field office is already aware of the station and has given it tacit approval.)

If the FCC forces Weiner to close down the station, it will represent no great loss to

him. The entire facility, built from used equipment, cost less than \$1,000, he said. The station's operational costs are also low, he said, because it's programed by volunteers.

According to Weiner, the programming emanates from a "studio" in the apartment of Weiner's partner in the venture and the station's manager, Joseph-paul Ferraro. It's linked by a high-grade telephone line to the transmitter ("a Smithsonian antique") in a garage three miles away. The transmission antenna is atop a 40-foot tower adjacent to the garage.

With just 100 watts, Weiner said, the station manages to lay down a pretty good signal, reaching as far north as Hastings-on-Hudson and as far east as New Rochelle during the day. Because the station is on a "clear channel," he said, the signal "really flies at night." The station has received phone calls from listeners as far away as Detroit.

Weiner and Ferraro are natives of Yonkers and they said they put the station on the air as a public service. "It's a way of giving something back," he said. "Yonkers has changed so much since I was a kid. My friend and I feel this would be something worthwhile for the community."

They have tried repeatedly over the years to give Yonkers its own broadcast service, Weiner said. "We tried low-power television, we tried AM, we tried FM, we tried educational FM," he said. "We even tried to get a translator down there in the hope that the FCC would allow them to locally originate."

The United States and other countries are considering a plan to expand the AM band above 1600 khz. "We kind of jumped the gun," Weiner said, "and provided the first station for Yonkers." □

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11/26/84

Ratings revelations

AWRT hears rundown on how Arbitron and Nielsen measure audiences and what's ahead

What is a rating, who cares about them and what does the future hold for Arbitron and Nielsen? Those were questions addressed during a gathering of the Washington chapter of American Women in Radio and Television last week. A primer on ratings was presented by a panel comprising representatives from media firms including Arbitron, Nielsen and CBS, who later discussed some of the more pressing issues associated with those subjects.

An overview of television ratings services, how they work as well as what lies ahead, were issues explored by Patricia Dignam, account executive, Nielsen; Joe Philport, vice president, advertiser-agency tele-

vision sales, Arbitron, and Dave Poltrack, vice president, research, for CBS. Dignam discussed Nielsen's methodology in measuring television station audiences across the country. She focused on the two primary techniques—diaries and meters. Meters, she said, is the method most advertisers prefer. However, she noted diaries are more widely used. Rating services, she added, also serve cable. Nielsen, with its Home Video Index, has been measuring the pay cable and local cable audiences since 1979.

Philport summarized the past 35 years of rating services. Arbitron, he noted, began measuring television in 1949. To illustrate the extent that times have changed, he reviewed a report conducted on the Washington market in 1950 showing *Arthur Godfrey* receiving a 59 rating, *Howdy Doody Show* a 27 and *Toast of the Town* a 64. He also examined some of the changes incorporated by Arbitron over the years to provide a more comprehensive service. In the 60's, he said, "we began to address specific concerns. We began looking at specific groups and breaking up markets geographically." That decade also sparked an interest in product usage by television viewers. Arbitron, he noted, found viewers were unwilling to supply information on their television viewing habits as well as the products they purchased.

In the 70's, he added, "we began to assess our clients' need for more information." Philport said during those years the service began providing a complete data base for its clients. The 80's ushered in a new period for ratings, with increased cable penetration and the growth of VCR's.

Diaries, Philport predicted, will continue to play a prominent role. And, he added, VCR diaries will soon be used by Arbitron. Plus, he said, there will be a future emphasis on providing ratings for commercials as well as programs. Arbitron, he said, is entering that arena through its merger with Burke Marketing Services to work jointly on a project called ScanAmerica. The project, he explained, will monitor product purchases by providing consumers with scanners in their homes to register products they have bought. ScanAmerica, Philport noted, will be tested in Denver in the first quarter of 1985.

Poltrack also said diaries are becoming obsolete. "Some form of electronic measurement is needed. Diaries are not feasible in a more complex media environment," he said. Poltrack also felt sweeps were no longer an adequate way to measure audiences and that a more precise method was needed.

VCR's and the practice of "zapping and zipping" commercials, he noted, must also be dealt with. These practices, he said, have to be measured. While projects like ScanAmerica are the wave of the future, Poltrack said: "As we ask people to give more and more information we run the risk of under-represented samples."

Poltrack, during a question-and-answer session following his presentation, also predicted programing would become more and more specialized. He noted the increase of network programs targeted to a specific audience, like *Kate and Allie*. And he said that next year with the introduction of multichannel TV sound, CBS was considering experimenting with an additional audio channel for

programs in Spanish.

During a discussion about whether ratings bring out the best or worst of broadcasting, John Carmody, *Washington Post* television columnist, said the sweeps have a definite impact on local news programing. He said

specific types of programs geared toward drawing a large audience always manage to crop up during the sweeps. He listed several programs planned for broadcast in the Washington market focusing on such "hot items" as teen-age suicide and the elderly. □

Changing Hands

PROPOSED

WAVI(AM)-WADO(FM) Dayton, Ohio □ Sold by WAVI Broadcasting Corp. to Stoner Broadcasting System for \$4 million. **Seller** is owned by H.K. (Bud) Crowl who has no other broadcast interests. **Buyer** is Des Moines, Iowa-based station group of five AM's and seven FM's owned by Tom Stoner, chairman, Glenn Bell and Avis Eckel. WAVI is daytimer on 1210 khz with 1 kw. WADO is on 107.7 mhz with 50 kw and antenna 420 feet above average terrain. **Broker: Blackburn & Co.**

KEZA(FM) Fayetteville, Ark. □ Sold by Hendren Communications Inc. to J.B. Hays for \$1,750,000, comprising \$600,000 cash and remainder in note. **Seller** is owned by Kim Hendren and his wife, Marylea. They have no other broadcast interests. **Buyer** is Fayetteville oral surgeon with no other broadcast interests. KEZA is on 107.9 mhz with 100 kw and antenna 1,259 feet above average terrain.

WWCN(AM) Albany, N.Y. □ Sold by Devine Broadcasting Corp. to Northeastern Com-

munications Inc. for \$1,150,000, comprising \$50,000 cash to be applied to \$300,000 noncompete agreement, assumption of \$576,000 note, and remainder in note. **Seller** is principally owned by Christopher F. Devine, who has no other broadcast interests. **Buyer** is equally owned by Larry U. Keene; his wife, Carol, and Edwin A. Rosenfield. Keene is general manager and Rosenfield is sales manager of WWOC(FM) Avalon, N.J. WWCN is on 1460 khz full time with 5 kw. **Broker: Chapman Associates.**

WRAR-AM-FM Tappahannock, Va. □ Sold by Rappahannock Broadcasting Corp. to Rappahannock Communications Inc. for \$595,080, comprising \$20,520 cash and remainder note. **Seller** is owned by George C. Clanton who has no other broadcast interests. **Buyer** is owned by Danny C. Wadsworth (65%), and his brother, Linwood (35%). Danny Wadsworth is general manager and Linwood Wadsworth is sales manager of station. WRAR is daytimer on 1000 khz with 500 kw. WRAR-FM is on 105.5 mhz with 3 kw and antenna 300 feet above aver-

Draper Communications, Inc.
has acquired
KOAM(TV)
Joplin, Missouri / Pittsburg, Kansas
for
\$12,000,000 cash
from
Mid-Continent Telecasting, Inc.

The undersigned initiated this transaction
and assisted the parties in negotiations.

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Alcohol ban. The *Entertainment Tonight* news crew was in Washington last week to investigate the ongoing drive by groups to ban beer and wine advertising on radio and television. Among those interviewed on the subject by Peter Hackis (r), on-air reporter, were representatives of the brewers industry, consumer groups and National Association of Broadcasters President Eddie Fritts (l). Fritts presented the industry's position, emphasizing that broadcasters feel responsible for their advertising. But he said there is no reliable data linking beer advertising with alcohol misuse. Furthermore, Fritts said, broadcasters will defend their right to advertise legitimate products.

age terrain.

KFRA-AM-FM Franklin, La. □ Sold by KFRA Inc. to Franklin Broadcasting Co. for \$475,000 cash. Seller is principally owned by Lionel B. DeVillie and Paul H. DeClouet. It also owns KVPI-AM-FM Ville Platte, La. Buyer is owned by Sherry A. Lopez (60%), Robert G. Holbrook (20%) and Ricky J. Broussard (20%). Lopez is former general manager of KNIR(AM) New Iberia, La. Holbrook is owner of Holbrook Media Productions, based in Jena, La. Broussard is investor from New Iberia, La. They have no other broadcast interests. KFRA is daytimer on 1390 khz with 500 w.

KKCC-AM-FM Clinton, Okla. □ Sold by Moller Broadcasting Co. to Stephenson Broadcasting Co. for \$365,000 comprising \$36,500 cash and remainder note. Seller is owned by F. Van Dorn Moller. It also owns KKER(AM) Spokane, Wash., which went off air Feb. 21. KKCC-AM-FM went off air Nov. 7, and are now in receivership. Buyer is owned by Robert L. Stephenson and his wife, Norma (80%), and his children, Robert and Sandra (10% each). It also owns KNOR(AM) Norman and KHEN(AM)-KDLB(FM) Henryetta, both Oklahoma, and is applicant for new AM in Lowell, Ark. KKCC is daytimer on 1320 khz with 1 kw. KKCC-FM is on 106.9 mhz with 100 kw and antenna 286 feet above average terrain.

WCCS(AM) Shelby, N.C. □ Sold by Charter Communications Inc. to Bello Broadcasting

Co. for \$312,734.39 assumption of note. Seller is owned by William L. Shaw, who has no other broadcast interests. Buyer is owned by Joseph A. Bello, who was former owner of WCKX(FM) London, Ohio. WCCS is on 1390 khz with 1 kw day and 500 w night. Broker: Wilkins and Associates.

WAHT(AM) Lebanon, Pa. □ Sold by Progressive Publishing Co. to John H. Anspach for \$300,000 cash. Seller is owned by William K. Ulerich. It also owns WCPA(AM)-WQYX(FM) Clearfield, WDAD(AM)-WQMU(FM) Indiana, WMAJ(AM)-WXLN(FM) State College, all Pennsylvania, and publishes Clearfield, Pa., daily newspaper, *The Progress*. Buyer is Lebanon businessman and former county commissioner with no other broadcast interests. WAHT is daytimer on 1510 khz with 5 kw.

For other proposed and approved sales see "For The Record" page 76.

CABLE

System serving Highland Beach, Fla. □ Sold by Thomas Communications to Centel Cable TV of Florida for under \$1 million. Seller is owned by Tom Gullett. It also owns 5 systems in Kentucky. Buyer is subsidiary of publicly traded, Chicago-based telephone company and cable MSO headed by Robert P. Reuss, chairman and CEO. It owns 41 systems serving 250,000 subscribers. System passes 3,000 homes with 600 subscribers and 10 miles of plant. Broker: *Communications Equity Associates*.

ABC's Pierce receives human relations award

American Jewish Committee chooses network president for honor; Spelling presents award

The communications industry must honor "the pre-eminence of the family and the inherent dignity of every human being," ABC President Frederick S. Pierce told members of the American Jewish Committee in Beverly Hills, Calif., as he received the organization's Sherrill C. Corwin Human Relations Award.

The executive was cited "for his achievements in the field of communication, entertainment, philanthropy, civic involvement and human rights." The presentation was made to Pierce by Aaron Spelling, president of Aaron Spelling Productions.

"Pluralism is the recognition that there are many ways of being human—each with a right to seek a place in our society—each with a right to a voice," Pierce told his Beverly Wilshire hotel audience Nov. 18, adding that pluralism "is a real and living mutual respect. It is the recognition of the diversity of human values and aspirations, and of the vigor and energy they infuse into our society. It is our acknowledgement of every man's and every woman's right to seek a place in the sun, and the right to argue for a point of view that may represent no more than a minority of one."

As a key participant in society, Pierce challenged the communications industry "to pay special attention to how essential these values are." He contended that pluralism "can take root and flourish only in a society that is secure in its traditional values—and uncompromising in protecting them.... Tradition linked to family values is the underpinning for the vitality of a nation like ours."



Spelling and Pierce

Grandy & Berkson

W. John Grandy
1029 Pacific Street
San Luis Obispo, CA 93401
(805) 541-1900

Media Brokers

Jay Q. Berkson
24 Blueberry Lane
Concord, MA 01742
(617) 369-1776

Continued from page 26

Radio Marketing." Amfac 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. 6-11—*International Radio and Television Society* annual faculty/industry seminar and college conference, "Programing: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

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

Feb. 11-12—*Western Educational Society for Telecommunications* 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

Feb. 12—*Illinois Broadcasters Association* sales caravan. Southern Illinois University, Carbondale, Ill.

Feb. 13—*Illinois Broadcasters Association* sales caravan. Sangamon State University, Springfield, Ill.

Feb. 13—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

Feb. 14—*Illinois Broadcasters Association* sales caravan. Bradley University, Peoria, Ill.

Feb. 14-17—*Howard University's* 14th annual communications conference, "Communications and Development." Howard University campus, Washington.

Feb. 15—*Illinois Broadcasters Association* sales caravan. Brandywine Inn, Dixon, Ill.

Feb. 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

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

Feb. 18—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

Feb. 21—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Tarrant County Convention Center, Fort Worth. Information: (817) 737-4011.

Feb. 21-22—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Century Plaza, Los Angeles.

Feb. 22-24—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 27—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

March 1985

March 5-6—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Capitol Hill, Washington.

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

March 8—*International Radio and Television Society* 45th anniversary/Gold Medal banquet. Waldorf Astoria, New York.

March 13—*American Women in Radio and Television* 10th annual Commendation Awards luncheon. Waldorf-Astoria, New York.

March 14-17—First *NATPE International Production Conference*. New Orleans Hilton. Information: (212) 949-9890.

■ **March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Jean-Luc Renaud, department of telecommunication, Michigan State University, East Lansing, Mich., 48824.

March 15-17—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

March 20—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

March 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 22—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

March 27-28—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

March 27-31—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

April 1985

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 10—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

April 14-17—*National Association of Broadcasters* annual convention 63rd annual convention. Las Vegas Convention Center, Las Vegas.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 16—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

April 21-23—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

April 21-24—13th annual *Telecommunications Policy Research Conference*, Equity: Social and Economic Issues." Airlie House, Airlie, Va. Information: (413) 549-4600.

April 24—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 24**—Presentation of *Ohio State Awards*, for "excellence in educational, informational and public affairs programing." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

April 24-26—*Ohio Association of Broadcasters* spring convention. Kings Island Resort Inn, north of Cincinnati.

April 25—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

May 1985

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

May 7-11—*American Women in Radio and Television*

SUNRISE-UTAH, INC.

Richard G. Elliott
has acquired the assets of
KWHO AM/FM
Salt Lake City, Utah
from

Northwest Radio Broadcasting, Inc.
for
\$2,085,000

Chapman Associate Greg Merrill
represented the buyer in the transaction

G. Gregory Merrill
605 West Haven Drive
Logan, Utah 84321
(801) 753-8090



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34th annual convention. New York Hilton, New York.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

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

May 14-15—LPTV West, West Coast conference and exposition for low power television, sponsored by Na-

tional Institute for Low Power Television. Westin Bonaventure, Los Angeles.

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

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

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

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo.

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

May 19-22—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

May 24—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

May 28-31—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

For the Record

As compiled by BROADCASTING, Nov. 14 through Nov. 20, and based on filings, authorizations and other FCC actions.

Ownership Changes

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.

Applications

■ KEZA(FM) Fayetteville, Ark. (107.9 mhz; 100 kw; HAAT: 1,259 ft.)—Seeks assignment of license from Hendren Communications Inc. to J.B. Hays for \$1,750,000, comprising \$600,000 cash and remainder note. Seller is owned by Kim Hendren and his wife, Marylea. They have no other broadcast interests. Buyer is Fayetteville oral surgeon with no other broadcast interests. Filed Nov. 10.

■ KIOQ-FM Bishop, Calif. (100.7 mhz; 1 kw; HAAT: 2,960 ft.)—Seeks assignment of license from Listeners' Network-Bishop Inc. to Great County Broadcasting Inc. for \$425,000, comprising \$125,000 cash, assumption of \$60,000 note, and remainder note. Seller is owned by Eric

Johnson and Brent W. Lambert. It also owns WSTJ(AM) Saint Johnsbury and WIKF(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. Buyer is owned by John W. Young (56%), John E. Dailey (24%) and Cary Deane Funk (20%). It also owns KIBS(AM) Bishop. Funk also has interests in KSRR-FM Santa Monica, Calif. Filed Nov. 14.

■ KFYE(FM) Fresno, Calif. (93.7 mhz; 68 kw; HAAT: 1,912 ft.)—Seeks assignment of license from KFYE-FM Inc. to Affiliated Broadcasting Inc. for \$6.7 million, including \$2.5 million noncompete agreement. Seller is subsidiary of Sunbelt Communications, publicly traded, Boston-based publisher of *The Boston Globe* and owner of five AM's and five FM's headed by William O. Taylor, chairman. Buyer is Colorado Springs-based station group of two AM's and four FM's. It is principally owned by C.T. Robinson, William C. Moyes and Michael B. Hesser. Filed Nov. 13.

■ KPLS(AM) Santa Rosa, Calif. (1150 khz; 5 kw)—Seeks assignment of license from Radio 1150 Inc. to Cardinal Communications for \$1.4 million, comprising \$300,000 cash and remainder note. Seller is principally owned by F. Robert Fenton. It also owns KMYC(AM)-KRFD(FM) Marysville, KCEY(AM)-KMIX(FM) Turlock, both California, and KHSN(AM) Coos Bay, Ore. Buyer is owned by John Payne (40%), Tim Myers (20%), Bill Daisa (20%) and Thomas N. Williams (20%). Payne is Atherton, Calif., real estate investor. Myers is vice president with Radio Advertising Bureau. Daisa is sales manager at KOIT-AM-FM San Francisco. Filed Nov. 13.

