

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 10



He's an American cop. She's a British cop.
They've just been handed
their toughest assignment,
... they must work together.

Tribune Entertainment Company Presents
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54th Year 1984

A requiem
for
the new media

PAGE 43

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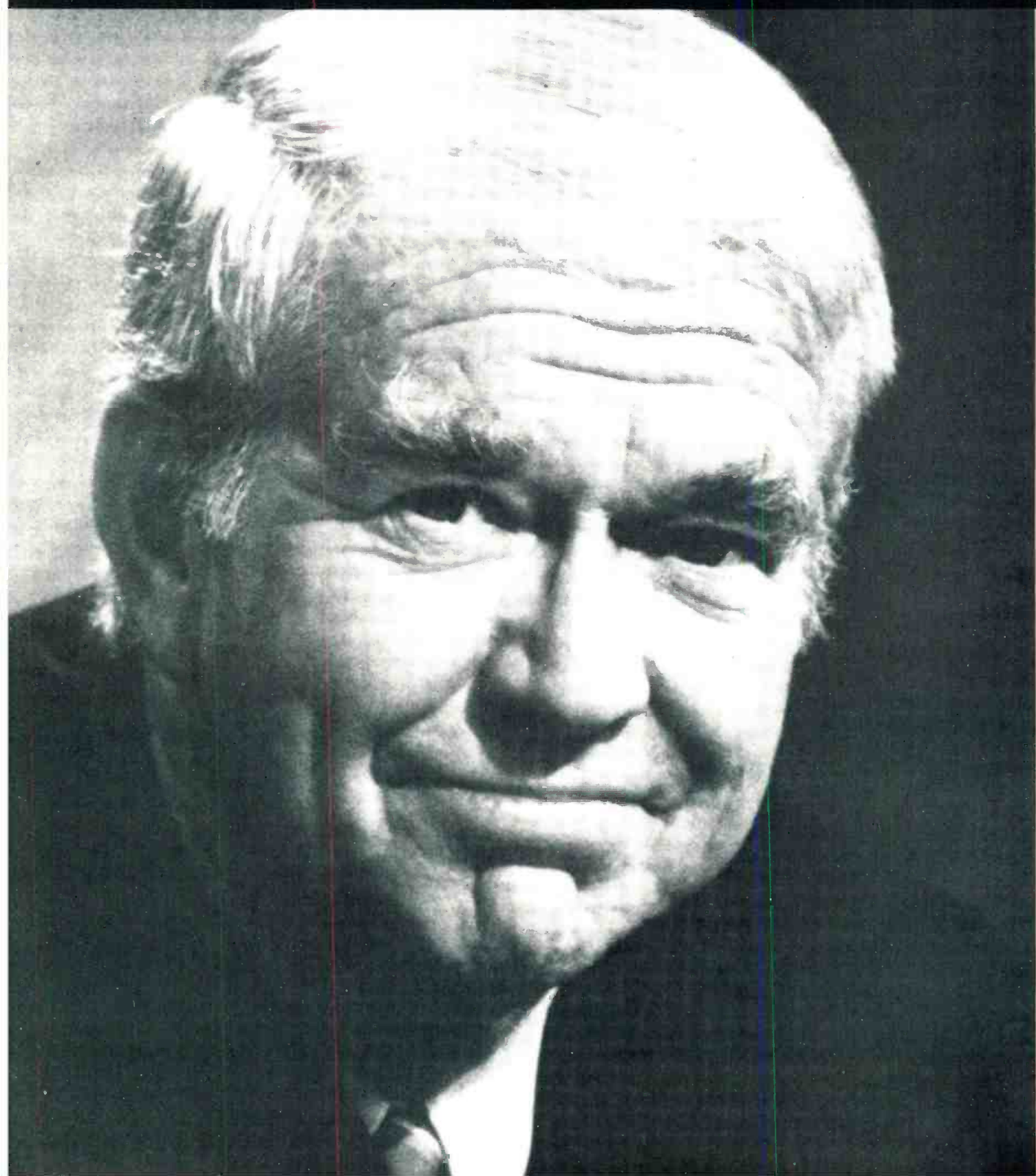
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HIT!**

**FIRM GO
FOR
YEAR 2!**



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*Mr. Chuck Barris
cordially invites you to attend the marriage
of Your Young Adult Audience
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The All New Newlywed Game
The show with the youngest skew among
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Whenever women 18-49 catch a glimpse of The Newlywed Game, it's love at first sight! Now, "The New Newlywed Game," a brand-new 52-week prime access strip that's a "Firm GO!" for Sept. '85, will keep their passions burning!

After 17 years on network daytime, prime-time and first-run access, The Newlywed Game gets the across-the-board demographics

that advertisers fall in love with.

And across the country, even in third and fourth runs, The Newlywed Game still draws unprecedented ratings and demographics. That's why stations are rushing to say "I Do!" to "The New Newlywed Game!"

"The New Newlywed Game" and young adults. It's a marriage made in heaven!

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WNBC New York	KMOX St. Louis
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WMAQ Chicago	KPTV Portland, OR
KYW Philadelphia	WLWT Cincinnati
KBHK San Francisco	WVUE New Orleans
WPXI Pittsburgh	WLOS Asheville
WCCO Minneapolis	KTVX Salt Lake City
WTVJ Miami	KMOL San Antonio
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THE NEW NEWLYWED GAME

Hosted by Bob Eubanks
A "Firm GO!" for Sept. '85!

bel-air

PROGRAM SALES, INC.

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Broadcasting Dec 10

Wall-to-Wall on Western Cable and RTNDA Tolling the bells for new media

WESTERN CABLE □ General outlook for cable remains bullish, according to industry representatives gathered in Anaheim, Calif., for Western Cable Show. Concerns over Cable Communications Policy Act, copyright legislation contribute to subdued tone of meeting. BROADCASTING's extensive convention coverage begins on **PAGE 31**.

NEWS GATHERERS GATHERING □ In speeches and sessions, Annual Radio-Television News Directors Association convention in San Antonio addresses number of issues affecting news media. Topics include election day polling, libel suits. NBC's Grossman lauds local news; ABC's Donaldson says Reagan is keeping his distance from press. Coverage begins on **PAGE 36**.

PULLING THE PLUG □ A new set of initials, RIP, may replace many familiar ones in the new media mix as competitors to traditional broadcast and cable delivery find no firm footholds in the Fifth Estate. In this wide-ranging special report, BROADCASTING talks with executives from within and outside the media involved, and with financial analysts who follow media fortunes. The result is a blow-by-blow account of what put some new communications contenders on the ropes and others on the canvas. **PAGES 43-70**.

SWEEPS □ Arbitron, Nielsen, disagree over winners in number of markets, according to station-compiled averages of overnight metered ratings. Final tabulations should begin going to stations early this week. **PAGE 74**.

ACE HIGH □ National Cable Television Association honors its best and brightest at the 6th annual ACE awards ceremony in Los Angeles. **PAGE 82**.

HEAD TO HEAD □ United States Football League Commissioner Chet Simmons tells New York chapter of National Academy of Television Arts and Sciences that switch to fall schedule is move to get rights deal from two broadcast networks. **PAGE 84**.

STEP FORWARD □ National Commission on Working Women annual review gives good marks to television's portrayal of women, citing more women characters, more minorities, focus on issues of interest to women. **PAGE 84**.

THE GOOD FIGHT □ Stepping up its campaign against alcohol and other drug abuse, the National Association of Broadcasters has made available package of 26 PSAs to commercial stations. **PAGE 88**.

CABLE REVISION □ FCC launches rulemaking to bring its rules in line with Cable Communications Policy Act of 1984; grants conditional go-ahead to four DBS applicants. **PAGE 93**.

BEG PARDON □ United Kingdom objects to Region 2 DBS satellite proposal. Members of U.S. delegation in London for talks about scheduled World Administrative Radio Conference on space systems say concerns do not pose "serious problems." **PAGE 95**.

MAKEOVER □ Third-place *CBS Morning News* gets facelift with format change to magazine style and addition of Phyllis George as co-anchor. **PAGE 97**.

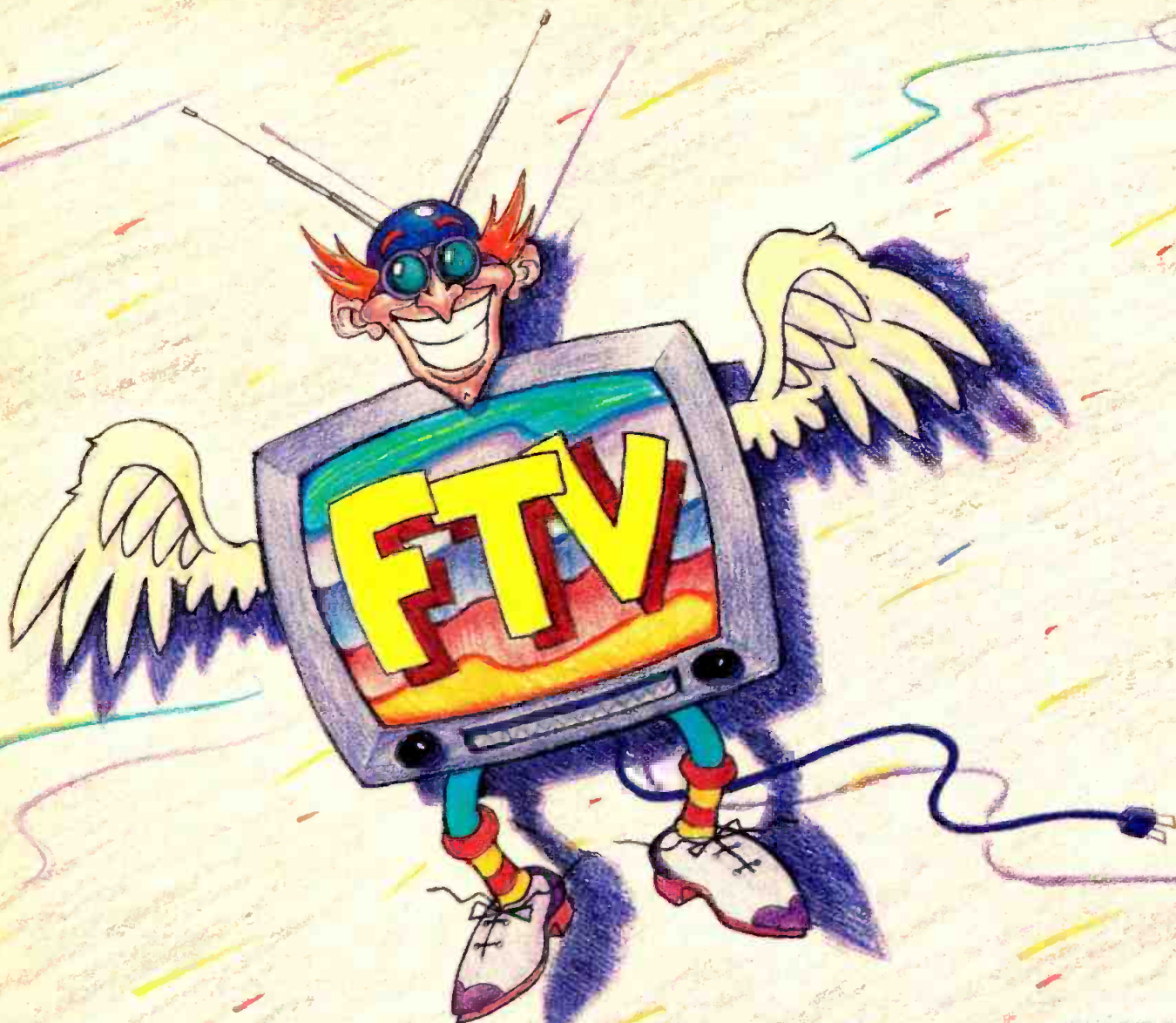
DIVIDENDS □ FCC Commissioner Dennis Patrick, a transplanted southern Californian, finds the banks of the Potomac hold his political fortunes. **PAGE 119**.

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It's an outrageous, unpredictable,
first run, weekly, half-hour music series
from the creator of *Puttin' On The Hits!*

You Gotta See It To Believe It!

Advertiser-Supported Programming from

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Consensus nears

Notion of "discounting" value placed on independent VHF's in FCC's reconsideration of its 12-12-12 multiple ownership rule reportedly has fallen to wayside (BROADCASTING, Dec. 3). FCC sources last week, however, said concept of discounting UHF's—that is, counting them for only 50% of market's television households—is receiving favorable consideration. Consensus still favors double cap—that is, combination of numerical limit of 12 with limitation based on total penetration of television households, and 25% was said to be percentage being eyed most favorably last week. Still at issue is whether commission should permit 30% penetration when UHF's are included. UHF ownership could be given boost either with discount or by permitting that additional penetration. There's also consensus for eliminating sunset provision. One source pointed out that UHF discount can be based on technical reach. Discount for independent VHF's would have to be based on average audience share.

Broadcasters' turn

Representative Mickey Leland (D-Tex.) will introduce at start of new Congress broadcasting legislation containing equal employment opportunity standards like those in Cable Communications Policy Act of 1984. Leland says passage of legislation will be his chief priority. Legislation will codify and strengthen FCC's existing EEO regulations and its procedures for certifying that broadcast licensees are in compliance. It will also require FCC to review employment profile of each station every year to decide whether there is need for further investigation.

Firepower

Debate over whether must-carry should be required for TV stereo, program-related teletext and other program-related uses of vertical blanking interval is still burning at FCC. National Association of Broadcasters has enlisted services of former FCC Chairman Dick Wiley to argue case for its so-called "middle ground" proposal at commission. National Cable Television Association has enlisted former Commissioner Anne Jones to present case against. It's said to be first time Jones has actually worked commission floor for any item since she left FCC more than year ago. There's

some indication that industry's lobbyists may be attempting to outflank FCC Chairman Mark Fowler; source said neither Wiley nor Jones had paid Fowler's office visit on issue.

One proposed solution reportedly being given serious consideration by three-vote majority of commissioners would be to give cable operators up to four-year break from must-carry obligations, but require them to be stereo-compatible as of Jan 1, 1989. Commission is still hoping to face issue at meeting Dec. 19. Mass Media Bureau took item back from commissioners last week to do rewrite.

Debut

First major-market MMDS system is set to debut in Washington this week. American Family Theater will broadcast four-channel service over ITFS channels leased from George Mason University. Service will incorporate George Mason's current ITFS service and adopt its name, Capitol Connection.

Four channels will be offered in three packages: SelecTV, CNN and C-SPAN (\$26.95 a month); ON-TV/Home Team Sports, CNN and C-SPAN (\$28.95), and CNN and C-SPAN (\$12.95). Installation charge will be \$250. Bulk rates will be available for multiunit dwellings. AFT hopes to expand to eight channels within next few months, putting ON-TV and Home Teams Sports on separate channels and adding three other cable services.

Hill strength

Assuming FCC Chairman Mark Fowler moves along to other things, don't count Commissioner Mimi Dawson out of running as his successor just because Senator Bob Packwood (R-Ore.), her former employer, has stepped down as chairman of Senate Commerce Committee to become chairman of Senate Finance Committee. With tax and deficit questions foremost on country's agenda, Packwood will be wielding more clout than ever with White House. Also worthy of note: Senator John Danforth (R-Mo.), new Senate Commerce Committee chairman, and Dawson both hail from St. Louis; Packwood will remain on Commerce Committee as senior member. Senator Barry Goldwater (R-Ariz.), expected to stay on as chairman of Senate Communications Subcommittee, and Dawson are friends; Dawson also is said to be on very good terms with other Commerce Committee heavyweights, including Senator Ted Stevens (R-Alaska).

On ropes

Confronting virtually insurmountable financial problems with its Boston system, Cablevision Systems, Woodbury, N.Y.-based MSO, has told city it needs some form of relief from current franchise agreement if it expects to earn profit there. Cablevision founder Charles Dolan stressed last week that system is *not* up for sale at this point, but might be as ultimate resolution of problem. Company approached city about relief just last week but has yet to submit specific proposals. But company vice president Sheila Mahony said company would *not* seek increase for Boston's \$2 basic subscriber fee, which by contract is frozen for three more years.

Temporary relief

Tax-related legislation, signed into law this summer, will have minimal effect, at least for time being, on seller financing of broadcast stations. In seller financing, percentage claimed as purchase price is taxed at lower capital gains rate, whereas interest charged by seller is counted as income and taxed at higher rate. For this reason, and sometimes to facilitate deals, seller financing has often been carried at well below market interest rates. Previous law imputed 9 1/2% rate to both purchase price and interest, but new clause of Deficit Reduction Act of 1984 (DEFRA) ties rate to index of various federal rates, currently about 12%. However, Norman Eule, partner in Pierson, Ball & Dowd, Washington law firm, said clause "was one of least-well-received provisions of DEFRA" and as result temporarily does not apply to first \$2 million of sale. It is in smaller sales that seller financing is most frequently used. Reprieve for sales under \$2 million ends July 1, 1985.

Straight to top

FCC is expected to clarify prime time access rule at open meeting Dec. 19. Rhodes Productions, producer of *Second City Television*, comedy program that has had original runs on network, cable and in first-run syndication, has recut old segments into 158 half-hours. It wants to market shows for prime-time access period, even though episodes contain material that originally had first run on network. Mass Media Bureau source last week said staff would have denied Rhodes's request as violation of PTAR; full FCC is being asked to take first cut at item instead, however.

STILL THE DE



THE ALL NEW LET'S MAKE A DEAL

This fall, America's favorite trader, Monty Hall returned to TV with "The All New Let's Make A Deal," the ultimate big payoff audience participation show.

And payoff it did! "Deal," the major new hit of '84-'85, prove that it's working better than ever, giving stations significant

BOSTON

WNEV*

Mon-Fri 4:00PM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	18	47
OCT 83	LOCAL MAGAZINE	5	6

INCREASE: +260% +683%

NEW YORK

WCBS**

Mon-Fri 9:00AM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	11	50
OCT 83	TIC TAC DOUGH	9	37

INCREASE: +22% +35%

INDIANAPOLIS

WRTV**

Mon-Fri 9:00AM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	24	23
OCT 83	JOKER'S WILD	22	17

INCREASE: +9% +35%

DENVER

KCNC**

Mon-Fri 11:30AM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	17	25
OCT 83	DIFFERENT STROKES	11	20

INCREASE: +55% +25%

MIAMI

WTVJ**

Mon-Fri 4:00PM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	21	42
OCT 83	BREAKAWAY	9	18

INCREASE: +133% +133%

SEATTLE-TACOMA

KIRO**

Mon-Fri 3:30PM

H.H. SHARE ADULTS 18-49

OCT 84	DEAL	19	21
OCT 83	HOOR MAGAZINE	16	16

INCREASE: +19% +31%

MO CHAMP!



KE A DEAL

Increases in their share of the audience and in important young demos.

Don't get "Zonked" in '85! Join the 110 stations that have already made the "Big Deal!"

"The All New Let's Make A Deal!"

WASHINGTON, D.C. WJLA** Mon-Fri 10:00AM H.H. SHARE ADULTS 18-49 OCT 84 DEAL 24 44 OCT 83 16 20 INCREASE: +50% +120%	MINN.-ST. PAUL WTCN* Mon-Fri 11:00AM H.H. SHARE ADULTS 18-49 OCT 84 DEAL 16 11 OCT 83 9 8 INCREASE: +78% +38%	CINCINNATI WLWT** Mon-Fri 4:30PM H.H. SHARE ADULTS 18-49 OCT 84 DEAL 18 28 OCT 83 15 25 INCREASE: +20% +12%
SACRAMENTO KXTV** Mon-Fri 3:00PM H.H. SHARE ADULTS 18-49 OCT 84 DEAL 15 14 OCT 83 13 13 INCREASE: +15% +8%		

"The All New Let's Make A Deal" is a
Hatos/Hall Production in association with

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*NSI **ARB

Answering Fritts

The November issue of the Community Antenna Television Association's monthly newsletter contains a rebuttal of remarks made by National Association of Broadcasters President Eddie Fritts before the New York State Broadcasters Association in October. CATA President Carl Schmauder, Lincoln Television System Inc., Lincoln, Ore., in a column headed "Dear Eddie" takes on Fritts and the NAB's legislative priorities as outlined in Fritts's remarks. Schmauder criticized the NAB for calling for elimination of government controls over broadcasting on First Amendment grounds while at the same time asking for must-carry protection. He agreed that broadcasters and cable operators should be questioning the right of government to control the media. "Broadcasters, like the cable industry, argue that we are First Amendment speakers and that as such the government should simply not even be considering such things as restricting our freedom of speech in such ways as banning liquor commercials—whether they are good or bad," Schmauder said. However, when it comes to must-carry, he charged Fritts with working "both sides of the street." Just "let the government even sug-

gest that broadcasters really ought to carry programs for kids, or not carry an overwhelming glut of advertising for narcotics that are killing the American population at an alarming rate and the hue and cry from the broadcast industry is almost deafening."

What broadcasters really want, he continued, "is a governmentally guaranteed monopoly—one that can be equally controlled by the government." And, "You can't have it both ways." He offered NAB a deal. "We'll all commit our resources and skills to accomplishing that goal which will logically result in the elimination, not only of a \$500-million dollar a year threat to the broadcasting industry, but also the idiocy now contained in the must-carry rules! How about it Eddie?"

Expansion efforts

The Arts & Entertainment Network announced that beginning Jan. 1, 1985, it would offer affiliates two minutes of local advertising time per hour. A&E has been offering one minute of local time. The current minute will continue to be offered within the last 10 minutes of the hour. The additional minute will be offered between 31 and 45 minutes past the hour. The network also

said it would increase program promotional time to three minutes per hour, and increase roll cue time from five seconds to eight seconds, as part of its programming expansion to 20 hours a day beginning Jan. 1. A&E is carried on Satcom III-R, transponder 24.

Ad-ing up

ESPN said last week that its affiliates will generate more than \$40 million in cable ad sales from local avails offered by the network in 1984. About \$11 million of that will be derived from sales next fall of local spots within the network's schedule of 15 College Football Association games. To help affiliates in their effort, ESPN sent out an ad sales kit this summer and sponsored a subsequent series of 13 sales seminars around the country. According to Roger Werner, the network's vice president of affiliate marketing, more than 800 affiliates, accounting for almost 60% of the network's subscriber base of 34 million homes, sell local ad time. ESPN offers two minutes of local ad time to affiliates per hour.

Representative arrangement

Cable Networks Inc., a cable advertising representative, announced last week that it has signed a deal with American Television and Communications Corp. to represent 19 of the MSO's systems with a total subscriber base of close to 1.2 million. ATC, the number-two ranked MSO with more than 2.4 million basic subscribers, is owned by Time Inc. The ATC systems covered under the agreement include New York; Honolulu; Rochester, N.Y.; Memphis; Austin, Tex.; Charlotte, N.C.; Jackson, Miss.; Kansas City, Mo.; Birmingham, Ala.; Shreveport, La.; Albany, N.Y.; Colorado Springs; Savannah, Ga.; Champaign, Ill.; Erie, Pa.; Ithaca, N.Y.; Eau Claire and Green Bay, both Wisconsin, and Denver, which will launch in the spring in 1985.

The Hollywood connection

Showtime/The Movie Channel Inc. last week announced that its board approved a new consumer advertising campaign for the Movie Channel, to be launched in March 1985 at a cost of no more than \$5 million. The theme line is "The Heart of Hollywood," designed to position TMC as a pay cable network wholly devoted to movies and Hollywood. The campaign will run on basic cable networks, spot television and radio and various print publications.

Closer to cable

The Washington city council last week voted to award a 15-year cable franchise to District Cablevision Inc., giving its nod to a plan that calls for C&P Telephone—the local telephone company—to build and maintain the system's transport lines.

It's still not clear sailing for DCI, however.



Cable primer. A blow-by-blow description of the Cable Communications Act of 1984 and what it means for the cable industry and municipalities was presented during a day-long seminar sponsored by the Washington Program of the Annenberg Schools of Communications last week. The seminar featured some of the key players responsible for the formation of the legislation including the staff of the House Energy and Commerce Committee as well as representatives of the National Cable Television Association and the National League of Cities. Pictured: David Klaus (left), counsel to the Commerce Committee, and Mark McCarthy, economist for the committee. Klaus discussed the regulatory authority of federal, state and local governments and some of the bill's definitions. McCarthy examined telephone and common carrier issues in the legislation and its crossownership provisions.

Reginald Martin, counsel to the city council committee for cable television, said that, in accordance with city procedures, the council will take a second vote on the franchise Dec. 18. The bill then must be signed by the mayor. And Congress will have 30 days to review the legislation before it can become effective.

In addition, Martin noted that Capital City Cable, one of the losing contenders, has filed an antitrust suit in U.S. District Court in Washington alleging that DCI, C&P and city officials illegally conspired to award DCI the franchise. Martin further noted that Capital City, headed by Percy Sutton's Inner City Broadcasting Co., and District Telecommunications Development Corp.—the other rejected suitor—are opposing C&P's request for construction authority at the FCC. Martin also said Capital City has asked the Department of Justice to investigate the propriety of C&P's involvement.

Under the franchise, Martin said, several deadlines would have to be met, or the franchise would automatically terminate. For starters, C&P must receive FCC approval to construct before April 1; DCI must, within 12 months of the effective date of the franchise, have "firm commitments" for \$30 million of the financing for the \$130-million system, and construction must start within 18 months of the effective date of the franchise.

Among other things, the franchise calls for a 79-channel system for residences and an institutional network. It further calls for DCI to set up and equip eight access studios, one within each of the city's eight wards.

Bob Johnson, president of Black Entertainment Television, owns about 60% of DCI with a group of local investors; Tele-Communications Inc. and United Cable, two of the nation's largest cable MSO's, own about 20% each (BROADCASTING, July 16).

High visibility

Home Box Office reported last week that for its Jan. 5 premiere of *Elvis—One Night With You*, it is running the most extensive campaign it has ever developed to promote an HBO concert. HBO said the campaign combines cross-promotions with RCA Records, MGM/UA and American Airlines and features advertising in national publications, a co-op direct-mail campaign with affiliated cable systems, "Elvis Evening Sneak Previews" in rock clubs, simulcasts in 80 cities, radio announcements and on-air promotion. "Elvis Presley is probably the biggest single music star ever," said Marci Miller, HBO vice president for consumer promotion. "To draw attention to HBO's exclusive concert featuring Elvis, we are pulling out all the stops in promoting it."

Lots of Cousteau

Clearances for *Cousteau/Amazon: Snowstorm in the Jungle*, the seventh and final hour of Turner Broadcasting System's \$6.5-million *Cousteau/Amazon* series, are approaching TBS's goal of 90% coverage of U.S. TV homes, officials said last week. Clearances had reached 83% by the end of November, they reported, including stations in New York, Los Angeles and Chicago. The pro-

gram will be shown on Turner's superstation, WTBS(TV) Atlanta, on Jan. 8 at 8:05-9:05 p.m. NYT and broadcast affiliates will carry it in prime time during the Jan. 9-31 window.

Nationalism

The Canadian Association of Broadcasters has come out in opposition to a proposal to permit the carriage of distant television stations on Canadian cable systems.

In a press release, CAB asserted that the Canadian Radio-Television and Telecommunications Commission's distant-signal proposal would lead to the creation of superstations that could outbid local stations for popular programs and would lead to the fur-

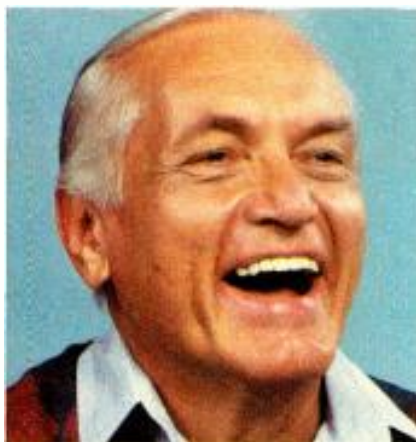
ther fragmentation of audiences.

Michael Arpin, CAB chairman, said the proposal would lead to bidding wars that would drive up the costs of programming "and could deprive local stations of some popular revenue-producing shows that help fund their Canadian productions."

According to the release, broadcasters from Quebec had expressed concern that English programs entering their province on superstations would further erode viewing of French-language stations.

Among other things, the news release asserted the distant-signal proposal could seriously disrupt program and copyright arrangements. It said Canadian broadcasters believed the proposal should be shelved, at least until the government revises its copyright legislation.

"TOO CLOSE FOR COMFORT" AVAILABLE FOR STRIPPING.



RIGHT NOW!

That's what we said.
Available right now.

We can have you on the air in a week with a full five-day strip of **TOO CLOSE FOR COMFORT**, America's solid comedy hit starring Ted Knight.

So if you're looking for proven rating power for a key slot in your schedule, you don't have to wait months—or years—for

a fresh, funny family sitcom.

You have a unique opportunity to make your move—right now.

It's a move that'll pay off for your station for a long time to come: We have a hundred terrific episodes in the can. And there's more to come.

Call your Taffner rep now.

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Chicago
(312) 593-3006

Los Angeles
(213) 937-1144

YOUNG WOMEN

SEATTLE

• Starts Spring '85

PORTLAND

• Starts Summer '85

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

OUTDELIVERS...

Diff'rent Strokes • Family Feud
• People's Court • Rockford
• Laverne & Shirley

SACRAMENTO KRBK 7-8 P.M.*

OUTDELIVERS...

Benson • Every Second Counts
• Happy Days Again • Dukes Of Hazzard
• Mork & Mindy • Chips

LOS ANGELES KHJ 7-8 P.M.*

OUTDELIVERS...

Wheel Of Fortune • Family Feud
• Hart To Hart • People's Court
• Jeffersons • Happy Days Again

DENVER

• Starts Fall '85

DALLAS WFAA 3-4 P.M.

OUTDELIVERS...

Wheel Of Fortune • Mash • Fam
• Hart To Hart • Benson • People

LOVE DALLAS

CINCINNATI

• Starts January '85

DETROIT

WXON 7-8 P.M.**

OUTDELIVERS...

Entertainment Tonight •
Dukes Of Hazzard • Tic Tac Dough

BOSTON

WQTV 7-8 P.M.**

OUTDELIVERS...

Diff'rent Strokes • WKRP in Cincinnati •
Dukes of Hazzard

CLEVELAND

WCLQ 7-8 P.M.*

OUTDELIVERS...

Love Boat • Rituals • Good Times

NEW YORK

WOR 7-8 P.M.*

OUTDELIVERS...

Family Feud • Hart To Hart •
People's Court • Barney Miller •
Happy Days Again

MEMPHIS

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

OUTDELIVERS...

Hart To Hart • People's Court •
Trapper John • New Let's Make A Deal

NASHVILLE

WKRN 4-5 P.M.*

OUTDELIVERS...

Diff'rent Strokes • Jeffersons • Name
That Tune • Too Close For Comfort •
People's Court • New Let's Make A Deal

ATLANTA

• Starts Fall '85

TAMPA

WTOG NOON-1 P.M.*

OUTDELIVERS...

Diff'rent Strokes • Benson •
Dukes Of Hazzard

USTON

KTXH 7-8 P.M.*

OUTDELIVERS...

Wheel Of Fortune • Diff'rent Strokes •
The Love Boat • Trapper John •
People's Court • Jeopardy

MIAMI

WDZL 7-8 P.M.**

OUTDELIVERS...