■ WGUL-AM-FM New Port Richey, Fla. (AM: 1500 khz; 250 kw; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Richey Airwaves to Carl Mar-cocci, and his wife, Betty Lou, for \$1,725,000, comprising \$575,000 cash, \$240,000 assumption of note and \$910,000 note. Seller is owned by Ralph B. Johnson (65%) and William Sanders (35%). They have no other broadcast interests. Buyers have also sold WKTM-FM Charleston, S.C. Filed Nov. 9.

■ WPDS-TV Indianapolis (ch. 59; ERP vis. 2,300 kw; aur. 230 kw; HAAT: 1,000 ft.; ant. height above ground: 1,040 ft.)—Seeks assignment of license from USA Communications Inc. to Outlet Communications Inc. for \$22 million. Seller is owned by Anapcomp Inc. (80%), publicly held Indianapolis-based computer services firm headed by Ronald D. Palmera, president and chairman; Melvin Simon (10%), and his brother, Herbert (10%). It has no other broadcast interests. Buyer is Providence, R.I.-based subsidiary of privately held The Rockefeller Group, New York. Outlet is headed by Bruce G. Sundlun. The Rockefeller Group is headed by Richard A. Voell. Filed Nov. 9.

■ KFRA(AM)-KFRA-FM Franklin, La. (AM: 1390 khz; 500 w-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KFRA Inc. to Franklin Broadcasting Co. for \$475,000 cash. Seller is principally owned by Lionel B. DeVille and Paul H. DeClouet. It also owns KVPI-AM-FM Ville Platte, La. Buyer is owned by Sherry A. Lopez (60%), Robert G. Holbrook (20%) and Ricky J. Broussard (20%). They have no other broadcast interests. Filed Nov. 9.

■ WHUE(AM) Boston (1150 khz; 5 kw-U)—Seeks assignment of license from T Communications Inc. to Greater Boston Radio Inc. for \$2,348,000 cash, including \$500,000 noncompete agreement. Seller is owned by Alexander M. Tanger, who owns WHUE-FM, which has also been sold (see below). Buyer is East Brunswick, N.J.-based publisher, cable MSO and station group of six AM's and seven FM's headed by Peter Bordes, president. It also publishes East

Part II in a series of IV



AMERICOM MEDIA BROKERS

Robert A. Fay and William L. Fay
have contracted to transfer

WLDS (AM)-WEAI (FM) Jacksonville, IL

for

\$1,500,000.00

to

Joyner Broadcasting
Special Buyers Assignment

AMERICOM, BROKERING
TOP-100 MARKET RADIO STATIONS

AMERICOM MEDIA BROKERS, INC.
Washington, D.C. 20006
(202) 737-9000

Brunswick *Sentinel-Spokesman* and owns 26 cable systems. Filed Nov. 9.

■ **WHUE-FM** Boston (100.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from T Communications Inc. to First Media of Massachusetts for \$10.5 million, comprising \$7 million cash and remainder note. Seller is owned by Alexander M. Tanger, who owns WHUE(AM), which has also been sold (see above). Buyer is subsidiary of First Media Corp., Washington-based station group of three AM's and seven FM's owned by Richard E. Marriott and family. Filed Nov. 9.

■ **New FM** Marshall, Minn. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of CP from Cole Broadcasting to Garamella Broadcasting Co. for \$25,000 cash. Seller is owned by Bill Cole, who has no other broadcast interests. Buyer is owned by Joseph J. Garamella (50%) and his son, Todd (50%). It also owns KMSR-FM Sauk Centre. Joseph owns KBMO(AM) Benson, and Todd owns KBMO-FM Benson, all Minnesota. Filed Nov. 9.

■ **WWCN(AM)** Albany, N.Y. (1460 khz; 5 kw-U)—Seeks assignment of license from Devine Broadcasting Corp. to Northeastern Communications Inc. for \$1,150,000, comprising \$50,000 cash to be applied to \$300,000 noncompete agreement, assumption of \$576,000 note, and remainder in note. Seller is principally owned by Christopher F. Devine, who has no other broadcast interests. Buyer is equally owned by Larry U. Keene; his wife, Carol, and Edwin A. Rosenfield. Keene is general manager and Rosenfield is sales manager of WWOC(FM) Avalon, N.J. Filed Nov. 8.

■ **WCCS(AM)** Shelby, N.C. (1390 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Charter Communications Inc. to Bello Broadcasting Co. for \$312,734.39 assumption of note. Seller is owned by William L. Shaw, who has no other broadcast interests. Buyer is owned by Joseph A. Bello, who recently sold WCKX(FM) London, Ohio. Filed Nov. 13.

■ **KKCC-AM-FM** Clinton, Okla. (AM: 1320 khz; 1 kw-D; FM: 106.9 mhz; 100 kw; HAAT: 286 ft.)—Seeks assignment of license from Moller Broadcasting Co. to Stephenson Broadcasting Co. for \$365,000 comprising \$36,500 cash and remainder note. Seller is owned by F. Van Dorn Moller. It also owns KKER(AM) Spokane, Wash., which went off air on Feb. 21. KKCC-AM-FM went off air on Nov. 7, and all are now in receivership. Buyer is owned by Robert L. Stephenson, and his wife, Norma (80%), and his children, Robert and Sandra, (10% each). It also owns KNOR(AM) Norman and KHEN(AM)-KDLB(FM) Henryetta, both Oklahoma, and is app. for new AM in Lowell, Ark. Filed Nov. 10.

■ **WAHT(AM)** Lebanon, Pa. (1510 khz; 5 kw-D)—Seeks transfer of control of Valley Communications Inc. from Progressive Publishing Co. to John H. Anspach for \$300,000 cash. Seller is owned by William K. Ulerich. It also owns WCPA(AM)-WQYX(FM) Clearfield, WAD(AM)-WQMU(FM) Indiana, WMAJ(AM)-WXLR(FM) State College, all Pennsylvania, and publishes Clearfield, Pa., daily newspaper, *The Progress*. Buyer is Lebanon businessman and former county commissioner with no other broadcast interests. Filed Nov. 14.

■ **KHOS(AM)** San Angelo, Tex. (1420 khz; 1 kw-D)—Seeks assignment of license from KHAG Inc. to Hoss Media Inc. for \$350,000, comprising \$265,000 cash and remainder note. Seller is equally owned by Loyd C. Senn, Robert E. Clark and R.L. Haggard. Clark is general manager of KHOS and KFYO(AM) Lubbock, Tex. Buyer is equally owned by Charles Strickland, Dale Palmer and A.T. Burke. It also owns KMHT-AM-FM Marshall, Tex., and KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KGNS(TV) Laredo, Tex., and is app. for assignment of KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(FM) Beaumont, Tex., and KBLU(AM)-KTTI(FM) Yuma, Ariz. Strickland is also app. for assignment of KSTV(AM)-KWWN(FM) Stephenville, Tex. Filed Nov. 9.

■ **KBUC(AM)** San Antonio, Tex. (1310 khz; 5 kw-D)—Seeks assignment of license from TETCO Inc. to KSDR Inc. for \$1 million cash. Seller is principally owned by Tom E. Turner, and his sons, Tom and Fred Turner. It also owns KXOL(AM) Fort Worth and KRYS-AM-FM Corpus Christi, both Texas. Buyer is owned by Stanley D. Rosenberg (51%); Louis J. Pitluk (20%); Larry Safir, president (10%); Curtis C. Gunn (10%), and two others. Rosenberg has interest in app. for new TV in San Bernardino, Calif. Pitluk has small interest in Clear Channel Communications. Filed Nov. 15.

■ **WRAR-AM-FM** Tappahannock, Va. (AM: 1000 khz; 500 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Rappahannock Broadcasting Corp. to Rappahannock Communications Inc. for \$595,080, comprising \$20,520 cash and remainder note. Seller is owned by George C. Clanton, who has no other broadcast interests. Buyer is owned by Danny C. Wadsworth (65%), and his brother, Linwood (35%). Danny is general manager and Linwood is sales manager of station. Filed Nov. 9.

■ **WZTT(AM)** Rhinelander, Wis.—Seeks assignment of license from Rhinelander Broadcasting Corp. to Stewards of Sound Inc. for \$10,000, comprising \$2,000 cash and remainder note. Seller is owned by Donald Rabbitt. It also owns WFON(FM) Fond Du Lac, Wis., and has interest in KRIT(FM) Clarion, Iowa. Buyer is owned by Warren D. Seward (51%) and his wife, Mabel (49%). It also owns WWIB(FM) Ladysmith and WOGO(AM) Hallie, both Wisconsin. Filed Nov. 13.

■ ***KYVE-TV** Yakima, Wash. (ch. 47; 550 kw vis.; 55 kw aur.; HAAT: 920 ft.; ant. height above ground: 137 ft.)—Seeks assignment of license from Yakima School District No. 7 to Central Washington Association for Public Telecommunications for \$150,000 cash. Seller is nonprofit corporation headed by Don Schussler. It has no other broadcast interests. Buyer is nonprofit corporation headed by Virginia Hislop, chairman. One member, Eugene Shields, has interest in KMTR-TV Eugene, Ore. Filed Nov. 9.

Actions

■ **WFMV(FM)** Blairstown, N.J. (106.3 mhz; 3 kw; HAAT: 860 ft.)—Granted assignment of license from Park V Broadcasting to Clearview Broadcasting Corp. for \$620,000 cash. Seller is principally owned by Joseph P. Sherikjian and Dennis Freely. They have no other broadcast interests. Buyer is owned by William Froelich, Sanford B. Potters, Frederick K. Brown, Wayne Blasi, Jere F. Dufett (16.66% each) and Sidney Mandelbaum (8.33%). They have no other broadcast interests. Action Nov. 6.

■ **WNYR(AM)-WEZO(FM)** Rochester, N.Y. (AM: 990 khz; 1 kw-D; 250 w-N; FM: 101.3 mhz; 27 kw; HAAT: 640 ft.)—Granted assignment of license from Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for \$7,359,000 cash. Seller is publicly traded, Cleveland-based station group of five AM's, six FM's and four TV's. Buyer is owned by Harvey Grace, and Siedman, Jackson & Fisher, Chicago-based investment capitol firm. They also own WOOD-AM-FM Grand Rapids, Mich., and have interest in KDON-AM-FM Salinas, Calif. Action Nov. 9.

■ **WHLO(AM)** Akron, Ohio (640 khz; 1 kw-D; 500 w-N)—Granted assignment of license from Susquehanna Broadcasting Co. to Trans World Broadcasting Co. for \$600,000 cash. Seller is York, Pa.-based station group of five AM's and seven FM's headed by Louis J. Appell, presi-

dent. Buyer is owned by Xeneophon Zapis (75%), William Lemmon (12.5%) and William M. O'Neil (12.5%). Action Nov. 9.

■ **WETB(AM)** Johnson City, Tenn. (790 khz; 5 kw-D)—Granted assignment of license from Press Inc. to Mountain Signals Inc. for \$325,000, comprising \$200,000 cash and remainder note. Seller is headed by Carl A. Jones, president. It has no other broadcast interests. Buyer is owned by Paul S. Gobble Jr. (65%) and Robert H. Morrison (35%). Gobble, and his sister, Frances G. Atkinson, own WMCT(AM) Mountain City, Tenn., where Morrison is also chief engineer. Action Nov. 9.

■ **WODI(AM)** Brookneal, Va. (1230 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Multi-Country Media Inc. to Solocom Inc. for \$114,000, comprising \$31,253 cash, and remainder note. Seller is owned by Alan L. Soper, who also owns WYDK(AM) Yadkinville, N.C. Buyer is owned by Digby Solomon (95%) and Ronald Solomon (5%). They are sons of Digby Anglin Solomon, who has interest in WJMA-AM-FM Orange, Va. Action Nov. 9.

New Stations

Actions

AM

■ **Leeds, Ala.**—Granted app. of SE/USA Broadcasting for 1030 khz; 10 kw-D; 1 kw-N. Address: Route 2, Box 11, Oakway Circle, Greenville, S.C. 29607. Principal is equally owned by William E. Garrison, Louis R. du Trel and Ronald D. Rackley. Action Nov. 9.

FM's

■ ***Notre Dame, Ind.**—Dismissed app. of Voice of the Fighting Irish for 89.3 mhz; .3 kw; HAAT: 84 ft. Address: LaFortune Student Center, Notre Dame, Ind. 46556. Action Nov. 7.

■ **Emporia, Kan.**—Granted app of Gregory R. Steckline



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for 101.7 mhz; 3 kw; HAAT: 300 ft. Address: Route 1, Box 94A, Garden Plains, Kan. 67050. Action Sept. 27.

■ *Lebanon, Mo.—Granted app. of Lebanon Educational Broadcasting Foundation for 89.9 mhz; .383 kw; HAAT: 158 ft. Address: 844 'A' Park Manor, 65536. Principal is charitable trust headed by Warren Smith, Eugene Smith and Vernie Smith. Action Nov. 8.

■ Salamanca, N.Y.—Returned app. for Odessa Communications for 101.3 mhz; 3 kw; HAAT: 1,594 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77700. Action Nov. 8.

■ *Youngstown, Ohio—Returned app. of Family Stations Inc. for 91.7 mhz; 3 kw; HAAT: 300 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Nov. 7.

■ Coudersport, Pa.—Granted app. of Farm and Home Broadcasting for 96.7 mhz; .473 kw; HAAT: 665 ft. Address: 9 South Main St., 16915. Principal is station group of five AM's and five FM's owned by Cary H. Simpson (68%) and 10 others. Action Oct. 24.

■ Bastrop, Tex.—Granted app. of Longcrier Communications Inc. for 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 8118 Raintree Pl., Austin, Tex. 78759. Principal is owned by H.L. Longcrier Jr. and family. It also owns KELG(AM) Elgin and KZEU(FM) Victoria, both Texas. Action Nov. 8.

■ Bastrop, Tex.—Dismissed app. of Sidney Eugene Turney for 107.1 mhz; 3 kw; HAAT: 235 ft. Address: Box 309, Burnet, Tex. 78611. Action Nov. 8.

TV's

■ Miami—Dismissed app. of Rene A. Lopez for ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,015 ft.; ant height above ground: 1,018 ft. Address: 365 NE 116 St., 33161. Action Nov. 9.

■ Block Island, R.I.—Dismissed app. of John J. Fuller and Jerrel E. Kautz for ch. 69; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 387 ft.; ant. height above ground: 483 ft. Ad-

change ERP to 23 kw and change HAAT to 682 ft. App. Nov. 16.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Seeks CP to change ERP to 1 kw. App. Nov. 15.

■ *KFGQ-FM (99.3 mhz) Boone, Iowa—Seeks CP to change ERP to 2.55 kw. App. Nov. 16.

■ *KUNI (90.9 mhz) Cedar Rapids, Iowa—Seeks mod. of lic. to install new transmission sys. App. Nov. 15.

■ WHRZ (97.7 mhz) Providence, Ky.—Seeks CP to change HAAT to 328 ft. App. Nov. 16.

■ *KDAQ (89.9 mhz) Shreveport, La.—Seeks CP to make changes in ant. sys. App. Nov. 16.

■ *WMED (98.7 mhz) Calais, Me.—Seeks CP to change SL to campus of Bangor Community College, Bangor, Me. App. Nov. 16.

■ WBLM (107.5 mhz) Lewiston, Me.—Seeks mod. of lic. to install new transmission sys. App. Nov. 13.

■ *WMEM (106.1 mhz) Presque Isle, Me.—Seeks CP to change SL. App. Nov. 16.

■ *WMEW (91.3 mhz) Waterville, Me.—Seeks CP to change SL. App. Nov. 16.

■ WHMP-FM (99.3 mhz) Northampton, Mass.—Seeks CP to change ERP to 2.4 kw and change HAAT to 360.144 ft. App. Nov. 15.

■ WKJR-FM (92.9 mhz) Cadillac, Mich.—Seeks CP to change HAAT to 1,020 ft. App. Nov. 16.

■ WLHT-FM (95.7 mhz) Grand Rapids, Mich.—Seeks CP to install aux. sys.; change TL; change ERP to 50 kw, and change HAAT to 311.6 ft. App. Nov. 16.

■ WLHT-FM (95.7 mhz) Grand Rapids, Mich.—Seeks CP to operate formerly authorized facilities aux. App. Nov. 13.

■ KEZZ (94.3 mhz) Aitkin, Minn.—Seeks CP to change HAAT to 328 ft. App. Nov. 16.

■ New (95.1 mhz) Bozeman, Mont.—Seeks CP to change TL and change HAAT to 220 ft. App. Nov. 15.

■ KKEI (103.1 mhz) Imperial, Neb.—Seeks CP to change TL and change HAAT to 208 ft. App. Nov. 16.

■ WHTZ (100.3 mhz) Newark, N.J.—Seeks CP to install aux. sys.; change ERP to 7 kw, and change HAAT to 1,240 ft. App. Nov. 16.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Seeks CP to change HAAT to 269 ft. App. Nov. 14.

■ WIMT (102.1 mhz) Lima, Ohio—Seeks CP to change ERP to 11 kw and change HAAT to 323 ft. App. Nov. 14.

■ WKBN-FM (98.9 mhz) Youngstown, Ohio—Seeks CP to change ERP to 5.9 kw. App. Nov. 15.

■ KINK (101.9 mhz) Portland, Ore.—Seeks CP to change HAAT to 1,674 ft. and make changes in ant. sys. App. Nov. 16.

■ *KRSD (88.1 mhz) Sioux Falls, S.D.—Seeks CP to change ERP to 1.26 kw; change HAAT to 183 ft., and make changes in ant. sys. App. Nov. 16.

■ *WEVL (89.9 mhz) Memphis, Tenn.—Seeks CP to change ERP to 12.59 kw; change HAAT to 245 ft., and change to non-DA. App. Nov. 16.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Seeks CP to change HAAT to 951.5 ft. App. Nov. 16.

■ *KOEM (88.3 mhz) Mesquite, Tex.—Seeks CP to change HAAT to 237 ft. App. Nov. 15.

■ KBUC-FM (107.5 mhz) San Antonio, Tex.—Seeks CP to operate formerly authorized facilities as aux. App. Nov. 15.