Hart To Hart • Trapper John •
Dukes Of Hazzard • Name That Tune •
Let's Make A Deal • Vegas

LORIMAR

Business Briefly

RADIO ONLY

Charles Schwab & Co. □ Discount stock brokerage firm has begun 13-week test of spot radio in Miami, Memphis and Modesto, Calif. Commercials will run in all dayparts. Target: men, 25-54. Agency: Lawrence Butner Advertising, New York.

Clothestime Stores □ Discount stores for young women will launch flight of two to three weeks in 40 markets with initial dates having started in some markets and others beginning this week. Commercials will run in all dayparts. Target: women, 12-24. Agency: International Communications Group, Los Angeles.

Mother Tucker's Restaurants □ Four-week flight is scheduled to start in early January in eight markets in Canada and four in U.S., including Indianapolis and Seattle. Commercials will be carried in all dayparts. Target: adults, 25-49 and 25-54. Agency: Duffy, Bringgold, Knutson & Oberprillers, Minneapolis.

Restructuring. Kenyon & Eckhardt has realigned management, including the establishment of an office of the president, a restructuring of the agency's management committee and the creation of a new operations committee. Named to the two-member office of the president are co-vice chairmen, Steve Frankfurt and Ron DeLuca. They will share responsibility for day-to-day operation of the agency, both domestic and international, with Frankfurt responsible primarily for creative and DeLuca for operations. DeLuca will continue to direct K&E automotive business and chair the management committee, which has been expanded to include the agency's senior VP, director of research and strategic planning, as well as its senior VP, media and programming and the chairman of the new operations committee, who is Jim Heekin, senior VP, group management supervisor. The operations committee will comprise creative, research, media and account management executives from the agency's four domestic offices. The new structure, says K&E, puts greater focus on the agency's creative product.

Joseph A. Banks Co. □ Manufacturer and retailer of men's clothing will launch four-week flight in March in 16 markets. Commercials will be slotted in daytime periods. Target: adults, 25-54. Agency: Eisner & Associates, Baltimore.

Texas Dairy Queen □ Restaurant chain plans various flights in 1985 starting with six-week promotion in early January in 19 markets, including San Antonio and Austin, both Texas. Commercials will be

scheduled in all dayparts. Target: adults, 18-49. Agency: Berry-Brown Advertising, Dallas.

National Business Employment Weekly □ Newspaper owned by Dow Jones, which had been promoted on network basis on television and radio, moves into spot radio for four-week flights in more than 18 markets, starting in early January. Commercials will be presented in all dayparts. Target: men, 25-54. Agency: Lawrence Butner Advertising, New York.

RADIO AND TV

Barnett Banks □ Three-week flight is scheduled for early January in nine television markets and 25-30 radio markets in Florida. Commercials will be carried in all dayparts. Target: adults, 35 and older. Agency: Martin Agency, Richmond, Va.

TV ONLY

Tom Thumb Groceries □ Eight-week

Rep Report

KCPQ(TV) Tacoma, Wash.: To MMT Sales from Seltel.

□

KAAM(AM)-KAFM(FM) Dallas: To Weiss & Powell from Torbet Radio.

□

KRPM(FM) Tacoma, Wash.: To Christal Radio from Weiss & Powell.

□

WQMV(FM) Jackson, Miss.: To Torbet Radio from Masla Radio.

□

KDAB(FM) Ogden, Utah: To Torbet Radio (no previous rep).

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.

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

THIS MORNING—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move before morning drive.

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

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

For more information call, (202) 955-7200

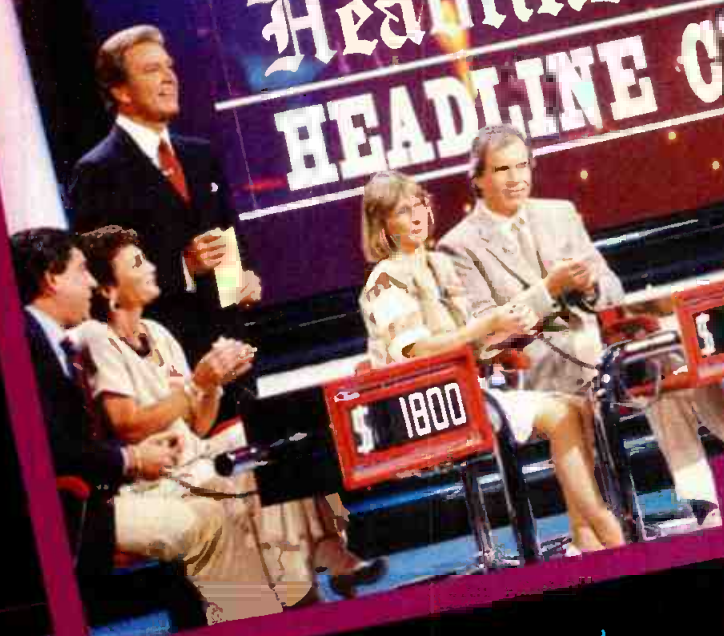
AP Associated Press Broadcast Services.

'85-'86's New Headliner!!

HEADLINE CHASERS

Headline Chasers

HEADLINE CHASERS



In the tradition of America's #1 syndicated show, "Wheel of Fortune," and the most popular TV trivia game of all time, "Jeopardy!," Merv Griffin Enterprises is proud to announce an all-new concept for the fall of '85!

Headline Chasers

- starring Wink Martindale
- 35 weeks of first-run episodes.
- A highly entertaining and informative format designed to flow in or out of your local/network news.
- Full promotional support, including the King World Creative Services Satellite Kit.



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IN ASSOCIATION WITH WINK MARTINDALE, INC.

WHILE EVERYONE ELSE HAS BEEN PROMOTING A FORMAT, SONY HAS BEEN PERFECTING A SYSTEM.

Over the last three years, Sony's rivals in the combination camera/recorder arena have spent considerable time inventing wonderful things to say about their new formats. But apparently, they've overlooked inventing many wonderful new products to go along with these formats.

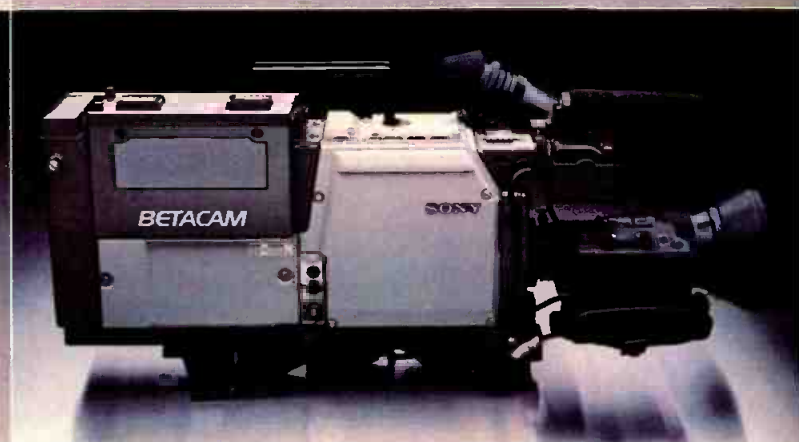
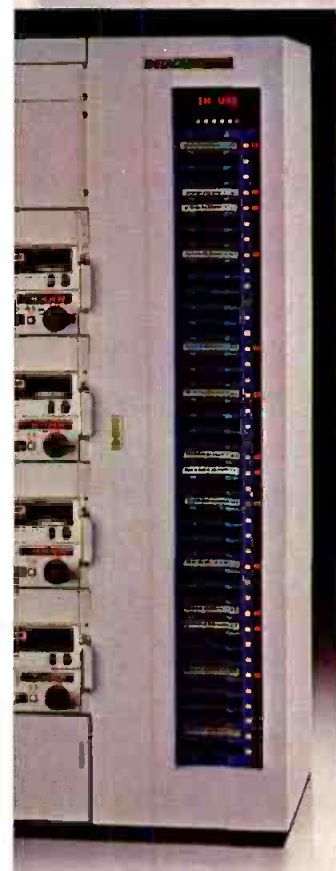
Sony has taken a different course.

In 1982, Sony introduced Betacam™ and the BVW-10 play-

back unit. An evolutionary system that didn't force stations to abandon their existing 3/4" and 1" equipment.

Then, in 1983, Sony expanded the system with the three-tube Betacam, the BVW-40 edit/recorder, and the world's first battery-operated 1/2" field playback unit.

And this year at NAB, Sony announced a major breakthrough in cart machine technology with Betacart.™ A system



that demonstrated the Betacam format's strength beyond the newsroom, beyond the studio, and beyond field production. At the same time, Sony also unveiled the world's lightest camera/recorder, the BVW-2 Newsmaker.™ And a prototype order/decoder system that will make it possible for Betacam to be transmitted by microwave. Each of these products is the result of Sony's dedication to

the needs of the ENG and EFP industry. Work which has earned the Betacam format widespread acceptance by television stations and production companies around the world. Which only makes sense. After all, in this business you don't win sales on the merits of your arguments. You win them on the merits of your products.

SONY
Broadcast

Texas flight is set to begin in January in Austin and Dallas. Commercials will be carried in all time periods. Target: women, 25-54. Agency: Arnold Hartwell McClain, Dallas.

Gray Drug Fair □ Co-op advertising effort by retailer and drug store suppliers will begin in mid-December for one week, with four scheduled flights in 11 different markets. Commercials will be

placed in all dayparts. Target: women, 25-54. Agency: Marcus Advertising, Cleveland.

Castle & Cooke Foods □ Pineapple juice will be spotlighted in eight-week flight to start in early January in eight markets in Northwest. Commercials will run in daytime and fringe periods. Target: women, 25-49. Agency: Allen & Dorward, San Francisco.

AdVantage

Growing TV categories. Television advertising for travel promotion, computers and restaurants and fast foods climbed by substantial margins in first three quarters of 1984, according to Television Bureau of Advertising. Travel advertising on network and spot TV totaled almost \$241.4 million, up from \$178.4 million in first three periods of 1983. Passenger travel TV advertising amounted to almost \$160 million, and hotels, resorts and tourist promotions represented almost \$80 million. Travel/tour agency spending was estimated \$5.5 million. TVB said TV expenditures for network and spot in first nine months of year rose by 34% to \$696.6 million. Network figure for period was \$270.5 million and spot \$358.8 million. McDonald's was leading investor with \$188.2 million. Burger King was second with \$99.4 million and Wendy's was third with \$55 million. Computer advertising in first nine months zoomed by 77% to \$187.3 million. Topping list of manufacturers was IBM, with \$38.4 million, followed by Apple Computer with \$30.1 million and AT&T with \$18 million. Computerland was largest television advertiser for sales and service companies with spending of almost \$6.1 million. Figures are based on data supplied by Broadcast Advertisers Reports.

JWT's view of 15-second spots. J. Walter Thompson USA has issued special report on 15-second spots, suggesting when they may be used and when they should not be used. Agency said that based on current knowledge and research, 15's offer at least short-term gains by providing more exposure and lower cost and greater media flexibility. Report says JWT would caution clients in cases where campaign or execution involves image building, new product introduction or complex messages. JWT says that as starting point, it will recommend that use of 15-second commercials be considered advantageous until proved otherwise. Report states agency is concerned about impact of 15's on commercial environment and intends to monitor situation carefully. It will conduct research among consumers on clutter and monitor network costs and commercial communication.

Eastman scans radio. For first time, Eastman Radio started to track advertiser requests for 35-64 demographic during third quarter of 1984 and says these represent 3% of all availabilities. Still leading the pack, however, is 25-54 age group, accounting for 38% of all requests, followed by 18-49, 18%, and 18-34, 12%. Eastman reports that male and female targets were virtually equal in number in third quarter, distinct change from second quarter when male requests exceeded female requests by 50%. Farm and trucking requests have been tabulated separately and account for 3% of all availabilities.



CBS to Seattle. CBS Radio Spot Sales has become the national sales representative for Bonneville International Corp.'s KIRO(AM)-KSEA(FM) Seattle. KIRO programs news and talk as well as coverage of Seattle Seahawks football, Supersonics basketball and Mariners baseball. KSEA has an easy listening format. (CBS Radio Spot Sales is a unit of CBS Radio Representatives—the new name given to CBS Radio's national sales firm.)

Pictured at the contract signing are (l-r): Ed Kiernan, vice president and general manager, CBS Radio Representatives; Joseph Abel, vice president and general manager, KIRO, and Robert Hosking, president, CBS Radio.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Philippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Sol Taishoff, editor-in-chief (1904-1982).
Lawrence B. Taishoff, publisher.

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Donald V. West, managing editor.
Leonard Zeidenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy,
John Eggerton, assistant editors.
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Jeanne A. Omohundro, LSF Fitzpatrick,
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research assistants.

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Senior Editorial Consultants
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Rufus Crater (New York)

Editorial Consultant

Rocco Famighetti (New York)

Broadcasting ■ Cablecasting

Yearbook

Mark Jeschke, manager.
Joseph A. Esser, associate editor.
David Seyler, staff assistant

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Washington
John Andre, sales manager (equipment and engineering).
Doris Kelly, sales service manager.
Christopher Moseley, classified advertising manager.
New York
David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor,
sales managers.
Hollywood
Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

Production

Harry Stevens, production manager.
Don Gallo, production assistant.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director

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New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.
Marie Leonard, June Chauhan,
advertising assistants.

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

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



ABP

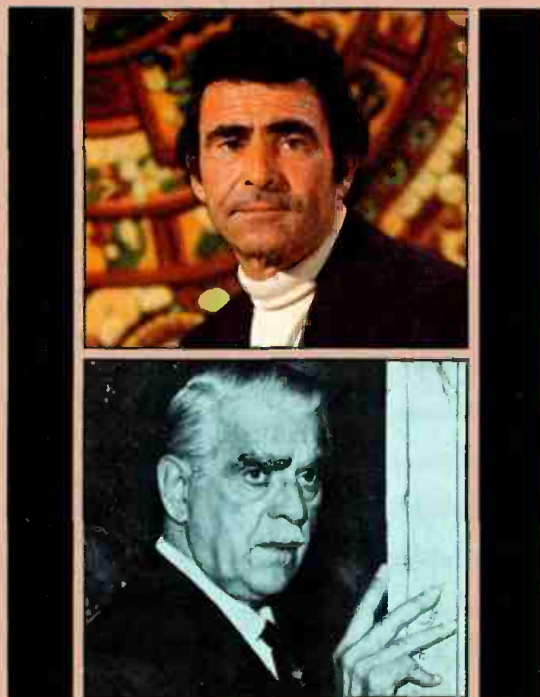
American
Business
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in 1946. Television * acquired in 1961. Cablecasting *
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SHOCK TREATMENT:

Audiences Scream For More.



Here's a great way to put some chills and thrills into your late night ratings!

First you start with Rod Serling and Boris Karloff, the greatest masters of the bizarre and the macabre.

Then you add some of television's finest dramatic productions, featuring such stars as Edward G. Robinson, Joan Crawford, Jane Wyman, Vincent Price, John Carradine, Sally Field, Ray Milland, Mickey Rooney, Mary Tyler Moore and Richard Chamberlain. The result is pulse-pounding suspense.

ROD SERLING'S NIGHT GALLERY 97 half hours in color
BORIS KARLOFF PRESENTS THRILLER 67 hours

For more information, call (212) 605-2790.



Datebook

This week

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**—*Media Institute* business/media luncheon. Speaker: Brian Lamb, president of C-SPAN, on "Big Media Dominance and the Last 10 Years." Mayflower hotel, Washington.

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. 13**—*Northern California Broadcasters Association* luncheon. Speaker: Chuck Blore of Chuck Blore and Don Richman Inc. Westin, St. Francis, San Francisco.

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

Also in December

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. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

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

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

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

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

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

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

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

April 14-17, 1985—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV

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.

Jan. 9—*Ohio Association of Broadcasters* Columbus managers' luncheon. Athletic Club, Columbus.

■ **Jan. 10-12**—*Utah Broadcasters Association* annual winter convention. St. George Hilton Inn, St. George, Utah. Information: (801) 678-2261.

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. 15**—Deadline for entries in 32d Annual Youth Awards in Media, for "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University of Missouri*. Information: (314) 636-6041.

■ **Jan. 15**—*Community Broadcasters of America*, association for low-power television, "mini-conference," following NATPE International conference. Moscone Center, San Francisco.

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. 16—*Ohio Association of Broadcasters* "hiring/firing" workshop. Marriott Inn North, Columbus, Ohio.

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.

Major Meetings

program marketplace. Palais des Festivals, Cannes, France.

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

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

■ **May 11-15, 1985**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

May 12-15, 1985—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

May 19-23, 1985—*National Public Radio* annual convention. Marriott City Center, Denver.

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

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

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

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

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

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

Sept. 11-14, 1985—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

■ **Sept. 11-14, 1985**—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

Nov. 20-22, 1985—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.



The One Place To Be

INTV
Century Plaza
Hotel

NATPE
Fairmont Hotel
23rd Floor
In The Tower

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 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. 29—*Academy of Television Arts and Sciences* forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

■ **Jan. 29-31**—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

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

Jan. 31—Deadline for entries in 17th annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

February 1985

■ **Feb. 1**—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American legal system." Information: (312) 988-6137.

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—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

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

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

Feb. 8—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

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. 12**—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, Metromedia. Waldorf Astoria.

■ **Feb. 12-13**—*Wisconsin Broadcasters Association* annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

Feb. 13—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

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

Errata

Nov. 26 "Business Briefly" on *Timex* incorrectly listed **client's agency**. It should have been **Grey Advertising**, New York.

Stay Tuned

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

Television □ **ABC:** *The Night They Saved Christmas* (fantasy-adventure), Thursday 8-10 p.m. **CBS:** *Contract For Life: The S.A.D.D. Story* (drama), Tuesday 4:30-5:30 p.m.; *Camille* (romantic tragedy), Tuesday 9-11 p.m.; *The Great Muppet Caper*, Saturday 8-10 p.m. **NBC:** *Mickey's Christmas Carol* (animated), Monday 8-9 p.m.; *The Sun Also Rises* (two-part mini-series), concludes Monday 9-11 p.m.; *Mr. T and Emmanuel Lewis in A Christmas Dream*, Sunday 8-9 p.m.; *Yo-Ho Hope's 35th Jolly Christmas Hour*, Sunday 9-10 p.m.; *Christmas in Washington*, Sunday 10-11 p.m. **PBS** (check local times): *An Evening of Championship Skating*, Wednesday 9-10 p.m.; *Jazz Comes Home to Newport* (music special), Wednesday 10-11 p.m.; *The Jewel in the Crown** (14-part dramatization), Sunday 9-11 p.m. **Metromedia** □ *Growing Pains* (drama) Monday on seven stations: WCVB-TV Boston, WFLD-TV Chicago, KRDL-TV Dallas and KRIV-TV Houston (8-9 p.m. CT) and WNEW-TV New York, KTTV-TV Los Angeles and WTTG-TV Washington (9-10 p.m. NYT).

Cable □ **Arts & Entertainment:** *2 By Chaplin* (short films), Saturday 10-10:45 p.m.; *2 By Fields* (short films), Saturday 10:45-11:30 p.m. **Cinemax:** "Gorky Park" (drama), Sunday 8-10:10 p.m. **HBO:** *Not Necessarily the Year in Review* (comedy sketches), Saturday 10-10:30 p.m. **The Movie Channel:** *The Ratings Game* (love story/satire), Saturday 8-10 p.m. **The Rainbow Service:** "All the President's Men," Saturday 10:30 p.m.-1 a.m. **Wtbs Atlanta:** *The 1984 Nobel Prize Ceremonies*, Monday 8:05-10:05 p.m.



"Gorky Park" on Cinemax

Syndication □ **WCRB Productions:** *AT&T Presents Carnegie Hall Tonight* (Vivaldi concert), week of Dec. 10 on 130 stations (check local listings).

Play It Again (rebroadcasts): **ABC:** "The Sting," Sunday 9-11:48 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. *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

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. 13—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

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. 19—*Ohio Association of Broadcasters* general sales workshop. Hilton Inn East, Columbus, Ohio.

Feb. 20—Deadline for entries in *International Reading Association's* Broadcast Media Awards for "outstanding television and radio programming related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

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—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Feb. 21-22—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. 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* con-



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

■ **March 14-15**—*Oklahoma AP Broadcasters* annual

convention. Marriott, Tulsa, Okla.

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

March 15—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngs-

Open Mike

AM stereo solution

EDITOR: The AM stereo situation seems to have reached a serious roadblock. Many stations are putting plans for conversion to AM stereo on hold because receiver manufacturers have been so slow in supplying receivers to the public.

When the FCC allowed AM stations to convert to the stereo system of their choice, many stations made their choices, and now some 300-plus are on the air in one of four stereo formats—with hardly a listener. Meanwhile, it's a buyers market in AM stations—and prices continue to tumble in many markets as owners try to get out of the risky AM business.

It dawned on us that the only clear and logical solution to this situation is the immediate passage of a bill in Congress that would mandate multimode AM receivers with a minimum audio bandpass of 7000 cycles. Automatic multimode receivers are here now, with excellent fidelity, but no manufacturer will mass produce until the present muddy situation is cleared and products are protected from quick obsolescence.

The FCC should be the prime mover in securing such legislation because it created this situation by boxing in stations and engineers with its "Catch 22" decision.

It's time to stop acting like children, trying to prove which system or feature is best, and pull together to get a multimode/Hi-Fi AM stereo bill that would break the current logjam and allow AM stations to become, once more, a vital, vibrant link in radio.—*Zaven N. Masoomian, chief engineer, WQXR-AM-FM New York.*

Fein and the First

EDITOR: It is ironic that Bruce Fein and the American Legal Foundation should be leading the charge to undo *New York Times v. Sullivan* (BROADCASTING, Nov. 26).

I had thought conservatives stood for a free press, one without government regulation and unafraid to criticize government abuse. Apparently I was wrong. Fein and ALF are telling us that the *Times* doctrine makes it difficult for governments to undertake "bold and decisive measures to address the many vexing problems that confront contemporary society" because government officials will fear media criticism.

What about the fears of journalists and media companies that libel suits by government officials could silence any newspaper or broadcaster that blows the whistle on gov-

ernment abuse?

If the press is not free to criticize government, nobody really is. I trust there are a few responsible conservatives who still believe that government serves the people, subject to the unfettered scrutiny of watchful media.—*David Honig, attorney, Washington.*

Obscene rule

EDITOR: As a participant in the recent "dial-a-porn" case in the U.S. Court of Appeals (BROADCASTING, Nov. 12), I think the decision rejecting the FCC regulation shows the difficulty the FCC has encountered in satisfying its congressional mandate. The root of the FCC's problem is in the badly written law passed by the Congress, the effects of which bear little resemblance to the plan originally introduced by Representative [Thomas J.] Bliley [R-Va.]. The attempt to legalize obscenity for adults is an aberration in this field.

What Congress should have done is to prohibit all obscene communications by telephone, without exception. Both the court of appeals and the district court indicated that Congress could have done so. Such a law would be more consistent with other federal and state laws dealing with obscenity.—*James Alleva, attorney, Morality in Media Inc., New York.*

Turning tables

EDITOR: I've just read another story in the *Kansas City Star* slanted against broadcasting. . . this time on how Mark Fowler is deregulating the industry with the help of "Reagan appointees," as if that were one of the Deadly Sins.

Suppose the government was able to tell the *Star* to drop all its tobacco ads immediately, but placed no restrictions on any other medium.

Suppose the government also told the paper that from now on, political candidates for office could demand the paper's lowest advertising rate without earning it, but felt no need for similar rules for any other medium.

Suppose the government told the paper that if it prints something about a political candidate, it has to give all opponents what it considers to be equal coverage, but no other media need be concerned with this.

If all this happened, you'd only be scratching the surface of what the government has been doing to broadcasting all down through the years.

Congress needs to get back to square one

on broadcasting... monitoring frequency and power. That's about all it has the true right to do. But back when broadcasting was a strange new toy, Congress assumed the right to control us, and once the industry was of consequence, it couldn't bear to lessen its hold. And it has become an unneeded burden.

Congress knows that and ignores it. Newspapers know it and relish it. Neither one wants to see it corrected. But broadcasting needs a good leaving alone.—*B.D. Thornton, president-general manager, KMM(AM)-KMOE(FM) Butler, Mo.*

Old, old story

EDITOR: Television violence and its effect on children—indeed, on society in general—keep cropping up as an issue with almost predictable regularity. Then, after periods of soul-searching by educators, by concerned parents and by others who worry about TV's impact on society, this issue is laid to rest after some hand-wringing—only to be resurrected by subsequent occurrences of programs thought to be more violent than ever.

Certainly the distaste for violence is not a new phenomenon. Dante Alighieri, in his "Inferno" (1314), assigned Circles VI and VII in hell to the violent. But if the Greeks visited Troy for a picnic, would Homer have recorded it? If he did, would the "Iliad" have remained one of our favorites? Would children listen goggle-eyed to Goldilocks's adventures had she simply picked her flowers and returned home? Can there be any more violent depiction on TV than the biblical account of Judith's request for, and receipt of, the head of John the Baptist on a silver platter?

My point is that we—the reading, viewing, listening public—want violence. We would have it no other way, for stories lacking conflict are dull, whether in spoken, written or electronic form. It has been said about our news media, for instance, that "bad news is good news" and "good news is no news." This can also be said about TV soap operas, about a Dickensian novel, and about most of the Bible.

It's also true of our daily conversation—our gossip—or hadn't you noticed? Do we delight in passing along choice bits of information about good things that happen to our boss, to our acquaintances? No, because this sort of talk bores most people. But talk about some misfortune (misfortune is almost always based on one of Dante's divisions of conflict) and you will find ready listeners.

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Let's face it. Our obsession with violence on TV is a chimera. It has no more substance than would be our concern over the conflict in "Little Red Riding Hood," in the content of today's newspaper or in Moses's drowning

of the Egyptians. Let's not make television a whipping boy of our natural human appetite for conflict simply because television happens to be the most prominent source of entertainment today with its content based on

conflict—especially if you don't happen to be hooked on video games or football.—*Hunter P. McCartney, professor of journalism, West Virginia University, Morgantown.*

Monday Memo

A radio advertising commentary from William Stakelin, president/CEO, Radio Advertising Bureau, New York

Radio advertising: creating pictures in the listeners' minds

The biggest objection to radio advertising is the absence of pictures. But this complaint is nothing more than an illustration that radio buyers and sellers undervalue the creativity of radio commercials. Often considered a "lesser" creative environment, the aural medium is given short shrift by too many people in terms of its ability to paint a picture, evoke an image or demonstrate product design, package features or taste appeal. I think it's time we pay more attention to radio's visual capability as expressed in creative uses of copy, casting, music and effects.

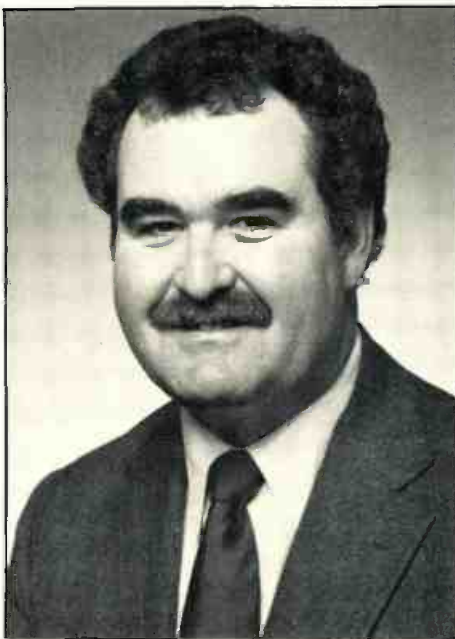
There are as many ways to create a radio commercial as there are radio stations. Radio customers have needs, yearnings and desires buried deep inside. These feelings and motivations can be reached, stimulated and directed by sounds.

The method for evoking feelings can be traced to the roots of consciousness. In the womb, where we developed much of our basic personalities, we took in and processed our first audio signals. For many of us, the sound of our mother's heartbeat set up patterns of security and sensitivity that influence our lives every day.

But beyond perceptions of time, space, distance and danger, it is sound—and sound alone—that evokes pictures in the human mind. These may be pictures of things as they really are, or as we wish they would be. Each of us sees a unique image even though we all hear the same sequences of sound on the radio. Sound corresponds to and evokes images of the creatures that make sounds. Sound can symbolically evoke color. And if you add words to the signature sounds of color, you can establish a picture and demonstrate product use.

Radio taps into the thinking processes of your best customers. For example, general or specific language can create a picture of size on radio, as when words like "junior" or "petite"—describing clothing—evoke images that automatically separate likely buyers from those too big, too small or too wide for the merchandise offered. And the audio medium can also establish package designs, or the cut of a certain garment, by calling forth self-images and making mental calculations.

Connecting directly with the human mind



William L. Stakelin is president and chief executive officer of the Radio Advertising Bureau. He joined RAB in July 1983 after serving as executive vice president of Bluegrass Broadcasting Co. He was elected chairman of the joint board of the National Association of Broadcasters in 1982.

can be accomplished by using a few well-known audio tools. Music is the most natural way to stimulate thought and action. As Herodotus said, "Music resounds on the strings of the human heart." Music sets up our expectations. . . brings a pastoral scene into focus, swells up feelings of love or affection, hints at troubles to come, establishes movement and, using a basic sound motif, heralds an important idea or event. Music plays to the moods and desires of customers. The right music, in the right format on the right stations establishes an instant unspoken bond with your target audience. Since each station's programming mix is designed to meet the needs, tastes and preferences of a specific audience, a commercial message can be heard and accepted even before the words are spoken.

The solo human voice has the ability to penetrate the clutter of more than 1,200 stimuli we each receive daily. The impact is heightened if the voice is that of a recognized figure or a celebrity. Voices can echo well-known idioms and repeat a message to hammer an idea into the mind. A montage of

voices and effects builds an unusually effective selling vehicle. Not only do you speak to your customer in his or her own voice, you evoke a feeling, a sensibility or a life style to which your customer can relate directly.

Another form of psychological button-pushing is to give a public voice to the sounds of our own memories and to the still small voice of our own consciences. A radio commercial lets the listener in on a person's thoughts and can mirror the thinking and the perspective of the target customers by skillfully mixing the outlook and the language of the audience with dramatic pauses and background music.

Radio is a vehicle for tapping into the ideas and stored images of your customers. Radio gives your best prospects an audio cue that can tap directly into their self-images, their common experiences, their life styles, their learned behaviors and their memories. Sound effects, music and the human voice can throw switches in a customer's mind instantly—connecting real, personal feelings with a product, a place or a service.

Building a situation that evokes the listener's memories or stirs the listener's emotions can link a message directly to a customer. Listeners' awareness of other media and even film imagery can be put to use to promote goods or services. Radio reaches customers in their own language. If the voices and the words are familiar, the consumer directly relates to and believes the message. From the familiar to the absurd, sounds and voices give life and personality to inanimate objects.

Creative radio production requires nothing more than imagination. If you don't have any, or if you don't have an in-house radio copywriter, don't panic. Any radio station will be glad to work with clients to develop the sounds of success. Radio stations in every city and town are ready, willing and able to create memorable and effective advertisements. Radio is exploding with creative prospects for marketing all kinds of products and services to maximize the return on an advertising investment. The audio medium has a full range of creative strengths that can be used individually or in combination with our delivery and promotional assets. The creative opportunities are unlimited.

Who knows, if more buyers and sellers grant radio its full creative potential, maybe soon new customers for many new businesses just might admit: "I saw it on the radio."

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130 fast-paced half-hours.



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HEATHCLIFF

It's the fabulous feline, in television's hottest new syndicated kidshow. Funny, fastpaced half hours produced by DIC Audiovisuel, featuring Mel Blanc as the voice of HEATHCLIFF.

UP OVER LEAD-INS

- UP 50% in ratings
- UP 20% in homes
- UP 36% in kids 6-11

UP OVER OCT. '83 TIME SLOT

- UP 9% in homes
- UP 15% in kids 6-11

UP OVER JULY '84 TIME SLOT

- UP 30% in kids 6-11

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The bumbling Inspector and his wacky gadgets have built a huge audience of kids from coast to coast—rising from the 26th ranked syndicated kids show to number 4 in just one year. And we're producing brand new episodes for '85/'86, too! Don Adams stars as the voice of INSPECTOR GADGET. Produced by DIC Audiovisuel.

UP OVER LEAD-INS

- UP 50% in ratings
- UP 38% in shares
- UP 39% in homes
- UP 69% in kids 6-11
- UP 53% in kids 2-11

SERIES UP SINCE OCT. '83

- UP 156% in ratings
- UP 189% in shares
- UP 89% in homes
- UP 100% in kids 6-11
- UP 78% in kids 2-11

SERIES UP SINCE JULY '84

- UP 47% in ratings
- UP 57% in shares
- UP 42% in homes
- UP 19% in kids 6-11
- UP 24% in kids 2-11

SOURCE: NSI CASSANDRA, OCT. '83, JULY '84, OCT. '84 SEE US AT NATPE, 535 POWELL ST.

Broadcasting Dec 10

Vol. 107 No. 24

Western Cable's big tasks: deciphering dereg, contemplating copyright

A subdued cable television industry gathered for the Western Cable Show in Anaheim, Calif., last week to sort out the plusses and minuses of the year almost past and to anticipate the likelihoods of the year about to be. If anything, it departed more confused than when it arrived.

Most puzzling was the new Cable Communications Policy Act, which divided the industry before its enactment and seems to have it in a quandary now. At least four sessions were devoted wholly to examining the new cable deregulation bill, most producing more heat than light (see pages 33 and 35).

Next in line was consideration of cable's copyright problems, which it feels are compounded by an unsympathetic Copyright Office and Copyright Royalty Tribunal. What tack cable might take in seeking redress, and how successful it can hope to be,

likewise were unknown at week's end (see story, page 34).

Still another area of confusion cropped up over the prospect of tax law revisions that could make cable a far less desirable investment. Uncertainty over what those changes might be contributed to a general air of caution that permeated the sessions of the Western Show as well as its exhibit floor.

But the same forces that moved some to caution were moving others to take a bolder stance. Marc Nathanson of Falcon Communications spoke for that faction when he told BROADCASTING that "it's a good time to make money in cable."

Whatever the immediate future, the consensus in Anaheim was that cable's longer-range outlook is bullish (see trends story, page 32). The attitude at large seemed to be "Let's get on with the business."

Cable industry is ready to roll

NCTA's Mooney says passage of the Cable Communications Policy Act will allow the medium to realize its full competitive potential

The cable industry is "well equipped to look at future challenges as opportunities rather than problems," National Cable Television Association President James P. Mooney told the opening session of last week's Western Cable Show. He assured his Hilton hotel audience cable is "coming of age" and "at last is ready to take its place alongside the two giants that have traditionally dominated electronic communications—broadcasting and telephony."

Mooney said passage of a federal cable law has "in essence" placed the industry in a deregulated environment for the first time in its history.

"Without rate regulation, and with their discretion sharply curtailed at renewal time, local franchising authorities will have little opportunity to intrude into cable's business decisions," Mooney predicted. "The great likelihood is that they'll take their 5% [franchise fee] and use it as general revenue—there won't be much rationale left for maintaining an extensive cable regulatory bureaucracy." In a deregulatory environment, he continued, the industry "will have considerably more room than in the past to experiment with tiering and packaging formats that are more attractive to the consumer. Moreover, as governmental control over rates becomes a thing of the past, regulatory-inspired distinctions between basic and pay services will become less of an inhibitor to rational pricing strategies. And as regulatory disincentives to wire the remaining big cities

diminish, advertising revenues should begin to take some of the pressure off subscriber fees, because programming services will have a truly national market to offer advertisers." Insulation from political instability, Mooney added, will make cable a more attractive industry for large capital investors. In fact, he said, cable's main problem may be more in getting along with the subscriber than the

city council in years to come.

"What all this boils down to," Mooney emphasized, "is that we'd better have something salable to put on all those channels." Other key issues will be cable's relationship with the production community, conflict between operators and program services, and security of satellite-distributed signals.

In opening remarks, California Cable



Starters. Panelists at the Western Show's opening session (l-r): Colony Communications' Jack Clifford, Showtime/The Movie Channel's Neil Austrian, Paramount Video's Mel Harris, NCTA's Jim Mooney and CNN's Sandi Freeman.

Television Association President Spencer R. Kaitz characterized the recently passed Cable Communications Policy Act of 1984 as "a stopping point on a much longer and harder path toward the kind of regulation enjoyed by publishers and broadcasters." Kaitz called for less restriction in government regulation of leased channels and pricing, of content and of program specifications in franchise agreements.

Kaitz called on the cable industry to take more responsibility for exercising its full First Amendment rights. "Cable television has been a commerce of technology," he intoned. "We must now become a commerce of ideas. It is our destiny to move from the development of broadband technology to center stage in the development of programming, ideas, issues and culture for our customers." Kaitz urged operators to originate more local programming, contending they "need to become bolder and more active in our own critiquing of government and the society around us. We should be running political programs, for example."

Jack Clifford, president of Colony Communications, estimated it would be "months and maybe years" before it can be determined whether or not this year's federal cable law "is the emancipation proclamation we had all hoped for." He stressed that the most important result of the bill is its recog-

nition that cable as an industry deserved competitive parity in the marketplace. "The playing field has been leveled," Clifford declared. In the future, he added, cable "can and must" compete more effectively in advertising sales and marketing of ancillary services such as data transmission.

The chairman and chief executive officer of Showtime/The Movie Channel, Neil Austrian, told the audience that cable is and must continue moving forward from a financial to a marketing focus. The industry's appropriate model, he added, is fast food rather than packaged goods.

"The sale of cable TV is emotional, not rational," he contended. As a result, national marketing and programming will be most effective when carried out aggressively and backed up by friendly, responsive service by local franchises. Austrian also called for a narrowing in the pricing gap between cable and basic services and a merging of programming and marketing functions.

The final panelist, Paramount Video President Mel Harris, echoed the concern for customer sensitivity, advising the audience: "Don't try to sell people what they don't want to buy." Harris also urged the cable industry to embrace those offering the best creative product and pay attention to trends in other media, particularly home video and pay per view. □

generating about the same revenue per home passed—\$9 to \$10. By 1993, Bortz predicted, that will be close to \$20.

■ The value of cable systems in terms of multiples of cash flow will not increase significantly, and may decrease—to nine times cash flow or lower.

■ The panel's other speakers then critiqued the Bortz predictions or offered their own. Paul Kagan, of Paul Kagan Associates, noted that cable will not exist in a vacuum, and that among the factors affecting the industry in the next decade will be the economy in general, interest rates and, particularly, changes in the tax laws. Cable as an industry has been built on today's tax laws, with investment tax credits and tax shelter opportunities, and any change in that context could severely affect the industry, he said.

Kagan offered a word of warning for operators planning precipitous rate increases in the wake of the new law deregulating that area (permitting increases of 5% during each of the next two years and unlimited increases thereafter). He said cable is on the brink of a major change in the industry, and how the rate matter is handled will have much to do "with our penetrations and our reputations." Until now, Kagan said, "cable has not gouged the public."

Offering a revenue prediction, Kagan said cable has achieved a \$1 a day now, with \$18 a month the national average. He predicted that would be \$24 by 1988.

Jeff Knight of the Disney Channel, who has a special interest in multipay, said that the new rate deregulation could have a deleterious effect on services like his. Raising basic rates will drive down the multipay environment, he said, a situation compounded by the fact that operators receive 90% of their basic dollars and but 45% of pay. Knight said the idea of duplication—several services offering essentially the same product—will come to an end.

The erosion of conventional TV network shares continues, Knight said, and will lead to cable's being better able to bid for Hollywood product in the future, leading to more original product on the wired medium.

Jackie Hurlbutt of the First National Bank of Chicago said more and more financial institutions are getting into the financing of cable, and at the same time are becoming more and more sophisticated about it—and, she said, more conservative. "It's really going to be a management game," she said, with the prize going to those who can increase cash flows.

Stewart Blair of Tele-Communications Inc. was another who expressed concern over proposed changes in the tax laws—as much for the uncertainty that's being caused as for the actual changes that may ensue. "Some properties have gone for prices much higher than they would have but for the tax situation," he said. If the new law is designed to remove tax shelters, it would seem sure to drop cable prices, he said, "all other things being equal—but they're not."

Moderator Rick Michaels, chairman of Communications Equity Associates, observed that "1985 will be a critical year for cable, with a lot of people concerned about staying in." □

Critiquing cable's future

Analysts offer cautious optimism for industry's financial growth

Paul Bortz, one of the communications industry's more ubiquitous prognosticators, had center stage at last week's Western Cable Show. His overall verdict on the next five and 10 years: conservatively bullish.

Part of that conservatism comes from looking back at the track record of predictions about cable made during the last 10 years. Indeed, that period amounted to "two generations ago in cable," the Browne, Bortz & Coddington executive said. In 1974 cable was a \$7-a-month business that no one knew would become the \$20-a-month business of today, with subscriber counts doubled and revenues tripled. Bortz is even more pleased about cable today because "it's getting to know its product and its customer better and can look to better cash flows."

Bortz—who was the lead-off speaker at a panel on cable trends and their impact on the investment community—offered a number

of predictions about the future. Among them:

■ Classic cable systems, with fewer than 20 channels and serving primarily to bring television signals to underserved areas, have achieved about all the penetration they're going to (an average 75%). Major-market suburban systems will be pushing 50% and going for 60% in the next decade, and urban systems will begin to push 50%.

■ Pay-to-basic ratios will continue to decline, leading to a sharp discount in pricing.

■ Revenue per subscriber for the classic systems will be below \$20, will be above \$20 for the suburban systems and above that for the urban systems. For all systems, revenue growth will be 6% to 8% a year compounded.

■ The \$1 a day cable system is reasonable to expect by 1988 (except for the classic systems). In cash flow terms, today's \$90 to \$100 per subscriber per year could reach \$140 by 1988 and \$200 by 1993.

■ Today, nearly all kinds of systems are



L-r: Rick Michaels, Stewart Blair, Paul Kagan, Paul Bortz, Jackie Hurlbutt, Jeff Knight

Cable act on stage at Western Show

Three sessions devoted to law, which goes into effect Dec. 29; pros and cons for cable analyzed

Attorney after attorney reminded panel audiences during last week's Western Cable Show that the Communications Policy Act of 1984 is rife with ambiguities, speculating about its applications may not be forthcoming for months or even years as the courts are called upon to interpret the new law's provisions.

"This bill is a limitation on the exercise of authority by federal, state and local governments," summed up Ed Merlis, vice president for government relations of the National Cable Television Association, during the first of three Thursday sessions on the federal law, which goes into effect Dec. 29. "The fundamental concept is a limitation on authority."

Although neither could be precise about the scope of those limitations, both Merlis and Bert Carp, the NCTA's executive vice president, agreed that major gains made by the cable industry under the legislation include an expectation of franchise renewal, limitations on telephone company involvement in providing cable services, access to utility easements, and restrictions on pirating of cable and satellite-delivered signals. Other key elements, they noted, are rate deregulation and increased control over programming and packaging.



L-r: Michael Morris, Paul Zeltner, Tom Rogers, Charles Walsh, Warren Carter, Danny Radcliff

During a question-and-answer session, Carp responded to a query about municipal gains as a result of the bill by citing "statutory recognition of their rights to hold franchises," the 5% cap on franchise fee increases, and "protection" of the right to demand leased access channels and other requirement as victories for the cities.

Among the vague elements of the law, according to Carp, is wording about the right of access to buildings and application of access-related expenses to annual franchise fee assessments. In lieu of definitive legal proceeding, Carp advises operators to work carefully with their attorneys prior to making decisions related to these areas. Both NCTA officials also urged operators to carefully review language of the law itself.

Responding to reports about the FCC's recommendation last Tuesday that cable be further deregulated in areas where three broadcast network signals and one nonduplicating broadcast signal are locally available (defined by the commission as "effective competition"), Carp said the NCTA would be urging all state cable television associations to join the national association in sup-

porting a broadening of the FCC's guidelines to encompass a larger percentage of cable systems. According to the FCC's proposal, about 40% of systems representing some 28% of subscribers would be affected if its proposed definition is placed in effect. Comments on the proposal are due in mid-January.

Merlis reminded operators that "it is very important to prepare a strategy for the renewal of the franchise that incorporates provisions of the new policy," such as distant-signal carriage modifications and privacy notifications. For many operators, these elements dictate action within the next three weeks.

Several cable operators in the audience expressed concern about possible loss of subscribers due to private satellite reception, which is made legal under the new law provided services are not encrypted or otherwise protected. Carp, emphasized, however, that federal penalties are established for commercial use of unauthorized reception by such entities as bars, hotels and apartment complexes. "We have to change the notion that theft of signals is somehow socially acceptable," Merlis added.

Merlis also reminded operators that the law does not raise franchise fees to 5% for existing franchises, acknowledging that some operators now paying 3% or less to local authorities have had the mistaken impression that they must automatically pay the larger amount after Dec. 29.

A more detailed discussion of the bill's provision took place during back-to-back sessions Thursday afternoon, beginning with the admission by Charles Walsh, a communications attorney who aided the NCTA in its work on the proposed law, that "there are a lot of ambiguities in the legislation." Despite "uncertainties," Walsh contended the cable industry "comes out on top" because the policy creates a better business environment for cable operators.

As an example, Walsh agreed there are differences of opinion on whether operator franchise fee increases can be applied on Dec. 29 and again on Jan. 1. Tom Rogers, counsel to the House Telecommunications Subcommittee, which drafted the legislation, urged "very strongly" that operators not make such increases, arguing that they are "against the spirit of Congress's intent."

Rogers and Walsh disagreed on whether or not franchises renewed during the next two years are subject to rate regulation provisions of the act. Walsh argued that, beginning Dec. 29, decisions on franchise renewals cannot include rate regulation as a basis

Over scrambled eggs

The new bosses at Home Box Office—Chairman Michael Fuchs and President Joseph Collins—invited the press at the Western Cable Show to breakfast last Thursday to deliver a simple message: HBO is in the pay cable business.

Delivering that message and underscoring it whenever possible is part of a campaign to solidify HBO's relationship with the cable industry, which had begun to slip in 1984.

The slippage contributed to lower-than-anticipated growth and revenues and, ultimately, to the dismissal of Fuchs's predecessor, Frank Biondi, last October.

Pay cable is "the battleship," said Fuchs who had been president under Biondi. Anything else HBO does, he said, will be secondary to serving the cable industry. It "must not distract us from our main business."

The best evidence of HBO's back-to-cable philosophy is Collins, who was brought in to take over the number-two job from Fuchs. As president of American Television and Communications, which, like HBO, is a subsidiary of Time Inc., Collins was a cable operator's cable operator.

Over the past year, Collins said, many of the HBO press releases dealt with motion picture deals, serving the direct broadcast satellite market and getting into the home video business. "Our concentration was straying a bit."

But Collins asserted that HBO has "no real affiliate problem" and that he was not "a giant cable Band-aid."

From here on out, HBO would be a more "realistic" company, said Fuchs. He would not reveal HBO's projections for subscriber growth in 1985, but said they would be more conservative than the 1984 figures and that the company would be run within "those conservative guidelines," rather than "full bore. We can't operate that way any more."

Despite all that, Fuchs resisted the characterization that HBO would be a more conservative under his direction. "It is going to be a very tough, aggressively opportunistic company."

for rejecting an existing franchise. Rogers contended that such decisions could consider the history of such regulation for two years after the bill's enactment.

During the day's final panel, attorney Nick Miller, counsel for the League of Cities, said there exists "a very serious dispute" about what provisions of the new law apply to franchises renewed during the next 30 months. He said he would tell cities the provisions do not apply at all for franchises being renewed before May 1, 1987, but added that "the legislative history is confused." However, the renewal provisions of the law should be considered guidelines since the act does provide procedural rights that operators [and cities] will claim in the years to come.

Steven Fadern, vice president and senior counsel for Warner-Amex Cable, suggested

the new law be used "more as an IRA than as a checking account" and urged operators to develop "political savvy" in their relations with franchising authorities rather than using provisions of the new act as "a club." For the first time, Fadern noted, "the cable industry is able to protect itself against unfair denial of renewals. These are safeguards all of us are glad to have in place."

Former Lakewood, Calif., Mayor Paul Zeltner, also active in drafting the legislation, termed the bill "a starting point" that should guarantee that both cities and cable operators can expect certain things from each other. He spoke for many when he summed up his remarks with the observation that the new cable policy "is going to be very, very good for the attorneys of this country, not for the rest of us." □

\$120 million in license fees in 1984 and the amount is "going up and going up fairly rapidly." To win relief, he said, the cable industry has "to fight the battle on all fronts." Cable operators should make their case in the CRT's upcoming rate-adjustment proceeding and in the courts and "seriously consider going to Congress to get balanced and equitable treatment."

To adapt and live with onerous copyright rulings and rate increases is not the way to go, Malone said. If left unchecked, he said, the problems will "grow and grow and become a cancer" on the industry.

During its rate-adjustment proceedings next year, the CRT is going to raise the copyright rates again, said Malone, "and I don't think there is a hell of a lot we can do about it." In 1982, he said, the copyright holders had proposed a 5% rate for "additional" distant signals, not 3.75%.

Taking the legislative route is worrisome to many cable operators. "The idea that we are talking about heading into Congress... without having thought out the ramifications... is really frightening," Tow said. "We just shot ourselves in the foot," he said, referring to the cable regulation bill that takes effect later this month. "Let's not shoot ourselves in the other foot."

It would be "nice" if the cable industry could push through legislation to correct specific inequities in the law or the way in which it has been implemented, said Tow. But he doubted whether it would be possible. As soon as such legislation was introduced, he said, other groups with a vested interest in copyright would begin attaching to it amendments detrimental to cable.

Although Malone felt the industry had to take its copyright problems to Congress, he agreed with Tow that the legislative tack is "very dicey." The copyright issue can "not be reopened without risk."

Exacting any kind of changes in the copyright law beneficial to cable would be easier with the support of the broadcasting industry.

Broadcasters might be willing to lend such support, Gessner suggested, if cable operators were willing to help broadcasters codify the FCC's must-carry rules, which require cable operators to carry all local broadcast signals. The broadcasters' share of copyright fees is small, he said. What they really want is must-carry, he said. (Program producers and suppliers receive most of the copyright fees.)

"It might be time to make a deal with broadcasters," added Carolyn Chambers, president of Chambers Communications. They want must-carry—"all the coverage they can get."

Malone wasn't counting on broadcasters as allies. Although they don't receive a big cut of the copyright fees, he said, they favor high rates because it discourages the importation of distant signals that fragment their audiences.

Gessner had some other possible solutions to the cable copyright dilemma. One would be to charge cable operators a simple flat fee regardless of how many distant signals they carry. Gessner suggested one-half of one

Copyright confusion: Cable's views vary on changes in law

All want inequities corrected, but consensus over specific changes remains unreached

The cable industry wants changes in the copyright law, but judging from a couple of panel sessions at the Western Cable Show last week, it is far from a consensus on the nature and extent of the changes and on how they should be effected.

"I don't think the cable industry knows where it wants to go on copyright right now," said Steve Effros, executive director of the Community Antenna Television Association.

Robert Kastenmeier (D-Wis.), chairman of the House copyright subcommittee, noted that the industry lacked a "specific agenda" and suggested that it develop one. "It might be difficult because you are not all the same type of operator."

Most cable operators like the compulsory license requiring them to pay a certain percentage of their basic service revenues for each distant broadcast signal they carry. It allows them to import distant signals without having to negotiate copyright agreements with the scores of syndicators and producers whose programs are on the distant signal.

Cable operators can't live without the compulsory license, said Leonard Tow, president of Century Communications. "I can't imagine the mess" that would result from cable operators' having to negotiate in

the open marketplace for retransmission consent.

But few, if any, cable operators like the way the compulsory license has been administered by the Copyright Office of the Library of Congress or the license fee increases mandated by the Copyright Royalty Tribunal. Particularly distasteful was the CRT's 1982 decision to charge operators 3.75% of their basic revenues for each distant signal added after the dropping of the FCC's distant-signal rules.

"I feel like a person who has been raped for five years," said Richard Gessner, president of Massillon (Ohio) Cable Television. "Just because I've gotten used to it doesn't mean I like it."

The Massillon system offers a basic service of 10 must-carry signals, a local origination channel, ESPN and no distant signals. It carries two distant signals on a separate tier. According to the copyright office rulings, Gessner said, the system must base its copyright fees not on the distant-signal tier, but on both the distant-signal and basic tiers. Under the arrangement, Gessner feels he is paying copyright fees for must-carry signals. "To be expected to pay copyright fees for must-carry signals... is sacrilege," he said.

John Malone, president of Tele-Communications Inc. and head of the copyright committee of the National Cable Television Association, said cable operators will pay



L-r: Howard Berman, Robert Kastenmeier, Ed Merlis, Daniel Lungren

percent of basic revenue. Another would be to base the copyright fees on the ratings the distant signals garner. That way, he said, the fees would reflect the true value of the signals.

The cable industry seems to have one important ally in any attempt to amend the copyright act on Capitol Hill: Chairman Kastenmeier.

Legislation may be needed, Kastenmeier said, to "correct certain inequities" in the way the compulsory license has been applied. He also said he opposes the 3.75% rate. It's so gross, he said, that it forces cable operators to drop distant signals, effectively negating the FCC decision to allow cable systems to carry an unlimited number of distant signals. In effect, the CRT is making communications policy and only Congress and the FCC can do that, he said.

There is a bias at the CRT and the Copyright Office in favor of the copyright holders and against cable, said Kastenmeier. "We do need to arrive at balance."

Kastenmeier reassured those who felt that any attempt to move legislation might backfire. If the legislation addresses specific inequities that are "compelling enough," he said, cable operators don't have to fear opening up "Pandora's box."

Representative Carlos Moorhead (R-Calif.), a member of the copyright committee, was not nearly as sympathetic to cable as the chairman. Since implementation of the compulsory license, the copyright office has collected and disbursed just \$225 million, about the same as Hollywood takes in on two blockbuster movies, he said. "That's not the biggest thing in the whole wide world that [cable operators] are paying."

Asked whether the CRT and copyright office favor the copyright holders, Moorhead said "there is always a bias toward people who own property, but I do think there is a very strong desire to make all forms of programs available in a reasonable manner."

Representative Daniel Lungren (R-Calif.), who is a member not of the subcommittee, but of the parent Judiciary Committee, expressed doubt that a copyright bill could capture the attention of Congress, which will be dealing with pressing problems ranging from the deficit to feeding the poor. "Congress does not jump into a fight between perceived millionaires."

But subcommittee member Howard Berman had a tongue-in-cheek solution: "The less attention we give it, the more likely something will happen, if our work on the deficit is any example." □

vices. The cable industry's revenue is already 50% greater than that of the motion picture industry."

Valenti dismissed arguments that cable operators are suffering from burdensome copyright fees. "As of Nov. 28, cable systems have remitted a total of \$40,341,379 to the Copyright Office in royalty payments under the compulsory license for the January-June 1984 semiannual accounting period." Dividing \$40 million, Valenti continued, "by the number of subscribers receiving basic service, let's say 30 million to be conservative, means that the average monthly royalty payment per subscriber was 22 cents. You may recall my saying that cable systems pay more for the mailing costs on the monthly bill to subscribers than they pay for copyright royalties. Even with the supplements, this statement is still true." □

The good and bad of cable dereg

McKinney has mixed emotions about new bill; other commission staffers detail measure's pros and cons

The chief of the FCC's Mass Media Bureau proclaimed himself an even-handed regulator of cable last week, and at the same time let it be known that he was not the greatest fan of the new cable deregulation bill. "In some areas you have won and won big," said James McKinney in addressing the Western Cable Show. "But in other areas [primarily those involving program content and journalism] you have lost."

McKinney headed a team of five FCC experts who addressed the "new rules, new relationship" between the medium and the agency. He led off by describing a number of actions taken by the FCC last week to begin implementing the new cable law, or to comply with its provisions (see story, page 93). They range from crossownership rules to rate regulation to leased access, and constitute the first of two rulemakings that will be required to carry out congressional intent.

But McKinney himself made clear that he spied a worm in cable's new apple. "Those industries most protected from competition are often the most regulated in the end," he said, reflecting that the FCC itself had been largely responsible for cable's current healthy state because of the deregulation it began 10 years ago. But he warned that "my primary concern is whether the freedom you've had in the past will prevail in the future," and especially whether program prohibitions [against lewd, lascivious, filthy or indecent programming] will produce fewer program choices in the future.

"Cable deregulation is on track today," McKinney declared. "Others can only slow deregulation; they cannot stop it. Only your own complacency [and injurious trade-offs] can stop it," he said.

McKinney asked each of his associates to volunteer what he considered the best and worst features of the new law:

■ Dan Brenner, legal assistant to FCC

Valenti serves notice on cablecasters

MPAA president warns that his industry will fight efforts for lower copyright fees

Jack Valenti, president of the Motion Picture Association of America, offered an olive branch to the cable industry while at the same time issuing a warning that copyright holders are prepared to defend themselves if a battle over compulsory license fees erupts. Valenti's call for reconciliation was delivered at the close of the Western Cable Show last Friday.

"I come on a mission of peace. I call for concord and cooperation between cable systems and programmers," Valenti said. Although he came as a peacemaker, Valenti cautioned cable not to make any untoward advances. "I hope very much you won't mistake our pleas for peace as a prelude to our surrender. Not at all. If the cable industry determines it wants to start a war, then we are prepared to defend ourselves. But, please remember, there is an old parable that says when you point your finger at someone, three fingers are pointing back at you."

Valenti repeatedly expressed concern about the potential for conflict. "I keep hearing intelligence reports that the cable industry is gearing up for war again, this time against programmers to force upon them still lower cable copyright fees, to break the back of the Copyright Royalty Tribunal, constraining it to retreat and surrender, as well as rebuke the very basis of the original Copyright Act of 1976."

War, Valenti continued, "takes on a life of its own, uncontrolled and uncontrollable." Furthermore, war breeds mischief, and "those who began shooting often bitterly regret," he added.

For the most part, however, Valenti urged cable operators to work with Hollywood to "please the one indispensable element in our dreams: your subscribers—the viewers of our programs." Moreover, the MPAA chief maintained, cable is now free from government regulation, but its emancipation "will not be a fact until you and creative programmers fill your channels with programs that rivet your subscribers to their sets."

The two parties have already joined forces to combat a mutual concern—signal theft—he said. The Coalition Against Signal Theft (CAST) is a "brilliant example" of cable and Hollywood tackling a problem together, he added. "Armed with the resolve of many companies from several industries, it is an example of what the future can be about, a cooperative effort in the long-range best interest of not only the cable industry but all those with whom you work and on whom you depend."

While Valenti's remarks essentially focused on reaching a middle ground, he also underscored the financial advancements cable has made in recent years. "Whereas cable was once viewed as a 'mom and pop' industry, today it is dominated by giant multiple system operators. The 'top six' MSOs serve approximately 12 million subscribers. Each of these MSOs serves more households than all systems combined did just 20 years ago," Valenti said.

Furthermore, he stressed: "Today, cable system revenues exceed \$7 billion annually, almost equally divided between gross receipts from basic service and from pay cable, plus substantial additional revenues from two new sources—advertising and the leasing of channels for communication ser-

Chairman Mark Fowler—"... warm feeling about the bill... most negative is failure of Congress to agree with FCC on right to retransmit... best thing is Section 6242A on lock-boxes... first time that subscriber's ability to put something between himself and medium was recognized."

■ Steve Ross, chief of the cable TV branch of the Mass Media Bureau—"best feature was establishing parameters in the franchising and fees area... worst is omission of state public utility commission regulation."

■ John Wong, supervisory engineer, cable TV branch—"It's good that the FCC will continue to maintain technical standards, but

there's a weakness in the definition of a cable system involving CARS frequencies."

■ Glenn Wolfe, chief of the EEO branch of the Mass Media Bureau—"The FCC on its own motion had become most involved in the EEO area, and [it is positive that] the new law goes even further... but there's a problem with the penalty for failure to comply."

McKinney ended on a pro-cable note insofar as must-carry is concerned. Asked why that issue was left out of the cable deregulation bill, McKinney responded that "I'd get rid of must-carry tomorrow." He made it clear, however, that the decision wasn't his. "I don't have a vote," he said. □

Cable turns to TV, radio

Council for Cable Information will launch \$6-million ad campaign to promote itself to 25-54-year-olds

Encouraged by the positive results of its advertising campaign to improve consumers' attitudes toward cable in three test markets, the Council for Cable Information is moving forward with plans for a national television and radio campaign next year, starting with the launch of a \$6-million, seven-week flight on Feb. 18.

If all goes well, said CCI President Kathryn Creech at a Western Cable Show press conference last week, the initial flight will

be followed by a six-week "maintenance" flight on radio beginning the first week of July and another national seven-week radio-television flight timed to coincide with the start of the broadcast networks' fall seasons. According to Creech and CCI Director of Marketing Richard Sandler, for the initial flight, McCann-Erickson Inc., CCI's ad agency, will place commercials on all three broadcast networks and several radio networks. The TV spots will appear during prime time shows that appeal to families and light television viewers, they said.

At the end of the seven weeks, the campaign's theme—"Cable's not just more

choice, it's your choice"—will hopefully have made an impression on the American public. During the flight, McCann-Erickson's Jackie Cameron said CCI's message will have been seen or heard by 93% of the nation's 25-to-54-year-olds—the targeted demographic—around 20 times.

CCI, a consortium of cable operators and programmers, was founded in 1983 to improve people's opinion of cable through advertising in hopes of increasing cable penetration. The backbone of next year's campaign will be the national advertising, but CCI is trying to persuade cable systems to tie into the national campaign and magnify its effectiveness with complementary local direct mail and print campaigns.

Last September and October, CCI with the help of three cable systems simulated the national-local campaign in three medium-size television markets—Eugene, Ore.; Montgomery, Ala., and Raleigh-Durham, N.C.

Based on surveys tracking the attitudes of consumers in the test markets and in three "control" markets before and after the campaign, the campaign was a success.

The study, which was conducted by the Opinion Research Corp., "demonstrates the effectiveness of CCI's image and awareness campaign," said Creech. "We are especially pleased with the positive attitude shifts, which far exceed our initial expectations."