■ KBRD (103.7 mhz) Takoma, Wash.—Seeks CP to install aux. sys.; change ERP to 10 kw, and change HAAT to 547.46 ft. App. Nov. 16.

■ WKLC (105.1 mhz) St. Albans, W. Va.—Seeks mod. of lic. to install new transmission sys. App. Nov. 15.

■ KRQU (102.9 mhz) Laramie, Wyo.—Seeks CP to change ERP to 100 kw; change HAAT to 1,220 ft., and make changes in ant. sys. App. Nov. 16.

Actions

AM's

■ WHBB (1490 khz) Selma, Ala.—Granted app. to make changes in ant. sys. and change TL. Action Nov. 9.

■ WPCK (1290 khz) West Palm Beach, Fla.—Granted app. to make changes in ant. sys. Action Nov. 5.

■ KFGQ (1260 khz) Boone, Iowa—Granted app. to operate transmitter by remote control. Action Nov. 5.

■ WDGY (1130 khz) Minneapolis—Granted app. to operate transmitter by remote control. Action Nov. 5.

■ WZKY (1580 khz) Albemarle, N.C.—Granted app. to

Facilities Changes

Applications

AM's

Tendered

■ KTEK (1110 khz) Alvin, Tex.—Seeks CP to increase power to 2.5 kw and make changes in ant. sys. App. Nov. 14.

■ KRIZ (1420 khz) Renton, Wash.—Seeks CP to increase power to 1 kw and make changes in ant. sys. App. Nov. 14.

Accepted

■ WLTH (1370 khz) Gary, Ind.—Seeks mod. of lic. to operate by remote control. App. Nov. 13.

FM's

Accepted

■ KBEE-FM (103.3 mhz) Modesto, Calif.—Seeks CP to install aux. sys.; change TL; change ERP to 3.41 kw, and change HAAT to 59 ft. App. Nov. 15.

■ KOCM (103.1 mhz) Newport Beach, Calif.—Seeks CP to change ERP to 2.57 kw and change HAAT to 322 ft. App. Nov. 16.

■ KBEE-FM (97.1 mhz) Visalia, Calif.—Seeks CP to

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increase power to 1 kw. Action Nov. 9.

■ WARR (1520 khz) Warrenton, N.C.—Granted app. to increase power to 5 kw. Action Nov. 13.

■ WKGM (940 khz) Smithfield, Va.—Granted app. to add night service with 5 kw and install DA-2. Action Nov. 13.

FM's

■ KITS-FM (105.3 mhz) Pleasant Hill, Calif.—Granted app. to change TL. Action Nov. 13.

■ KBRQ-FM (105.1 mhz) Denver—Denied app. to change TL; change HAAT to 1,117 ft., and make changes in ant. sys. Action Nov. 5.

■ WQYK-FM (99.5 mhz) St. Petersburg, Fla.—Returned app. to change TL. Action Nov. 8.

■ *WMNF (88.5 mhz) Tampa, Fla.—Accepted for filing app. to change ERP to 100 kw and make changes in ant. sys. Action Nov. 8.

■ *WRAF (90.0 mhz) Toccoa Falls, Ga.—Granted app. to make changes in ant. sys. Action Nov. 5.

■ *WRRG (88.9 mhz) River Grove, Ill.—Dismissed app. to correct geographical coordinates. Action Nov. 1.

■ KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. to change TL; change HAAT to 1,214.4 ft., and make changes in ant. sys. Action Nov. 5.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,195 ft., and make changes in ant. sys. Action Nov. 2.

■ WYKZ (98.7 mhz) Beaufort, S.C.—Dismissed app. to change TL and make changes in ant. sys. Action Nov. 13.

TV's

■ WJTC (ch. 44) Pensacola, Fla.—Granted app. to change ERP to vis. 3,289 kw, aur. 328.9 kw and change HAAT to 1,493.2 ft. Action Nov. 9.

■ WTJR (ch. 16) Quincy, Ill.—Granted app. to change HAAT to 994.45 ft. and change TL. Action Nov. 2.

■ *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,601 ft., and make changes in ant. sys. Action Nov. 9.

■ WTZA (ch. 62) Kingston, N.Y.—Granted app. to change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,930 ft., and make changes in ant. sys. Action Nov. 5.

In Contest

The review board made the following decision:

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Rescheduled oral argument for Dec. 12 instead of Nov. 30. By letter, Nov. 5.

ALJ Joseph Chachkin made the following decisions:

Calumet, Mich. (Hometown Television Inc.) TV Proceeding. Granted motion for summary decision by Hometown and resolved air hazard issue in its favor. Granted Hometown's app. for a new TV station on ch. 5 at Calumet. By summary decision, Nov. 6.

Doylestown, Pa. (Central Bucks Broadcasting Co., et al.) AM Proceeding. Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Nov. 5.

*Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) TV Proceeding. Granted motion for summary decision by Family and resolved main studio issue in its favor. By MO&O, Nov. 7.

Lubbock, Tex. (Jerrico Broadcasting Inc., et al.) FM Proceeding. Granted motion by Barton Broadcasting Co. and dismissed apps. of Jeffico Broadcasting and Lela M. Officer with prejudice. By MO&O, Nov. 2.

ALJ John M. Frysiak made the following decisions:

Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted motion by Jamestown and dismissed Retherford's app. with prejudice; granted Jamestown's app. for a new TV station at Jamestown and terminated proceeding. By MO&O, Nov. 5.

Rotterdam, N.Y. (Women's Coalition for Better Broadcasting, et al.) FM Proceeding. By separate orders: granted motion for summary decision by MRLJ Enterprises and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Women's and John

D. and Terri A. Flanders with prejudice; granted MRLJ's app. for a new FM station at Rotterdam, and terminated proceeding. By MO&O, Nov. 5.

ALJ Byron E. Harrison made the following decisions:

Roswell, N.M. (KCB Associates, et al.) TV Proceeding. Granted motion for summary decision by Western Sun Broadcasting Co. and resolved air hazard issue in its favor. By order, Oct. 31.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Opal Thornton and resolved air hazard decision in her favor. By order, Oct. 31.

ALJ Edward J. Kuhlmann made the following decision:

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motion for summary decision by Radio South Dade Inc. and resolved air hazard issue in its favor; dismissed app. of LatineAmerican Broadcasting Corp. with prejudice for failure to prosecute. By MO&O, Nov. 5.

ALJ Edward Luton made the following decision:

Colonial Beach, Va. (Colonial Beach Broadcasting Inc. and Richey D. Adams, et al.) FM Proceeding. Granted joint request for settlement; dismissed Adam's app. with prejudice; granted Colonial's app. for a new FM station at Colonial Beach, and terminated proceeding. By MO&O, Nov. 5.

ALJ Walter C. Miller made the following decision:

El Paso and Clint, Tex. (Fina Broadcast House Corp., et al.) AM Proceeding. Granted joint request by Fina, El Paso Radio Corp., and El Paso County Broadcasting Co. for settlement agreement to merge El Paso Radio and El Paso County into El Paso Hispanic Broadcasting Co.; dismissed apps. of Fina and El Paso County with prejudice; conditionally granted El Paso Hispanic Broadcasting Co.'s app. for a new AM station at El Paso, and terminated proceeding. By MO&O, Oct. 31.

ALJ Joseph Stirmer made the following decision:

Amarillo, Tex. (Westwind Broadcasting, et al.) FM Proceeding. Granted joint requests by all applicants for settlement agreements; dismissed apps. of Logos Communications Corp., Rolling Plains Broadcasting Corp., Charles B. Cooper and Donald R. DePriest, Joint Venturers, Sugartime, and Golden Spread Communications with prejudice; granted Westwind's app. for a new FM station at Amarillo, and terminated proceeding. By MO&O, Nov. 1.

ALJ James F. Tierney made the following decisions:

Duluth, Minn. (Haynes Communications Co. and Duluth Media) TV Proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Duluth's app. for a new TV station at Duluth, and terminated proceeding. By MO&O, Nov. 5.

Klamath Falls, Ore. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted motion for joint request for settlement agreement; dismissed Telecrafter's app. with prejudice; granted Raleigh's app. for a new MDS station at Klamath Falls, and terminated proceeding. By MO&O, Nov. 2.

Call Letters

Applications

Call	Sought by
New FM	
KXOQ	Foster Broadcasting, Poplar Bluff, Mo
Existing AM	
WUEZ	WWJZ Emmet Broadcasting Co. of Florida Inc., Sanford, Fla
Existing TV	
KYVE	KYVE-TV Central Washington Association for Public Telecommunications Yakima Wash

Grants

Call	Assigned to
New AM's	
WGGD	Champlain Radio, Champlain, N.Y.
WSSP	Ciancy & Stork Communications Inc., Springfield, N.Y.
New FM	
*KCEB	Casper Educational Broadcasting, Casper, Wyo.
New TV	
WETG	Gannon University Broadcasting Inc., Erie, Pa.

Existing AM's

KISS	KPRZ Eleven Fifty Corp., Los Angeles
WFXI	WVSI U.S. Two Broadcasting Corp., Jupiter, Fla.
KBBK	KAYT Inland Broadcast Co., Rupert, Idaho
WHHT	WKSD First Orangeburg Investment Corp., Orangeburg, S.C.
KORO	KWKC Adams-Shelton Communications, Abilene, Tex.
WFNR	WNRB New River Broadcasting Corp., Christiansburg, Va.

Existing FM's

KISS-FM	KIIS Eleven Fifty Corp., Los Angeles
KWHO	KSQU Florence M. Gaskey, Weed, Calif.
WKTO	WVSI-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WRBZ-FM	WRTL-FM Capitol Communications of Illinois Inc., Rantoul, Ill.
KSPG-FM	KSPG KIKZ Inc., El Dorado, Kan.
KORO-FM	KORO Adams-Shelton Communications, Abilene, Tex.
KCCG-FM	KIKZ-FM Triple R. Broadcasting Inc., Seminole, Tex.
KYCN-FM	KWEP Pioneer Broadcasting Inc., Wheatland, Wyo.

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	535	26	561
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.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Major inspirational station, Southwest, seeking aggressive manager. Background in spot sales a must. Previous management experience not required, but preferred. Major Sunbelt opportunity. Send full resume and written particulars to Box A-9. All replies held in strictest confidence.

Growing broadcast group offers excellent opportunity for sales-oriented manager and strong local sales manager, medium-sized Southwest markets. Resume to Box A-10.

General manager. Person with strong sales record. New class A FM station, small Missouri market. Expanding 3-station group. Start now. Great opportunity for aggressive, results-oriented person. Resume to 60 West 4th Street, St. Paul, MN 55102.

Pittsburgh GSM. Unique opportunity with fast growing group at newly purchased FM. We need talented, qualified, hardworking GSM to hire, train, motivate staff. Knockout format to debut soon. Your chance to get in on ground floor! Knowledge of market helpful. Opportunity for advancement and equity participation possible for right person. Resumes only to S. Godofsky, c/o WYLF, 213 W. Commercial St., E. Rochester, NY 14445. EOE.

Manage our four person sales staff & with anticipated acquisition, you can become station manager within a year. Suburban market, Southwest. For details, call after 6 PM MST, 505-864-7496.

HELP WANTED SALES

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.

Lansing, Michigan - Christian station needs sales manager. Radio sales experience a must. Salary, commission & expenses. Great opportunity for right person. Fred Jacob, 615-521-6220. EOE.

Southwestern Ohio group owned station has two established five-figure lists available. We're a professional sales operation; clean, pleasant community. Ideal for small market winner ready to move up ladder. Commission vs. negotiable draw; benefits. Experienced radio salespeople only. Send resume/billing track record to Box A-82.

Selling sales manager. Small market AM/FM. Will consider top salesperson seeking first management challenge. Salary plus commission. Resume to WCDO/WSID, 75 Main St., Sidney, NY 13838.

Sales manager. Midwest medium market class B FM seeking exciting individual. Lead 4-person sales staff. Ability and performance will set your reward level. Write Box A-110.

HELP WANTED ANNOUNCERS

Sunbelt. Florida Gulf Coast. CHR-all hits format needs to fill positions of team-oriented program director and all air shifts. Resume, tape, checkable references, salary history in first letter please to Box 459. Columbia, MO 65201.

Lima, Ohio area adult contemporary FM needs experienced, mature morning DJ. Tape & resume to John Bulmer, WAXC, PO Box 146, Wapakoneta, OH 45895. WAXC, an equal opportunity employer.

Talk pro needed. Top 10 mkt. news/talk station seeks experienced, saleable, opinionated talk host who can be heavy & light. Don't send your resume first unless you have airchecks (which we'll request later) & ratings success to backup your talk experience. EOE/MF. Resumes only to Box A-97.

WHBC needs creative, mature, conversational air personality. Talk show interest a plus. 3 years' experience preferred. Box 9917, Canton, OH 44711. EOE. Minorities encouraged.

Houston's best contemporary Christian station needs afternoon person and morning news anchor pronto! T&R: Gem O'Brien, KGOL-FM, 8500-A Kirby Dr., Houston, TX 77054.

Great morning person leaving our Long Island station for national TV. Need outstanding, mature, experienced replacement. Adult format. Send tape/resume to WLIM, Woodside Ave., Patchogue, NY 11772. EOE.

Major station, top 5 market, seeks morning person. Morning experience required. Resumes only to Box A-120. AA/EOE.

Mature voices needed. 50,000-watt FM easy listening station, Cape Cod. Tapes/resumes to Kevin Casey, 278 South Sea Ave., West Yarmouth, MA 02673. Salary commensurate with experience. Health and med benefits provided. EOE.

HELP WANTED TECHNICAL

Immediate opening: large diversified media corporation seeks skilled chief engineer for Las Vegas power combo. Beautiful, new, well-equipped facility. Call Jim Austin, 702-386-5748. Equal opportunity employer.

Chief engineer. South Florida class C FM/directional AM. Expanding broadcast group seeks hands-on chief engineer. Opportunity to become corporate chief of engineering. Experience with directional AM's a must. Contact Rick Peters, 305-581-1580, or send resume to TK Communications, 3000 SW 60 Avenue, Fort Lauderdale, FL 33314. Equal opportunity/affirmative action employer.

FM broadcast engineer for Juneau, Alaska's public radio station. Candidate must be experienced in maintenance/installation techniques of stereo origination facility, including transmitter, microwave, audio translator, satellite technology. Opportunity to gain maintenance experience with state-of-the-art public television station. Position salaried; excellent benefits package including retirement plan. Supervised by assistant chief engineer. Send resume/references to Chief Engineer, KTOO-FM, 224 4th Street, Juneau, AK 99801. KTOO is an EOE. Position open until filled.

Chief engineer. Daytime AM/class B FM. Must have studio/transmitter experience. Resume to Ernie Winn, WIOB, P.O. Box 8605, Ann Arbor, MI 48107. EOE.

Assistant chief engineer. Major group-owned FM, Boston. We're looking for motivated self-starter who has strong background in studio/transmitter maintenance and design, as well as ability to communicate and supervise. Resume to Box A-125. EOE.

Chief engineer. University 100KW FM station, top 40 market. Salary depending on qualifications. Excellent benefits. 1st class license or SBC & experience as chief engineer preferred. Must be able to design, install, maintain two transmitters for studios and satellite downlink. Before December 14, 1984, send resume, transcripts or copies of certification, three letters of recommendation to Joyce Mounce, Personnel, Central State University, Edmond, OK 73034.

Wilmington's best AM-FM facilities need your experienced care. Let's talk about your needs. Operations Manager, WAA/WGNI, 919-763-6511. EOE.

HELP WANTED NEWS

AM/FM Midwestern combo, market of 150,000, seeks experienced news/sports director. Full compensation package. Tape, resume, references: Lance Armer, 11 W. 22, Hutchinson, KS 67554.

News person. Full service AM/FM combo, small resort market. Old established station, new facility. News counts here! Tape/resume/references to Chris Coffin, WVOS, PO Box 150, Liberty, NY 12754.

News director. Small Midwest market. Aggressive self-starter with nose for news. Experienced in researching, writing, actuality gathering, on-air presentation. Tape, resume, salary requirements to Chuck Van Cure, WLOI/WCOE, LaPorte, IN 46350, 219-362-5290.

Central Florida's premier suburban radio station forming full service news department. We're looking for dynamic news director who truly knows meaning of the word "local". T and R to WUEZ, 1516 East Celery, Sanford, FL 32771. EOE. M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Sports PBP/programming - WPOK/WJEZ seeks professional, minimum five years experience. Resume/tape to WPOK, 315 N. Mill, Pontiac, IL 61764.

Major Long Island, New York, radio station seeks qualified production/engineer with creative input and ability to work directly with talent and clients on commercials and PSAs. Resume to Program Director, WHLI/WKJY, 384 Clinton St., Hempstead, NY 11550. EOE-M/F.

Midwest traditional FM country station seeks take-charge person. Management, writing, production, air work. Experience required. Resume to Box A-116.

Associate producer (remote production). Duo-public radio station operation. Performs field mixing/recording (primarily music) and studio post-production. Requires experience, demonstrated skills in field production. \$10,920. Submit resume/non-returnable audition tape (with relevant mixing and announcing examples) to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203, no later than 4:30 PM 12/7/84.

Production manager. AM/FM ABC affiliate knows how valuable you really are. Work directly with VP and sales coordinator. Aggressive high energy sales force needs someone with creativity, common sense, good people skills. Excellent benefits/salary. Resume to Box A-127.

SITUATIONS WANTED MANAGEMENT

Bottom line oriented GM, strong in sales/promotion, seeks return to Midwest or Northeast small or medium market. Excellent track record/references. Box A-90.

General manager. Dedicated professional, 21 years successful broadcaster. Aggressively consistent in producing sales/profits. Take charge individual with strong organizational skills. Experience includes managing all markets. Producer with excellent credentials. Box A-96.

Major market PD/DJ. Programmed in California, Seattle, Houston. Knows adult contemporary, oldies, CHR, Christian formats. Will relocate. Now at KGOL, Houston. Frank Colbourn, 713-797-6500.

Accounting supervisor. Nine years' experience all accounting functions for diverse radio broadcasting & cable systems corporation. Successfully installed IBM computer system for accounting and personnel administration. BA; 3.0 GPA. Young executive committed to Broadcast industry. Jim, 313-540-5652.

Experienced general manager has built successful small market stations from ground up. Early thirties, family, presently employed. Indiana east to Virginia preferred; others considered. Box A-106.

GM. 30-years radio, all size markets. 15-years GM and owner. Successful all phases. Need larger market. Many references. Write Box A-115.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Employed, small market, Illinois. Looking, available now. Single. Good production, news. Days, 319-355-4212, Randy, 309-995-3989.

British DJ, "the swingin' Scot", seeking gig in major US market. Edinburgh-London experience. George Scott, Queensway House, 149 Sussex Gardens, Hyde Park, London, W2, England.

Female DJ. Good production, news. Entry level. Broadcasting graduate. Want Midwest. 319-355-4212 days, 319-322-9564, Diane.

B.J. the DJ returns! 23 yrs' experience. Soul, top 40. Seek manager/ops. mgr. 904—622-4713.

Announcer/sportscaster. Eight years experience. know rock format. Southern Rockies. West Coast leave messages. 303—651-1167

I'm a gamer who loves hard work. College grad looking for first break. Exp. in PBP 4 spts. Good production, enjoy working with community. For tape/resume, call Bill. 313—722-3556. Don't miss this opportunity

SITUATIONS WANTED SALES

Small markets! Experienced salesman/announcer available now! Air shift plus sales and production my forte. Dick Moff, 1106 Denver Ave., Dalhart, TX 79022. 806—249-6362

SITUATIONS WANTED NEWS

Major market anchor, formerly with KFWB, KFRC, WNEW. Seeking similar situation. 602—266-9229

Experienced, award-winning newsmen, recently magazine publisher/editor, desires reentry into broadcasting. Former radio news director. TV anchor. Good writer, strong interviewer. Seeks station with depth-oriented coverage. Doug Hickok, 400 Brookhaven Terrace, Austin, TX 78746; 512—328-0637

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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

Music producer. Studio producer seeking challenging position with established music production company. Over 6 yrs.' experience with jingles, TV soundtracks, music groups, more. Demo & resume available upon request. Box A-92

TELEVISION

HELP WANTED MANAGEMENT

Position available for dynamic individual with strong sales and management experience to be CEO of multistation TV company. Send resume to Box A-30.

Traffic manager - Excellent opportunity for ambitious person with good managerial skills to serve as traffic mgr., top CBS affiliate. CRT experience a must. Columbine system training preferred. EOE. Resume to WTVR-TV, 3301 West Broad St., Richmond VA 23230.

Promotion/public service director. WTVR-TV seeks creative person. Direct station's promotion and public service effort. Experience in TV promotion or advertising production work a must. Resume to James L. DeSchepper, Program-Operations Manager, WTVR-TV, 3301 W. Broad St., Richmond VA 23230. EOE, M/F.

WTNH-TV, New Haven, needs director of traffic and sales operations. Person must have minimum of 1 1/2 years' TV traffic and two years of computer experience. Call Don Gorman, General Sales Manager, 8 Elm Street, New Haven, CT 06510. 203—784-8888. Equal opportunity employer.

Operations manager. Require strong commercial, program news production background. Two years experience as production, commercial, or operations manager, or equivalent. Resume by December 10 to Personnel Director, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Promotion manager. Responsible for developing/executing campaigns in all media. Two years promotion experience or equivalent. Also need excellent writing skills, familiarity with production techniques in all media. Resume/sample of work by December 10 to Personnel Director, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

News director. Inspired leader for top-rated, group-owned, dominant news operation, medium size Western ADI. Ex-news directors have made it big in major markets; now time for someone else's opportunity. Candidate should have college degree, be currently employed in some television news department management role. Equal opportunity employer. Send resume to Box A-126.

General sales mgr. Hands-on manager. San Angelo, TX. If you demonstrate success in this mkt., will have opportunity to move up with mkt. as general mgr. or move to top 50 mkts. Excellent salary/benefits; multi-operator. Resume to PO Box 27206, Houston TX 77027.

HELP WANTED SALES

TV salesperson! Immediate opening. Aggressive NE small market network affiliate looking for experienced professional salesperson. Agency and direct calling. Emphasis on new business development. Excellent commission structure; ample rewards for performance. Resume to Steve Rozov, Local Sales Manager, WNEE-TV, P.O. Box 1310, White River Junction, VT 05001.

TV sales manager. Network affiliate, Mid-Atlantic region. Experience in national/regional business and supervision of local sales staff necessary. Good opportunity to grow with growing company. Excellent compensation/benefit package. Please send resume to Box A-100. EOE/MF.

General sales manager. KTVN, group owned CBS affiliate, Reno, Nevada. Qualifications must include minimum 3 years' local and 2 years national television experience. Individual must be a good leader, self-starter, have experience in marketing, pricing, inventory control. Additionally, this person must show very successful background in sales achievements and present ideas for new areas for sales development. For all of this, we offer rewarding career with outstanding growth station. Resume to Dennis Siewert, General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89505. Equal opportunity employer.

Account executive. Strong ABC affiliate, major Southeast market, seeks experienced professional. Previous broadcast sales experience required, with strong track record in agency, in development of new direct business, and in television vendor support programs. Must have management potential, be well-versed in research/rating information. Minimum 3 years' television sales experience required. Send resume to Box A-12. EOE.

HELP WANTED TECHNICAL

Need immediately—transmitter supervisor. Three-station Wyoming Network. Must be strong in RF and microwave systems. Experience with Townsend, RCA, Macom a plus. Salary negotiable. Reply in confidence to Chief Engineer, KCWY-TV, Box 170, Casper, WY 82602.

Engineer. Hands-on chief engineer. Mid-Atlantic UHF affiliate. Studio/transmitter maintenance experience required. Salary \$27-33,000, commensurate with ability. Fringe benefits. Replies confidential. Equal opportunity employer. Please reply Box A-56.

Master control switcher. CBS affiliate, Fairbanks, Alaska. One year's experience, plus references. We're a small market, but great place to live. Call Kit Cleworth, 907—452-5121, 11-6 PM, PST. KTVF, P.O. Box 950, Fairbanks, AK 99701. EOE.

Electronic systems technician. FCC general license, four years experience, technical responsibility for operations maintenance of television, radio station systems, components. Electronics course of study or two year degree. Broadband, satellite, ITFS knowledge, studio production experience. Bloomsburg University, Bloomsburg, PA 17815. Dr. Fradkin, 717—389-1748. Closing December 18. BU, an AA/EOE.

Sunbelt ETV network, Arkansas, seeking experienced director of engineering. Administer staff of 28, operating 5 stations interconnected by microwave and maintaining operations-production center. Candidates should have five years' engineering supervisory experience in TV broadcasting, including goal setting/planning, personnel management, budget preparation/monitoring, equipment specification, evaluation. BS/EE degree required; MS/EE preferred. Salary: DOE. Qualified candidates should send letter of application, resume, three professional references, salary history by December 1 to Personnel Director, AETN, Box 1250, Conway, AR 72032. AETN, an AA/EOE.

Maintenance engineer. Progressive Florida VHF seeks experienced engineer. Resume: Chief Eng., WJHG, Box 2349, Panama City, FL 32402.

TV maintenance engineer with chief engineering qualifications. Microwave and translator systems experience required. Reply to Weldon Paulsen, DOE, MTN, Box 2557, Billings, MT 59103.

Chief engineer. Full power UHF start-up, to sign on in 1985, needs chief engineer now! In Tennessee, serving 85th market. Write WETO-TV, Box 1074, Greeneville, TN 37744. 615—639-4266.

Maintenance engineer - major Florida post production facility, with latest digital equipment, has opening for talented, self-motivated television engineer. Must have strong maintenance skills, & digital experience. Beautiful facility, friendly atmosphere. Call Bruce Graham, Chief Engineer, 305—920-0800.

Maintenance technician. Midwest ABC affiliate seeking experienced maintenance person. Service ENG and studio equipment. Resume/salary requirements in confidence to Michael Laemers, Vice Pres. of Engineering, WUHQ-TV, P.O. Box 1616, Battle Creek, MI 49016. EOE/M-F.

Director engineering technical administration. VHF television station, highly competitive top 20 market. Ideal candidate will possess at least ten years experience in broadcasting, strong administrative/interpersonal skills, extensive knowledge of all technical aspects of television station operations, exceptional ability in long range facilities/capital planning. Equal opportunity employer. Resume to Box A-14.

HELP WANTED NEWS

Weathercaster. We're situated in delightful mid-sized market, Northeast, with superior quality of life and we're accepting applications for weather person. We want enthusiasm, brightness, imagination, ability to communicate, and knowledge of weather. Incidentally, we're in a fascinating weather area, we're a network affiliate, and we're the leading station in town. Add to that our ideal work environment with great people/good benefits. Applicants should have on-air experience. Resume, tape, required salary range to Box 65720, Washington, DC 20035. Equal opportunity employer.

Assistant news director. Excellent editorial skills, maturity of judgement, ability to motivate/train staff. VHF, good Texas market. EOE. Resume to Box A-49.

Reporter qualified to handle general news assignments + weekend sports and/or weather reports. South Texas VHF. EOE. Resume to Box A-50.

Sunbelt medium market needs assistant sports director. Report three days a week, anchor weekends. Two years television experience a must. Tape, resume, writing samples, salary requirements: Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102.

News producer. Group owned station, 30's market, looking for top notch person. Produce state of the art newscasts. Must be good writer. Not looking for show stacker. Minimum 3 years experience. Tape/resume to Gary Long, VP/News, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EOE.

Executive producers & producers needed. Tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

South Florida affiliate needs creative news photographer/editor. 2 years' experience minimum. Top-notch operation: visual emphasis. Tape/resume to WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

California Oregon Broadcasting Investments, (which includes radio and television stations in southern Oregon and northern California), accepting applications for news directors. Excellent supervisory experience and skills necessary. Job includes day-to-day "hands-on" duties. Please send resumes only to California Oregon Broadcasting Investments, Inc., P.O. Box 5M, Medford, OR 97501, attn: Pat Mullin.

General assignment reporter. Group owned station, 30's market, seeks creative reporter. Live experience essential. Minimum 2 years experience. Tape/resume to Gary Long, VP/News, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EOE.

Anchor/reporter. 100 + market seeks experienced anchor-reporter. We're losing a good one; you must be of equal ability. Resume/salary requirements to Box A-107. EOE.

Photographer/editor. 100 + market wants someone who already knows the ropes. Resume/salary requirements to Box A-108. EOE.

News producer: competitive news department has opening for qualified news producer, minimum 2 years' experience. Responsible for editing copy and organizing daily 1/2 hour newscast M-F/ 1:30 P.M. - 11:00 P.M. Creative writing/journalism skills must. Soon-to-be top 50 market, in Southwest. Salary commensurate with experience. Resume to Box A-119.

Small Sunbelt market seeks news director/anchor. Top-rated newscast. Female & minority encouraged. Resume only to Box A-121. EOE.

Assignment editor. Must be experienced. Will consider assistant ready to move up. Minimum one year assignment experience. No beginners. Not interested in frustrated reporters. Small Northwest market. Contact John Doyle, KVAL-TV, P.O. Box 1313, Eugene, OR 97440. Resume and complete information. Sample tape helpful. No phone calls. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion managers, assistants, writer/producers. Six large markets. Send resume/reel: VP Promotion, Gannett Broadcasting Group, 1611 W. Peachtree St., Atlanta, GA 30309.

Sunbelt program manager. Exciting opportunity for income-generating person with mid-market experience. excellent people skills, creativity, real management ability. Resume/salary requirements to Personnel Manager, WPEC-TV12, Fairfield Drive, West Palm Beach, FL 33407. EOE. M/F.

Producer/director/videographer - Top 60 CBS affiliate seeks creative person. Shoot, edit & direct station promotions/commercials. Minimum 2 years experience. Resume/tape: Jack Rowley, Production Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE/M/F. No phone calls.

Fulltime TV specialist. Plan/produce/budget audio, video material for commercials/industrials. Generate ideas, research, plan media outlets and budgets. 6 months' professional experience. BA in communication, visual arts required. \$11.50/hr. Send this ad and resume to Job #2-14121, Box 15102, Los Angeles, CA 90015. Reply within 10 days.

Film colorist: experienced person only. Major mid Atlantic teleproduction facility adding a film to tape room. Resume to Hal Lipman, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. EOE/M-F.

Instructional television producer (information officer). Produce instructional programs for KUSD-TV and South Dakota Public Television Network which includes elementary, secondary, adult education. Bachelor's degree in broadcasting, English, or education & three years' progressively responsible experience in TV production or acceptable equivalent combination required. Preference given for direct experience in instructional broadcast television, editing skills, writing skills, proven research abilities. Salary \$14,477 - \$16,308. Application deadline December 7, 1984. Reply: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. Equal opportunity employer.

Associate director of research, PBS. Television audience researchers are invited to apply for newly created PBS position, associate director of research. Principal responsibilities include start-up of PBS's automated program carriage system, management of present carriage system until new system phased in, and preparation of various station audience reports. Ability to organize/manage computer data systems essential. Candidates should also possess strong analytical skills, understanding of television audience survey methods, and be able to write clearly/concise. Background should include at least five years' experience in audience research, with graduate degree in mass communications or similar field. Send resume and salary history to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

Where are you? You are computer literate, expert in statistics, questionnaire development & broadcast ratings. You have strong written and verbal communication/presentation skills. You have passion for detail and are so well organized that others call you boring. You are self-starter, chronic over-achiever, extremely goal-oriented. You have a Bachelor's degree in business or marketing or equivalent in experience with research programs. Also, you can definitely take a joke. Position closes December 28, 1984. Write soon, we need you. EOE. Letter/resume to Box A-105.

Producer/host - experienced on-air talent (self-starter). Produce/host early morning, live, 1-hour information/news program beginning o/a April 1, 1985. Top 50 market, mid-east, net affiliate. EOE. Resume/salary requirements to Box A-109.

Writer/producer. Medium market, Pacific Northwest, seeks creative sparkplug to join our staff. New production facility. Applicants must have no less than 2 years' commercial production experience; heavy emphasis as EFP director/camera operator. Ability to work well with clients a must. Resume & tape to David Priest, Production Manager, KBCI-TV, 1007 Jefferson Street, Boise, ID 83702. EOE.

Promotion director. Senior level position currently available for person possessing experience in broadcast promotion, publicity, advertising, public relations. Person should have in-depth knowledge of San Francisco area media and publicity resources and/or in-depth knowledge of public broadcasting and national publicity campaign planning and execution. Minimum 5 years' experience required. Salary negotiable. Resume to KQED Personnel Dept., 500 8th St., San Francisco, CA 94103. Applications accepted until 11/30/84. EOE.

Field production camera-operator: Applicant must be experienced in all aspects of local commercial production. Creativity, organizational, management skills are required. Minimum 2 years' experience. Resume/tape to Jan Stanley, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Research director. Seeking research director or research analyst ready to move up. Must have good working knowledge of ratings as they relate to sales, marketing statistics, sales billing trends, diary translations. Possibility to move into sales. Group ownership Media General's WJKS-TV (NBC), Jacksonville, FL (rank 63), looking for such a person. Salary commensurate with experience. Write Karen Heniger, GSM, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. EOE.

SITUATIONS WANTED MANAGEMENT

Local sales pro working in top 10 market. 9 years' sales experience w/NY rep. experience. Seek national or local sales manager's position, top 50 market. Box A-87.

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.

VP operations/programming: Strong professional manager-administrator. Currently employed, 14 years at same station, 27 years in industry. Practical experience working/supervising all areas station operation. Seeking new challenge. Reply Box A-122.

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, departmental budgeting from scratch. Please reply Box A-101.

SITUATIONS WANTED NEWS

High energy top 50 market reporter/anchor. 5 years experience. 717-291-4539, Joe.

Attention small/medium market news directors: Proven, experienced, presently employed top 20 market writer/assignment editor seeks growth opportunity towards news producing. Incredible references from top news people. Available immediately. I'm the hard working, dedicated professional you need. Let's talk. Box A-84.

Anchor/reporter, large market radio station, seeks assignment desk and/or reporter position. Great ability to dig deep into a story & develop it. Membership with American Meteorological Society as well. Will call you after you write Box A-85.

Managing editor, medium market, ready to move up as news director or assistant news director. Box A-89.

Small markets! ND or anchor/ND position sought by ten year reporter/anchor pro. People skills. Community involved. 616-381-7724.

Meteorologist. Experienced in top 50 market, looking for number 1 or 2 position, smaller market size. Outstanding forecasting skills, professional, enthusiastic, dedicated, hardworking. Gary, 513-352-5084.

Ambitious, young, recent CSB - Farmington grad seeks 1st broadcast writing position in setting with many advancement opportunities. Have been writing since 5th grade - news stories to term papers. For you, I'll write news that'll make your ratings soar. I can & will do it, if given a chance. Prefer warm climate; will go anywhere; money no object. Call Bill Wierzbinski now, 203-526-2934, after 8 AM EST.

Class act cable reporter/anchor wants reporter job with network affiliate. Ivy League, Medill Master's. Great writer. Aggressive, pretty. Can shoot/edit. Box A-104.

Female meteorologist. Three years top 30 market experience. Highly skilled in computer graphics. Seeking morning/noon weather position. Write Box A-124.

Small market reporter wants to relocate. Strong writing skills. JSL, 2203 Judd #4, Fairbanks, AK 99701, 907-452-7598.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Newscast director. Currently directing weekday early & late in medium market, seeking larger market. 7 years experience with news. Box A-91.

Music producer. Studio producer seeking challenging position with established music production company. Over 6 yrs.' experience with jingles, TV soundtracks, music groups, more. Demo & resume available upon request. Box A-93.

Star search '85. Seeking a star performer for your team? Recent college grad seeks entry level job, NY area. Hard worker! Steven Droge, 19 Hiview Rd., Wappingers Falls, NY 12590, 914-297-9295, 6 - 11 PM EST.