The ORC measured shifts in 19 specific attitudes toward cable. □

RTNDA: The news of San Antonio

Association's annual convention attracts record attendance; speakers call for uniform poll closings; NBC's Grossman praises local news; ABC's Donaldson criticizes Reagan; WTVJ(TV)'s Renick wins White award; WBRZ-TV's Spain voted president-elect

As it has in previous years, last week's Radio-Television News Directors Association international conference and exposition in San Antonio managed to catch and hold up for view matters of primary interest and concern to the organization and its members.

The vigor of the group was shown in figures: More than 1,500 paid attendance, over 2,300 overall (including 750 associated with the exhibits), both topping records set last year, the paid attendance figure by 25%. The 300 booths generated \$300,000 in revenue, another record. The vigor represented by the figures was matched by a growing awareness of the quality of the work at most news departments. NBC News President Lawrence Grossman acknowledged the professionalism of those departments in a speech in which he talked of "the intelligence, sophistication and quality of local news coverage." Indeed, he said, the work of those departments is causing networks to "sharpen" their own focus on network news and "even redefine somewhat their role."

As for concerns, there is the continuing and even growing controversy over election day polling and projections of election re-

sults—a problem at least for network affiliates among the RTNDA members who share in some of the criticisms heaped on the practice. Grossman, and Douglas Edwards of CBS News, the keynoter, both said they felt the solution lay in changing the polling hours, not the practices of broadcast journalism.

But if the business is doing well, its practitioners are paying a price. What kind was indicated in one of the panel sessions on the conference program—"Broadcasting and marriage, can they coexist?" And Ralph Renick of WTVJ(TV) Miami, the winner of the Paul White award, also talked of the price being paid by news directors. In his acceptance speech, he said they have been made "scapegoats" by those seeking higher ratings, and forced to lead a nomadic existence. Tough talk from a member of the industry to the industry.

The election of officers of the organization showed additional vitality. For months John Spain, WBRZ-TV Baton Rouge, who had lost in a bid to become president-elect last year, was the only candidate for the post in 1984. A couple of weeks ago, David Lampel, WLIB (AM)-WBLS(FM) New York, entered the race, stating he thought the association should be offered a choice. He made a vigorous speech, calling for a more aggressive RTNDA. But Spain won, 147-89. (He will become president next year, when the current president's [Lou Adler of WOR(AM) New York] term ends. Then came the election of

director-at-large. Two seats were open, and three candidates were on the ballot: Tom Becherer of WLKY-TV Louisville, Ky., was top vote getter with 122. But coming in right behind him with 121 votes—as a write-in candidate—and winning re-election to an at-large seat, was Lampel. The other candidates were Susan Stolov, Washington Independent News, who collected 113 votes, and Tony Marimo, KJRH-TV Tulsa, Okla., with 24. Like so many things in broadcast journalism these days, it was kind of exciting.

Sam Donaldson is mad as hell at the President and he doesn't want broadcasters to take it any more

ABC News's chief White House correspondent, Sam Donaldson, has acquired the reputation of being tough on President Reagan. But Donaldson sees things differently. The President and his aides, Donaldson feels, have "kidnapped the microphones and cameras" of the White House press corps—and Donaldson is seeking help in liberating the equipment in what he thinks is the public interest. Among other things, he suggested that the networks attempt to pressure the President into holding monthly press conferences by offering to make the time available to the opposition if he chooses not to use it.

Donaldson expressed his views last week as an RTNDA luncheon speaker. In "an update" on the report on the President and the press, he said: "The state of this union is bad

and getting worse."

The President, he said, is keeping his distance from the press—figuratively and literally—making it virtually impossible for reporters to question him. Donaldson noted the last full-dress presidential press conference was on July 27. (Two days after Donaldson's luncheon speech, Reagan held an unscheduled "mini press conference." Donaldson did not question the President about the infrequency of press conferences.) The President is seen on television, Donaldson said, only at times and under conditions of the White House's choosing.

Donaldson indicates he has had enough. "Our cameras and microphones shouldn't be kidnapped," he said. The President "has an obligation to discuss his plans."

Donaldson offered three suggestions for dealing with the situation, but cautioned they that would work only if most of those covering the President agreed to implement them. "We don't need pictures unless they're of real life," Donaldson said. "We don't use pictures unless he is doing something—not just looking pretty for the camera..."

The networks, Donaldson said, should be tougher in considering presidential requests for time for speeches. He asked the support of the news directors at network affiliates in his audience to put pressure on management to demand the networks take "a more critical view of [White House] requests for time. When the President is given air time," Donaldson said, he should be followed immediately "by another view, not necessarily the Democratic party." Broadcasters, he said, "have an obligation to make time available for some sort of balance."

The most radical of Donaldson's ideas is one he said he has not completely thought through. But it is designed to pressure the President into holding regular news conferences. He would have all of the networks set aside a half hour once each month for a presidential news conference at a time of the President's choosing. But if the President turns the offer down, he said, the networks should make the time available for a news conference by the opposition. Donaldson acknowledged the suggestion is "quite Utopian." The networks, he noted, "can't get together on five minutes, let alone 30 minutes." But he is worried about the future. "If we accept the President's refusal to answer our questions, we're in trouble."

Paul White winner Ralph Renick wants to see more news in prime time and better news; he's also tired of news directors being victims of ratings slumps

For 35 years, Ralph Renick has been news director and principal anchor for WTVJ(TV) Miami. After all of those years, he is still not convinced station management and perhaps even news directors have got things right—management because of its failure to schedule news in prime time and news directors because of their failure to do better jobs in the time they have. He also had words of sympathy for news directors who, he said, have become "nomads" and "the scapegoat in the effort to secure higher station ratings." Renick expressed those views last week in accepting the Paul White award "for contributions to broadcast journalism," at the RTNDA conference.

Renick, who is management himself—he is vice president of the parent Wometco Enterprises—said of broadcasters'—at least network affiliates'—penchant for keeping news out of prime time: "They may be live at five, but they're dead at eight. The exception is found on independents and all-news cable. . . . Late afternoon is becoming prime news time. Certainly, those people available to watch are being served. But what about . . . the people of business and industry, politicians, doctors, lawyers, judges, educators and others who don't see even the 6 o'clock news?"

Renick said America is the only Western nation he knows of without a midevening newscast on its major networks, and added: "The magazine shows—*60 Minutes* and *20/20*—have demonstrated a public desire for meaningful information. But why not Ted Koppel at 9 o'clock instead of when we turn out the lights to sleep? Surely, with the ingenuity and genius of our industry a news format can be devised for prime time news."

Renick was also critical of some of management's decisions regarding station newscasts. "Are we overcommercializing newscasts with clutter of four 30-second [spots] interrupting the news flow every three or four minutes?" he asked. Viewers, he noted, can switch stations if they become sufficiently irritated. His solution: fewer commercials in news but at premium prices.

Renick was critical of news shows themselves. He said many in the newsroom and management regard news as entertainment—"A little song, a little dance. . . a little seltzer down the pants." He was critical of "filler stories" he thinks more appropriate in cooking shows than in news programs. And, he advised, "Don't let the format become more important than the content. The question is not 'how many' stories but 'what kind?' Let's start scrapping TV show biz. Let's stop thinking about stories 'people want to see' and let's give them stories people need to know in order to grow."

He recalled that a University of Alabama professor who specializes in stress said in a speech to the RTNDA three years ago that the stress news directors face in their jobs is second only to that endured by air traffic

controllers. But while air traffic controllers have gone out on strike, news directors, he said, "just move from town to town." And he asked, "Is it necessary for many of us to become nomads. . . to move on from place to place. . . to not be able to put down roots . . . to not have home towns for ourselves and our families?" Maybe, he said, it is time for news directors to say, as did the late Peter Finch in "Network": "I'm mad as hell and I'm not going to take it any more."

"The news director has become the scapegoat in the effort to secure higher station ratings and bigger bucks. We bear the brunt of focus group and research conclusions. Forget about any weaknesses in the front office or sales or promotion. It's the news director's fault. So, he moves on to the next stop in broadcasting."

There is one move Renick would endorse for a news director, however: "The one into the general manager's chair."

Larry Grossman offers suggestions for solving libel problems; advocates adoption of uniform poll closings

For the nation's radio and television news directors who had assembled for their 39th annual international conference last week, Lawrence K. Grossman, president of NBC News, had words of high praise. Local news coverage, he said, is becoming a significant force on the national scene—so significant that network news operations must take account of it in shaping their own roles.

The relationship between local and network news was only one of several issues Grossman discussed at lunch last Thursday (Dec. 6) from the perspective of what he noted was seven months in his post. Another was the libel suits now plaguing journalists. And in that regard he offered two suggestions he thinks would discourage "publicity-driven megadollar law suits" without denying anyone's "legitimate" right to seek redress for alleged libel.

As for the relationship between local and network news, Grossman said he sees the emergence of "a third era of television news." The first was characterized by the dominance of network news shows, and the second, lasting a decade, saw a dramatic expansion in the time devoted to local news programming. Now, he said, "a remarkable growth in ambitious and meaningful local news coverage" is under way, with stations covering events not only in their local communities but in Washington and in places around the world. And that, he said, is causing "major changes" in the relationship between local and network news efforts, changes he believes are "all to the good."

NBC is only one of a number of major news organizations to have been sued recently for libel. Its experience did not turn out badly: Not only did a federal jury find that NBC had not libeled presidential candidate Lyndon LaRouche; it brought in a verdict against LaRouche of more than \$3 million. Still, Grossman said the experience was "an agonizing one for NBC News." And he said he sympathizes with both Time Inc. and CBS News in "the terrible strain and pres-



Donaldson

sure" to which they are being subjected by current libel suits. But despite the dangers to the media of such suits, Grossman said he does not agree with those who, on First Amendment grounds, would deny public officials who feel they have been wronged "the opportunity for redress in the courts which is provided by the libel laws."

Instead, he offered two steps he thinks would "help limit the threat that huge and promiscuous libel actions pose to the principle of robust and wide-open debate": The loser of a libel suit should be required to bear all of the costs of both parties, and punitive damages in libel actions should not be allowed. "Recovery should be limited to whatever real damages were incurred by those who have been harmed by inaccurate news reporting," he said.

Measuring the impact of the New Bedford rape trial coverage

Regardless of what other function the New Bedford, Mass., rape case serves and the effect it has, it seems destined to be remembered in the history of broadcast journalism as a watershed. The trials of six defendants in a particularly brutal crime were covered live and on a delayed basis, not only by local broadcast stations and cable systems, but nationally, by Cable News Network. As such, the case is certain to be cited by those on both sides of the question of whether and to what degree cameras should be allowed in the courtroom.

Last week, a panel of some of those responsible for the coverage discussed it in San Antonio. The aim, as moderator Ed Fouhy, head of the ABC News bureau in Washington, said, was to offer guidance for news directors in the future faced with judgments to make about coverage of a similar case. The presiding judge in the case, William G. Young of the Superior Court of Massachusetts, stated as he has before his belief the coverage served the public interest. He called it "a great educational tool." And if the facts of the case seem particularly compelling—six men accused of raping a woman on a pool table in Big Dan's bar—those watching the trial, Young said, "got the ambience of what rape trials are," some of it boring, some of it gripping. As a result, he said he has trouble with the argument that coverage would deter people from participating in such trials.

But the case did not settle all arguments regarding the way such trials should be covered. Under the rules of the Massachusetts courts, the presumption is that camera coverage will be permitted, subject to restrictions regarded as necessary by the presiding judge. And David Layman, acting news director of WLNE-TV Providence, R.I., last week was still contesting the judge's ruling that prevented the cameras from showing the victim.

Young, for his part, continued to maintain that a rape case is "unique," the only one where the defense will try to persuade the jury of the victim's consent. "I don't apologize for not having the victim's picture shown." He said he is advising fellow judges

in Massachusetts to follow his example and not permit pictures of rape victims to be shown.

One station providing live coverage of the trial was forced to bear another, more direct, kind of cost. George Gray, owner of WBSM(AM) New Bedford, noted that his station was subjected to an advertiser boycott organized by members of the dominant Portuguese community in the city. "We became the focal point of the frustration and anger" of the Portuguese community because of the identification of the defendants as "Portuguese immigrants." The Portuguese, he said, "blamed the radio station for the trial itself." Gray said the boycott was "temporarily effective," with "10 or 12 advertisers" leaving the station for a time.

To Cable News Network, which also covered the trial live, it was "a compelling national story," as Ed Turner, president of CNN, put it. "The American public has an interest in crime. There's no reason to apologize [for covering it]." As for the public reaction to the coverage, he said it changed over the course of the trial. It started out, in terms of telephone calls and mail, 60-40 against the coverage but by the time the verdict was reached it was 5-1 in favor of it. "The greatest criticism came from those who didn't see it," he said.

Douglas Edwards vows 'em

CBS News's Douglas Edwards dipped into the works of historian Daniel Boorstein, Lowell Thomas, Adlai Stevenson and Mae

West to prepare the keynote address he delivered in San Antonio last week. And the mix was sufficient to generate a standing ovation from the approximately 1,000 in the audience.

Edwards, who has spent 36 years as an anchor of daily radio or television news programs at CBS, also looked at the broadcast news business today against the background of that experience and, not surprisingly, saw a revolution. He noted that America in less than 50 years has gone from a country barely wired for sound to "one that is almost overloaded with sound." Practically every home has a radio and a television set, and the total number of television sets is almost double the total daily circulation of all major newspapers in the country.

But some things don't change. Broadcasting, he said, remains vulnerable to charges it is responsible for most ills—from impotence to lust.

But Edwards sees the election process being affected by broadcasting as have many other political institutions. "It is my contention that radio and television have helped democratize this country," he said. "We have contributed to the downfall of would-be tyrants. We have cleared the air in smoke-filled rooms. We have submitted to the scrutiny of the camera's powerful eye and the microphone's searching ear, the backwoods and the backrooms... and they'll never be the same again. And the election process can't be the same either. It must adapt itself to our new broadcast technology."

Colino optimistic over Intelsat's role

He calls proposed policy for new satellite services 'balanced,' and providing Intelsat with protection from economic harm

For Richard R. Colino, director general of the International Telecommunications Satellite Organization, the reality of U.S. policy on the establishment of separate international communications satellite systems appears to be less disturbing—thus far, at least—than the anticipation. He seems to be regarding the issue with more hope than he has exhibited in the almost two years the Reagan administration has been considering it (BROADCASTING, Dec. 3).

"Given the overriding assumption of this administration that competition will serve productive purposes," he said, the policy, as it is emerging in various documents, "looks balanced." He said it appears that the administration is contemplating "a very narrow definition of what [kind of separate systems] will be permitted. He also noted with approval the U.S. decision to comply with the provisions of Article XIV(d) of the Intelsat Agreements regarding coordination of separate systems with Intelsat to assure both technical compatibility and the avoidance of "significant economic harm." And what appears to be the U.S. interest in assuring Intelsat the same pricing flexibility that is available to other international communica-

tions satellite systems was additional reassurance.

Colino, who in an interview and in a formal statement, made it clear he regards the development of U.S. policy on the issue as still in a preliminary stage, urged the U.S. to consult with its Intelsat partners on the matter as soon as possible. He said the U.S. should explain the basis for the emerging policy, its implications for Intelsat and its member countries, and "the guarantees it may offer, if any, to ensure the future viability of the Intelsat system and the avoidance of unfair and undue harm to any Intelsat member nation or user."

Colino, who has called for such a dialogue on the issue a number of times, said in his statement "the appropriate forum for such a meeting... is the Assembly of Parties, the principal organ of Intelsat," which consists of representatives of the 109 member governments.

The meeting could occur as early as January. An extraordinary meeting of the assembly is scheduled for that month, and while only one item is on the agenda—coordination of a number of U.S. and other regional satellite systems—Colino has already received a request from one government to add an item that would apply to the U.S. separate systems issue. Support of only one-third of the member countries is required to add an item to the agenda. □

The Jewel in the Crown

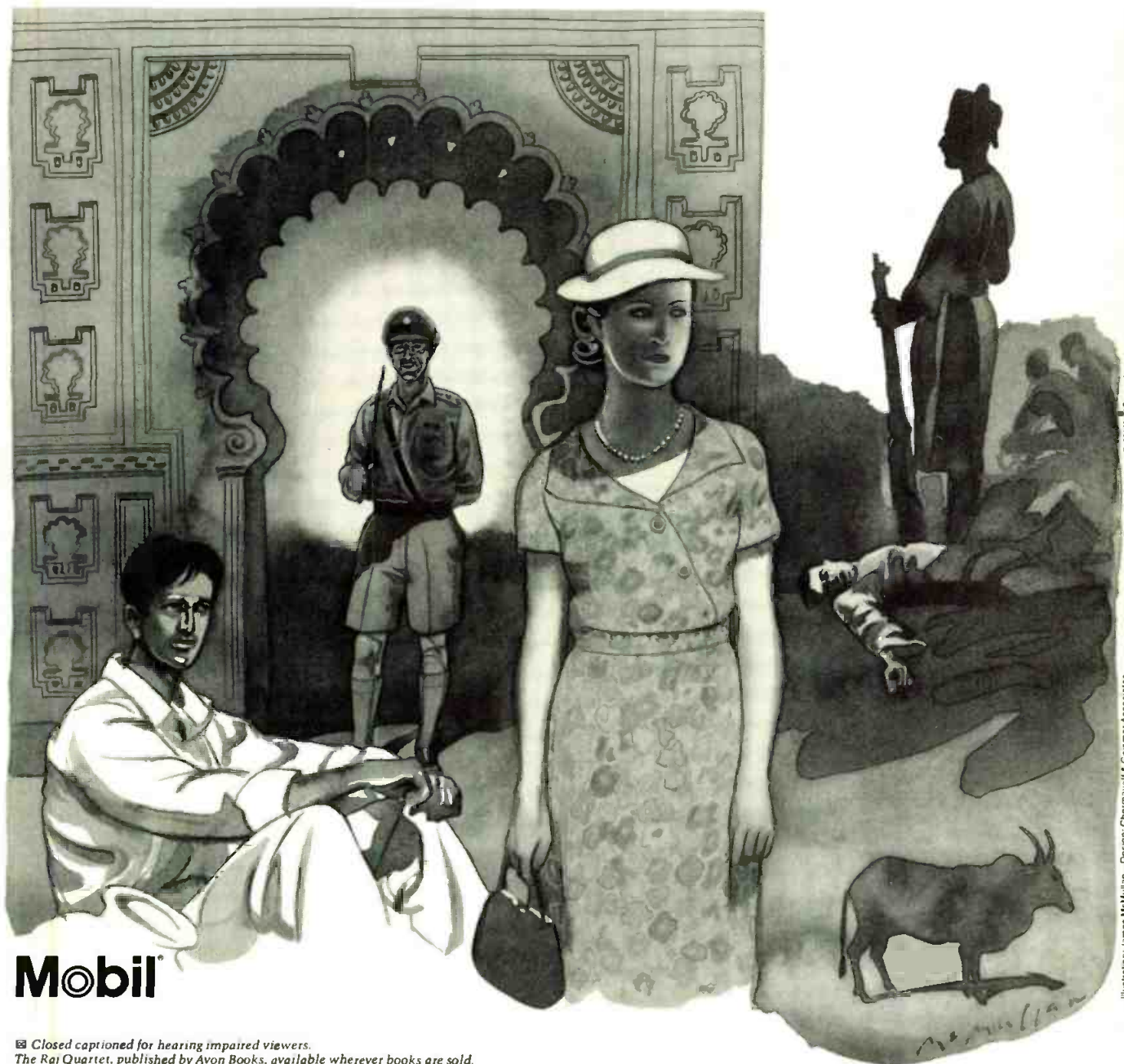
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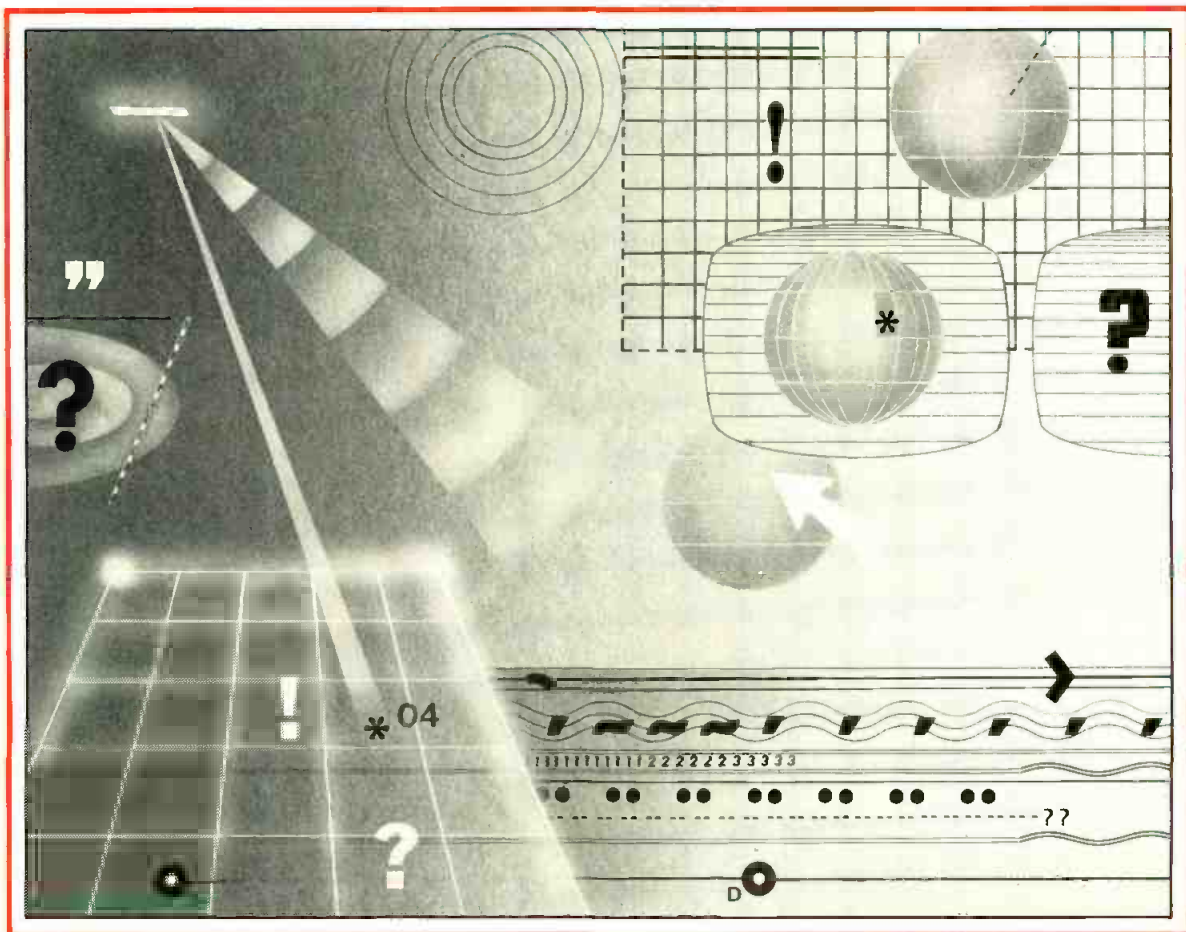
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The New Order Passeth



***A long, hard look at
promise versus performance
of the new media***



The alphabet soup of the new media has grown cold.

STV, MDS, MMDS, DBS and LPTV, which along with teletext and videotex were the technologically chosen hot new media of the late 70's and early 80's, have failed to gain a collective foothold that could dislodge conventional broadcasters and cablecasters from their established places in electronic communications. Moreover, it's unlikely any will.

That conclusion comes from interviewing scores of executives both within and outside the media involved, as well as a number of financial analysts whose job it is to take a continuing pulse reading in the electronic media marketplace. In this special report, BROADCASTING has analyzed each of these

major new media in an effort to isolate its Achilles' heel; those sections begin on page 44.

Scores of companies have lost tens of millions—or in the case of Comsat more than a hundred million—betting that one or another of the new media had the right stuff to make a go of it in the increasingly competitive video environment. "Be real careful when you see the wave of the future," warns Alan Gottesman, an analyst with L.F. Rothschild, Unterberg & Towbin. "Wink and it may be gone." Each of the so-called new media has possessed attractive attributes that have seduced entrepreneurs and aggressive corporations. All seemed to offer an open sesame to the television medium, a new way in for the outs. But each has suffered the lack of a critical element: a *raison d'être*. "They are all terrific solutions looking for problems," Gottesman said.

It's not that there has been anything intrinsically wrong with any of the new media. It's just that broadcasting and cable were inherently better, or more efficient, or that they had simply gotten there first to establish public habits. Worse still for the new media, there has turned out to be a fatal shortage of programing to light up their channels—programing that had not first been seen somewhere else or that was emulative of that already on the air. Technological capacity proved no substitute for a shortage of program innovation.

STV, for all intents and purposes, is gone. MMDS, DBS and low-power television (LPTV) may yet have a future, but only as what have come to be known as "niche" media, providing service in those areas unserved or underserved by broadcasting and cable. "Broadcasting and cable are the two mature industries that all the other media have to develop around," says media consultant Stuart Brotman of Brookline, Mass. While MMDS and DBS are relegated to the niche role by economics and the misfortune of having arrived on the scene after cable and broadcasting, LPTV is stuck with it almost by definition. The FCC rules prohibit an LPTV station from interfering with a conventional full-power station—that is, from encroaching on its market.

For MMDS and DBS the niche market could be the 15 million to 20 million homes in remote areas and city centers that may never be cabled. But identifying a market is not the same as capturing it. For a share of the noncabled market, MMDS and DBS would have to compete with each other as well as with dealers of low-cost satellite antennas that consumers use to intercept most cable and broadcast programing and videocassette recorders that allow consumers to buy or lease tapes and create their own program day. Ill-conceived DBS ventures have already produced rivers of red ink. Comsat's Satellite Television Corp. and United Satellite Communications Inc., the latter backed principally by Prudential Insurance, made major miscalculations in trying to carve out a niche with their DBS services. Both services floundered, STC's after Comsat had spent \$139 million and before it even got into operation. CBS Inc., a major enthusiast for DBS (coupled if possible with its ambitions for high-definition television), was an earlier departure from the bandwagon.

Teletext and videotex may be the most stubborn cases of all. Each presents alphanumeric information over a television screen, and each has encountered the stiffest resistance in getting anyone to care—at least in numbers sufficient to lower the prices of decoders to affordable levels or to deliver advertising or subscription revenues in sufficient volume. The suspicion is beginning to grow in some quarters that the public at large just doesn't want to get that kind of information in that kind of way, no matter how space age the technology involved.

Media watchers shouldn't expect talk about the new media to abate any time soon. Despite the failures and losses, the proponents of the new media will keep right on arguing that theirs is a better way for some time to come. Such an attitude is understandable to Gottesman. "I mean you don't quit in the third quarter because you are down by two touchdowns," he said. "Even if you're not going to win, you have to keep charging."

Subscription Television

STV, which scrambles and broadcasts commercial-free programing to subscribers via full-power television stations, was on the way up in 1980 when five of the leading STV operators formed the Subscription Television Association. Following the STVA's coming-

out press conference in Washington, STVA Chairman Rinaldo S. Brutoco predicted that in 1984 operators would be offering STV in at least 34 markets and that annual revenues would top \$1 billion.

As things turned out, 1984 is the year in which everybody seems to be abandoning the medium. After hitting a high of about 1.4 million subscribers in September 1982, the medium went into a tail spin. Unable to cope with the multichannel competition of cable television, one STV operation after another went out of business. Today, there are fewer than 20 serving 560,000 homes.

And the STVA, which began amid great optimism, is effectively defunct.

The remaining STV operators (at least the smart ones) seem to realize that theirs is a transitional business, that no STV operation is forever. In addition to the cable competition, high operating costs are hampering STV operations. Those costs stem from program acquisition, maintaining efficient and effective customer service and keeping the high-power UHF transmitters humming.

Subscription Television of Greater Washington has managed to sign up around 66,000 STV subscribers in the sparsely cabled Baltimore-Washington corridor and has built a business that is, in the words of STGW's Tom Thompson, "superlative compared to the rest of the industry. OK—absolutely."

The operation has just been sold, Thompson said, and the new owners feel the STV business can be profitable for another two or three years in the market. After that, he said, competition from cable and from videocassette recorders will probably force STGW out of business. "We don't plan to make lifetime careers out of it," he said.

Aside from competition from other pay television media, Thompson said, STV has floundered in many markets because of mismanagement. "This is not an industry that has distinguished itself by the quality of the management," he said.

STV, which looked so promising just three or four years ago, has ended up costing a lot of companies a lot of money—American Television and Communications, United Cable Television, Oak Industries and Satellite Syndicated Systems, among others.

STV has not been a bitter experience for everyone. According to a former STVA official, a few individuals who were smart enough or lucky enough to sell out before things starting falling apart made quite a bit of money.

Multichannel Services

Just before the 1982 National Cable Television Association convention in Las Vegas, the Browne, Bortz & Coddington consulting firm released a study indicating that such multichannel media as MMDS and DBS, offering four or five channels of service, could make deep inroads in some markets and, in those same markets, throw into question the economic viability of cable. Those conclusions were based on the assumption that most cable subscribers watched only a smattering of nonbroadcast programing and, if they could receive those same channels via another medium, they might be persuaded to switch to it.

Suddenly, everyone was talking about the competitive challenge of the new media and wondering about how cable would respond to the threat. Ironically, it was the NCTA that stirred up much of the talk, figuring, perhaps correctly, that it would help its chances for deregulatory relief on Capitol Hill. (What it didn't figure was that the same talk would cause concern on Wall Street about cable's future.)

The release of that oft-quoted study became a high-water mark of sorts for DBS and MMDS as factors in pay television. The tide has been receding ever since.

Paul Bortz, one of the study's co-authors, said the research was misinterpreted by many who neglected to read the fine print. What that fine print said, he underscores now, was that the multichannel services could compete with cable that offered six or seven times as many channels only if the multichannel services were cheaper. And in a follow-up study a year later, Bortz said, BBC concluded that neither MMDS nor DBS could underprice cable. "They don't have a price advantage," he said. "Their only hope is areas not covered by cable."

"While MMDS may be able to price comparably to cable service, it will be difficult for it to underprice," Brotman said, concurring with Bortz. "A lot of the urban franchises are extremely cheap. In

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That cable did not have much to fear from other media was underscored by a study from the Opinion Research Corp. issued at last spring's NCTA convention. It concluded: "In terms of consumer appeal, cable's significantly lower installation charge and greater channel capacity gives [cable] an overwhelming advantage" over DBS and MMDS. (Unlike cable, most prospective MMDS and DBS services plan to make their subscribers cover the cost of the home reception and descrambling equipment as well as its installation. That drives the initial cost of subscribing to those services into the hundreds of dollars.)

If a 36-channel cable system went head-to-head with a five-channel DBS service and a five-channel MMDS service in a market, the ORC study said, the cable system would come up with 69% of the homes in the market, DBS with 2% and MMDS with 1%.

If that's the case, then MMDS and DBS will be left to pick up cable's leftovers—the homes that cable is unwilling or unable to serve. According to industry observers, those leftovers could be quite nourishing—sufficient to support one or perhaps two national DBS services and MMDS services in several communities that will not be cabled in the foreseeable future. Most researchers believe that between 15% and 20% of the nation's homes will never be passed by cable.