ENG photographer - news - production - editing. 3 1/2 years' experience Washington, DC market. Work also distributed in top ten markets. Promo. and spots. copywriting experience, will relocate. Box A-117.

Kutztown University of Pennsylvania graduate seeking entry-level position, small-medium market, Northeast. Experienced all aspects of studio, commercial, remote production. Background in cable, journalism, and radio. Raymond J. Sirednak, RD #1, Box 1809, Acme, PA 15610, 412-423-3540.

Female aerobics instructor for TV show. Shapely, energetic, attractive. Will relocate. Box A-128.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Communications director. New Diocesan position. Official liaison with electronic, print media; supervises all public relations. Resume/salary history to Department of Planning, Diocese of Memphis, POB 41679, Memphis, TN 38174-1679.

HELP WANTED SALES

Experienced sales person wanted. Sell production libraries, station ID's, commercial concepts to radio and TV retailers. Extensive travel required. Excellent benefits and base - Fortune 500 company. Send introductory letter/resume to Dick Denham, General Manager, I/D Library Division, Media General Broadcast Services, Inc., 2714 Union Extended, Memphis, TN 38112. EOE.

Television Systems & Services, fast-growing, friendly TV equipment supplier, looking for a few good people. We need Northeast sales manager, Southeast sales manager, & home office sales manager. If you have had 5 or more years in television engineering, good knowledge of current practices, enjoy dealing with people, are established in Northeast or Southeast or want to live in Austin, Texas, give us a call for information or discussions. 800-531-5143; 800-252-8286.

HELP WANTED INSTRUCTION

Mass communications—Generalist for 15-faculty BA/MA program at Jesuit University. Ph.D. or ABD, or M.A. with extensive experience. Specialization in at least two of the following areas: advertising, broadcast journalism, magazine journalism, advanced writing/reporting, quantitative teaching/research. Graduate and undergraduate teaching. Vacancy August, 1985. Send letter/resume to Prof. James F. Scotton, Search Committee Chair, College of Journalism, Marquette University, Milwaukee, WI 53233. Deadline January 15, 1985, or until filled. Equal opportunity/affirmative action employer.

Vacancy: communication arts. Instructor/assistant professor of telecommunications. Successful applicant will teach such courses as television production, broadcast journalism, ENG/EPF. Will also supervise operation of campus community cable TV station, prepare college promotional material. Salary negotiable; additional compensation possible through Summer work. Applicants with Ph.D. preferred; those with Master's degree will be considered. Candidate is expected to have both teaching and broadcasting experience. Interested persons send cover letter, resume, three current letters of recommendation to Dr. Walter E. Scheid, Chairman, Communication Arts Department, Westminster College, New Wilmington, PA 16172. Position will begin Fall term, 1985; closing date for applications: January 31, 1985. Westminster, an AA/EEO.

Graduate assistantships in new M.A. program prepares students for telecommunications leadership positions. Twelve-month appointments begin July 1, 1985. Half-time stipend (\$7,000) includes tuition waiver for four terms. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are assigned to writing, performance, production courses. Research assistants are assigned to faculty projects. Inquiries to Dr. Frank W. Oglesbee, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EEO.

Associate dean for graduate studies. University of Alabama is expanding graduate offerings in communication. Ph.D. proposal in progress, strong M.A. programs in place. Person will have associate or full professor rank, will coordinate graduate studies in school which offers Master's degrees in broadcast/film, advertising/PR, journalism, and speech communication. New building, research center with variety of computer and other resources, productive faculty, excellent pay and benefits make this an excellent opportunity. Graduate enrollment at 50 should reach 100 in few years. Applicants must have doctorate and strong teaching/research record. Send letter, vita, three letters of recommendation to Dean Ed Mullins, Associate Dean Search Committee, School of Communication, Box 1482, University, AL 35486. The University of Alabama, an equal opportunity/affirmative action employer.

Faculty positions in telecommunications. The department of telecommunications, Indiana University, seeks applicants for (1) new faculty position, rank of assistant professor, tenure track, (2) visiting assistant professor, non-tenure track, both beginning August 15, 1985. Salary highly competitive, dependent on qualifications. Qualifications: (1) earned terminal degree or equivalent professional achievement, (2) university-level teaching experience, (3) commitment to research/scholarly publication, (4) teaching and research interests in one or more of the areas of telecommunications management, economics, policy or history; electronic journalism, or advertising. Bloomington campus of Indiana University is 50 miles south of Indianapolis, enrolls approximately 33,000 students. There are 21 faculty in the department who teach 700 telecommunications undergraduate majors and approximately 55 MS, MA, and PhD students. The program enjoys high national recognition in mass media effects, management, law, production. Applicants should submit (1) transcripts of graduate course work, (2) vita describing previous teaching, research, professional experience, (3) three letters of recommendation submitted directly by references or from placement services. Applications received by January 11, 1985, are assured full consideration. Please address questions and application materials to Dr. Don Agostino, Chairman, Department of Telecommunications, Radio-TV Center, Room 101, Bloomington, IN 47405. Indiana University, an equal opportunity/affirmative action employer.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach courses in two or more of the following areas: qualitative and quantitative research methods, media writing, media management, media economics, history, criticism. This is new position, in growing program. Ph.D. or near in communication and successful teaching required. Will also provide leadership in program development. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Dr. Ben Crane, Chairperson, Media Generalist Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach/develop advertising, public relations, AD/PR research courses. This is new position, in growing program. Ph.D. or near preferred. Master's degree with significant professional experience considered. Successful teaching essential. Rank and salary open, depending on qualifications. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Mr. Howard Cogan, Chairperson, AD/PR Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach electronic journalism. This is new position, in growing program. Rank and salary open, depending on experience/qualifications. Ph.D. or near desired. Master's degree with significant and relevant professional experience considered. Duties will include teaching and development of undergraduate courses in electronic journalism, such as newswriting, production, and management; serve as advisor in news and information to the school's three co-curricular broadcast facilities. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Dr. Wenmouth Williams, Jr., Electronic News Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Department head. The department of film and television production, Montana State University, invites nominations and applications for position of department head. Tenure track position. Department head promotes dedicated, enthusiastic, innovative teaching; encourages professional faculty development; secures financial support for department; manages departmental fiscal affairs; plans for future development; represents department to the college, university, public. The B.S. degree-granting department, one of five units in the college of arts and architecture, is charged with academic responsibility for production-oriented curriculum in motion pictures, television and photography. Enrollment in department is 300 students. Montana State University, a land grant institution of 11,000 students located in beautiful setting north of Yellowstone Park. New facility houses the department, film and television services center, and KUSM-TV. Administrative qualifications: provide evidence of successful experience in academic administration including strong leadership as well as supervisory/planning capabilities; demonstrate understanding of the role of the arts in university setting; have ability to perform successfully in academic and public relations, recruitment, development. Creative activity: have prominent national or regional record of exhibition or publication in motion pictures, television, or photography. Teaching: provide evidence of excellence in teaching at college level in photography, motion pictures, or television. Applicant must be eligible for associate or full professor rank. Education: possess appropriate terminal degree in one of the department's areas of emphasis; demonstrate promise of continued professional growth. Salary: \$35,000 - \$42,000. Starting date: July 1, 1985. Letters of application and vitae, including names of three references should be addressed to Chair, Department Head Search Committee, MSU, Department of Film and Television, Bozeman, MT 59717. Closing date: January 15, 1985. Montana State University, an equal opportunity/affirmative action employer, encourages applications from female, minority and disabled persons.

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.

Used 5kw UHF Transmitter. Must be reliable. Our channel is 53. 513-593-8775; Box 356, Bellefontaine, OH 43311.

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, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Walter Price, Bill Martin, Bob Martins, or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

You pay too much if you are not getting your new, double shielded, sweep tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

Own a transportable satellite uplink. Fully redundant, advanced electronics, standby power, test equipment, 2 degree spacing antenna, 30 day delivery. Before you spend more, call American Uplinks: outside Colorado 800-525-9999; inside Colorado 303-567-4628.

Transmitter-RCA TT50AH, spares, make offer. Barry Taylor, 305-325-2343.

Cameras-Norelco PC-70, preamps, lenses. Make offer. Barry Taylor, 305-325-2343.

IGM Model 750 automation system which includes 1 DEC PDP/8M 16K computer, 1 Infoton CRT terminal, 1 ASR 33 teletype terminal w/paper reader/punch, 1 print only teletype terminal, 1 DEC TU56 dual tape drive, 7 random access carousels, 3 random access 48 tray Instacarts, 1 Revox A-77 reel to reel, 1 voice tracking channel, 2 time announce channels (AM-PM), 1 temperature announce channel, 1 network channel, 6 equipment racks, 2 record centers for tone insertion, set for spare audio and control boards. Contact Darryl Jacobs, Chief Engineer, WBMX-AM-FM, 312-626-1030.

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.

Harris FM-20H3 (1977), 20kw FM, on air, portable studio desk w/2 QRK trnbls & 8 ch. stereo board. ITA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215-379-6585.

1kw AM RCA BTA-1R, good condition. Call M. Cooper/Transcom Corp., 215-379-6585.

Cetec 7000 automation system-complete, all you need to automate your station-system's up and running for your easy checkout. Only \$30K. Save over 50% of original cost. Contact David Lykes or David Brant, 512-423-3910.

For immediate sale. Cetec 2000 8-ch. stereo audio console. As new, never installed! Must sell. \$2,750. Zenith data systems Z151, IBM compatible computer system with everything. 1 demo, 1 new in box. Call for price. 619-270-6878.

RCA 25kw transmitter amplifier \$5,000 Ampex 2" 2000B with monitors—\$17,000 or best offer New 26' trailer (tow behind pickup). Complete studio. 3 camera, Cannon lens. Cost \$110,000. will sell for \$85,000 Teleprompter \$4,500. 2—3/4" Sony recorders with editor no. 5050. 616—363-9298.

RCA TK-44A color cameras. Five recently removed from service. Excellent working condition. Cameras include tubes, lenses, heads, pedestals, scopes, monitors, consoles. Many spare parts including additional cable. Will include Birns & Sawyer crane with purchase of all five cameras. Contact Wendell Wyborny, VP/Chief Engineer, KRIV-TV, Houston, TX. 713—626-2610.

CMX Edge editing system with three Sony BVU-200B's, two BVT-1000 TBC's, Panasonic AS-6100 switcher, WV-5203 monitor, audio mixer. E. J. Stewart, Inc., 215—626-6500.

TR-50, TK-27/28 islands, TK-44s, Topaz inverters, TP-66s, TR-800 1" VTR, ESP-750 frame store, Light Finger editor, Microtime 2020, Panasonic WJ4600/4600A switcher, Computer image switcher, TR-60s, TK76, much, much more. Media Concepts, 919—977-3600.

New satellite earth station downlinks, for radio and television stations. State nets, CNN, Mutual, SMN (less demodulator), 2.6 to 5-meter dishes; polar mounts and power positioners in stock. Prices starting at \$1800. Complete ABC, CBS digital systems, less than \$9000. FOB Somerset, KY. Performance guaranteed. Leasing available. Will do turn-key. Joe Alcorn, Somerset Electronics Company, 606—679-7962.

10 RCA TK-630 color cameras. Complete with tubes, lens, control cables. Many spares available. Eric Address, E. J. Stewart, Inc., 215—626-6500.

TV-81 camera cable. 20,000 feet. Various lengths. All good. Eric Address, E. J. Stewart, Inc., 215—626-6500.

Videocassettes, half price! Master stock quality U-matic blanks. Chyron evaluated, delabled, erased, fully guaranteed! Albums included. Prices: KCA-60's \$12.49; KCA-30's \$9.49; mini KCS-20's \$7.49; mini MBU-18's \$8.49; KCA-10's \$6.99. 1" and 2" videotape also available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301—845-8888.

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.

RADIO

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, 516—475-5200. EOE, M/F.

AmericanMediaInc

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BROADCASTING'S
Classified Advertising**

Help Wanted Management Continued

GENERAL MANAGER WRTI-FM

20,000 watt non-commercial station owned and operated by Temple University. Primarily jazz music format with sports, news and information. General Manager is responsible for the overall administration, budget and management of the station, including FCC compliance, liaison with station's Washington, DC Attorney. Has supervisory responsibility for full time engineering staff and other professional staff. Also has oversight for students and volunteer personnel. Responsible for developing plan of University-wide involvement in station's policy; also works with an advisory board chaired by the Dean of The School of Communications and Theater.

REQUIREMENTS—Bachelor's Degree with at least 5-10 years experience in broadcasting and management. Some development, fund raising experience, preferable. Instructional skills in general broadcast competencies to conduct workshops and seminars. Strong interpersonal relationship skills necessary. Experience and contacts with professional organizations preferred. Working knowledge of broadcast law. Must be able to relate well to faculty, students and community groups and organizations, as well as music and radio industry professionals.

Applications should be received by December 15, 1984.

Please send to: Ellen Scheitrum, Personnel Services, Room 203 USB, 1601 North Broad St., Phila., PA 19122.



TEMPLE UNIVERSITY

Equal Opportunity Employer

STATION MANAGER CHRISTIAN RADIO GROUP

Mid-America Gospel Radio Network now accepting applications for station manager for Albuquerque, NM's new commercial Christian AM station, KXAK. The person we hire will have 2-4 years' experience in Christian radio; will have had exposure to sales, administration, accounting, logs, FCC requirements, on-air duties, general station activities.

- should be active member of Christian community.
- will be team player, capable of rapidly adapting to our marketing and administrative system.
- will be self-motivated, self-starting, self-disciplined, and effective organizer.

Interested applicants should be very sales-oriented; prior management level experience helpful. Our systematized administrative system frees our local managers to devote the bulk of their work day to sales of local time-strip and spot commercials.

Outstanding sales performance by our manager will earn her/him additional income through network's profit-sharing compensation plan. Thus, acceptable applicants must be very sales-oriented.

All responses treated confidentially. Resumes are now being accepted. Write to:

**George Spicer
Mid-America Gospel Radio Network
1817 N. Third St., Ste. 202
Phoenix, AZ 85004**

**THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106**

Help Wanted Management Continued

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, incentives. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772, 516-475-5200. EOE, M/F.

AmericanMediaInc

Help Wanted Sales

Account Executives

Katz Radio—America's largest national Radio representative is looking for accomplished and aggressive sales executives to fill current and expansion openings in Katz Radio offices across the country. If you have:

- a proven track record in medium to major market Radio Sales
- strong agency experience
- and, research and organizational skills to match

Send resume in confidence to: Dick Romanick, Vice President, General Sales Manager, Katz Radio, 1 Dag Hammarskjold Plaza, New York, NY 10017, or phone (212) 572-5560 between 9-5, Mon.-Fri. Katz Communications is an Equal Opportunity Employer.

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz Radio. The Best.

GENERAL SALES MANAGER

This is probably the most lucrative sales manager position offered anywhere. Interested & qualified applicants please send letter and resume to:

Box Z-131

Help Wanted Sales Continued

SALES MANAGER

This is what we offer to the experienced, motivated person we're seeking to head our radio station sales staff:

- High income plus complete benefit package.
- Professional work environment.
- Member of large & growing broadcast group.
- Station revenue \$4 million.
- 9-person sales staff.
- Total computerization of all sales functions.
- Leading audience shares.

What do you offer? Send letter and resume to:

Box A-113

Help Wanted Programing, Production, Others

PROMOTIONAL DIRECTOR

Genuine opportunity to work with 1 of the brightest promotional minds in all radio. Experienced persons send letter/resume to Box Z-132.

Situations Wanted News

TOP NOTCH NEW YORK CITY SPORTSCASTER!

50,000 watt sports director for 7 years until squeezed out in format change. Now freelancing with network as well as network O and O. Seeking sportscasting position, major market only. Personable, experienced, opinionated. A proven winner. Expert play-by-play. Willing to relocate. Airchecks available immediately. Send inquiries to Box A-114.

TELEVISION Help Wanted News

PRODUCER/REPORTER

Tired of daily news grind? Sick of v/o sound bites and cramming 5 minutes into 1:10? MONTAGE, WTVJ's award-winning newsmagazine, may be your next move. Need aggressive producer/reporter who will generate his/her own mini-docs & can write. Winning attitude a must. EOE. Resume to J. Brian Gadinsky, c/o MONTAGE, 316 N. Miami Ave., Miami, FL 33128.

Help Wanted News Continued

TV NEWS ASSIGNMENT EDITOR

Perfect opportunity for medium market TV news assignment editor to move into top 5 market. Reports to our assignment manager. You will supervise desk staff and field crews. If you have minimum 3 years' TV news assignment editor experience, and are a strong decision maker, send resume/letter to Box A-133. EOE.

Help Wanted Programing, Production, Others

PROGRAM PRODUCER

WTVF, Nashville, seeking local hour/live magazine format show producer. Person must have excellent writing & research abilities, previous experience producing similar format programs, be aggressive self-starter. Resumes, tapes to Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. Equal opportunity employer, M/F.

Help Wanted Management

DESIGN SERVICES MANAGER

You're a rare breed, but we know you're out there!

If you produce electronic graphics (hands on!), are picky about your printed pieces, beat deadlines, design lots of sets, are a proven manager and believe hard work is fun, then join our hot-shot creative team as Design Services Manager at the best station in the country!
Let's see your stuff!

Ann Pace

WJXT-TV4

P.O. Box 5270

Jacksonville, FL 32207

WJXT is a Post-Newsweek station and an equal opportunity employer.

Help Wanted Management Continued

PRESIDENT

TV group owner seeks president and COO. Manage 4-station group. Emphasis on building sales/improving bottom line. Stations are network affiliates, Midwest. Strong management background needed. Potential for equity participation. All replies confidential. Letter/resume to Box A-118.

Help Wanted Technical

ENGINEERING SUPERVISOR

East Coast top 10 network affiliate seeks experienced engineering supervisor with full production engineering background. Top pay & benefits.

Please send resume, in confidence, to Box A-83. Equal opportunity employer. Minorities and females encouraged to apply.

Situations Wanted Programing, Production, Others

CMX OPERATOR

College graduate seeks entry level position with television station, corporation, or video production company using CMX 340X or CMX 3400. Contact Charles Mills, 312 N. First Street, Vandalia, IL 62471; 618-283-0996. Demo available to reputable inquiries.