"MMDS and DBS are going to thrive for a while, just like single-channel MDS and STV thrived for a while," said John Woodbury, NCTA's research head. "Its prospects in competition with cable, however, are rather bleak. In terms of costs and what you are getting for your money, you are going to be better off with cable. . . . If cable keeps up its marketing effort and gets out the message, 'We've got a lot to offer for a very reasonable price,' it can't be beaten."

Herb Granath, president, ABC Video Enterprises Inc., believes MMDS and DBS remain viable businesses but not "the pre-emptive businesses which is what the early wisdom seemed to imply. They have been so long in getting off the launching pad that the window of opportunity has closed in terms of their mounting a pre-emptive charge against cable or broadcasting." Those media will provide "ancillary distribution channels" in noncabled areas, he said.

The single-channel MDS industry still considers MMDS as its salvation. From its start in 1976, single-channel MDS grew slowly throughout the late 1970's. But by 1982, it had run out of steam. Other pay media, primarily cable, which was rapidly expanding at the time, cut deeply into the MDS business, and pre-empted markets that MDS operators had eyed. According to Paul Kagan Associates, subscribership peaked in 1982 at about 570,000 and has steadily declined since then. It now stands at 450,000.

With several additional channels, single-channel MDS operators in such cities as New York, Washington and Milwaukee believe they can offer more services, increase subscribership and recover most of their costs before cable comes on the scene. And most of them believe they can retain a sufficient share of the market even after cable makes its appearance. "There is no reason why [MMDS] could not capture a 10% or 15% share of a market," said Curt Bradley, a would-be MMDS operator, at October's MDS Industry Association convention. "If we come in with fewer channels for less money, it's a trade-off, but it's a competitive trade-off."

Jack Stephens, chairman of Movie Systems Inc., perhaps the largest single-channel MDS operator in the country, believes there are eight to 10 markets where MMDS is "highly workable." And there may be other markets where MMDS may be workable because "the high cost of building and maintaining the system is forcing [cable] operators to increase their prices," he said.

Information Architects, a Cambridge, Mass., consultancy, released a study last month that predicts a thriving MMDS industry by the end of the decade with \$2.5 billion in revenue and a minimum of \$300 million in profits. Within the next year, said Information Architect Peter Lemieux, "a bunch of MMDS services will appear" in uncabled or partially cabled areas. Their long-term prospects, however, will depend on developing desirable services that will set them apart from cable, he said.

Some who dismissed MMDS too readily, including the ORC researchers, may be underestimating the channel capacity of MMDS. As many as 14 channels will ultimately be available in some markets, Lemieux said. That many channels, combined with the off-air broadcast signals, are "a competitive system," he said.

At the same time the FCC allocated the eight additional channels in each market to MMDS last year, it also gave ITFS (instructional television fixed service) broadcasters permission to lease their excess channel capacity to MMDS operators. Indeed, some single-channel MDS operators, weary of waiting for the FCC to begin making MMDS channel grants, have begun leasing excess channels from ITFS broadcasters.

MMDS has clearly suffered from the FCC's tardiness in issuing additional MDS channels. Since the success of MMDS depends first and foremost on beating cable into a particular market, each regulatory delay damages the prospects of MMDS by allowing cable to expand into more and more markets. But MMDS is caught in a regulatory logjam.

The FCC's allocation of MMDS channels precipitated a flood of applications—some 16,000 in all—that quickly overwhelmed the FCC's ability to deal with them. Because so many of the applications were mutually exclusive, the FCC recognized that it needed a lottery to choose among the competing applicants, but the FCC item authorizing use of a lottery got hung up on the ideological question of whether minority applicants should be given some kind of preference in the selection process. The FCC postponed its vote on the issue several times before finally adopting it three weeks ago, but it may take several months before the procedures are worked out, the first lottery is conducted and the first grants are made.

CBS was at one time extremely bullish about MMDS, going so far as to ask the FCC in August 1982 for authorization to operate multichannel service in New York, Chicago, St. Louis, Philadelphia and Los Angeles—the five markets where it owns and operates full-power television stations. And even after the FCC turned down that scheme, CBS tried to enter the multichannel business by leasing excess capacity from ITFS broadcasters.

However, CBS's enthusiasm for the business has waned. In the summer of 1983, CBS began talking to Comsat about becoming a partner in its DBS venture. Although CBS eventually decided not to join Comsat, it was sufficiently impressed by DBS to be discouraged from moving forward into MMDS.

According to James Rosenfield, senior executive vice president of the CBS/Broadcast Group, when DBS comes, MMDS will not be able to compete with it. That MMDS would probably not turn a profit before DBS makes its debut, he said, was enough to "sour" CBS on MDS.

ABC Video Enterprises, primarily a cable programmer (Lifetime and ESPN), is not ruling out a role on the operational side of MMDS. "If a proper deal were presented to us," said Granath, "we would certainly take a good hard look at it. It is one of the businesses that I think has a shot mainly because of the relatively low investment." But before ABC Video jumped, it would get a handle on the cable situation, he said. "If the business plan makes the assumption that they are not going to be impacted when cable comes, I'm going to cast a fish eye on the whole thing. It's not going to be an easy task to compete."

Direct Broadcast Satellites

There was a time when DBS scared terrestrial broadcasters half to death. Indeed, conceptually, the medium is awesome. From a satellite or two orbiting 22,300 miles above the equator, a DBS operator could broadcast multiple channels of service to virtually every home in the country, providing a vehicle that programing services, including the three broadcast networks, could use to bypass such earthbound media as broadcasting and cable.

Because of the potential, the National Association of Broadcasters tried its best to block high-power DBS, first at the FCC and later in the courts. In retrospect, the NAB may feel a bit embarrassed by its attempts to smother DBS under reams of FCC comments and court briefs. The medium seems to be collapsing under its own weight. The question now is not whether DBS will challenge cable and broadcasting, but whether it will be able to beat out MMDS and the backyard earth station industry for a large enough share of the uncabled universe to survive at all.

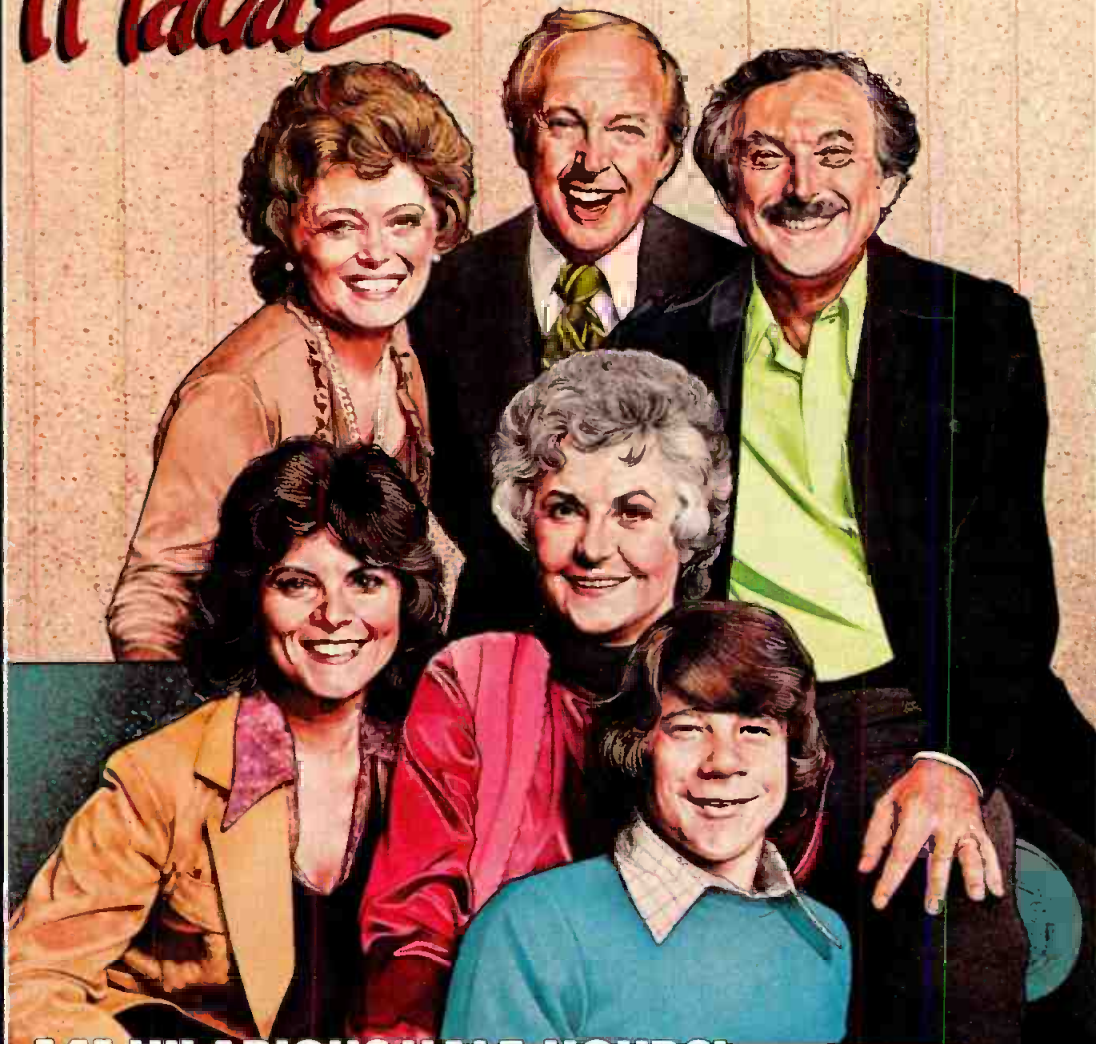
The principal problem with DBS is money, of which it needs enormous amounts. Over the past five years, many different DBS schemes have been proposed and one, United States Communica-

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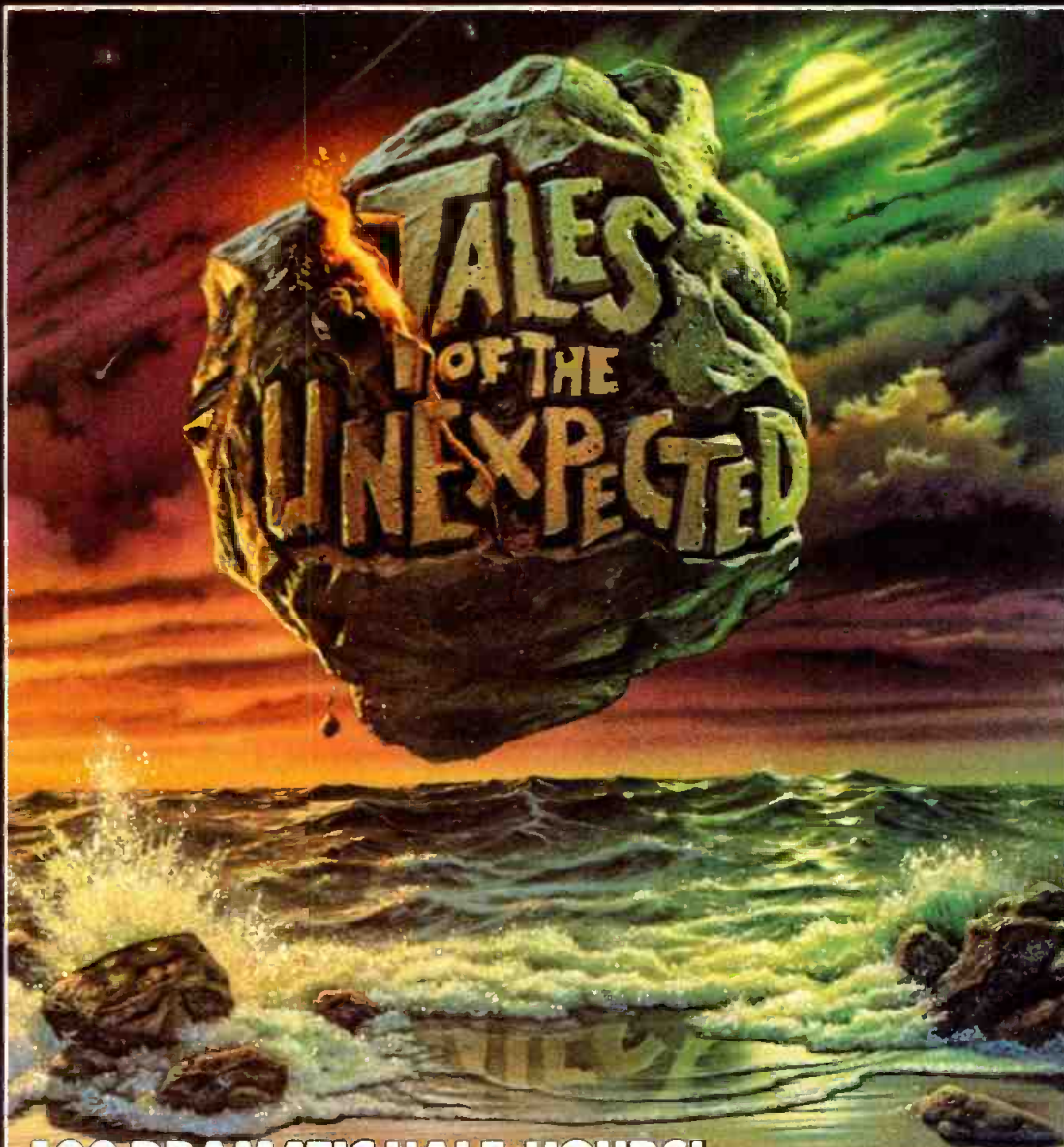
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tions Inc. (using existing medium-power satellites), even managed to sign up several thousand subscribers before foundering. What they all had in common was the need for tens of millions of dollars, or more realistically hundreds of millions of dollars, in start-up capital. And what they all apparently lacked was any strong evidence that those large investments could be recovered.

Comsat, which became in August 1979 the first to announce its DBS intentions, is the biggest loser in the new media game. After five-and-a-half years of planning and some \$140 million in expenditures, Comsat announced two weeks ago that it was, more or less, getting out of the DBS business.

Through its Satellite Television Corp. subsidiary, Comsat originally proposed launching a series of high-power satellites and offering three channels of high-power service (requiring two- to three-foot receiving dishes) to the entire country. Because of the enormous costs—it would require more than \$700 million to launch the first satellite and provide just one year of service to homes on the East Coast—Comsat began a search for cash-rich partners.

Even though STC modified its plans to bring down the costs, it still had trouble finding partners. Early this year, it looked as though it had found two: CBS and Paramount Pictures. But at the 11th hour, both decided their money was better spent elsewhere. At that point, Comsat, under pressure from its usually acquiescent board, reached a tentative agreement with the principals of the struggling USCI, the medium-power (three- and four-foot dishes) DBS service, to merge their two competing operations. And Doug Ruhe, co-owner of UPI, agreed to become a partner in the new venture.

But after the final deal was on paper, the Comsat board balked, deciding that the risk involved was too great to justify the investment. It walked away from the deal and what was probably its last chance to be a DBS operator. Much of the \$140 million it spent on the media will be recovered through the lease or sale of its two high-power satellites or use of the birds in some other enterprise.

The collapse of the partnership and merger also portends the end of USCI, which would make USCI's principal investor, Prudential,

the second biggest loser. It has sunk \$68 million in the five-channel service since its launch in November 1983. USCI was apparently undercapitalized. Last February, it attempted to raise \$40 million in a private stock offering. When the offering failed, it began to run out of money. It then joined Comsat in searching for partners for their respective enterprises. They eventually found each other.

Despite the financial and operational problems of USCI and STC, three companies are trying their best to raise the capital needed to build and launch satellites and enter the high-power business. Direct Broadcast Satellite Corp. would like to launch a common carrier DBS satellite system, whose transponders would be available to lease on a first-come, first-served basis. Hubbard Broadcasting's United States Satellite Broadcasting wants to become the nation's first true satellite broadcaster, offering advertiser-supported as well as pay television. And Dominion Video Satellite hopes to offer several channels of religious and family-oriented programming in the future.

DBSC and USSB have been having real problems raising the money they will need to get their systems off the ground. Investors don't seem to want to have anything to do with DBS. "We tried everything under the sun and there just wasn't enough interest to make it work," said Fred Seegal of Lehman Bros., who tried to find money for USSB. "The people who had the greatest economic incentive to see DBS work were not willing to put up the money to make it work," he said. "The advertisers would say: 'We have to have all these new things,' but when it came time to putting the money in, they wouldn't do it. The numbers were huge."

Having tried to sell the medium, Seegal now believes that the potential revenues from the medium are not worth the cost and risk—at least not now. "It's just like oil in the ground," he said. "Depending on the price of oil, sometimes it's worth drilling, sometimes it's not."

In addition to the inability of STC to find partners and the poor performance of USCI, potential investors may have been scared off by the fact that some respected companies dropped their DBS plans. Not only did CBS bail out of its partnership with STC, but it also

VCR's: A success story that's caused some failures

Although broadcasters and cable operators may have little reason to lose sleep over DBS, MMDS and the other new media, there is one technology that is causing them some concern: the half-inch home videocassette recorder. Those machines, which have been building momentum in the marketplace since their introduction in 1975, are now a permanent fixture of electronic mass communications.

At the end of 1983, VCR's were whirring away in 11% of the nation's homes and, with rapidly falling prices, manufacturers expect the percentage to have jumped to 17% by year's end.

VCR's have given rise to the era of home video in which their owners are able to pick and choose programming from a variety of sources and create their own program days. Owners may record broadcast or cable programs for later viewing—time shifting—or simply play prerecorded cassettes, which can be purchased or rented from home video dealers or borrowed from a friend.

Just what impact home video will have on broadcasting and cable is uncertain. "We haven't seen the pattern of usage settle down yet," said Alan Gottesman, an analyst with L.F. Rothschild. The first to buy VCR's were "freakos and buffs," he said, and they are not the ones from which to extrapolate a market.

Enough is known of the behavior of VCR owners, however, to give those in and around the broadcast and cable industries pause. Time shifting of off-air and off-cable programs presents all kinds of problems for the ratings services and the broadcasters who rely on them. And "zapping" (fast-forwarding through commercials during the playback of programming) worries advertisers. Moreover, time-shifting of movies on pay channels concerns cable operators who have sold additional, duplicative pay channels by promising convenience.

Whatever the impact of the VCR on broadcasting and cable, it

will grow as penetration increases. "As it rises," said the National Association of Broadcasters in a recently released report on home video, "broadcasters will find it necessary to develop strategies which can guard against its threats and exploit its opportunities. Home video bears close and careful watching."

Like every other aspect of the television business, home video has its pitfalls. And both ABC and RCA have demonstrated how easily they can be fallen into.

Attempting to capitalize on the VCR boom, ABC Video Enterprises introduced in Chicago last January a service it called TeleFirst, designed to offer electronic program delivery for VCR owners. The idea was to broadcast scrambled movies during the early morning hours over network affiliates to VCR-equipped subscribers. The broadcasts would be taped and descrambled for playback at the subscribers' convenience.

But the service was out of business in just six months. The reason, according to ABC Video President Herb Granath, was unanticipated competition from home video dealers. "Once we began running up against 99-cent rentals," he said, "we decided it was not a business we wanted to be in." The service asked VCR owners to pay a premium for the convenience of having movies delivered directly to their homes, but, given the low rental fees available, the premium that TeleFirst had to charge was "so high that it didn't make economic sense."

RCA tried to take the VCR manufacturers head-on with its CED videodisk system. Unlike VCR's, the videodisk players could not record, a major drawback in the minds of many consumers. Its chief advantage over VCR's when it was introduced in 1981 was its relatively low cost. But that was wiped out as the VCR prices began plummeting. Seeing that its video medium was going nowhere, RCA finally pulled the plug last April, after sustaining more than a half billion dollars in losses.

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allowed its high-power DBS construction permit from the FCC to lapse. Western Union also allowed its permit to expire.

Rupert Murdoch's News America Publishing Co. purchased a 60% interest in Skyband Inc., a start-up company with plans for launching a national low-power DBS service (six-foot dishes). Citing problems in obtaining home equipment and programming, Murdoch abruptly pulled the plug on the venture, even though it meant paying \$12.7 million to Satellite Business Systems to get out of a six-year satellite transponder leasing contract.

USSB President Stanley Hubbard and DBS President Wilbur Pritchard speak with almost one voice in criticizing the financial community for not supporting their ventures. Wall Street's belief that DBS will fail, Pritchard said, is "a self-fulfilling prophecy. If [investors] won't put any money in it, the entrepreneurial companies can't go ahead." And should DBS and the other DBS companies go belly up, he said, the analysts and investment bankers "can then come back and say, 'We told you so.'"

"Wall Street has a lot to lose by DBS succeeding," said Hubbard. The big investors have a heavy stake in broadcasting and cable that they do not want to jeopardize by encouraging the development of a powerful medium like DBS, he said.

Hubbard said Lehman Bros. sought capital from institutional investors and, in retrospect, he is not now surprised that Lehman Bros. failed. DBS is not a business for someone looking for a "safe bet," he said. It is a business for venture capitalists, he said. "The money is going to come from people with vision."

Hubbard, who has poured between \$10 million and \$12 million into USSB over the past few years, is confident that when he begins to ask corporations for venture capital next summer or fall to fund his six-channel system, they will respond positively. The business plan that USSB will present to them will be vastly different and far more attractive than those of USCI or STC, he said. It will be based, in part, on DBS's ability to "aggregate" and serve audiences whose interests are not being addressed by either broadcasting or cable.

According to Bortz, the would-be DBS operators should be blaming themselves, not Wall Street, for their difficulties. "Most of the players have been technology oriented and the easiest part of the DBS puzzle really is to put a satellite up there and put a signal across the U.S.," said Bortz. "The toughest part is to market the service nationally and to maintain your customers over a period of time."

"If you look at Comsat, USCI and some of the other players," he said, "you'll find none of them has a glimmer of how to market the services nationally. And none of them has acquired its programming."

While STC and USCI try to pull their new service together and while Hubbard and Pritchard try to come up with some cash, they must all be aware that the potential DBS market is shrinking day by day. Home earth stations that are able to intercept scores of cable channels and countless hours of broadcast programming are proliferating wildly. The last best estimates put the number of home dishes at 750,000 and the rate of growth at between 30,000 and 40,000 a month. Said one communications attorney who watches the new media: "Comsat woke up one day and realized that a million of their customers are gone because they are already being served."

Home Box Office is in the process of scrambling its satellite feeds of HBO and Cinemax to prevent interception of the signals by backyard earth stations. But rather than inhibiting the sales of backyard dishes, the scrambling of the feeds may spur them. The reason: HBO is trying to get other major cable programmers who distribute their feeds via Galaxy I to scramble their feeds with the same system. This would allow cable operators to offer homes beyond the reach of their cable systems a low-power DBS service (six-foot dishes) comprising all the popular cable services. If marketed correctly, such a service could give other DBS services a real run for their money. Said Bortz: "The only player who has showed a real understanding of the DBS business has been HBO."

Cable Programming Networks

Although some may still harbor thoughts of being the next HBO or the next Ted Turner, the "window of opportunity" on cable programming slammed shut quite a while ago. Judging by the fortunes that have been squandered trying to break into the business over the past few years, however, not everybody heard the report.

The most celebrated failures were CBS Cable, Satellite News

Channels and The Entertainment Channel, well-financed ventures that arrived on the scene in cable's halcyon days when the future of the medium seemed limitless.

CBS spent \$30 million on CBS Cable, including hundreds of thousands of dollars for lavish parties at cable trade shows, but could not persuade cable operators to carry it or advertisers to support it. It lasted 330 days.

The Entertainment Channel, into which Rockefeller Center Inc. and RCA poured more than \$35 million, put together a high-toned variety channel, built on the shaky supports of BBC programming, and tried to charge a monthly subscription fee for it. It lasted about 300 days.

ABC and Westinghouse tried to convert their considerable experience in broadcast news into a cable winner with the Satellite News Channels. They spent at a rate of \$35 million-\$40 million a year, but discovered that there were not enough advertising dollars and cable systems around to support both it and Turner's Cable News Network and CNN Headline News. It lasted about 480 days.

They were joined two weeks ago, on a far more modest scale, by Turner's own Cable Music Channel. Seeing no future for video music service and not one to throw good money after bad, Turner pulled the plug on the service setting what must be some sort of record for failed cable services. It lasted just 36 days.

Even the entrepreneurs that got in before the window shut haven't had an easy time of it. With the exception of HBO, Turner's superstation WTBS(TV) Atlanta and a few others, none of the cable programming services has been able to maintain a high level of profitability.

And most are money losers, hanging on in the hope that the universe of cable homes ultimately will be large enough to support them. Turner's CNN and CNN Headline News, for instance, reported combined operating losses of nearly \$9 million for the first six months of this year.

The consensus in the cable industry is that no more than 10 "basic services"—those supported by a combination of affiliation fees and advertising dollars—and a handful of pay services can make it, and that most of the services that will be already on the scene. "I think the die is cast," said ABC's Granath. "What you see now is pretty much what you are going to get with some more fallout to occur." The number of "major" programming services, he said, will fall as services fold or merge from around 20 to around a dozen.

Of course, some of those who say the window is shut maintain that it isn't locked. Many still believe there is room for additional services, but only if they are unique. Robert Wussler, president of Turner Broadcasting, believes a "diversified" pay service, one not built around general interest movies as are HBO, Showtime and The Movie Channel, could make it. The Playboy Channel and The Disney Channel, which are still trying to secure their footholds in the industry, or some other yet-to-be-conceived service could fit such a bill. "We have seen just about all the programming ideas that will prove viable," he said. "There may be something lurking in the woods, but I doubt it."

That there is always room for something new is underscored by the success of MTV, a basic service featuring around-the-clock music videos that has flourished since its debut in August 1981. So good was the concept that broadcasters were soon imitating it.

That there is little or no room for copycat services is evidenced by the troubles of Turner's Cable Music Channel. When Turner first broached the idea of the MTV clone to the industry last August, he said he would not launch the service until he had affiliation commitments from enough cable affiliates to reach 10 million homes. In the face of stiff resistance from cable operators, Turner had to revise downward his initial affiliate and audience expectations. When the service made its debut Oct. 26, it did so in just 350,000 homes.

Turner has "clout and experience in the cable business," yet even he has stumbled badly in the marketplace, said ABC's Granath. He overestimated his ability to sell something that most operators already had.

Because of the current economics of cable programming, the only certain way in for new entries may be to buy in. And that's just the route many cash-rich firms are taking. After sustaining heavy losses with SNC, ABC got a stake in cable by buying ESPN for \$227 million. ESPN is the largest cable network, reaching some 34 million cable homes. And CBS, burned badly by CBS Cable, announced last week it had purchased substantial interests in four



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Low-Power Television

When the FCC first proposed the low-power television service and invited applications for LPTV stations in September 1980, it touched off a scramble for channels unprecedented in broadcasting history. Eager to become LPTV broadcasters (or, in some cases, entire networks) and cash in on the new medium, hundreds of companies and individuals applied for thousands of the channels, creating a logjam of paper the FCC is still trying to break up.

Amid the goldrush-like hysteria that surrounded the beginnings of LPTV, much of it whipped up by the trade and general circulation press, few had time to listen to the admonitions of FCC Commissioner Robert E. Lee. "I don't want anyone to misunderstand what this low-power proposal really means," he said at the time the service was proposed. "It certainly isn't going to be a license to print money."

Four years later, Lee's bearish assessment of the medium appears to be right on target. "A lot of folks went in and thought they would start making money as soon as they turned [their LPTV] stations on," said Michael Couzens, a San Francisco communications attorney who was the chief author of the FCC rules while at the FCC. "And broadcasting just doesn't work that way."

"It's sort of a power-to-the-people approach to television, but it never made a heck of a lot of economic sense," said Paul Bortz, consultant with Browne, Bortz & Coddington, Denver. It's simply a matter of scale, he said. "The cost of running a television station is relatively high... and, given the dynamics of the advertiser market, [LPTV stations] can't generate enough revenue."

The LPTV universe today is much smaller than prognosticators of 1980 and 1981 had expected it to be. According to John Kompas of Kompas/Biel & Associates, a Milwaukee-based consultancy that keeps close tabs on the medium, 127 LPTV stations are now on the air, but only a little more than half are true LPTV stations, broadcasting their own mixes of programming. The remainder, he said, function as translators, rebroadcasting the signals of nearby full-power stations.

Most of the LPTV stations mimic full-power independent stations, piecing together program schedules from a variety of sources and seeking advertisers to pay their ways, said Kompas. About a half-dozen stations downlink pay television off the birds and offer local STV service, he said, and a handful provide outlets for satellite-distributed religious programming.

Although most of the pioneer LPTV's have chosen the independent station model, it simply may not be applicable to the new medium. John Boler, an experienced broadcaster, put the first LPTV station on the air in December 1981—Boler's application was one of the few that did not attract competing applications—to serve the sparsely populated area around Bemidji, Minn. The UHF facility debuted as a commercial station, offering a variety of syndicated programming and, on average, three hours a day of local programming. But the formula did not make sense, Boler said. "The market was too small to support that kind of operation."

Shortly after putting a second station on the air in nearby Grand Rapids, Minn., Boler cut the staff of the Bemidji station from two dozen to four and began offering pay television on both stations. The service now serves around 1,500 homes, Boler said, enough to make a modest profit. "I haven't decided what we are going to do with [the stations] in the long term," Boler said.

Most LPTV watchers blame the medium's poor showing so far on that regulatory logjam. Because of the flood of applications—the high-water mark was more than 30,000—the FCC ability to choose among multiple applications for the same channels in the same communities and grant construction permits was quickly overwhelmed. It wasn't until September 1983 that the FCC instituted a lottery to winnow the thousands of mutually exclusive applications and began making grants in significant numbers.

"LPTV was killed by the regulatory delays at the FCC," said Couzens. Because the FCC has "dribbled out" permits over the past few years, he said, a "critical mass" of stations necessary to attract

programmers, bankers, rating services and advertisers has not been reached.

And Couzens now has doubts that the critical mass will ever be reached. When the rules for the service were being written, he said, one of his fears was that it would be rolled out slowly and "that the service would acquire a bad name," discouraging people from becoming involved in it. That fear seems to be materializing, he said.

(The delays were not caused by a lazy or inept bureaucracy, Couzens asserts, but by FCC Chairman Mark Fowler's "anticompetitive" inclinations. "He wanted to put the kibosh on new competition and he has done it," he said. Fowler talks about freedom for broadcasting, Couzens said, but only for "incumbents—those who already have a license." Fowler also has caused delays in the implementation of other competitive services, Couzens said, notably multichannel MDS and VHF drop-ins.)

Robert Allen, general counsel of the newly formed LPTV trade association, the Community Broadcasters of America, believes the medium's greatest challenge is acquiring "affordable and watchable" programming. The centerpiece of an LPTV station programming day is local programming, he said, but the bulk of it has got to be syndicated fare. "You can't run a half-hour of local news and crank up a test pattern for the rest of the day."

One of the top priorities of the CBA is to bring LPTV broadcasters and program syndicators together, Allen said. "They are in their separate corners and are not dealing with each other." Because the syndicators do not understand the nature of low-power broadcasting, he said, they tend to price their programs beyond the reach of most LPTV stations.