Miscellaneous

SMALL MARKET RADIO OPERATORS

The time for you to switch to a computer is here. Don't deal with big guys. I own and manage small market station in Iowa, have developed computer software that fits a small mkt station like a glove. Get daily sales goal reports for each salesperson, eliminate the flow of paper in your station because it's all in an inexpensive microcomputer. Our system does all logs, invoices, cop. multitude of sales and management reports, is priced so that you can afford it. We make ourselves available to help your station into the computer age.

S.M.A.R.T.S. BROADCAST SOFTWARE
P.O. BOX 390
EMMETSBURG, IA 50536
712-852-4551

Public Notice

THE VILLAGE OF AKRON

Erie County, New York, invites applications for cable television franchise. Applications shall be prepared and submitted in accordance with "Request for Proposals", available from the undersigned. Applications will be accepted until January 28, 1985, and all applications received will be available for public inspection during normal business hours at the Village of Akron Clerk's Office, 21 Main Street, Akron, NY 14001. Raymond J. Carlo, Jr., Clerk, Village of Akron, Village Hall, 21 Main Street, Akron, NY 14001, 716-542-9636.

Consultants

OWN YOUR OWN FM OR TV STATION

Applications prepared for new FM and TV stations. Also, improvements for existing stations and frequency searches for new assignments. All work guaranteed. Call us or you'll pay too much! Contemporary Communications, 404-775-6920; P.O. Box 3976, Jackson, GA 30233.

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The Greenville Center
3801 Kennett Pike
Wilmington, DE 19807

William S. Cook
(302) 656-8884

New England Office
Lafayette Town House
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Portland, ME 04101

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John M. Aldworth, Associate
241 West Lake Shore Drive
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NV	SM	VHF	CP
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WI	MED	UHF	CP
WA	MED	UHF	CP
LPTV			
SC	MED	UHF	CP
FL	SM	UHF	TV
KY	SM	UHF	CP
ME	SM	UHF	CP
FM			
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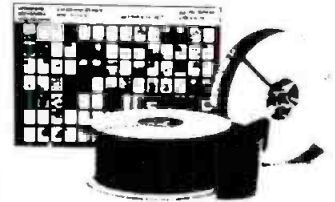
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- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404—956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.

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Find out how engineering section for 80-90 FM construction permit application can be obtained for as little as \$750 by calling Stan, 213—876-7404, afternoons or evenings. Minority applicants encouraged.

For Sale Stations Continued



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Location	Size	Type	Price	Terms	Contact	Phone
AK	Med	FM	\$2000K	\$500K	Elliot Evers	(415) 387-0397
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
FL	Maj	AM	\$1500K	Terms	Randy Jeffery	(305) 295-2572
MT	Met	AM/FM	\$950K	\$300K	Greg Merrill	(801) 753-8090
PA	Sm	AM	\$800K	Cash	Warren Gregory	(203) 364-5659
SC	Med	AM/FM	\$725K	\$125K	Brian Cobb	(202) 822-8913
GA	Sm	AM/FM	\$500K	\$100K	Ernie Pearce	(615) 373-8315
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
MN	Sm	AM	\$400K	Terms	Peter Stromquist	(319) 359-4768
VA	Med	AM	\$300K	\$20K	Mitt Younts	(202) 822-8913

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404—458-9226.

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KNUJ-AM/KXLP-FM, New Ulm, MN. 1,000 watt AM daytimer/class C FM. Serves prosperous 8-county agri-business area, southern Minnesota. Fixed assets sale by owner. Qualified buyers write Ray Stougaard, 217 Sylvan Drive, Fairmont, MN 56031.

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Excellent owner/operator opportunity. AM/FM. Price: 7X cash flow, \$1,400,000; \$400,000 down. Cash flow can handle debt service. Box A-99.

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daytimer for sale. 5KW with PSA. \$150,000. Will finance or sell 40% to working manager with proven ability. Box A-103.

CLASS C FM/FULLTIME AM WASHINGTON STATE

Rural facilities, fully automated. Ideal mom and pop operation. Make offer. We must divest. Write Box A-111.

SUNBELT

Small west Texas fulltimer. Profitable. \$50,000 down. Include qualifications in reply to Box A-112.

FOR SALE MID SOUTH UHF

New mid channel UHF; reaches into top 50 market. Great potential with proper management. Box A-130.

OWN IN HONOLULU!

5KW 24-hr. AM. Price is right! Only \$400,000+ assume small liability. 50% down. By owner. New studio eqpt. Rigged for stereo. Serious only—no pen pals. Write Box A-131.

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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

Richard Lumenello, general manager, WSLR(AM)-WKDD(FM) Akron, Ohio, named president of parent, OBC Broadcasting.



Mills

Matt Mills, general manager, WRTH(AM) Wood River, Ill.-KEZK(FM) St. Louis, named executive VP of parent, Adams Communications. He will be responsible for Adams's three AM's and three FM's.

Mark Prather, VP, assistant general manager and sales manager, KQTV(TV) St. Joseph, Mo., joins

WTWO(TV) Terre Haute, Ind., as VP and general manager.

Jack Frost, VP and general manager, Taylor & Associates Advertising, Anchorage, joins KENI(AM) there as general manager. He is also partner in Eagle Broadcasting, owner of station.

Harlan Reams, general manager and VP, sales, KCWS(TV) Glenwood Springs, Colo., joins WXTX(TV) Columbus, Ga., as general manager.

William Guttman, VP and corporate associate general counsel, Time Inc., New York, named general counsel. **Thomas McEnerney**, assistant general counsel, Time, assumes additional responsibilities as assistant secretary.

John O'Neill, director, financial analysis, RCA, New York, named director of finance and administration for NBC-owned WNBC-TV there.

J. Edwin Conrad, VP and controller, Belo Broadcasting, Dallas, joins Jefferson-Pilot Broadcasting Co., Charlotte, N.C., as VP, finance.

Anthony Manera, president, Vancouver (British Columbia) Community College, joins Canadian Broadcasting Corp., Ottawa, as VP, human resources.

Kenneth Lahey, managing partner, Lakeshore Communications, LaPorte, Ind., cable system, joins Michigan Energy Resources Co., Monroe, Mich., as president of its cable television and radio subsidiaries. It owns AM-FM combination serving Sturgis, Mich., and cable system in Monroe.

Kim Meltzer, corporate controller, Price Communications, New York, named assistant treasurer.

James Watson, marketing sales manager, CBN Cable Network, Virginia Beach, Va., named director of new business development.

Marketing



Knodel

J.W. (Bill) Knodel, co-founder, chairman and chief executive officer of Avery-Knodel Television, retires Nov. 30. Following career in newspaper advertising, Knodel joined Free & Peters (forerunner of Peters Griffin Woodward agency) Chicago in 1938 as time salesman in radio department. He was named VP and manager of Chicago office in 1940 and was elected to board same year. He resigned in 1944 and in 1945, with late Lewis Avery, founded Avery-Knodel in Chicago. Avery resigned as president in 1961, and Knodel, then executive VP, moved to New York to succeed him. He was president until 1973, when he became chairman and CEO.

Mike Drazen, senior VP, creative director, Scali, McCabe, Sloves, New York, joins Marsteller there as executive VP, creative director.

Arthur Klein, executive VP, Young & Rubicam, New York, named president of Y&R's direct marketing group.

Cathy Aromando, **Jorge Perez** and **Dan Sabatino**, creative supervisors-art directors, and **Bj Kaplan**, creative supervisor, copy, Young & Rubicam, New York, named VP's.

Appointments, Quinn & Johnson/BBDO, Boston: **Jay Terwilliger**, VP, account supervisor, to senior VP, director of marketing services; **Dallas Dearman** and **Carol Trifone**, account supervisors, to vice presidents, account supervisors.

Staff members named executive VP's, Calet, Hirsch & Spector, New York: **Colin Probert**, account services department; **Robert Petizon**, director of marketing and programming, and **Martin Lipsitt**, creative director.

Appointments, VanSant Dugdale & Co., Baltimore: **Bill Senge**, from Griffin Hamilton & Thompson, to art director, and **Bruce Jacobs**, from Hutchins/Young & Rubicam, and **Susan Turner**, from J. Walter Thompson, to copywriters.

Sherry Nemmers, VP, creative group head, Dancer Fitzgerald Sample, New York, named senior VP, associate creative director.

Bruce Goerlich, manager, and **Kaye Shumate**, manager, systems development and operations, media information and research services department, D'Arcy MacManus Masius, St. Louis, named VP's.

Margaret Agsteribbe, director of research, Seltel, New York, joins Storer Television Sales there in same capacity.

Robert Epstein, from WTLW(TV) Jacksonville,

Fla., joins Blair Television, New York, as VP, director of marketing, market development department.

Julianne Hastings, from United Press International, New York, joins N W Ayer there as corporate communications associate.

Vicki Parr, from Katz Radio, Detroit, joins CBS Radio Spot Sales there as sales manager.

Ariadne Callas, **Nancy Utley** and **Susan Zimet**, media group heads, Grey Advertising, New York, named associate media directors.

Elizabeth Cullen, from Benton & Bowles, New York, joins Wolff Whitehill Inc. Advertising there as media director.

Ishla Bank, supervisor, station services, computer department, TeleRep, New York, named manager of training for TeleRep. **Dan Thomas**, account executive, cougar sales team, New York, named New York sales manager, cougar team.

Appointments, Siddall, Matus & Coughter: **Tolly Ludin**, from U.S. Department of Education, Washington, to staff writer there; **Linda Escalera**, reporter, *Ellenville* (N.Y.) *Journal*, to copywriter, Richmond, Va., and **Suzanne Dashiell**, freelance artist, Nashville, to finished art manager, Richmond.

Gina Forsythe, from Bozell & Jacobs, Dallas, joins Republic Radio there as member of sales staff.

James Szilagyi, from Southfield Civic Center, Detroit, joins CBS Spot Radio Sales there as account executive.

Marilyn Maklov, from Cable Concepts, Los Angeles cable advertising company, joins Seltel there as account executive.

Appointments, WJRT-TV Flint, Mich.: **Dan Aube**, national sales manager, to general sales manager; **Ray Scott**, local sales manager, succeeds Aube, and **Kathy Millsbaugh**, senior account executive, WWCX(FM) Flint, Mich., and **Linda Hoffman**, account executive, Flint (Mich.) Area Newspapers, to account executives.

Bob Donohue, general sales manager, WJZ-TV Baltimore, named VP.

James Graham, general sales manager, WJRT-TV Flint, Mich., joins WTKR-TV Norfolk, Va., as general sales manager.

William Ferrell, VP, director of Midwest sales, Television Bureau of Advertising, Chicago, joins WDAU-TV Scranton, Pa., as general sales manager. **C. Robert Kautz**, from WGHP-TV High Point, N.C., joins WDAU-TV as local-regional sales manager.

Mark Weidel, from WMMR(FM) Philadelphia, joins WSTW(FM) Wilmington, Del., as sales manager.

Mark Leopold, former owner and general manager, WSTR(AM) Winter Haven, Fla., joins WTNT-AM-FM Tallahassee, Fla., as sales manager.

Bradford Worthen, account executive, WVNY(TV) Burlington, Vt., named national sales manager.

Dean Kapneck, from Seltel, New York, joins WFBS-TV Miami as national sales manager.

Lee Castro, VP, Aeromech Airlines, joins WPQZ(AM)-WKW(FM) Clarksburg, W. Va., as VP, sales.

Sheryl Raskin, production assistant, Prism, Philadelphia, joins WMGM(FM) Atlantic City as FM traffic manager and weekend television news photographer.

Debra Albert, from Goldberg/Marchesano & Associates, Washington, joins WCIX-TV Miami as account executive.

Frank Vulpi, research analyst, CBS, New York, joins WYNY(FM) there as account executive.

Shelby Reddick, from WDEZ(FM) Wausau, Wis., and **Lucy Holifield**, from BBDO, New York, join WEZW(FM) Wauwatosa, Wis., as account executives.

Joseph Wicker, from WGAQ-FM Franklin, Ind., joins WTHR(TV) Indianapolis as account executive.

Jim McKernan, from KWWL-TV Waterloo, Iowa, joins KMTV(TV) Omaha as local account executive.

Leslie Griffin, account executive, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., joins WEEI(AM) Boston in same capacity.

Programing



McGillen

Jim McGillen, senior VP, general sales manager, domestic distribution division, Telepictures, Los Angeles, named senior VP and general manager of division.

Duncan Murray, director of sales, Disney Channel, Los Angeles, named VP, sales administration.

Charles Johnson, president, Peters, Johnson & Roberts, New York data communications firm, joins Showtime/The Movie Channel there as VP, human resources.

Paul Franklin, TV sales assistant, Blair Television, Los Angeles, joins Blair Entertainment there as Western account representative.

Heidi Frey, from television packaging department, William Morris Agency, Los Angeles, joins Viacom Productions there as director of development.

Alan Kaupe, president, Europe, Embassy Home Entertainment, London, named president, Embassy Home Entertainment-International. He will continue to be based in London.

Art Baer and **Ben Joelson**, producers, *Love Boat*, Aaron Spelling Productions, Los Angeles, named supervising producers.

Gerald Aiello, from Warner Communications, New York, joins USA Network, Glen Rock, N.J., as director of personnel.



Sklar

communications. Sklar Communications is located at 154 East 46th Street, New York, N.Y. 10017.

Christening. Rick Sklar, a 22-year veteran at ABC who most recently held the post of vice president, new business opportunities, ABC Radio, is leaving to form Sklar Communications, Inc., a program and management consulting firm. Sklar was program manager and operations director of ABC-owned WABC(AM) New York in 1964-77. He also was vice president and director of program development, ABC-Owned Radio Stations, and vice president, programming, for the radio division. In 1983 he began to consult WABC-TV New York's "Hot Tracks" series, which is syndicated nationally by Golden West. Charter clients for Sklar's new company are: Channel 66 Boston, a new full-time music video station; Interep (national radio representation company comprising McGavren, Guild Radio, Hiller/Newmark/Wechsler & Howard, Major Market Radio, and Weiss & Powell), and Summit Communications. Sklar Communications is located at 154 East 46th Street, New York, N.Y. 10017.

Antonio Dieguez, from Tele-Antillas, Santo Domingo, Dominican Republic, production firm, joins Blair Spanish Television, Miami, as program director.

Lynda Fruman, legal assistant, Silverberg, Rosen, Leon and Behr, Los Angeles law firm, joins Dick Clark Companies as director of business affairs.

David Shaw, marketing director and executive producer, radio productions, Ed Shaw Productions, Woodland Hills, Calif., named VP.

Allen Edwards, program director, WIBC(AM) Indianapolis, joins WCKS(FM) Cocoa Beach, Fla., in same capacity.

Scott Walker, production director, WEZB(FM) New Orleans, joins KMEL(FM) San Francisco in same capacity.

Thomas Land, program director, KQAM(AM) Wichita, Kan., joins WTIX(AM) New Orleans in same capacity.

Kenneth Gonzalez, from WGHP-TV High Point, N.C., joins WDAU-TV Scranton, Pa., as program manager.

Ken Hastert, from KSNT(TV) Topeka, joins KLDH-TV there as producer-director.

Dennis Stacy, air personality, WABB-FM Mobile, Ala., named assistant program director.

Rich Freeman, air personality, WABB(AM), named assistant program director.

Ben Dominguez, newscast director, KHOU-TV Houston, named production supervisor.

Nicholas Sucich, from Group W Cable, Wildwood, N.J., joins WKBW-TV Buffalo, N.Y., as videographer-editor, remote production department.

News and Public Affairs



Furnad

Hopkins, from ABC News, New York, to correspondent-producer, New York bureau, and

Appointments, Cable News Network, Atlanta: **Bob Furnad**, political news director, to VP and senior executive producer; **Charles Caudill**, evening supervising producer, to executive producer, *Prime News CNN* and *Evening News*; **Larry Lamotte**, executive producer, to national correspondent; **Jan**

Tranette Ledford, political reporter, to correspondent, Southeast bureau, Atlanta.

Lou Paris, acting news director, WTKR-TV Norfolk, Va., named news director. **Dale Gauding**, news director, WTAR(AM)-WLTY(FM) Norfolk, joins WTKR-TV as assignment editor.

Appointments, KCRG-TV Cedar Rapids, Iowa: **Doug Krile**, news anchor, assumes additional duties as managing editor of weekday early and late newscasts; **Nancy Dougherty**, assignment editor, to senior producer and producer, early newscasts; **Scott Hippert**, executive producer, assumes additional duties as assignment editor, and **Scott Maledy**, from WCBD-TV Charleston, S.C., and **Marcia Lense**, from co-owned KCRG(AM) Cedar Rapids, to reporters.

Don Miles, news director and morning anchor, KLMS(AM) Lincoln, Neb., joins KVET(AM)-KASE(FM) Austin, Tex., as news director.

David Hopkins, news director, WLYH-TV Lancaster, Pa., joins WTAJ-TV Altoona, Pa., in same capacity.

Glen Gardner, assistant news director, KRNA(FM) Iowa City, Iowa, named news director.

Diane Thompson, afternoon anchor, KHJ(AM) Los Angeles, promoted to news director.

James Kennedy, investigations producer, news department, KCBS(TV) Los Angeles, named executive producer, documentary unit.

Cliff Eshbach, reporter, WLYH-TV Lancaster, Pa., named news director.

Appointments, WCYB-TV Bristol, Va.: **Steve Hawkins**, 11 p.m. news anchor and producer, to acting news director and executive producer; **Velma Scaife**, weekend anchor, to 11 p.m. anchor, and **Terry Radnoczi**, assignment editor, to assistant news director.

Roberto Munoz, reporter, KNTV(TV) San Jose, Calif., named morning news anchor.

Dave Hampton, anchor-reporter, KOOL-AM-FM Phoenix, joins KTAR(AM) there as anchor-reporter.

Representative **Joel Pritchard** (R-Wash.) joins KIRO-TV Seattle as commentator. He will retire from Congress in January.

Cynthia Good, from KERO-TV Bakersfield, Calif., joins KGW-TV Portland, Ore., as weekend anchor and co-host, *In Your Opinion* public affairs program.

Dan Billow, Chico, Calif., bureau chief,

KRCR-TV Redding, Calif., joins KLAS-TV Las Vegas as general assignment reporter.

Rod Daniels, anchor-reporter, Hearst's WTAE-TV Pittsburgh, joins co-owned WBAL-TV Baltimore as anchor-reporter. **Billy Taylor**, from WAFF-TV Baton Rouge, La., joins WBAL-TV as meteorologist.

Jack Curtiss, reporter, WTVJ(TV) Miami, joins noncommercial WPBT(TV) Miami as associate producer-reporter, Broward news bureau, Fort Lauderdale, Fla.

Mike Freedman, from WSVN(TV) Miami, joins WCIX-TV there as assignment editor.

Margo Myers, bureau chief, KHSL-TV Chico, Calif., joins KSBY-TV San Luis Obispo, Calif., as general assignment reporter and consumer reporter.

Carolyn Betts, public relations director, WWRN-TV Nashville, named producer and host for *Face to Face* public affairs program.

Debra Nelson, from WSGN(AM) Birmingham, Ala., joins WBRC-TV there as community service director. **Frank Billingsley**, from WDBJ(TV) Roanoke, Va., joins WBRC-TV as weather anchor.

Ann Curry, general assignment reporter and weekend anchor, KGW-TV Portland, Ore., joins KCBS(TV) Los Angeles as general assignment reporter.

Teri Tanaka, from WJKW-TV Cleveland, joins KHVN(AM) Honolulu as reporter.

Chris Fox, from noncommercial WSUW(AM) Whitewater, Wis., joins WTTN(AM)-WMLW(FM) Watertown, Wis., as sports director.

Glen Walker, from WGXA-TV Macon, Ga., joins WIVB-TV Buffalo, N.Y., as sports reporter-photographer.

Bob Healey, weekend sports anchor, KWLL(TV) Waterloo, Iowa, named sports director.

Dave Wirth, from WPEC(TV) West Palm Beach, Fla., joins WTSP-TV Tampa-St. Petersburg, Fla., as sports anchor-reporter.

Alex Lekas, reporter, WEAR-TV Pensacola, Fla., named weekend sports anchor.

Wayne Hartung, from American Community Cablevision, Ithaca, N.Y., joins WGRZ-TV Buffalo, N.Y., as weekend meteorologist.

Technology

Appointments, Comsat World Systems Division, Washington: **Lawrence DeVore**, VP, law and administration, to VP, carrier and correspondent relations; **Ellen Hoff**, senior director, business planning, office of corporate development, to VP, international operations; **Harry Gross**, general manager, U.S. Intelsat earth stations, to VP, earth station services; **John Hannon Jr.**, VP and general counsel, Satellite Television Corp. subsidiary, to VP and general counsel, Comsat World Systems division; **Edward Martin**, VP, international operations, to VP, technology management.

M. Ross Brown, from CBS Musical Instrument Division, Chicago, joins Analogic Corp., Peabody, Mass., as VP, operations.

Kimithy Vaughan, VP, operations, Netcom

Enterprises, San Francisco, joins Private Satellite Network, New York, as director of network development.

Norman Lindquist, VP, sales and marketing, Associate Audio Visual Corp., Chicago, joins Centel Video Productions there as manager, sales and marketing.

Anthony Pignoni, VP, sales, video equipment division, Robert Bosch Corp., Salt Lake City, named VP, business development.

Conway Jolly, director of personnel and organization, Jerrold Subscriber Systems division, General Instrument, Hatboro, Pa., assumes similar responsibilities with broadband communications group.

John White Jr., from Prism Productions, Dallas, joins Videoworks, New York, as member of editorial staff of production and post-production firm.

Appointments, Uniden Satellite Technology, Indianapolis: **Olin Lippincott**, VP, sales, Jason Empire, Overland Park, Kan., to executive VP, sales; **Terry Dixon**, VP, sales, Western division, to VP, sales, Western division; **Gary Gibson**, from Microwave Specialty Corp., San Diego, to national service coordinator, and **Phil Scott**, product service supervisor, to order process manager.

Steve Russell, director of operations, Walt Disney Telecommunications, joins VCA Duplicating Corp., Naperville, Ill., as general plant manager of new duplicating facility there.

William Fischer, from investment firm of Baker, Watts & Co., joins Nurad Inc., Balti-



Trailblazer. Robert Johnson, founder and president of Black Entertainment Television and president of District Cablevision, both Washington, received Capital Press Club's Pioneer award for "outstanding achievement in communications," at 40th anniversary awards dinner of nation's oldest black press organization at National Press Club in Washington.

more, as VP, administration. **J. Michael Rosso**, accounting manager, Black Inc., Towson, Md., joins Nurad as treasurer.

Brian Kelly, from KWYR(AM) Winner, S.D., joins WTTN(AM)-WMLW(FM) Watertown, Wis., as technical director and air personality.

David Desrochers, from WLNE(TV) Providence, R.I., joins Colony Communications there as video engineer.

Bruce Aleksander, from noncommercial KUHT(TV) Houston, joins KHOU-TV there as lighting director.

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Promotion and PR

Susan Kerr, assistant director, public relations, Madison Square Garden, New York, joins CBS Sports as associate director, sports information, remaining based in New York.

Debra Garrett, consultant to CBS-TV, Los Angeles, joins Paramount Pictures Corp. there as manager, advertising and promotion, Paramount Television Group.

Joseph Taritero, VP, development, Hanna-Barbera Productions, Los Angeles, named VP, creative affairs.

Jay Larkin, publicist, consumer public relations, *Showtime/The Movie Channel*, New York, named senior publicist, consumer public relations. **Mary Bianchetti**, special events coordinator, public relations department, Home Box Office, New York, named writer-publicist, consumer public relations, *Showtime/The Movie Channel* there.

Judith Shannon, VP, public relations, Satellite Television Corp., Washington, has left to form *Judith L. Shannon & Associates*, Alexandria, Va., public relations and marketing communications firm for satellite and telecommunications industries.

W. Reid Weir, from Holland (Ind.) National Bank, joins noncommercial WNIN-FM Evansville, Ind., as public information/underwriting representative.

James Paton, merchandising administrative manager, Shure Brothers, Evanston, Ill., named manager, advertising and sales promotion.

Julie Bruzzone, from KFRC(AM) San Francisco, joins KMEL(FM) there as promotion director.

Ariel Adams, from Chicago-Northern Illinois chapter, Multiple Sclerosis Society, Chicago, joins WFYR(FM) there as director of advertising and promotion.

David Emmons, freelance graphic artist, New York, joins WMAQ-TV Chicago as scenic graphic artist.

Ann Sorenson, from the Media Group Ltd., Grand Rapids, Mich., joins Telemation, Glenview, Ill., as account representative, industrial and corporate communications.

Ruthanne Greeley, account supervisor, Laura Welcher Public Relations, San Diego, joins noncommercial KPBS-FM there as promotion director.

Allied Fields



Ackerman

James F. Ackerman, partner, Becker Communications and senior VP, Becker-Paribas, Indianapolis, joins Communications Equity Associates, Tampa, Fla., as vice chairman. He will maintain office in Indianapolis and also operate from CEA's Tampa headquarters.

Who's on first. Netcom, San Francisco satellite networking service, has made new assignments in restructuring of firm. Netcom International, former name of parent company, becomes Netcom, and Netcom Enterprises will no longer be separate division. Robert Patterson, president of Netcom Enterprises, becomes president of Netcom. Netcom International will now signify only the Washington-based division, headed by executive VP, Walt Munro, which oversees international sales. Netcom Video will be headed by Paul Nunes, VP for special projects and creative services. Netcom Transportable Uplinks becomes Netcom Transportable Uplink Facilities, and will be responsible for transmitting signals to satellites from event sites. It will be headed by VP, engineering, Gene Deck, and remain based in Burbank, Calif. Netcom Star, wholly owned subsidiary that develops and packages satellite antennas, will be headed by Lillian Chin, VP, administration. Netcom's services division will be responsible for domestic and international transmission of commercial broadcasts, cable subscription television programming and video conferencing, all formerly overseen by Enterprises division, and will be headed by Patterson. Gene Bormann remains VP in charge of Netcom Syndication and Programming in New York.

Ackerman will also continue to hold following corporate positions: president and owner of Cardinal Communications, Indiana cable TV firm; director, chairman, finance committee and part owner, Wabash Cablevision, which is general partner and manager of Indianapolis Cablevision and Wabash Communications of Hendricks County, Ind., and director, TCA Cable, Tyler, Tex.

Appointments, Frazier, Gross & Kadlec, Washington-based broadcast and cable consultants: **Jonathan Intrater**, associate, to coordinator, intangible asset development; **John Sanders**, senior financial analyst, economic studies and valuations group, to same post, asset appraisal group; **Kimberly O'Neill**, junior financial analyst, to senior financial analyst; **Timothy Pecaro**, manager, asset appraisals, to director, asset appraisals; **Janice Orman**, from National Association of Broadcasters, Washington, to financial analyst, economic studies and valuation group; **Dennis Eckhout**, from Ford Motor Co., Detroit, to financial analyst, and **Lauren Butler**, recent graduate, Furman University, Greenville, S.C., **Susan Howard**, news director, noncommercial WESU(FM) Middletown, Conn., and **Carolyn Liberman**, from WPRI-TV Providence, R.I., to research assistants.

William F. Baker, president, Group W Television, and chairman, Group W Satellite Communications, has been elected chairman of policy-making arm of Television Information Office, known as Television Information Committee. He replaces **Kathryn F. Broman**, former chairman of National Association of Broadcasters television board. Baker is also member of board of directors of Association of Maximum Service Telecasters, vice president of Television Operators Caucus and Group W's representative on Electronic Media Rating Council.

Steven Kabatsky, from Arbitron, New York, joins Radio Advertising Bureau there as research manager.

Elected officers, Advertising Research Foundation, New York: **Rena Bartos**, J. Walter Thompson, chairman; **John Kofron**, senior VP, International Thomson Business Press, vice chairman; **George Fabian**, SSC&B Lintas Worldwide, secretary, and **Robert Lyman**, Benton & Bowles, treasurer.

Elected officers, Cable Television Network of New Jersey, Trenton, N.J.: **Frank Scarpa**, National Video Systems, Seaside Heights, president; **Frank DeJoy**, Suburban Cablevision,

East Orange, VP, engineering; **Barbara Silworth**, Storer Cable Communications, VP, programming; **David Unger**, TKR Cable Co., Warren, N.J., treasurer; **Nancy Becker**, Nancy H. Becker Associates, Trenton, N.J., assistant treasurer, and **Albert Stender**, Holzapfel, Perkins & Kelly, Cranford, N.J., secretary.

Patrick Ryan, manager of sales development, WKYC-TV Cleveland, joins Television Bureau of Advertising, New York, as marketing sales executive.

Peter Walsh, director of services, components group, Electronic Industries Association, Washington, named staff VP, components and industrial electronics groups.

Elected directors, Texas Association of Broadcasters, Austin, Tex.: **Ruby Stanley**, KIMP(AM)-KPXI(FM) Mount Pleasant; **Jeff Methven**, KPLT(AM)-KTXU(FM) Paris; **Dick Oppenheimer**, KHFI-FM Austin; **Dave Lane**, WFAA-TV Dallas; **Ray Alexander**, KRGV-TV Weslaco; **Gene Boivin**, KRQX(AM)-KZEW(FM) Dallas.

Lauren Iossa, program manager, Meet The Composer, New York, joins American Society of Composers, Authors and Publishers there as communications coordinator.

Deaths

James E. Greeley, 64, communications attorney, Washington, died of leukemia Nov. 20 at Georgetown University hospital. He is survived by his wife, Claire, daughter and two sons. Among his clients was Broadcast Financial Management Association.

Gordon K. Peterson, 67, radio and television evangelist and founding pastor of Calvary Temple (also known as Soul's Harbor), Minneapolis, died of heart attack Oct. 21 while preaching at Bethany Baptist Church, Baton Rouge. He began with 15-minute weekly broadcast, *The Man with a Message*, over WMIN(AM) Minneapolis in 1947 and later WDGY(AM) there. Television was added in 1950, over WCCO-TV Minneapolis, under title *Soul's Harbor*. At peak it was syndicated to 12 TV stations in upper Midwest. At time of his death, Peterson's radio program was carried on noncommercial KTIS(AM) Minneapolis and heard over radio network of licensee, Northwestern College. Peterson is survived by his wife, Irene, son and daughter.

John Reidy: Charting Fifth Estate fortunes

To hear John Reidy tell it, a securities analyst is part prognosticator, part author, part publisher and part salesman. And he would probably add to the list.

John Reidy's opinion is important. Executives of the networks and other media companies he follows want to know how they are perceived by the Drexel Burnham Lambert vice president and his colleagues at other firms. Also interested are the institutional investors who own large blocks of stock in those companies and the reporters who disseminate the opinions of Reidy and others to the general public. Spokesmen for several of the companies Reidy follows agree that he has a good grasp of industry fundamentals and is able to determine the most important factors that will have the biggest impact on operating results.

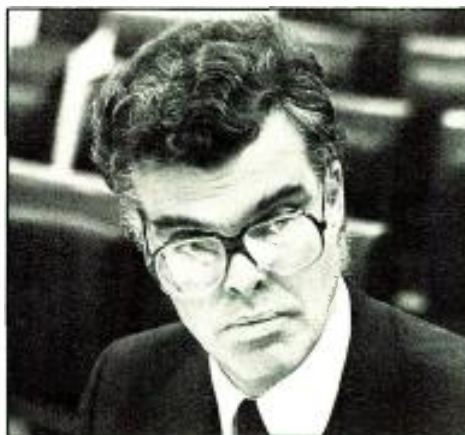
But following closely the performance of about 20 media companies is not all that Reidy does. "Sometimes there are other things that will come up and they will say: 'this task is more important to the firm today, or this week, than what you are doing with CBS, ABC and Times Mirror.'"

"I spent a great deal of time with the acquisition of WTTV(TV) Bloomington [Indianapolis], Ind.," he said, "analyzing the prospects of that station and that market because we put our client's money and our own money into it." (The station was purchased in November 1983 for \$73 million in a leveraged buyout that included DeSales Harrison, former chairman of Pacific & Southern Broadcasting, station executives and other institutional investors. It was Drexel Burnham Lambert's first equity position in a television property.)

Another time Reidy's knowledge of the Fifth Estate was called upon by the company was when Dow Jones and Knight-Ridder made a bid in early 1981 to buy MSO, UA-Columbia Cablevision. Executives of United Artists Theater Circuit (now United Artists Communications), a one-third owner of UA-Columbia, approached Drexel Burnham, he said, saying: "We don't want to be cashed out of this holding. How can we avoid the offer?" He and others at the firm then "scurried around," Reidy said, talking with a number of media companies about joining with United Artists in a partnership, and ended up helping to arrange what then became Rogers UA Cablesystems.

Drexel Burnham, Reidy said, has emerged as one of the most significant underwriters of debt issues in the communications business. In addition to being a leading underwriter of cable securities, the New York-based investment banking firm recently underwrote for Metromedia Broadcasting the largest public debt offering in history.

The institutional clients for whom Reidy's



JOHN SHERBURNE REIDY—vice president-general firm, Drexel Burnham Lambert Inc.; b. February 25, 1938, Boston; AB, political science, Harvard College, 1960; MBA, Harvard Business School, 1963; U.S. Army Reserve, 1961-1967; media security analyst, Carl M. Loeb, Rhoades & Co., 1963-69; vice president and security analyst, Auerbach Pollak & Richardson 1969-71; vice president and security analyst, William D. Witter Inc. 1971-76; present position since 1976; co-founder, Printing and Publishing Industry Analysts Association (now Media and Entertainment Analysts Association of New York); single.

reports on media companies are destined include banks, insurance companies, mutual funds and investment advisers. For those not familiar with the ways of Wall Street, "clients" do not pay directly for Reidy's reports but will, Drexel Burnham hopes, use its trading department to execute buy-and-sell orders, thereby earning commissions for the firm. Some "senior people" at an institutional client will occasionally call Reidy directly in response to a report, say, on Taft Broadcasting, but more often, he said, the "buy side" analysts—those employed directly by the institutional client—will send a note to their own trading department saying: "The following 10 analysts were of help during the quarter..." and Drexel may be among the firms that are rewarded because of the research advice provided by Reidy.

"It is a very imperfect system in that sense," said Reidy, "but I don't know what system would be better."

Reidy, with the "invaluable" help of his associate, Jeffrey Russell, and his research assistant, Gina Lee, turns out 15-to-50-page reports on the individual media companies he follows, typically once a year. Updates on individual companies are provided, sometimes every two weeks, as news warrants.

"If the system really works, and if it is a meaningful development,"—such as CBS's purchase of 12 Ziff-Davis magazines—"we will discuss it at our morning sales meeting, the salesmen will go out with it to their institutional clients, I will pick up with clients

where I think there is an interest or in response to feedback from sales. But we are going to have it in print so everyone will have it within a week."

Reidy's first job fresh out of Harvard Business School in 1963 was with the investment banking firm of Loeb, Rhoades & Co., working under a senior analyst. In 1965 he "picked up" the broadcasting industry and has followed it, basically without interruption, since. He has also, except for one break, kept with publishing: "Broadcasting is all advertising supported and newspapers are 75% or more advertising supported and since most of the companies are in both businesses, we have felt that you are really looking at the media industry as a totality."

Did Reidy end up covering the media industry by design? He answers indirectly: "I think it would be hard to retain one's interest over a 20-year period in most industries that I've seen most of my fellow analysts follow. As a side note I also did a few companies in the cosmetics industry for about 10 years and one of the great days of my life was when we decided not to do the cosmetics industry."