CBA is organizing a meeting in San Francisco in January immediately following the National Association of Television Programming Executives annual programming exhibition. It's hoped that program suppliers who attend the meeting will "learn the language of LPTV" and "recognize that small is not necessarily bad" and that the LPTV broadcasters who attend will uncover new sources of programming, Allen said.

The JPD Television Network (later the American Television Network) had hoped to solve the LPTV industry's programming problem. It offered via satellite a variety of programming to LPTV stations, but charged them an affiliation fee. Despite some midcourse corrections, the service went out of business last fall. Couzens said he was told by ATN officials that at the time the service went dark it had between 15 and 20 affiliates, but "only two or three were current on their bills." And the service never amassed a big enough audience to attract major advertisers as it had hoped, Couzens said. UHF ch. 20 KTZO(TV) San Francisco, for example, "probably had more circulation than the whole network," he said, "and it was probably cheaper, too."

As Couzens suggested, Allen predicts the LPTV industry's programming problems may take care of themselves. Its ability to acquire desirable programming will grow with the number of LPTV stations on the air, he said. Group owners and programming cooperatives or collectives representing many stations will have the audiences and economic muscle to deal with program suppliers, he said.

LPTV has other problems to overcome. Unless the scattered stations can come together under common ownership or through cooperatives, the conventional wisdom goes, they are going to have trouble attracting national and regional advertisers and rating services as well as programming. What's more, Bortz said, success in many markets will be dependent "on being carried on cable systems, which is not at all guaranteed." Cable systems are not required to carry local LPTV signals under the FCC's must-carry rules and are reluctant to import distant LPTV signals because of the attendant copyright fees.

To the extent that the LPTV industry is looking to group ownership to fulfill its promise, it may be disappointed. During the gold rush, Turner Broadcasting System applied for stations in more than three dozen markets, figuring a network of LPTV stations would be a way to increase the reach of its cable programming services. But it eventually abandoned the idea and turned its applications over to the National Black Media Coalition.

Besides Turner's natural inclination against owning any kind of distribution outlet, Wussler said, Turner bailed out of LPTV because the scattered group of stations would have been operationally inefficient. "It's a little like operating 100 cable systems in 100 communi-

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- The VTR shall be capable of performing continuous self-checks of system

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MONDAY-FRIDAY 4:00PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	19	138
OCT 83	Love Connection	16	133
INCREASE:		+19%	+4%

NSI

LOS ANGELES		KHJ	
MONDAY-FRIDAY 3:00PM			
		<u>H.H. SHARE</u>	<u>ADULTS 18-49</u> (000)
OCT 84	LOVE CONNECTION	11	74
OCT 83	MV-3/What's Happening	5	32
INCREASE:		+120%	+131%

PHILADELPHIA		WCAU	
MONDAY-FRIDAY 9:00AM			
		<u>H.H. SHARE</u>	<u>ADULTS 18-49</u> (000)
OCT 84	LOVE CONNECTION	18	32
OCT 83	20 Minute Workout	9	26
INCREASE:		+100%	+23%

NSI

BALTIMORE		WBAL	
MONDAY-FRIDAY 9:00AM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	15	17
OCT 83	Love Connection	7	7
INCREASE:		+114%	+143%

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SACRAMENTO		KXTV	
MONDAY-FRIDAY 7:30PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	21	41
OCT 83	Love Connection	14	31
INCREASE:		+ 50%	+ 32%

WASHINGTON, D.C.		WJLA	
MONDAY-FRIDAY 4:00PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	22	61
OCT 83	Love Connection	18	48
INCREASE:		+ 22%	+ 27%

DALLAS-FT. WORTH		KXAS	
MONDAY-FRIDAY 11:30PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	18	41
OCT 83	More Real People	13	10
INCREASE:		+ 38%	+ 310%

"Love Connection" is produced by Eric Lieber Productions
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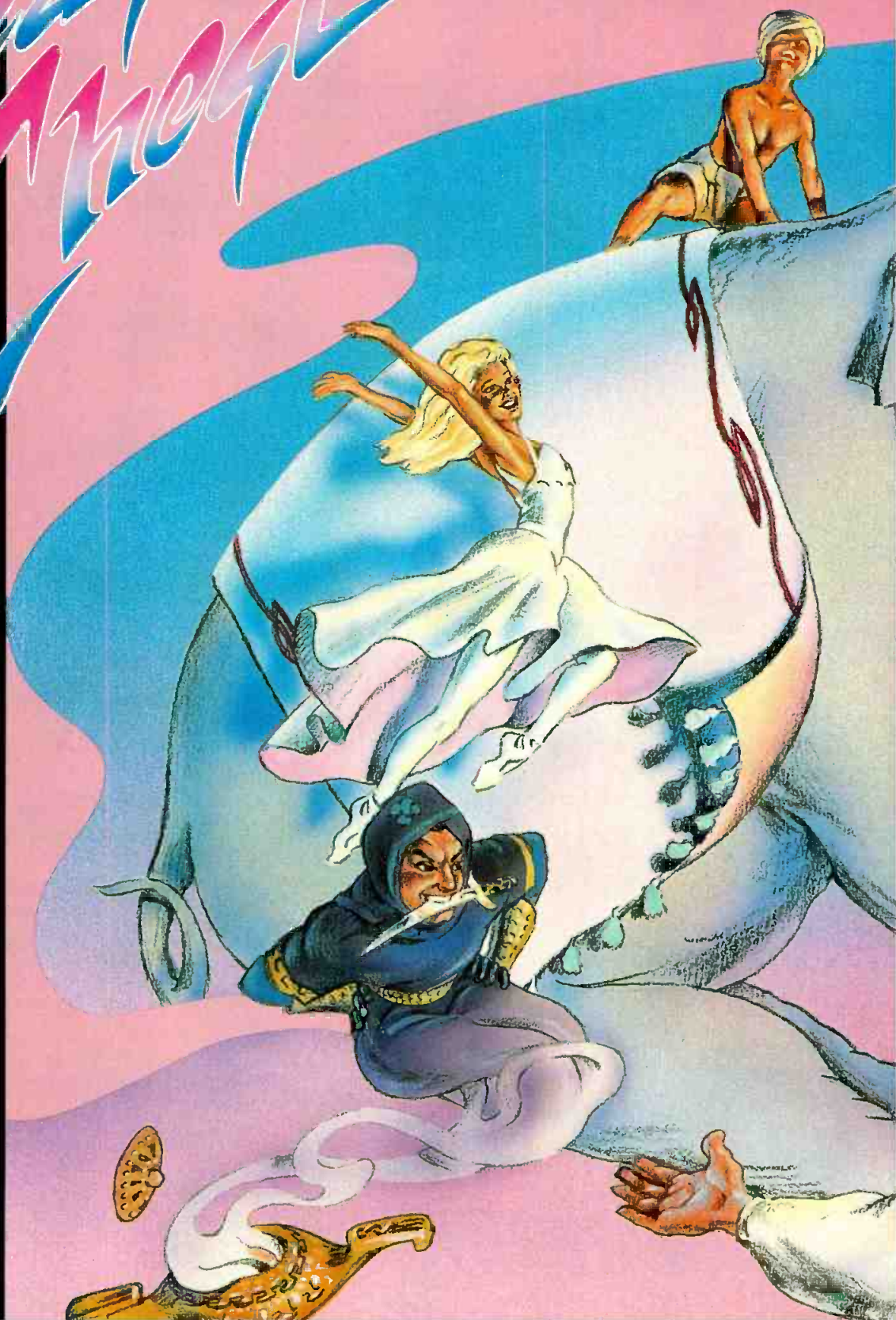
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ties," he said. To improve efficiency and sell advertising, group cable owners are "trying to coalesce their systems in a few markets."

Like many new businesses, LPTV has suffered from poor management. Kompas says that because of poor management seven or eight stations have gone out of business, either permanently or temporarily, in the past year. Some of the early LPTV ventures got in trouble because they were undercapitalized, added Couzens. "They did not have the capital to tough it out for two years."

That obtaining an LPTV grant is no license to print money is made clear by the fact that many winners of FCC lotteries are willing to sell their permits as soon as they receive them. The FCC rules forbid a permittee's selling a permit for more than the costs associated with it. Richard Hutcheson, who has a few commercial LPTV stations on the air and hopes to establish a string of LPTV stations in medium-sized markets (at least 50,000 people), said he can buy newly granted permits for around \$5,000. That's not a bad return for someone who may have paid \$1,000 four years ago to file the application, but, then again, it's not the windfall that may have been expected.

It may be premature to judge the LPTV business, not only because it hasn't reached its "critical mass," but because all of the permits that have been granted have been for sparsely populated areas. Hundreds of applications are on file for the centers of major metropolitan areas, and the economics of those facilities will be vastly different from those of their rural predecessors. "The success stories in LPTV," said Wussler, "will be the guys who have stations on the north shore of Chicago or in the middle of Brooklyn where they will be able to do something if they know what they are doing."

But for those directly involved in the medium, few are optimistic about LPTV's making a significant impact on the Fifth Estate. Couzens still forecasts that there will be more than 1,200 stations on the air by the end of the decade, but admits that the projection "doesn't look good now."

Perhaps the harshest assessment on the current state of the medium comes from media consultant Stuart Brotman: "I don't even know any consultant who's making money in low-power television."

Teletext And Videotex

Ted Turner upset some of his hosts at the American Newspaper Publishers Association convention three years ago by asserting that the days of the newspaper were numbered and that the home information revolution being led by videotex and teletext would obsolete the printed page by the end of the decade.

If Turner still believes newspapers are on their way out in the next five years—or that the videotex systems are in—he may be the only one. "This surely was not a concept for the 1980's," said one cable industry executive. "We have no settled, consumer-friendly vehicle for delivering the information. Computers and electronic communications are still quite intimidating to the consumer. We need something as easy to use and as adaptive as the telephone. Until that happens, everybody [in teletext and videotex] is going to be struggling because it is a lot easier to pay 30 cents for a newspaper."

"It's real clear that this stuff is the better part of a generation away," said Gary Arlen, a videotex-teletext consultant. Not until the end of the 1990's will the media have any "mass penetration" into American homes. But that shouldn't necessarily discourage everybody, he added. "It takes a good 10 years for any substantial new technology to start working its way into the masses."

Paul Bortz's message to his clients interested in videotex and teletext: What's the rush? Those media are "slowly developing businesses," he said. "Unlike a pay movie channel, which distributes a product we know people want, videotex and teletext offer something new and it takes many years for something new to become adopted. My view is that you don't enter early into a market unless it's crucial, and you don't have to be the first or one of the first few in videotex or teletext."

Teletext and videotex are similar computer-based media primarily intended for delivering alphanumeric information (mostly words and numbers, not pictures) to the home. Teletext "pages" are broadcast or cablecast along with regular television programming in continuous cycles. A decoder is needed to grab the desired page and display it on the television screen.

Videotex information is sent to the home over telephone lines. Because it is a two-way medium, users equipped with a videotex terminal not only can call up pages of information, but also can order product from electronic catalogues and perform simple bank transactions.

Enthralled by the potential of these European-bred media or simply fearing being left behind, broadcasters, newspaper publishers, telephone companies, cable operators, equipment manufacturers and others began investing heavily in them in the late 1970's and the early 1980's. As things stand now, however, "nobody is making any money at these businesses," said Arlen. "That's the frustration. Nobody has figured out the formula to make any money."

Time Inc. certainly didn't have the right formula. It put together a 5,000-page satellite-delivered cable teletext service in 1982. But before Time jumped from the testing phase to the national rollout, it decided to drop the venture and write off its \$30-\$35-million investment. Time had a host of reasons for its decision, including the lack of affordable decoders and strong evidence that people in test homes just weren't interested in the service.

CBS, NBC and several station groups have been experimenting with broadcast teletext for the past few years, laying the groundwork for what they hope will be a thriving teletext business in the future. The two networks have been producing a national teletext service and distributing it to affiliates along with their regular programming, and Taft Broadcasting has been producing and broadcasting a local service at its WKRC-TV Cincinnati.

Although few consumers are receiving the services in their homes—decoders are not yet generally available at an affordable price—the broadcasters can afford to experiment with the medium because the cost of originating teletext is modest—at least by broadcasting standards. Three CBS affiliates have purchased teletext origination equipment and are adding local "pages" to national service coming from the network.

CBS's James Rosenfield admits that the advent of teletext has been "slower than anticipated" but maintains that it "is going to happen." Teletext can deliver specialized information to businesses and other "closed users groups," he said, as well as advertiser-supported information to the general public. "The combination of the two might make a very interesting business."

Teletext has suffered from the lack of a standard. When the FCC authorized the medium in 1983, it chose not to set a standard, leaving the decision to the marketplace. As a result, bickering between proponents of the incompatible World System Teletext system and the North American Broadcast Teletext System has nearly eliminated what little momentum the media had.

It has also suffered from the relatively high cost of the decoders. Because the broadcast teletext is sent during the extremely brief vertical blanking interval of the television signal, the capacity of the service is limited in practical applications—no more than 100 pages. As a result, consumers have demonstrated an unwillingness to pay much for the set-top decoders to receive the service. And the decoders aren't cheap. WST decoders start at \$300; NABTS units, at \$1,000.

Teletext could become a "minor service," said Bortz, but only if the decoders can be integrated into television receivers at a retail cost of only \$10 or \$20. "That's when there begins to be a market," he said. "It's not worth \$300—let alone \$1,000."

Once the decoders are in the sets and the service is perceived by consumers to be free, the service may start to catch on, Bortz said. "It's not much of a revenue stream," he said. "But once one station in a market goes, the others will have to follow just to keep up to date." The built-in decoder is "very important to teletext," said Brotman. "Once people have the capability in their homes, they will experiment with it." In the meantime, teletext will remain in a perpetual holding pattern.

Videotex has fared no better than teletext in the U.S. Viewdata Corp. of America, a subsidiary of Knight Ridder Newspapers Inc., launched the nation's first commercial videotex service in south Florida in October 1983. But subscribership at the end of the first year was just 2,800, far short of VCA's goal of 5,000, and VCA said it was cutting staff and expenses.

At least publicly, Knight Ridder hasn't given up on videotex. It has invested around \$30 million in its service thus far, and it plans to increase that figure by 50% next year. Knight Ridder Vice President



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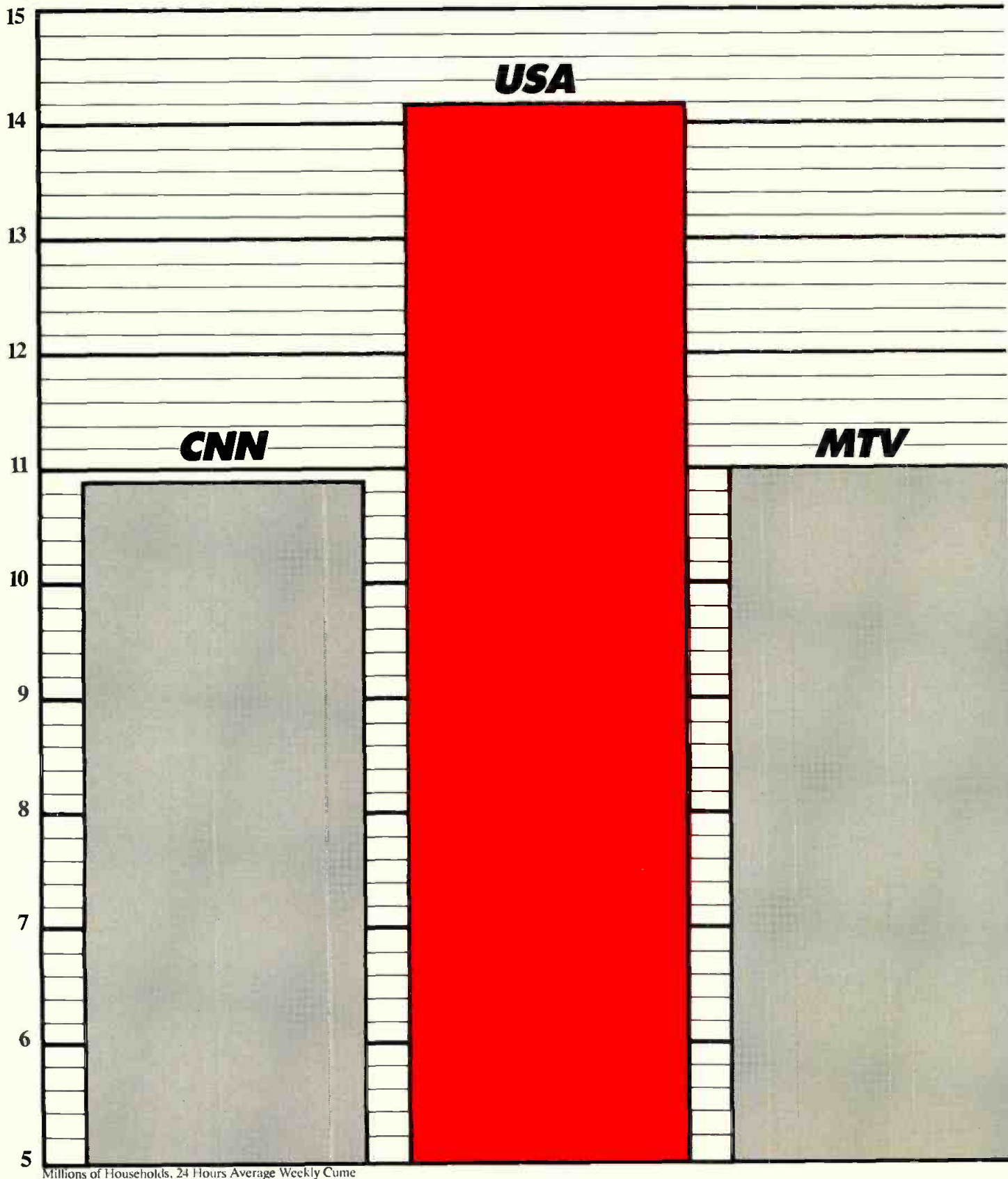
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Source: NHI Monthly/Quarterly Reports, July-September 1984

Fred Hawkins said, at the time the cuts were announced, that Knight Ridder retains a "strong commitment" to videotex, which will one day be "a very important service."

And VCA's rough start has apparently not discouraged other large corporations that are deeply involved in videotex. After four years of research and development, Times Mirror Videotex Services, a subsidiary of Times Mirror, launched its videotex service, Gateway, in Orange county, Calif., on Oct. 2 with hopes of signing up 2,000 homes before the end of the first quarter of 1985. Times Mirror is spending \$10 million on the venture.

A month later, Keycom Electronic Publishing, a joint venture of Centel Corp. and Honeywell, entered the videotex arena with Keyfax. Centel and Honeywell have reportedly sunk \$20 million in the enterprise, hoping Keyfax will have 20,000 subscribers on line by the end of 1985. "We are convinced there is a business out there,"

says a Keycom spokesman. "It's going to happen and we are going to be a part of it."

Videotex and teletext service providers are attempting to convert television sets into computer monitors and, to that extent, they compete with the established television media. If a set is being used to call up information from a computer bank or to do some electronic banking, it's not being used to watch *Dallas*.

And videotex and teletext are not the only computer-based services that have tried to displace television on television sets. The Nabu Network, for instance, offered computer software, video games and programs for such activities as word processing—via satellite and cable. The Canadian firm rolled out the service in Ottawa and Alexandria, Va., until its principal backer, Campeau Inc., tired of the financial burden (it had lost \$5 million in the first quarter of 1985 alone) and shut down the entire operation last month.

As the new electronic media fade, the entrenched Fifth Estate media—broadcasting and cable—seem to shine more and more brightly. Despite the incessant challenges from cable and other media, the future of network broadcasting and its advertising base seem secure. "It's the only medium whose success will not be a shock," said Allan Gottesman, who is still skeptical of cable.

There are only two kinds of "video businesses—the pay-to-get-in kind and the advertising kind," said Gottesman. "To the extent that the pay-to-get-in kind diverts audiences, it doesn't diminish the desire of the Coca-Colas, the General Motors, the General Foods and the General Electrics of the world to hit us with their messages. The need to advertise exists independent of the ability to advertise. To the extent that people become harder to reach [because of the pay media], it is just going to mean that the advertisers are going to have to work a little harder."

The real threat to network affiliates may not be the pay media, but the independent stations that have been able to counterprogram the networks and grab a bigger and bigger share of the advertising dollars.

Although cable has suffered over the past few years for growing too fast and reaching too far, it too has assured its place in the future. If the measure of a medium's success is its ability to support the production of quality programing, then cable is a success. The major cable networks that sprang up almost overnight in the late 1970's and early 1980's are producing increasing amounts of programing—from provocative talk shows to big-budget movies. What's more, some are competing head-to-head with the broadcast networks for the rights to sporting events. And Ted Turner's news services have taken their place alongside the news departments of the broadcast networks.

Cable is a thriving business. "It's increasing its penetration," said Bortz, "and as you increase penetration, you begin to get some real hits on the bottom line." The industry's only real problem is the big cities, which it began to tackle at the beginning of this decade. The urban cable operators are beset by tough municipal regulations, unfamiliar demographics and problems that stem from the large size of the systems, including inadequate telephone systems for incoming calls and "screwed up" billing systems.

When all those new media were more prominent on the scene, a company with a few hundred million dollars and a desire to become part of the Fifth Estate might have had a tough time figuring out which opportunity to try. But most of those willing to give directions point the same way and offer the same advice: Buy a suburban cable system or, better yet, buy a major-market network affiliated television station. "It's always hard to knock off the first one in," said Turner's Bob Wussler.

"And Paley and Sarnoff had a pretty good idea."



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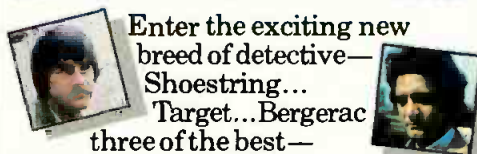


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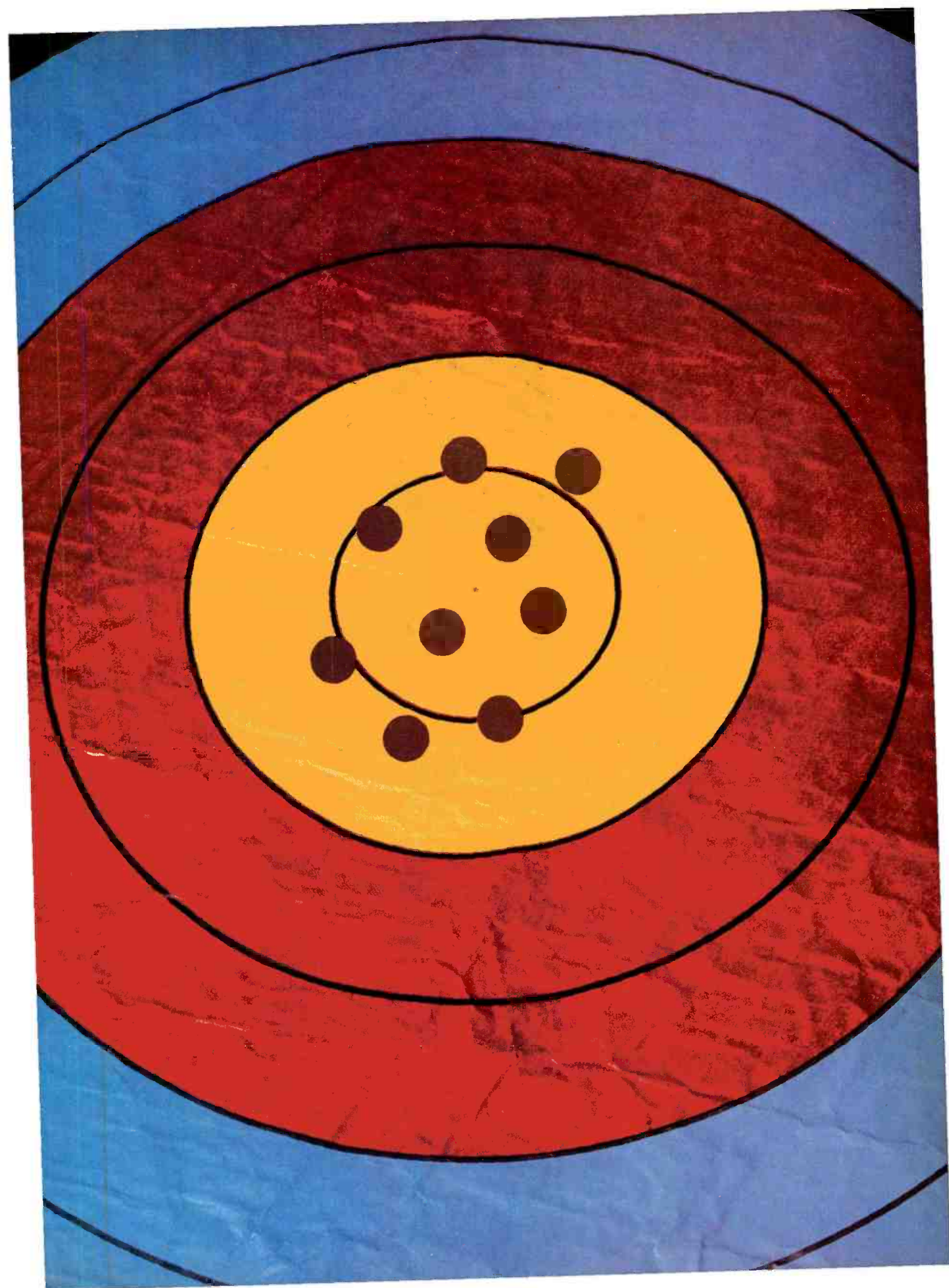
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Who's on first in local sweeps?

Arbitron and Nielsen disagree on some winners in November period; consensus emerges in Philadelphia, Chicago, Detroit

The two ratings services listed different winners in many of the November local ratings sweeps. A.C. Nielsen and Arbitron put competitors on top in New York, Los Angeles, Boston and San Francisco. Things were much clearer in Chicago, Philadelphia and Detroit.

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron; they are station-compiled averages of the overnight metered ratings provided by both services. Final results should begin going to some stations early this week, but will not be available for all markets for at least a month, when BROADCASTING will publish a market-by-market breakdown.

New York

The three network affiliates were in a virtual tie for first place in the pivotal 6-7 p.m. local news period in the Nielsen ratings. On a Monday-through-Sunday basis, WABC-TV and WCBS-TV were deadlocked at 8/15 each while WNBC-TV inched ahead with 8.1/15. The Monday-through-Friday reckoning by Nielsen gave WCBS-TV the nod with an 8.3/15, followed by WABC-TV, 8.0/15, and WNBC-TV, 7.8/14.

Arbitron's figures for the 6-7 p.m. segment varied somewhat. It tapped WCBS-TV as the winner with an 8/16, leading WNBC-TV, 7.5/15, and WABC-TV, 7.2/14.

In the 5-6 p.m. news and feature period, WNBC-TV was the front runner among affiliates with a 7.4/16 Nielsen while WCBS-TV weighed in with a 6.8/14 and WABC-TV with a 6.1/13. But independent stations were strong in this time slot. WPIX captured first place with a 7.8/17 for *Little House on the Prairie* and WNEW-TV grabbed second place with a 7.6/16 for *Dukes of Hazzard*. Arbitron figures were similar.

Nielsen and Arbitron were at odds, however, over the 11 p.m. local news period. Nielsen figures placed WNBC-TV on top with a 10.4/22, leading WABC-TV, with a 10.2/21, and WCBS-TV, 9.7/20. In a turnabout, Arbitron chose WCBS-TV as the winner with a 9.9/23, nudging WNBC-TV, 8.8/20, and WABC-TV, 8.7/20.

In the 4-5 fringe period devoted to local syndicated programing, WNBC-TV was the clear winner in both Nielsen and Arbitron. With *Love Connection* and *People's Court*, WNBC-TV scored a 7.1/19 Nielsen and a 6.8/19 Arbitron. It won handily over WCBS-TV's *Rockford Files* and WABC-TV's *New York Style*.

WCBS-TV emerged as the undisputed win-

ner in the prime-access period with its blockbuster *Wheel of Fortune*. In the Nielsen handicap, *Wheel* turned in a 14.2/23 while Arbitron tabbed it 14.3/25. Pulling up substantially behind with a Nielsen of 10.3/17 and an Arbitron of 8.7/15 was *Entertainment Tonight* on WABC-TV. WNBC-TV was a distant third with a 9.8/16 Nielsen and a 7.8/14 Arbitron for *Family Feud*.

Los Angeles

Although the Los Angeles market ratings report for November showed marked disparities between the Nielsen and Arbitron numbers, both ratings services reflected a continuing close race among the network owned-and-operated stations for the local news audience, although KABC-TV maintains its traditional dominance. The four VHF independents turned in a strong showing, with a tight contest also in key time periods.

In early news, leadership shifted dramatically between Nielsen and Arbitron, beginning with the 4:30-5 p.m. block in which Arbitron gave KABC-TV the lead with a 7 rating and 17 share, followed by KNBC with a 6/14 and KCBS-TV with a 5/12. Nielsen also placed KABC-TV first (6/16), with KCBS-TV and KNBC tied (6/15). KABC-TV won the 5-6 p.m. hour according to both surveys (10/20 with Arbitron and 9/18 Nielsen), and was trailed in Nielsen by KCBS-TV (8/16) and KNBC (7/14) and in Arbitron by KNBC (7/13) and KCBS-TV (6/12). From 6-7, both services gave KABC-TV the lead (8/13 Nielsen, 9/15 Arbitron) and differed on second-place showings (Nielsen gave KCBS-TV 7/13 and KNBC 7/12, while Arbitron gave KNBC 7/13 and KCBS-TV 6/10). KNBC recently began scheduling *NBC Nightly News* from 6:30-7 and its numbers reflect the first half-hour only. Local news rankings for 5-6 from November 1983 were KABC-TV (9/18 Arbitron, 10/22 Nielsen), KNBC (7/14, 6/13) and KCBS-TV (7/13, 8/16). Rankings for 6-7 a year ago were KABC-TV (8/13 Arbitron, 9/16 Nielsen), KNBC (8/13, 6/11) and KCBS-TV (6/10, 8/13).

In late news, Nielsen showed KCBS-TV and KNBC tied at 8/21 followed by KABC-TV with 7/20. Arbitron, however, gave the edge to KABC-TV (8/23), followed by KNBC (8/21) and KCBS-TV (7/20). In November 1983, rankings were as follows: Nielsen—KABC-TV (10/25), KCBS-TV (9/22), KNBC (8/19); Arbitron—KABC-TV (9/25), KNBC (8/21), KCBS-TV (7/20).

During prime access (7:30-8 p.m.), the race was tighter with Nielsen, as KABC-TV (*Eye on LA*) and KCBS-TV (*Two on the Town*) tied with 9/15 each, followed by KNBC (*Family Feud*) with 9/14. Arbitron placed KABC-TV first with 8/14, then KCBS-TV with 8/13, and Arbitron with 7/12. During No-

vember 1983 the rankings were: Nielsen—KABC-TV (11/18), KCBS-TV (11/17), KNBC (8/14); Arbitron—KABC-TV (10/16), KNBC (9/14), KCBS-TV (9/13).

Among independents during the 6-8 p.m. block, KTTV prevailed in both Nielsen and Arbitron (11/19 for both with *Three's Company*, *Alice* and *WKRP in Cincinnati*), followed in Nielsen by KCOP (8/14 with *Star Trek*, *Wheel of Fortune* and *People's Court*), KTLA (6/10 with *Happy Days*, *Laverne & Shirley* and *The Love Boat*) and KHJ-TV (6/10 with *Hart to Hart* and *Dallas*). Arbitron had KCOP in second place (8/14), followed by KTLA (6/11) and KHJ-TV (6/10).

The independent news hour (10-11 p.m.) was won easily in both services by KTLA (Arbitron 6/11, Nielsen 5/9), followed in both Arbitron and Nielsen by KCOP and KTTV with 2/4 each (KHJ-TV schedules its local news from 9-10 p.m.).

During prime time, KNBC benefited from NBC's bullish performance nationwide, moving to first place Monday-through-Sunday from 8-11 and unseating perennial leader KABC-TV. Arbitron ranked KNBC first (14/24), followed by KABC-TV (13/22) and KCBS-TV (11/18). Nielsen gave KNBC an identical 14/24, followed by KABC-TV (12/21) and KCBS-TV (12/20).

Chicago

CBS-owned WBBM-TV continued to lead in most local dayparts, however the big story in this sweeps period in Chicago is the increasing 6:30 share rolled up by *Wheel of Fortune* on ABC-owned WLS-TV. Posting a 17/30 in Arbitron and 19/32 in Nielsen, *Wheel of Fortune* more than doubled the rating and share performance of the news half hour which ran at that time period last year.

Next in rank at 6:30 was Tribune-owned WGN's *Benson*, dropping a little to a 12/20 in Arbitron and a 10/17 in Nielsen, followed by the second half of an hour local news block on WBBM-TV with a 10/17 in Arbitron and an 11/18 in Nielsen. NBC-owned WMAQ-TV earned a 7/12 in Arbitron and an 8/13 in Nielsen with *New \$100,000 Name that Tune*, dropping almost 50% from last year's show, *Family Feud*. Metromedia's WFLD-TV's *M*A*S*H* also declined—to a 7/13 Arbitron and 7/12 Nielsen.

This was the first sweep's rating for WFBN Joliet, Ill., which received a 1/1 from Arbitron and a 1/2 from Nielsen for *Hawaii Five-O* at 5 p.m. and a 2/3 from both services for *Dallas* the following hour. WPWR-TV Aurora, which is little more than a year old, garnered a 2/4 or 2/3 throughout the 5-7 p.m. time period with *Adams Family*, *Bewitched* and *BJ and Lobo*.

At 5 p.m., when all three affiliates air local news, WBBM-TV leads with a 10/18 in Arbitron and a 13/25 in Nielsen, followed by

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Beaumont, TX	KJAC	NBC	New York, NY	WPIX	IND	Louisville, KY	WDRB	IND	New Orleans, LA	WDSU	NBC
Baltimore, MD	WBFF	IND	Wildewood, NJ	WAAT	NBC	Nashville, TN	WZTV	IND	Toledo, OH	WTOL	CBS
Birmingham, AL	KNH	CBS	Wichita, KS	WATV	CBS	Klamath Falls, OR	KOTI	ABC	Aberdeen, SD	KAHY	NBC
Birmingham, AL	WAPI	ABC	Hayes, KS	KATV	CBS	Idaho Falls, ID	KIFI	NBC	Las Vegas, NV	KVBC	NBC
Birmingham, AL	KTVG	NBC	Fl. Waymo, IN	WANE	CBS	Wichita Falls, TX	KFDX	NBC	Eureka, CA	KVIQ	ABC
South Bend, IN	WHME	IND	Hazard, KY	WYH	NBC	Hilo, HI	KHAW	NBC	Bakersfield, CA	KGET	CBS
Alexandria, MN	KCMT	CBS	Ensign			Amarillo, TX	KAMR	NBC	Springfield, MA	WWLP	NBC
Eugene, OR	KVAL	CBS	Dodge City, KS	KTVG	CBS	Tulsa, OK	KOTV	CBS	San Angelo, TX	KACB	NBC
Los Angeles, CA	KHJ	IND	Fargo, ND	WDAY	ABC	Honolulu, HI	KHON	NBC	Arlene, TX	KRCR	NBC
Springfield, MO	KYTV	NBC	Hay Springs, NE	KDUH	NBC	Columbus, OH	WTTT	IND	Sacramento, CA	KCRA	NBC
Dayton			Lexington, KY	WKYT	CBS	Yakima, WA	KNDU	NBC	Greenville, SC	WSPA	CBS
Springfield, OH	WTJC	IND	Wilmington, NC	WECT	NBC	St. Thomas, VI	WBNH	CBS	Walker, MN	KNMT	CBS
Fairbanks, AK	KTVF	CBS	Fl. Smith, AR	KFSM	NBC	Miami, FL	WDTZ	IND	Salinas		
Savannah, GA	WSAV	ABC	Omaha, NE	WOWT	CBS	Lima, OH	WTLW	IND	Monterey, CA	KSHW	NBC
Quincy			Raleigh			Weslaco, TX	KVEO	NBC	Fl. Myers, FL	WFWL	ABC
Hannibal, MO	KHQA	CBS	Durham, NC	WPTF	NBC	Mobile, AL			Charlottesville	WVIR	NBC
Reno, NV	KCRJ	NBC	Wichita, KS	KWCJ	CBS	Pensacola, FL	WPMI	IND	Fayetteville, NC	WKBT	IND
St. Martins	LBC	ABC	Miami, FL (Hisp)	WUTY	SPAN	Lead, SD	KISD	NBC	Poplar Bluffs, MO	KPOB	ABC
Dickinson, ND	KQCD	NBC	Chicago, IL	WGN	IND	Flagstaff, AZ	KNAZ	NBC	Medford, OR	KOH	NBC
Jacksonville, FL	WWS	IND	Huntsville, AL	WAFF	NBC	Salt Lake, UT	KUTV	NBC	Cheboygan, MI	WTOM	NBC
Fresno, CA	KFSN	CBS	Austin, TX	KVBO	IND	Great Falls, MT	KTFB	ABC	Columbia, MO	KOMU	ABC
San Diego, CA	KUSI	IND	Des Moines, IA	WHO	NBC	Escanaba, MI	WJMN	ABC	Cleveland, OH	WOIO	IND
Buffalo, NY	WUTV	IND	Chico/Redding, CA	KRCR	ABC	Goodland, KS	KLOE	CBS	Detroit, MI	WKBD	IND
Indianapolis, IN	WTHR	NBC	Lansing, MI	WJIM	CBS	Odessa/Midland, TX	KMDH	NBC	El Centro, CA	KECY	IND
Morgantown, AL	WSPA	NBC	Billings, MT	KTVQ	CBS	La Grande, OR	KTVR	NBC	High Point, NC		
Macon, GA	WMTG	NBC	Greenville			Spokane, WA	KIQ	NBC	Greensboro, NC	WGHP	ABC
Charleston, SC	WCIV	NBC	Washington, NC	WITN	NBC	Wilkes Barre			Orlando, FL	WOFL	IND
Chattanooga, TN	WRCB	NBC	Cincinnati, OH	WKRC	ABC	Scranton, PA	WNEP	ABC	Providence		
Anchorage, AK	KTVB	CBS	Grand Junction, CO	KJCT	ABC	Albany, NY	WRGB	NBC	New Bedford, MA	WLNE	CBS
Pecoria, IL	WEEK	NBC	San Francisco, CA	KPIX	ABC	Grand Rapids, MI	WUHQ	ABC	Richmond, VA	WWBT	NBC
Davenport, IA	WOC	NBC	Williston, ND	KUMV	NBC	Santa Barbara, CA	KEYT	ABC	Syracuse, NY	WXTV	ABC
Minot, ND	KMOT	NBC	Panama City, FL	WMBB	ABC	Lake Charles, LA	KPLC	NBC	Leesburg, FL	WYIE	IND
Youngstown, OH	WKBN	CBS	Siox City, IA	KTV	NBC	El Paso, TX	KTSN	NBC	Matanzas, VA	WTKK	IND
Kalspell, MT	KCIW	NBC	Kansas City, MO	KCTV	CBS	Cedar Rapids			San Juan, PR	WSJU	IND
Alpena, MI	WIKB	CBS	Rapid City, SD	KOTA	NBC	Waterloo, IA	KWWI	NBC	Abiququerque, NM	KNAI	IND
Waco/Temple, TX	KCEM	NBC	Phoenix, AZ	KPHO	IND	Green Bay, WI	WTVR	ABC	Honolulu, HI	WXXV	IND
Rock Springs, WY	KWVY	CBS	St. Croix, VI	WSVI	ABC	Lubbock, TX	KCBD	NBC	Bristol		
Rockford, IL	WREX	ABC	Topeka, KS	KLDH	ABC	Harrisburg			Kingsport, VA	WYB	NBC
Roseburg, OR	KPIC	CBS	Devils Lake, NB	WDZJ	ABC	Lelamon, PA	WYH	NBC	Hickory, NC	WIKY	IND
Palmdale, WY	KSGW	NBC	Milwaukee, WI	WCGV	IND	Columbus, GA	WLTZ	CBS	Knoxville, TN	WBIR	CBS
Palm Springs, CA	KMR	NBC	Masonia, MI	KECI	NBC	Utica, NY	WKTU	NBC	Mankato, MN	KEYC	CBS
Colorado			Portland/Poland			Little Rock, AR	KTHV	CBS	Sarasota, FL	WXTV	ABC
Spring, CO	KRDO	ABC	Richland, WA	WMTW	ABC	Bismarck/Moor, ND	KTVR	NBC	Springfield, IL	WFHL	IND
Paducah			Minneapolis	KNDU	NBC	Lander, WY	KOWY	CBS	Tuscaloosa, AL	WDHI	ABC
Harrisburg, IL	WSH	ABC	St. Paul, MN	WTCN	NBC	Meridian, MS	WITV	NBC	Wausau		
Corpus Christi, TX	KZTV	CBS				Laredo, TX	KTV	CBS	Rhinclander, WI	WAEO	NBC
New York (Hisp)	WXTV	SPAN									
Monroe, LA	KNOE	CBS									
Pierre, SD	KPIR	NBC									
Dallas Ft. Worth, TX	KXTX	IND									
Casper											
Riverport, WY	KCWY	CBS									
Corn Bay, OR	KTVR	CBS									
Siox Falls, SD	KSHY	NBC									
Jonesboro, AR	KAIT	ABC									
Clarksburg, WV	WHIO	NBC									
Traverse City, MI	WBN	NBC									
Boise, ID	KTVB	NBC									
Tallahassee, FL	WTXL	ABC									
Norfolk											
Portsmouth, VA	WAVY	NBC									
Madison, WI	WMTV	NBC									
Lincoln											
Hastings, NE	KHAS	NBC									
Boston, MA	WBZ	NBC									
Houston, TX	KHUT	IND									
Gainesville, FL	WBSP	IND									
Atlanta, GA	WXIA	IND									
Augusta, GA	WAGT	NBC									
Hutte, MT	KTYM	NBC									
Manchester, NH	WMUR	ABC									
Rochester, NY	WUHF	IND									
Dothan, AL	WTYY	CBS									
Seattle, WA	KCPQ	IND									
Blighampton, NY	WBNG	CBS									
Burlington											
Plattsburg, VT	WYNY	ABC									
San Antonio, TX	KMOI	NBC									
Johnstown											
Altoona, PA	WOPC	ABC									
Lafayette, LA	KLFY	CBS									
North Platte, NE	KNOP	NBC									
Joplin											
Pittsburg, KS	KOAM	NBC									
San Juan, PR	WKAQ	IND									
Tucson, AZ	KZAZ	IND									
Baton Rouge, LA	WBRT	ABC									
St Louis, MO	KDNI	IND									
Wailuku, HI	KAH	NBC									
Columbus											
Topeka, MS	WTVA	NBC									
Harrisburg, VA	WTVS	ABC									
Pittsburg, PA	WPTT	IND									
Rochester											
Austin, MN	KAAL	ABC									
Terre Haute, IN	WTHI	CBS									
Durham, MN	KHJR	NBC									
Evansville, IN	WPHL	NBC									
Hartford											
New Haven, CT	WYH	NBC									

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WMAQ-TV, which is in the second half of an hour news block that posted an 8/16 in Arbitron and a 9/18 in Nielsen. WLS-TV got an 8/16 in both ratings services. WFLD-TV's *Diff'rent Strokes* received an 11/22 from Arbitron and a 10/20 from Nielsen, while WGN-TV's *One Day at a Time* earned a 6/13 from Arbitron and an 8/16 from Nielsen. While the affiliates ran network news at 5:30 p.m., WGN-TV pulled a 10/19 in Arbitron and an 11/21 in Nielsen with *Jeffersons* while WFLD-TV's *Three's Company* earned a 9/17 in both ratings services.

At 6 p.m., all three affiliates are head-to-head again with local news. WBBM-TV was tied with WLS-TV in Arbitron at 10/18 but was ahead in Nielsen with 13/23 against an 11/18 for WLS-TV. WMAQ-TV posted a 7/12 in both ratings services. All three were beaten by WGN-TV's *Barney Miller*, which posted a 12/22 in Arbitron and a 14/25 in Nielsen. WFLD-TV's *Taxi* earned an 8/14 in Arbitron and an 8/15 in Nielsen.

WBBM-TV made it a news sweep, increasing its lead in the 10 p.m. local news over the other two network affiliates by posting an 18/30 in Arbitron and a 19/31 in Nielsen. WLS-TV posted a 14/24 in Arbitron and a 13/23 in Nielsen, and former *ABC Evening News* co-anchor Max Robinson was still finding his Windy City reception chilly on WMAQ-TV with a 12/21 in Arbitron and a 12/20 in Nielsen, despite having both the strongest lead-in and lead-out. The figures are based on Monday through Sunday comparable start times for WBBM-TV and WMAQ-

TV, Tuesday through Sunday for WLS-TV.

Both major independents ran syndicated material at 10 p.m. with *WKRP* pulling a 6/10 in Arbitron and a 7/12 in Nielsen on WGN-TV and WFLD-TV's *M*A*S*H* getting a 7/12 from both services.

Boston

In the highly competitive market of Boston, the sixth TV market, the pendulum swung back to WBZ-TV, the NBC affiliate, which captured both the early (6-7 p.m.) and late (11 p.m.) local newscast time periods, according to Nielsen—the first time the station has done so since November 1978. Arbitron gave the early news period to WCBV-TV, the ABC affiliate, and the late news period to WBZ-TV, while CBS affiliate WNEV-TV placed third in both periods according to both Nielsen and Arbitron.

The Boston market has been metered since last May. Last month, said station sources, WBZ-TV's early news averaged a 13/22 according to Nielsen, while WCBV-TV received an 11.4/20 and WNEV-TV scored a 10.7/19. In May, WCBV-TV was on top with an average 11.2/24, while WBZ-TV accrued a 10.6/22 and WNEV-TV got a 6.1/13.

By Arbitron's count however, for the November race, WCBV-TV emerged victorious in the early news period with an average 14/25, beating WBZ-TV's 13/23 and WNEV-TV's 9/15. For the same period in May, Arbitron also gave the race to WCBV-TV with a 13/26, compared to WBZ-TV's 10/20 and WNEV-TV's 7/14.

This time around, WBZ-TV's strong early news lead-in appeared to be the factor in its Nielsen win, while its weaker Arbitron lead-in number may partly explain its second place finish in the Arbitron sweep. The station received a 12.0/22 Nielsen mark for its lead-in *Live at Four* program from 5:30 to 6 p.m., while Arbitron gave it a only a 10/19. Nielsen gave WCBV-TV's *All in the Family* lead-in during the same time period a 9.5/18, while Arbitron gave it a 9/17. WNEV-TV scored 11/21 in Nielsen for its *Wheel of Fortune* lead-in at 5:30, while it received an 11/22 from Arbitron.

Among the four independents in the Boston market, WLVI-TV gained ground while counterprogramming the affiliates' early news programs, according to Nielsen, with a 5.4/9 for *Three's Company* from 6 to 6:30, beating WSBK-TV which scored an average 3.1/6 for *One Day at a Time* during the same time. WXNE-TV got a 2.7/5 for *Diff'rent Strokes*. At 6:30, WLVI-TV averaged a 5.5/9 for *Laverne & Shirley*, while WSBK-TV averaged a 4.4/8 with *The Jeffersons*, and WXNE-TV did a 2.7/5 with *Mork & Mindy*. A new independent, WQTV, aired *Mannix* from 6 to 7, averaging a 0.5/1 from Nielsen. By Arbitron's count at 6 p.m., however, WLVI-TV and WXNE-TV were virtually tied with a 4/8 and 4/6 respectively, while WSBK-TV got a 3/5. At 6:30, Arbitron scored WLVI-TV and WSBK-TV in a dead heat with a 5/8, giving WXNE-TV a 4/6.

In prime access (7:30-8) WBZ-TV's *Evening P.M. Magazine* was the clear Nielsen and Arbitron winner. Nielsen gave the program a 12.5/20, a full three points ahead of

second place finisher, *Entertainment Tonight*, on WNEV-TV. WCBV-TV's locally produced *Chronicle* placed third with an 8.8/14. Among the independents in the time period, WLVI-TV's *Taxi* and WSBK-TV's *Barney Miller* tied with 6.3/10. WXNE-TV scored a 2.6/4 with *WKRP in Cincinnati*. WQTV scored a 1.9/3 from 7 p.m. to 8 p.m. with *Dallas*. Arbitron also scored *Evening Magazine* first in prime access with a 9.9/17, but gave second place to *Chronicle* with a 9.3/16, followed by *ET* with an 8/15. *Barney Miller* got a 6/11 by Arbitron's count, while *Taxi* received a 4/7, *WKRP* a 3/6 and *Dallas* a 1/2.

Late news by Nielsen's count went to WBZ-TV with a 14.4/32, compared to a 10.8/24 for WCBV-TV and a 9.6/21 for WNEV-TV. Arbitron also gave WBZ-TV the win there with a 13.5/31, compared to a 10.8/25 for WCBV-TV and an 8.5/20 for WNEV-TV.

At 10 p.m. WLVI-TV's independent news half hour scored a 2.6/4 according to Nielsen and a 3/6 according to Arbitron. It competes against a half-hour news program produced by noncommercial WGBH-TV, which Nielsen said received a 1.1/2 and which Arbitron gave a 2/3.

Philadelphia

There was no major reordering of rank in Philadelphia. Capital Cities-owned ABC affiliate WPVI-TV maintained its wide ratings lead in early fringe, early evening, prime access and late night local newscasts in both services, but at levels below those of one year ago. Syndicated off-network reruns on UHF independents continued to outdraw early evening local news on Group W's NBC affiliate KYW-TV, while CBS-owned WCAU-TV firmly held second place, although also at lower levels than last year.

In all the above time periods, the competition still does not come close to WPVI-TV. Despite lower ratings in many periods—all Philadelphia stations suffered lower ratings to varying degrees, perhaps attributable to an accompanying drop in HUT's (homes using television) there—WPVI-TV led in both services during the 5-6 local news with a 16/32 in Arbitron and a 14/29 in Nielsen. WCAU-TV followed with a 9.3/19 in Arbitron and a 7.1/15 in Nielsen.

But at 5-6 and 6-6:30, Taft-owned independent WTAJ-TV and Providence Journal Co.'s independent WPHL-TV overtook KYW-TV's local news according to both rating services. WTAJ-TV at 5-6 runs *What's Happening?* and *Laverne and Shirley*, averaging a 7.5/15 in Arbitron and an 8.5/18 in Nielsen. WPHL-TV airs *Little House on the Prairie* and pulls down a 4.5/9 in Arbitron and a 4.7/10 in Nielsen. But KYW-TV's local news opposite those shows only draws a 3.9/8 in Arbitron and a 4.3/9 in Nielsen.

For the 6-6:30 portion of the news, KYW-TV slips to a 4/7 in Arbitron and a 4.5/8 in Nielsen compared to a 5.7/10 in Arbitron and Nielsen for *Alice* on WTAJ-TV and an 8/14 in Arbitron and a 9.1/16 for *Happy Days* on WTAJ-TV.

KYW-TV's 5-6 news ratings are about flat compared to the 9 share recorded by both services in the May sweep (BROADCASTING, June 4), and flat or worse—depending on

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By the way, congratulations on your new car. And Mom, I love your new haircut as well as all that terrific furniture you bought for the new apartment.

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the service—when compared to November 1983. The station recently fired its third news director in two years after six months on the job (BROADCASTING, Dec. 3).

All three affiliates carry the network newscasts at 6:30, but when the stations take over again at 7 for a full hour of prime access it becomes a three-way race for second

place.

KYW-TV picks up momentum with *People's Court* at 7-7:30, averaging a 10.2/17 in Arbitron and a 9.3/16 in Nielsen. WCAU-TV, with *Entertainment Tonight* opposite *People's Court*, recorded a 9.8/17 in Arbitron and a 9.2/16 in Nielsen. The second of two back-to-back episodes of *M*A*S*H* at 7-

7:30 delivered WTAF-TV a 10.1/17 in Arbitron and a 9.9/17 in Nielsen.

But again WPVI-TV is out front in access with *Tic Tac Dough* at 7-7:30, recording a 16.8/28 in Arbitron and a 13.2/23 in Nielsen (down two and six share points, respectively, compared to last year). WPVI-TV widens its margin at 7:30-8 with *Wheel of Fortune*,

CBS makes it 10 in a row

With two Sunday night specials among the top 10 ranked shows of the week, CBS won the 10th week of the 1984-85 prime time season by 1.9 rating points over second-place NBC and 3.7 rating points over ABC. For the week ended Dec. 2, CBS averaged an 18.4 rating and 29 share while NBC averaged a 16.5/26 and ABC averaged a 14.7/23.

It was also a week for low-rated pilots and the premiere of new backup series. ABC aired two pilots, *Never Again* and *Mr. Mom*, on Friday (Nov. 30) that were not burned off during the summer and both were among the five lowest-rated shows of the week. NBC's repair job on Saturday night brought it the 59th and 55th ranked programs, respectively: the returning and revamped *Double Trouble* at 8:30-9 and the premiere of *Spencer*, at 9:30-10.

CBS had six of the top 10 shows, NBC had three and ABC one. Three of the top 10 were not regular series. The top-rated show was CBS's *Kenny Rogers and Dolly Parton Christmas* special on Sunday (Dec. 2), which pulled a 27.5/38, and a *Circus of the Stars* special following it earned a 25.1/37 and ranked fourth for the week. Forty-seven minutes of NFL football, which ran over into prime time on Sunday, also slipped into the top 10, averaging a 22.3/34 on NBC.

CBS won Thursday, Friday and Sunday; NBC took Monday and Tuesday; ABC won Wednesday and Saturday. The highest-rated night of the week was Sunday on CBS, which averaged a 25.3/38 at 8-11 (NYT).

The combined network rating/share totaled 49.6/78; down 2.4 rating points and off one share point compared to the corresponding week a year ago (Nov. 28-Dec. 4, 1983). HUT levels were 63.8 this year and 65.6 last year, a drop of 3%.

Highlights of the week, night by night:

□ NBC maintained its lead the entire evening, beginning with *Television Bloopers & Practical Jokes* and running through its made-for-TV Monday night movie, *Rearview Mirror*. ABC's *Call to Glory* in the 8-9 period averaged an 11.1/17, its lowest of 13 episodes. In the see-saw battle between *Bloopers* and *Scarecrow & Mrs. King*, *Bloopers* took the period by three share points over *Scarecrow*.

□ NBC's regular Tuesday lineup of *A-Team*, *Riptide* and *Remington Steele* gave that network its usual Tuesday victory. ABC came in second at 8-9 with *Three's a Crowd* and *Who's the Boss?* performing a share point above their season-to-date averages against a *Heroes and*

Sidekicks special on CBS. But ABC, which came in third for the night, progressively lost ground over the course of the evening until *Paper Dolls* ended up with an average 9.9/17, its lowest rating yet.

□ ABC won Wednesday with both *Dynasty* and *Hotel* achieving some of their highest ratings of the season. NBC's *Highway to Heaven* beat *The Fall Guy* on ABC in the 8-9 time period, but—at 18.1/28—it was *Highway*'s poorest rating yet. The CBS Wednesday night movie, a TV movie titled *Death Hunt*, averaged an 11.8/19 and was 57th out of 69 ranked shows for the week.

□ With two shows in the top 10 and another just outside, CBS managed to beat out NBC's highest-rated Thursday night of the season. A repeat of the first episode of *The Cosby Show* achieved a 23.2/35—its best performance to date—followed by a record 21.5/32 for *Family Ties*, which led into the second-highest ratings of the season for *Cheers* and *Hill Street Blues*. CBS's *Simon & Simon* also set a record for the season.

□ CBS won Friday although it lost the 8-9 period with *Dukes of Hazzard* to both ABC and—by two-tenths of a rating point—to NBC. *Benson* and *Webster* at a 29 share each had their best performances of the season and NBC's *V* for the second consecutive week beat *Dukes* on CBS. However, ABC's 29 share lead-in generated by its 8-9 comedy block was not enough to boost the sampling above a 16 share for *Never Again* and *Mr. Mom*, two comedy pilots left over from the spring selection. CBS's *Dallas*—as has been the case four weeks out of the past 10—was the top-rated series of the week, although its 25.9 rating was its lowest this season.

□ ABC squeezed a Saturday night victory over CBS by three-tenths of a rating point. NBC lost the 8-9 block of *Diff'rent Strokes* and *Double Trouble* to a *Rudolph the Red-Nosed Reindeer* special on CBS and, for the first time this season, even came in behind *T.J. Hooker* on ABC. NBC's *Gimme a Break* in its new 30-minute later time period behind *Double Trouble* performed about average. ABC's *Finder of Lost Loves* at 10-11 outperformed its season average by one rating point.

□ CBS glided to its usual Sunday victory with all three of its shows—*60 Minutes* plus two specials—ranking in the top 10. *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC along with each network's respective movie period all performed significantly below season-to-date levels.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Kenny & Dolly: Xmas Special	CBS	27.5/38	25.	Football, N.Y. Jets vs. Miami	ABC	17.7/29	49.	St. Elsewhere	NBC	13.4/23
2.	Dallas	CBS	25.9/41	26.	Benson	ABC	17.5/29	50.	Dukes of Hazzard	CBS	13.4/22
3.	Dynasty	ABC	26.2/38	27.	Remington Steele	NBC	17.1/29	51.	Charles in Charge	CBS	13.2/21
4.	Circus of the Stars	CBS	25.1/37	28.	A Touch of Scandal	CBS	17.0/27	52.	Hunter	NBC	13.1/21
5.	Simon & Simon	CBS	24.5/37	29.	Scarecrow & Mrs. King	CBS	17.0/26	53.	Mike Hammer	CBS	13.0/22
6.	60 Minutes	CBS	23.6/35	30.	Cagney & Lacey	CBS	16.9/27	54.	Diff'rent Strokes	NBC	12.6/22
7.	Bill Cosby Show	NBC	23.2/35	31.	Fall Guy	ABC	16.8/28	55.	Spencer	NBC	12.1/20
8.	A-Team	NBC	22.8/34	32.	Rudolph Red-Nosed Reindeer	CBS	16.2/27	56.	Football, Wash. vs. Minn.	ABC	11.8/20
9.	Football, 7-7:45 p.m.	NBC	22.3/34	33.	Facts of Life	NBC	16.1/25	57.	Death Hunt	CBS	11.8/19
10.	Magnum, P.I.	CBS	21.6/32	34.	Three's a Crowd	ABC	15.9/24	58.	Matt Houston	ABC	11.4/19
11.	Family Ties	NBC	21.5/32	35.	Who's the Boss?	ABC	15.3/23	59.	Double Trouble	NBC	11.3/19
12.	Knots Landing	CBS	21.4/36	36.	Love Boat	ABC	15.1/25	60.	E/R	CBS	11.3/17
13.	Falcon Crest	CBS	21.1/36	37.	Finder of Lost Loves	ABC	14.8/27	61.	Call to Glory	ABC	11.1/17
14.	Hotel	ABC	21.0/35	38.	Fort Apache: The Bronx	NBC	14.7/22	62.	Heroes & Sidekicks	CBS	11.0/17
15.	Cheers	NBC	20.5/30	39.	Escape From Alcatraz	ABC	14.4/22	63.	Punky Brewster	NBC	10.8/16
16.	Rearview Mirror	NBC	19.9/30	40.	Funniest Joke Ever Heard #2	ABC	14.4/21	64.	Ripley's Believe It or Not	ABC	10.5/16
17.	Riptide	NBC	19.5/29	41.	Gimme a Break	NBC	14.2/24	65.	20/20	ABC	10.4/16
18.	TV Bloopers & Prac. Jokes	NBC	19.1/28	42.	T.J. Hooker	ABC	14.2/24	66.	Mr. Mom	ABC	10.1/16
19.	Hill Street Blues	NBC	18.9/32	43.	It's Your Move	NBC	14.0/21	67.	Never Again	ABC	10.0/16
20.	Kate & Allie	CBS	18.7/27	44.	Knight Rider	NBC	14.0/19	68.	Paper Dolls	ABC	9.9/17
21.	Webster	ABC	18.1/29	45.	Cover-Up	CBS	13.9/25	69.	Partners in Crime	NBC	9.3/17
22.	Highway to Heaven	NBC	18.1/28	46.	Miami Vice	NBC	13.9/24				
23.	Newhart	CBS	18.0/28	47.	Hardcastle & McCormick	ABC	13.9/19				
24.	Night Court	NBC	17.9/27	48.	V	NBC	13.6/22				

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which achieved a 26/43 in Arbitron and a 19.6/31 in Nielsen.

KYW-TV moves into a solid second place at 7:30-8 with *Evening Magazine* (titled *PM Magazine* on other than Group W-owned stations) pulling down a 10.4/16 according to Arbitron and a 10.2/17 based on Nielsen. WCAU-TV, which last year carried *Family Feud* in the 7:30-8 time period, recorded a 7.6/12 in Arbitron and a 6.2/10 in Nielsen (down three share points in both services since *Feud* aired in that period last year, but up since May when the Viacom game show slipped to a 9 share).

At the 11 p.m. local newscast, Arbitron recorded for WPVI-TV an 18.6/37 (down two share points since November 1983); for WCAU-TV a 12.2/25 (flat compared to last

year), and for KYW-TV an 11.7/23 (up three share points).

In Nielsen, WPVI-TV had an 18.5/36 (flat compared to last year); WCAU-TV a 12.5/24 (down one share point), and KYW-TV a 10.1/19 (down three share points).

San Francisco

Mirroring the standings of a year ago, CBS affiliate KPIX-TV topped the early 6 p.m. local news hour in Nielsen while KGO-TV edged out KPIX for first place honors in Arbitron. The latest sweeps also show KPIX emerging as the clear winner in both Nielsen and Arbitron at 11 p.m.