With 20 years of experience as a media watcher, Reidy also has a perspective on how Wall Street has studied the industry. Media stocks, he said, used to be considered a "stepchild" given to new analysts, but now, in part because institutional investors own large percentages of media companies (50% to 60% in most cases), that has changed. "Sure, a number of us dream about being investment bankers and making fat fees, but that is not really in the cards. I think we have reached a very high degree of professionalism on the sell side"—those analysts, like Reidy, whose services are meant to attract, or help sell, the trading and other services offered by the investment banks that employ them—"most of the same players have been there now for the last half dozen years."

Being a 20-year expert does not save him from the perils that await a securities analyst when events take him by surprise. He recounts being called at an industry forum two years ago, by his associate, Russell, and receiving the bombshell that Warner had just predicted huge fourth-quarter losses because of a downturn in its Atari business. Although he and a half dozen analysts "charged into the investor relations office" at Warner and waited there an hour until they got an explanation, the damage was done. The stock had stopped trading at \$52 per share and opened the next morning at \$35. "We had to go back upstairs," said Reidy, "and face our salesmen and the rest of the country who were saying, 'What the hell are you doing?'"

On the other hand, Reidy said, he almost never gets a call for putting a company like Dun & Bradstreet on the buy list at \$51 per share, and then watching it rise 30% in a flat market.

Central Intelligence Agency filed complaint with FCC on Wednesday (Nov. 21) **alleging ABC "deliberately distorted" news in *World News Tonight*** broadcasts of Sept. 19, 20 and 26. ABC reported allegations by former prison guard Scott Barnes that CIA had contacted him to kill Ronald Rewald, Hawaii investment banker (now under indictment on 100 counts of perjury, fraud and tax evasion), with whom CIA admits it had "slight involvement." CIA has denied all ties with Barnes and has gone so far as to call Barnes "liar," says CIA spokeswoman Patti Volz. CIA alleges ABC reports went beyond "faulty or sloppy" journalism in broadcasting insufficiently substantiated report, and falls under "personal attack" provisions of fairness doctrine, especially in light of CIA denials and Sept. 26 report that ABC stood by its story. On Wednesday, ABC *World News Tonight* anchor Peter Jennings stated ABC had "continued to investigate" and had made efforts to corroborate charges (which failed), had asked Barnes to provide "further evidence" of his charges, including lie detector tests, which Barnes refused, and "has now concluded Barnes's charges cannot be substantiated and we have no reason to doubt the CIA's denials." ABC spokesman Tom Goodman refused to comment on petition, saying ABC had not had time to review FCC filing.

With six of top 10 shows and victories on four nights, **CBS won eighth week of 1984-85 prime time season** by six-tenths of rating point over **second-placed NBC**. For week ended Nov. 18, CBS averaged 17.9 rating and 28 share, compared to NBC with 17.3/27 and ABC's 14.5/23. CBS won Monday, Tuesday, Thursday and Friday, while NBC took Saturday and—thanks to the first part of its mini-series *Fatal Vision*—Sunday. ABC won Wednesday. First part of *Fatal Vision* was top-rated show of week, drawing average 29.5/44 on Sunday at 9-11 (NYT). Third episode of CBS's mini-series, *Ellis Island*, pulled 21.1/33 and was ninth show of week. Combined network rating/share totaled 49.7/78 compared to 53/81 for comparable week last season. HUT levels averaged 63.6 compared to 65.3 for comparable week year ago. Season-to-date averages: CBS, 17/27; NBC, 16.7/27; ABC, 15.1/24.



Britannia rules the airwaves. The United Kingdom swept the 12th annual International Emmy awards held in New York last week, capturing honors in all five program categories of drama, documentary, performing arts, popular arts and children's programming. During the ceremony, the International Council of the National Academy of Television Arts and Sciences presented its Founder's Award to producer David Wolper and its Directorate Award to Lord Sidney Bernstein, president of Grenada Television. The Grenada program, *Jewel in the Crown*, won an Emmy for the best dramatic presentation. Channel Four Television captured Emmys for both the documentary and performing arts categories—*The Heart of the Dragon* and *The Tragedy of Carmen*, respectively. Thames Television also took two categories—popular arts with *Fresh Fields* and children's with *Wind in the Willows*. Shown at the awards ceremony held at the Sheraton Center last Monday (Nov. 19) are (l-r) Wolper; Howard Cosell, ABC Sports; Marian Pierce, wife of ABC Inc. President Fred Pierce, and Leonard Goldenson, chairman and chief executive officer, ABC Inc.

According to **HBO's viewing performance** report for September which analyzes viewing within HBO universe, pay service's prime time rating and share averaged 8.5/13, down 16% from year ago (10.1/16). **Total cable viewing** for same period, it said, was up 2% to 20.1/31, while **national over-the-air network average** was down 5% to 14.0/25. On 24-hour basis, HBO viewing was off 13% in September compared with year ago, slipping to 3.5/11. Total cable viewing, category which does not include independent stations or superstations, was up 9%, to average 10.2/31. HBO's weekly reach was off 3% to 80.9% of its universe. HBO bases its monthly analysis on ratings measurements taken by A.C. Nielsen.

After 20 years of negotiations, **Philadelphia** Mayor Wilson Goode ended city's fifth round of bidding for cable system by signing ordinances last week with four companies for city's **four franchise areas**. Each franchise area will serve roughly 155,000 homes with mandatory 82-channel system. Vince Costello, city's cable administrator, said ordinances call for discussions between companies and city council to be concluded within six months. Construction is to be completed in three years. Last effort at awarding cable contract resulted in stalemate between city council and former Mayor William Green. Area one, which includes central city and south Philadelphia, was awarded to Greater Philadelphia Cablevision, subsidiary of **Greater Media Inc.**, East Brunswick, N.J.-based station group, publisher and cable MSO. Area two goes to **Wad Communications**, headed by James N. Wade, former owner of WSSJ(AM) Camden, N.J., and for eight years highest ranking black official under former Governor Milton Shapp. Area two includes west Philadelphia, Roxborough and Manayunk. **Rollins Cablevision**, subsidiary of Rollins Inc., was chosen for area three, which will cover northwest portion of city, and **Comcast Cablevision** of Philadelphia was unanimously chosen for northeast section.

MCA-TV's Encore Programs division has cleared its **Five Star Mystery** package in **23 markets** in little over month it has been in syndication. Originally conceived as programing targeted for growing number of independents, package has attracted affiliate attention as well. Last week, ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco signed deals to air *Five Star Mystery* in late night time periods. Other affiliates to come on board in WAGA-TV Atlanta. *Five Star Mystery* is umbrella title for five action/adventure series never released into syndication. Titles in package include *Delvecchio*, *Ellery Queen*, *O'Hara*, *U.S. Treasury*, *Mrs. Columbo* and *City of Angels*. According to Shelly Schwab, executive vice president of marketing, MCA-TV, negotiations for *Five Star Mystery* are ongoing with ABC's other owned stations in New York, Chicago and Detroit.

After Home Box Office and Cinemax are scrambled next year, **Home Box Office will offer services** (and necessary descramblers) to **backyard earth station owners** in cabled areas for fee, but it will do so **without cutting in home satellite industry** for large part of action, according to SPACE, trade association for industry. SPACE said HBO, in presentation to SPACE board in Dallas, said it would offer services to dish owners in cable franchised areas through local cable operators only. Under HBO plan set forth at meeting, SPACE said, home satellite dealers would be allowed to sell descramblers, but local cable operator would "authorize" service, collect subscriber fees and share in revenues. SPACE President Charles Ross called plan "blatantly anticompetitive." "The earth station industry cannot abide by the inherently unfair and detrimental descrambler and software distribution method proposed by HBO," he said. SPACE said its general counsel, Ric Brown, would seek legislative relief and appeal to Justice Department and "other appropriate governmental officials."

FCC General Council Jack Smith said last week that **FCC has decided not to seek rehearing of dial-a-porn decision** by U.S. Court of Appeals for Second Circuit, but said it "will initiate further proceedings looking to satisfy the court's concerns." Smith also said **FCC has decided not to seek Supreme Court review of DBS decision**. FCC is "going to commence further proceedings to identify how

best to comply with the D.C. circuit's mandate in that case," he said, adding that at "the same time, we intend to institute proceedings looking to the proper regulatory classification of subscription services in general. We hope that these proceedings can be commenced very early next year." General council's office will be responsible for drafting of those items, he said.

HBO and Thorn EMI Screen Entertainment announced last week formation of joint venture to market home video product in U.S. and Canada. Thorn's existing home video operation, Thorn EMI Video Inc., will be folded into new venture and that company's president and chief operating officer, Nicholas Santrizos, will assume same titles at Thorn EMI/HBO Home Video. Chief executive officer is to be named in near future. One reason given for startup of new venture is that major streams of product flowing from both partners can be "combined in one, highly competitive flow," where significant economies of scale can be exploited. New company will service North America only, although Thorn, based in United Kingdom, will handle distribution of HBO home video product in overseas markets. HBO and Thorn are jointly involved in several other businesses—both are investors in forthcoming film, "A Passage to India," and both are partners in U.K.-based Premiere pay TV service. HBO holds North American rights to Thorn's theatrical films, and Thorn holds all overseas rights to productions of Silver Screen Partners, presented in association with HBO Pictures Inc.

Canadian broadcasters along with four television stations in North Dakota have petitioned Canadian government to overturn decision of Canadian Radio-Television and Telecommunications Commission last month that authorized **Saskatchewan cable television companies to relay signals of Detroit and Seattle, Wash., network affiliates.** Signals, which would be transmitted by way of Canadian Satellite Communications Inc.'s satellite, would replace those picked up by terrestrial microwave from four North Dakota stations—KUMV-TV(NBC), KXMD(CBS), both Williston, WDAZ(TV) Devils Lake and SRE(TV) Minot, N.D. Petitions are first received by new Communications Minister Marcel Masse and Conservative cabinet asking him to send decision back to CRTC for another hearing. CRTC's decision was based on finding that satellite-delivered signals would be superior to those from North Dakota stations, which were said to be impaired as result of long distance. North Dakota stations, which want to retain Canadian audience, say they will install better equipment and seek approval in both countries to build system at no cost to Saskatchewan cable systems. Canadian broadcasters fear decision will transform American stations whose signals are to be transmitted by satellite—WJBK-TV (DBS), WDIV(TV) (NBC) and WTVS(TV) (PBS), all Detroit, and KOMO-TV (ABC) Seattle—into Canadian superstations that would cut into influence and revenues of Canadian stations.

Jacke Communications Inc. announced last week it had offered shareholders of **Gross Telecasting Inc.** option to receive pro rata portion of \$10 million subordinated promissory notes or like amount of cash as liquidating dividend for its \$48 million purchase of Gross's WJIM-TV [now WLNS] Lansing, Mich., and WKBT(TV) La Crosse, Wis. Harold F. Gross, principal stockholder of Gross Telecasting, has agreed he or members of his family will accept all notes not accepted by stockholders.

KMI-FM Seattle [formerly KYYX(FM)] has been sold by Madison Park Broadcasting to Behan Broadcasting for **\$5.5 million.** Seller is principally owned by Richard B. Pratt and Daniel D. Nelson. It also owns co-located KXA(AM). Behan Broadcasting is principally owned by Dennis Behan and Steve Jacobs. It also owns KCEE(AM)-WFM(FM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. KMI-FM is on 96.5 mhz with 81 kw and antenna 1,220 feet above ground. Broker is Kalil & Co.

Clory A. LeBrun, vice president for cable sales and marketing, Turner Broadcasting System, resigned Nov. 19 for undisclosed reasons.

20th Century Fox Studios last week announced it has renewed its contract with **Harris L. Kattelman** for his services as president and chief executive officer of 20th Century Fox Television, effective immediately. Details of long-term agreement were not disclosed. Executive has headed studio's television production unit since mid-1980.

Latest inductees into **Advertising's Hall of Fame:** **Thomas B. Adams**, former chairman of Marschalk Campbell-Ewald Worldwide; **James S. Fish**, dean of graduate programs in business communications, College of St. Thomas, and former senior vice president of General Mills, and **Charles H. Sandage**, professor emeritus of University of Illinois and president of Farm Research Institute. They will be inducted on March 26, 1985, at Waldorf-Astoria in New York.

Star Ship Stereo, subsidiary of Tulsa, Okla.-based **Satellite Syndicated Systems**, has entered agreement to purchase **The Music Group**, 13-month-old cable audio sales and marketing company. The Music Group currently packages 12 satellite-delivered music formats distributed to estimated one million subscribers via 50 cable systems. SSS announced it intends to merge SSS's SCAN cable audio package with that of The Music Group. TMG chairman and owner Jim Trecek has been named vice president of SSS and Star Ship Stereo, while TMG president Steve Olsen joins Star Ship as sales account executive.

Washington Post announced last week it had agreed in principle to purchase New York-based **Stanley H. Kaplan Educational Centers** from its owners, Stanley H. Kaplan and family. Terms were not disclosed. Kaplan centers, which prepare college-bound students for Scholastic Aptitude Tests, is largest with over 120 permanent centers nationwide and expected 1984 enrollment of close to 100,000 students.



Strategy session. The Minority Executive Council of the National Association of Broadcasters met last Tuesday (Nov. 20) to discuss "informational and motivational activities" for the NAB's minority and special services department, an NAB spokeswoman said. Among the topics of discussion: the revitalization of that department's employment clearinghouse; a proposal by Ragan Henry, president of Philadelphia-based Broadcast Enterprises National Inc., for a four-day minority broadcast ownership course designed to "expand the pool of minority owners," and a proposal by Eugene Jackson, president of New York-based National Black Network, for the development of a minority internship program. L to r: Dorothy Brunson, president of WEBB(AM) Baltimore; Jim Hulbert, senior vice president of NAB's station services division; Dwight Ellis, vice president of minority and special services at NAB; Glenn Mahone, chairman of the minority executive council and president of Pittsburgh-based Sheridan Broadcasting Network; Jackson; Henry, and Constance Balthrop, station manager, WBZ(AM) Boston.

Editorials

Too much too soon?

The acrimony generated by the television networks' use of exit polls to project results of the Nov. 6 election continues to fester, but another question presents itself: Have the networks, in their drive for journalistic prominence, built election-night coverage into a case of overkill?

The three big networks spent an estimated \$20 million on coverage that in all respects was the most elaborate to date.

It wasn't many years ago that the display of voting returns in fuzzy numbers on a black-and-white cathode ray tube was considered a technological wonder. Last Nov. 6, multicolored figures whirled and danced in graphic gyrations that filled the receiving screen.

In the days that vote projections were obtained by massaging early returns in computer models, the information could be collected by a few thousand workers at selected precincts. On Nov. 6, ABC alone claimed 90,000 workers in the field, a large body of them interviewing voters on emergence from the polls.

There isn't any question that present television coverage provides the audience with more intelligence about election results than has heretofore been available so quickly. Not only the vote but also the vote composition spew out of the machines faster than the polls can close. But is the sheer volume turning off the audience?

The ratings alone cannot provide the definitive answer to that question, but they suggest a reason for networks to review the worth of the programing that \$20 million bought last Nov. 6. The combined network share of audience from 7 to 11 that night was 53, down 14 points from the 67 share of election night, 1980. The 53 share of election night, 1984, was 22 points below the 75 share that the networks delivered on the previous Tuesday night with regular programing.

There is no disposition here to question a service that attracts 35.1% of all U.S. television homes, the rating achieved by the three networks on Nov. 6. There may be reason to note that the rating four years before was in the upper 40's.

Next round

Now that CNN has volunteered to fight all the way for the admission of broadcast journalism to the federal courts, attention turns to the exclusion of broadcast journalism from another temple of the past, the U.S. Senate. CNN will ask the Supreme Court to rule that it was deprived of its rights when its cameras were denied access to the libel trial of Westmoreland vs. CBS, as noted here a week ago. Presumably the organizations that have consistently sought access to the Senate will be at the door again when Congress returns to work on Jan. 3.

Nobody should think that entry in either case will be easy. CNN faces the formidable opposition of Chief Justice Warren Burger and the Judicial Conference, of which Burger is the chairman. The organizations seeking access to the Senate face the formidable opposition of veteran senators who would have to change their antic habits if television were there to see what goes on, or doesn't, when the Senate meets.

The advocates of entry lost a champion when Majority Leader Howard Baker (R-Tenn.) decided to retire. Baker worked tirelessly for the admission of broadcast coverage, but at the last even his skills in parliamentary maneuver and persuasion were overcome by the inflexible opposition of such members as Russell Long (D-La.), whose habits are too ingrained to change for public exhibition.

The Longs' case against television coverage was given an unfortunate boost last May when an unseemly dispute arose in the House over television coverage of its proceedings. The dispute started with Republican proposals to use clips from the television record in re-election campaigns. It intensified when Republicans making speeches on the floor ostensibly confronted opponents who in fact were not there, and Speaker Tip O'Neill instructed the cameras to pan the empty chamber.

O'Neill could do that with a television system that is fully controlled by the House, a defect that journalists hope will be avoided if the Senate accedes to the presence of modern journalism. Indeed House Democrats are scheduled to discuss still tighter controls over their in-House system at a caucus scheduled for next month.

It is, of course, journalistically offensive for television coverage to be limited to a system operated by either body of the Congress. The message to be taken to the House, as it reconsiders its present television rules, is this: Let it do what it wants with the system it supports to make its own record of proceedings, and let television journalists and their own cameras in when news is being made.

It is the same message to be taken to the Senate. Are the messengers warming up?

Plop. Some kind of bird, nature not yet known, landed on Mark Fowler's premises the day before Thanksgiving. The chairman must wish it had landed somewhere else.

The Central Intelligence Agency on Nov. 21 filed a fairness complaint charging the ABC-TV evening news with falsely reporting CIA intentions to assassinate American citizens and failing to provide reasonable opportunity for the presentation of CIA denials. On the day the CIA filed its complaint, two months after the three broadcasts in question, Peter Jennings admitted on the evening news that ABC had been unable to find substantiation for its original reporting.

The merits of this dispute aside, interesting conflicts are represented. One agency of government has made a fairness complaint and asked for an "evidentiary hearing" before another agency that wants to scrub the fairness doctrine, and the heads of both agencies owe their jobs to the great deregulator, Ronald Reagan. This bird could turn into a can of worms.



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