For the 6-7 p.m. time period, KPIX pulled an 11 rating and 19 share (Nielsen) and

10/20 (Arbitron). KGO, on the other hand, garnered an 11/22 in Arbitron while placing second in Nielsen at 9/17. Landing third in both services was Cox Communications' KTVU's hour of comedy reruns with *Three's Company* from 6-6:30 and *WKRP in Cincinnati* at 6:30-7. The station registered an 8/13 in Nielsen and a 7/14 for Arbitron. NBC affiliate KRON-TV's *Newscenter 4* was next in Nielsen at a 7/12 and in Arbitron with a 5/9. KBHK-TV's telecast of *Dukes of Hazzard* fared well in both Nielsen (4/7) and Arbitron (5/8)—in the latter it was in a virtual tie with KRON-TV.

KPIX's domination of the market continues in the 11-11:30 p.m. late local news slot (Monday through Sunday) with an 11/29 in Nielsen and a 10/26 in Arbitron. KGO-TV's *Channel 7 News Tonight* follows KPIX in both services. The ABC station inched out KRON-TV in Nielsen 8/20 to 7/19, but the gap widens in Arbitron where KGO-TV finished with a 9/24 compared to KRON-TV's 6/17.

Looking at two of the market's independent outlets for 11 p.m. (Monday-Friday), KTVU's *Barney Miller* took fourth place, posting 4/10 in Nielsen and 3/10 in Arbitron. Meanwhile, KBHK's rebroadcast of *Sanford & Son* episodes had a 1/4 in both services. In prime time access—7:30-8 p.m.—KPIX also leads the rest of pack with *Evening Magazine*. In Nielsen, the station captured a 10 rating and 17 share while reaching an 11/19 in Arbitron. Finishing in a virtual tie for second place behind KPIX are KGO-TV, with its airing of *Name That Tune*, and KRON-TV's *Entertainment Tonight*. KGO-TV had a 9/16 in both services while KRON-TV landed with a 9/16 in Nielsen and a 9/15 in Arbitron. KTVU, which presents *Three's Company* during the time period (it also airs another episode at 6-6:30 p.m.), followed. It finished with a 6/11 in both Nielsen and Arbitron—down from 11/20 (Nielsen) and 13/22 (Arbitron) in November 1983 when the Cox station was programing *WKRP in Cincinnati* reruns.

Detroit

ABC-owned WXYZ-TV remained in the top position in Detroit in both Nielsen and Arbitron in the early and late news periods, while the NBC-TV affiliate, WDIV-TV, romped off with honors in the prime-access and early fringe slots.

In the early news period in which WXYZ-TV schedules news from 5 to 7 p.m., it outdistanced its rivals by a considerable margin. WXYZ-TV amassed a 15.2/30 Nielsen and a 13/24 Arbitron while WJBK-TV, the CBS affiliate, and WDIV-TV garnered ratings in the 9-10 area, with Nielsen and Arbitron varying slightly. WJBK-TV and WDIV-TV carry news from 4:30-6:30.

WXYZ-TV continued to reign supreme in the late evening 11-11:30 news period. It registered an 18.2/33 in the Nielsen tally and a 15/30 in Arbitron, falling by four percentage points in the latter in comparison with the same period last year. WDIV-TV snared second place with a 15.2/27 Nielsen and a 14/27 Arbitron, edging out WJBK-TV which scored an 11.6/21 Nielsen and a 12/24 Arbitron.

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overwhelming popularity of *Wheel of Fortune* kept the program firmly in first place for WDIV-TV. *Wheel* achieved a 22.2/35 Nielsen and a 22/35 Arbitron, easily outscoring its closest competitor, independent WKBD-TV, which rolled up a 13.5/27 Nielsen with *Three's Company*. Trailing were affiliates WXYZ-TV with *Name That Tune* and WJBK-TV with *PM Magazine*. *Wheel* improved on its rating from last year—a Nielsen 19/31.

The Jeffersons led the pack in afternoon fringe. The durable comedy series slotted in

the 4-5 period scored an 11/28 with Nielsen and a 10/24 with Arbitron. In second place was *Good Afternoon Detroit* on WXYZ-TV with a 9.8/25 Nielsen, followed by *Love Connections* on WJBK-TV.

One change noted by a spokesperson for WDIV-TV is that the station is edging up in late news, although WXYZ-TV clearly is still the leader. Another noteworthy development is the lackluster performance of *Dallas* in Detroit on WXON. It scored a 4/7 Nielsen in the 7-8 slot.



ACE award hosts Lee Remick and Ed Asner

NCTA awards excellence with ACE's

Carol Burnett, Sir Laurence Olivier, Lee Remick, Hal Holbrook and Billy Joel were among the stars honored by the cable television industry last week at the National Cable Television Association's sixth annual ACE awards ceremony. Thirty-two honors were presented in Los Angeles Dec. 4 for national cable programming and performance.

Home Box Office, as it did last year, garnered the most statues—11. It was followed by Showtime (four), Arts and Entertainment (three), Lifetime (three), superstation WTBS(TV) Atlanta (three), ESPN (two), and with one each, C-SPAN, The Disney Channel, MTV, Nickelodeon, PRISM and USA Network.

A complete list of the winners follows:

Division I: Excellence in a Special Program

Vanished: Missing Children, HBO □ Documentary, Terry Dunn Meurer, producer.

March on Washington—Commemoration of Martin Luther King's '63 March, C-SPAN □ Current affairs or special events coverage, Barry Katz, producer.

The Comeback of Sugar Ray Leonard, HBO □ Sports events coverage, Ross Greenburg, producer.

A Tale of Two Seasons, WTBS □ About sports, Glenn Diamond and Mark Johnson, producers.

David Bowie: Serious Moonlight, HBO □ Music, Anthony Easton, producer.

Superstars of Comedy Salute the Improv, Showtime □ Comedy, Budd Friedman and Rocco Urbisci, producers.

A Case of Libel, Showtime □ Theatrical, Gladys Rackmil, producer.

Tiger Town, The Disney Channel □ Dramatic, Susan Landau,

producer.

Growing Up Stoned, HBO □ Educational, Ann Hassett, producer.

Puss in Boots, Universal Pay Television □ Children's programming, Richard A. Corey and Jonathan Stathakis, producers.

Video Seminar: Sexually Transmitted Diseases, Lifetime □ Targeted Audience, Bob Considine, producer.

Division II: Excellence in a Program Series

Coast/Amazon, WTBS □ Documentary, Mose Richards and John Soh, producers.

Mother's Day, Lifetime □ Magazine, Michael Krauss, producer.

Business Times on ESPN, ESPN □ News/Public affairs, James C. Grimmins, producer.

Auto Racing '83, ESPN □ Sports events coverage, Terry Lingner, producer.

Inside Boxing, HBO □ About sports, Ross Greenburg, producer.

London Calling, MTV □ Music, Geoff Kempin, Martin Wyn Griffith and Alasone Lewis, producers.

Not Necessarily the News, HBO □ Comedy, John Moffitt and Pat Tourk Lee, producers.

STAGE, Arts & Entertainment □ Dramatic, Curtis W. Davis, Peter Hansen and Lou Volpicelli, producers.

LiveWire, Nickelodeon □ Educational, Alyce Myatt, producer.

Fraggle Rock, HBO □ Children's programming, Lawrence S. Mirkin, producer.

Working Mother, Lifetime □ Targeted audience, Madelyn Goldberg, producer.

Division III: Excellence in National Performance and Craft

Billy Joel, Billy Joel in Concert: A Television First, HBO □ Best performance by an actor in a comedy or music program, Jon Small, producer.

Lee Remick, I Do! I Do!, Arts & Entertainment □ Best performance by an actress in a comedy or music program, Bonnie Burns, producer.

Steve Binder, Diana Ross Live from Central Park, Showtime □ Best achievement in directing a comedy or music program, Paramount Video, producer.

Gallagher, Gallagher: The Maddest, Showtime □ Best achievement in writing a comedy or music program, Oliver Wilson, producer.

Laurence Olivier, Laurence Olivier and Jackie Gleason as Mr. Halpern & Mr. Johnson, HBO □ Best performance by an actor in a dramatic or theatrical program, Edie and Ely Landau, producers.

Carol Burnett, Between Friends, HBO □ Best performance by an actress in a dramatic or theatrical program, Jonathan Estrin and Shelley List, producers.

Frank Corsaro and Perry Rosemond, Cold Storage, Arts & Entertainment □ Best achievement in directing a dramatic or theatrical program, Perry Rosemond, producer.

Jonathan Estrin and Shelley List, Between Friends, HBO □ Best achievement in writing a dramatic program, Jonathan Estrin and Shelley List, producers.

Hal Holbrook, Portrait of America, WTBS □ Best performance by a program host, Ira Miskin, producer.

Dr. Sonya Friedman, Sonya, USA Network □ Best performance by a program hostess, Sherry Burns, producer.

Independent producers clash with CPB over seats on program panel

CPB's Hull promises TV stations four of nine seats on panel that reviews bids for production of programs; independent producers fear their interests may get lost

Independent television producers and the Corporation for Public Broadcasting's program director, Ron Hull, are at odds over Hull's promise to reserve four of nine seats on the CPB "open solicitation" program fund panels for noncommercial television station representatives. The producers see the reservations as threats to their future representation in CPB program support.

Said Lawrence M. Sapadin, executive director of the Association of Independent Video and Filmmakers Inc.: "This is something we found no less than shocking, in view of the adamant insistence by CPB and the [CPB] board [earlier in the year] that their policies favored maximum discretion on the part of the corporation, and that there would be no set-asides for anybody." The independents called the move "outrageous" and a "wrong-headed announcement that stations would have seats with their names on them."

Hull's commitment to four station seats on the program panels was made at the Public Broadcasting Service's Program Fair last October. It was the subject of intense discussion at a regularly scheduled meeting of CPB and independent producers Nov. 29.

Jeffrey A. Chester of the Association of California Independent Public Television Producers told BROADCASTING: "It would be one thing . . . if [Hull] said, 'Okay, there'll be four station people, four independents and one expert.' But he is unwilling to make a commitment to name a specified number of independents. He's only willing to do it for the stations." Chester added that "at a time of shrinking resources at stations, getting funds for programs at the [CPB] pro-

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gram fund is important. Down the line, if there is a voting block, [the station panelists] may naturally want to fund a station production because they are more acquainted with stations than with independents."

The last is something Hull hopes to overcome with the station quota. He said that although it is "a slow way, admittedly"—by having four station representatives on the panel, "the independent cause will be best served" as stations become more familiar with the independent producers and their programs. Another reason for making the move, he said, was that "the stations are the consumers" who represent local communities. As for the possible development of a station voting block, Hull said the panelists come "as individuals" rather than as a block. The independents counter, however, that to use the panel process as an education process is "a dramatic overresponse to an issue." According to Sapadin, the move "really goes in a far different direction than simply letting the stations get together with the independent producers."

However, both the independents and Hull agreed to seek money for promotion of CPB-funded, independently produced, noncommercial television programs. "One of the most disheartening things" for producers receiving money from CPB's program fund, Chester said, is that "although [CPB] will pay for your production, there's not a cent for publicity." Added Sapadin, "even a small promotional budget for independents would do wonders." Although no specific mechanism for promoting independent productions was chosen at the meeting, both sides had "an agreement in principle" that it was "highly desirable" to do so, Sapadin said. Hull suggested that whatever method is ultimately used, it will be "a two-headed deal": Programs should be promoted, and contact and cooperation between producers and noncommercial television stations should be increased.

The independent producers compete for approximately \$6 million, which is disbursed during three open solicitation rounds throughout each year. □

USFL continues push for fall '86

In speech to New York television academy, league's Simmons outlines goals, options in move to fall, when it would compete with NFL

Why is the United States Football League proposing to switch to a fall schedule in 1986? "Our problem is very simple," said USFL Commissioner Chet Simmons last week. The league now believes it needs a rights deal with two broadcast networks to provide the financial resources to cover its growing ambitions. Aside from ABC, "we really did not have any other network interested in a spring deal. I think we would have rather stayed in the spring if we had better network support there. But we outgrew our original plan to play cheap spring football."

Simmons, speaking last week to a lun-

cheon gathering of the New York chapter of the National Academy of Television Arts and Sciences, did not rule out the possibility of a syndication deal in the event the league can't sign two broadcast networks for the fall of 1986 and beyond but expressed doubt that syndication could come up with the big dollars required by the league. Talks are ongoing with NBC and CBS. ABC has already ruled out a fall 1986 contract with the USFL, although it has left open the possibility of doing a deal the following year, Simmons said. ABC is paying the league \$15 million for the spring 1985 rights, and ESPN has a \$70-million agreement covering a spring 1985 schedule and fall seasons in 1986 and 1987.

Simmons said that one time period the league was talking to the networks about concerning a fall deal was Sunday afternoon, head-to-head with the National Football League. Each Sunday, NBC and CBS alternate carrying a doubleheader while the other network only televises one game. Simmons said an "obvious window" for Sunday USFL games would be for NBC and CBS to alternate carrying one USFL game when not carrying an NFL doubleheader.

As for complaints by some that a move to the fall by the USFL will add to the clutter of an already saturated football marketplace, Simmons said research by the league suggests incremental viewing of football would increase, although he acknowledged that everybody's share of the ratings might be down dramatically. He said a survey found that 28% of football fans polled "wanted more football on TV, and that number grew to 40% in exclusive USFL markets." The survey also found, he said, that 48% of those polled would watch both USFL and NFL games in the fall. But while incremental viewing may increase, Simmons guessed that NFL audiences would likely decrease with a move to the fall by the USFL. "Remember," he said, "that the one year both ABC and CBS carried NCAA football [1983], each network averaged approximately a 10 rating. Neither was very happy with those numbers, but the year before, ABC had a 15 rating. The appetite for more football was clearly there." He said that while network college football audiences eroded even further this year in the open marketplace, "with all the other cable exposures, regional coverage and syndicated packages, we know there were a lot of other viewers out there."

As to the perceived problem of football saturation on TV, Simmons, stressing that there is a lot of product available in sports other than football, said, "the key is that there is a demand for sports, and unless I miss my guess, it will continue to grow." He continued, "I was in sports broadcasting for 25 years and there was always the cry of oversaturation and demand for ever increasing rights that couldn't be met. But sports were never oversaturated and rights demands were met. The American public has a healthy appetite for sports and you'll never convince me otherwise."

He said the broadcast networks "need" the USFL, not only because it can provide leverage in dealing with the NFL, but also because the league offers an attractive alterna-

tive, "an exciting salable product at nowhere near the cost of the NFL, and the possibility of substantial profit margins." □

Women fare better on TV in '84 season

In annual review, NCWW rates portrayal of women, minorities on television; singles out best

Television has improved its portrayal of women in its 1984 prime time season, the National Commission on Working Women said last Wednesday. This year, said the commission, "there are more women characters, more minorities, new family structures, job diversity... and a focus on issues of interest to women." Additionally, the NCWW said, one of "the most encouraging signs" this year was "the emergence of men as nurturers."

The NCWW's findings were presented by actress Betty Thomas (who plays policewoman Lucy Bates on NBC's *Hill Street Blues*)



Thomas

at a luncheon honoring the winners of the 1984 Alice Awards—named after the CBS program, *Alice*. Of the new roles for TV males, Thomas said that "instead of being locked into aggressive roles," some men on the new fall shows "actually care for their children, love their families and do so without being objects of ridicule." *The Bill Cosby Show*, a situation comedy about a black middle-class family with four children, was singled out as "a stellar example" of the new male TV roles. (The program also accounts for 40% of all black female characters this season, the NCWW said.)

Among the NCWW findings:

- There are more female characters in the new shows of 1984. Ten years ago, the NCWW said, women on television were outnumbered three-to-one. In the 1984 season, 67 of 143 new TV characters are women and "many have leading roles."

- Of all adult women characters, 76% have jobs outside the home, as do many of "their real-life counterparts," said the NWCC. This year, only 6% of the female TV characters are homemakers, down from almost 50% in the early 1970's, the NCWW said.

- There is "greater realism and diversity"

Story continues on page 88.

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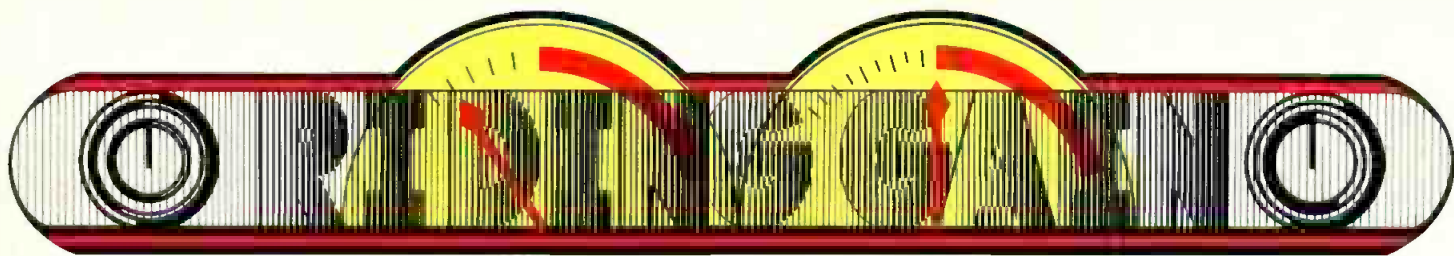
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The week's worth of news and comment about radio

Computer wise

A special Group W Radio task force headed by Frank Sciortino, executive editor for Westinghouse's WINS(AM) New York, will soon recommend a computer system for the company to consider for the newsrooms of some of its owned properties, according to Warren Maurer, vice president, AM stations, Group W Radio. The choice will likely be between Basys, the computer system used by NBC Radio, and Newstar, used by CBS Radio. The computerization of station newsrooms would occur next year, first at the company's all-news AM outlets, KYW(AM) Philadelphia, KFWB(AM) Los Angeles and WINS, before gradual adoption by Group W's other facilities.

Besides Sciortino, other members of Group W's computer task force include: Ken Rogulski, operations manager, KODA(FM) Houston; Greg Crowley, engineering director, Group W Radio's Washington bureau; Ed Dorsey, news director, WBZ(AM) Boston; Rick Starr, vice president and general manager, KDKA(AM) Pittsburgh; Bob Kotowski, editor, KYW, and Harrison Klein, director of radio engineering, Group W. Many radio stations across the country are currently considering computers for their news operations (BROADCASTING, Dec. 3).

New news

Mutual Broadcasting's five-minute newscasts at the top and bottom of each hour will take on a new sound beginning Jan. 7, according to Ron Nessen, vice president of news for Mutual, who made the official announcement during last week's Radio-Television News Directors Association convention in San Antonio.

Under the new format, said Nessen, the first minute of each newscast will open with three to four brief headlines followed by the lead story and possibly two other stories (BROADCASTING, Sept. 10). This allows for more stories, actualities and live reports to be aired, he said. The new structure also works better for those affiliates that break away after the first minute of the network newscast for their local news programming.

Compromise approved. Reconsidering post-sunset authorizations for AM daytimers, the FCC has approved the compromise reached by the Association for Broadcast Engineering Standards and the Daytime Broadcasters Association ("Closed Circuit," Dec. 3). Jonathan David, an attorney for the Mass Media Bureau, said authorizations for individual stations should be out this week.



New leaders. The Radio Network Association officially named its new chairman, Dick Brescia, senior vice president of CBS Radio Networks, and new officers during a Nov. 27 board meeting in New York. Pictured above are (l-r): Dick Penn, senior vice president, NBC Radio Networks and RNA secretary/treasurer; Brescia; Ed McLaughlin, president, ABC Radio Networks and outgoing RNA chairman, and Nick Verbitsky, president, The United Stations and RNA vice chairman. Each board member will serve a one-year term beginning Jan. 1, 1985.

The current format for Mutual's hourly and half-hourly newscasts usually devotes the first minute to one in-depth story.

Nessen also announced the network's early morning news magazine program, *America in the Morning*, will be extended 30 minutes ("Riding Gain," Dec. 3). The show, which presently airs from 5:05 a.m. to 5:30 a.m. NYT, will run until 6 a.m. NYT, starting Jan. 7.

Westwood's roster

Westwood One, Culver City, Calif.-based radio program supplier, has signed William B. Williams, radio personality on WNEW(AM) New York, to host a new two-hour weekly series for the 35-plus audience. The new nostalgia program, *Encore*, will feature music and news events from the 1940's and 1950's, according to Westwood One President Norm Pattiz, and will also contain artist interviews. *Encore* is scheduled for launch the week of Jan. 1.

On Dec. 1, the company began distribution of *Musical*, a three-hour weekly program also geared to the over-35 radio listening audience. The program, which was formerly distributed by ABC/Watermark, features music themes and show tunes. Host is Chuck Southcutt, air personality on KPRZ(AM) Los Angeles. Continuing as series producer is Ron Cutler, who continued to distribute the broadcast after ABC/Watermark dropped it over a year ago ("In Brief," Sept. 19, 1983). "These programs mark a

significant move into older demographic programming for Westwood One," said Pattiz.

He also noted that Westwood One, in association with Malrite Communications, was scheduled to launch *Scott Shannon's Rocking America Countdown* last weekend (Dec. 8). The new countdown program features the morning personality and program director for Malrite's WHTZ(FM) New York (licensed to Newark, N.J.) playing the top 30 contemporary hit songs of the week ("Riding Gain," Sept. 24). The program has already cleared about 200 stations, said Pattiz.

Other programming plans for Westwood One include a two-hour music/interview Bruce Springsteen special which will be fed to stations on Dec. 15. All of Westwood One's programming is sent to stations via Satcom I-R as well as by disk and tape.

'MOYL' switch in L.A.

KMPC(AM) Los Angeles announced it has entered a long-term agreement with Music of Your Life to add the nostalgia format to the station beginning Jan. 1, 1985. KMPC Executive Vice President William Ward said the station's acquisition of Al Ham's "Music of Your Life" library "offers a home to the southern California audience formerly served by KPRZ(AM)," which is switching from "MOYL" to a contemporary hits format on Jan. 1 (BROADCASTING, Nov. 12). KMPC has aired an in-house nostalgia format since 1982.

*Last week, we proudly announced
our relationship with WXYT Radio in Detroit, MI.
This week...*

**KKGO/FM
The Mt. Wilson
Broadcasting Station in
Los Angeles, CA has
selected Blair RAR
as its national
sales representative.**



Continues from page 84.

in the representation of families. In addition to single and married women, 10% of all women on television are divorced, with 9% widows, the study said.

■ Of all female characters this season, 10% are aged 40 to 59, portraying such roles as nurses, writers, court clerks, administrative assistants and self-employed executives, the NCWW said.

■ There are significantly more minority characters this year than last—12 in 1984 (10 of whom were black), compared to three in 1983, when one was black.

However, "while this season's progress is encouraging, it is far from perfect," Thomas said, adding that "despite greater diversity in age and race, the majority of female characters are still young, white and single." She added that "the female as victim... is thriving; the girl detective who shows more grind than grit is back." (In the NCWW's full 12-page report, the program *Partners in Crime* was cited as an example, where actresses Lonnie Anderson and Lynda Carter "wear inappropriate outfits and where fashion and sex appeal overwhelm plot and character.") But, Thomas said, women "have been bored for too long by what one critic has called the 'Be careful, Matt' school of filmmaking."

Some of the loudest applause from those at the luncheon followed a remark made by actress Linda Lavin—who played Alice on *Alice* and is an NCWW commissioner. She said: "Our leaders may dismiss the notion of comparable worth from their own public policy agendas, but they cannot take it off

our agendas, which means that, as long as we struggle visibly to create a just society, they will not be able to take it off the evening news."

Winners of the 1984 Women at Work broadcast awards are:

First Place

Public Affairs/Documentary-Television: □ "Working Women"; Maryland Public Television, Owings Mills, Md., Donna Faw, producer.

Public Affairs/Documentary-Radio: □ "Educating Rita: Encountering the Computer Era"; WGBH(FM) Boston, Jennifer Abod, producer.

News Series-Television: □ "Poverty Has a Woman's Face"; WTVB(TV) Durham, N.C., Carol M. Rosenbaum, producer.

News Series-Radio: □ "A Lifestyle Report"; CBS Radio Stations News Service, Washington, Anna Mae Sokusky, reporter.

Entertainment-Television: □ "A Matter of Sex"; NBC television Network, New York, Mary Beth Yarrow and Joseph Feury, producers.

Editorial-Television: □ "Comparable Worth"; WCBSTV, New York, Abigail Myers, producer.

News Feature-Television: □ "Working Mother, A Woman Welds"; ABC Cable Television, New York, Madelyn Goldberg and Pam Burke, producers.

News Feature-Radio: □ "Working Moms and Latchkey Kids"; KXOA-AM-FM Sacramento, Calif., Nanci McGraw, producer.

Spot Feature-Television: □ "Women's Ordination"; National Catholic Broadcast News, Washington, Emil Gallina, producer.

Second Place

Public Affairs/Documentary-Television: □ "Child Care"; KCTA-TV St. Paul, Minn., Thomas Goodwin and Gerardine Wurzburg, producers.

Public Affairs/Documentary-Radio: □ "The Golden Cradle—Immigrant Women in the United States"; National Public Radio, Washington, Louise Cleveland and Deborah George, producers.

News Series-Television: □ "Pink Collar Ghetto"; WBBM-TV Chicago, Susan Anderson, reporter.

News Series-Radio: □ "The Day Care Dilemma"; ABC Radio, New York, Kevin Magee, producer.

Entertainment-Television: □ *Cagney & Lacey*, "Choices" episode; CBS Television Network, New York, Peter Lefcourt, producer.

News Feature-Television: □ "Pay Equity"; WQVM-TV Washing-

ton, Jeanne Bowers, producer.

News Feature-Radio: □ "Women at Sea—Women on Fishing Boat Crews"; Reel Women Productions, Portland, Ore., Harriet Baskas, producer.

Third Place

Public Affairs/Documentary-Television: □ "Pink Collar Ghetto: The Feminization of Poverty"; WTCN-TV Minneapolis, Gil Amundson, Bob Clark, Mike Lundberg and Warren Martin, producers.

Public Affairs/Documentary-Radio: □ "Starting Over"; California Times, Mill Valley, Calif., Kathryn Aparicio, producer.

News Series-Television: □ "Working Mothers—What About the Kids?"; WKZO-TV Kalamazoo, Mich., Susan Merigan, producer.

News Series-Radio: □ "Daguerreotypes: Portraits of Working Women's History"; Reel Women Productions, Portland, Ore., Harriet Baskas, producer.

Entertainment-Television: □ "Her Life as a Man"; NBC Television Network, New York, Mimi Rothman, producer.

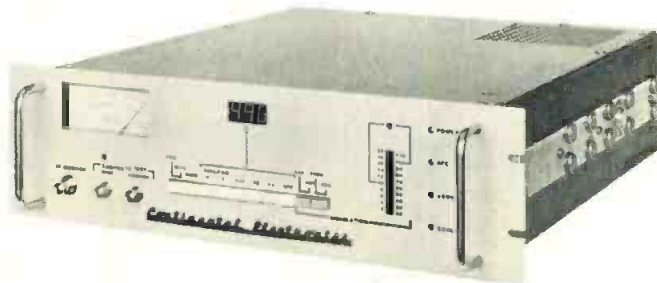
News Feature-Television: □ "Women's Work: Skilled Jobs for Women"; WHA-TV Madison, Wis., Gail Anderson, producer.

News Feature-Radio: □ "Working Woman Radio News Report"; *Working Woman* magazine, New York, in conjunction with Dan Lombardo Inc., producers.

PSA's against drunk driving provided by NAB

The National Association of Broadcasters stepped up its campaign against alcohol and drug abuse last week. The association made available to all commercial stations a package of 26 public service announcements (a total of 30 minutes) that they may air at their discretion. NAB is encouraging stations to use the PSA's during National Drunk and Drugged Driving Awareness Week (Dec. 9-

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15) and during the holidays.

"NAB and the nation's broadcast stations will increase their efforts during the holiday period and continue their informational campaigns into the new year," said National Association of Broadcasters President Eddie Fritts during a press conference on the campaign. Broadcasters, Fritts said, have formed alcohol and drug abuse task forces in all 50 states and are making "fabulous strides" in educating their communities about the dangers of drunk and drugged driving. Fritts noted that in a survey of 1,027 TV and 1,054 radio stations, 91.8% said they were already broadcasting messages on drunk driving, and 27% said the messages were aired during prime time.

The PSA's, which were transmitted via

satellite last week (Dec. 3), were produced by groups including the Ad Council, American College of Emergency Physicians, Will Rogers Institute and the NAB. The announcements were also made available to the Armed Forces Radio and Television Service. Kits containing sample news releases, fact sheets and an on-air editorial and op-ed newspaper editorial were sent to all radio and TV stations for use in their own public service campaigns.

NAB's interest in alcohol abuse coincides with mounting pressure from public interest groups to eliminate alcohol advertising on radio and television. Last summer, organizations banded together to promote project SMART, a campaign to collect a million signatures calling for an end to the ads or a



Fritts (seated) and Ockershausen

requirement for equal time for health messages.

The Center for Science in the Public Interest, which coordinates project SMART, "congratulated the NAB for encouraging broadcasters to run PSA's about drunk driving during the holiday season," according to a statement distributed after the press conference. "We recognize that NAB's initiative focuses only on drunk driving and lasts for only a few weeks. Hopefully, however, the campaign will be a first step toward equal time throughout the year for a variety of health messages and, ultimately, an end to beer and wine commercials," CSPI stated.

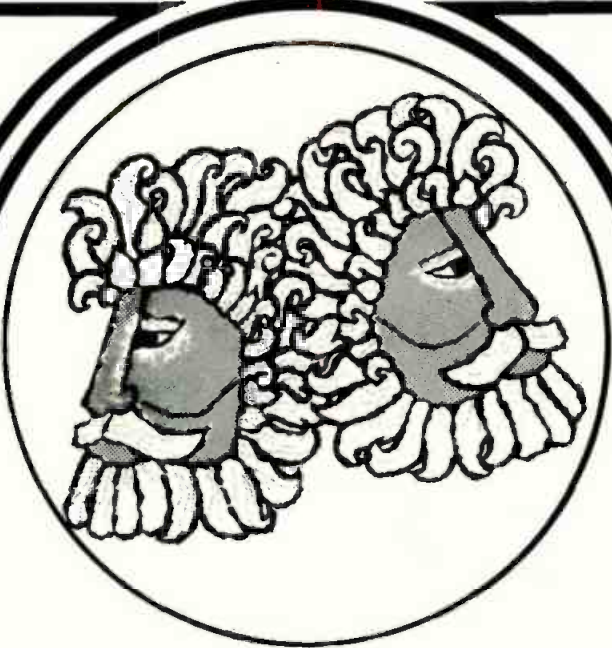
The industry's position was defended by Andrew Ockershausen, executive vice president, WMAL(AM) Washington, and chairman of NAB's task force on alcohol/drug abuse. Broadcasters, Ockershausen said, "did not start people drinking. Our campaign is for a problem that started long before radio and TV." Ockershausen noted that broadcasters were responding to "what the public has told us—drunk and drugged driving is a national problem." It's a problem, he added, "that has to have a local solution." □

Ted Turner urges producers to raise social awareness

There should be more programming on world issues such as nuclear war and starvation, even though it's not as popular as cops and robbers, TBS chairman tells Hollywood group

Turner Broadcasting System Chairman Ted Turner last Tuesday urged members of the Hollywood creative community to incorpo-

Camera campaign. Senator William Armstrong (R-Colo.), a broadcaster and newly elected chairman of the Senate GOP policy committee, announced that he will introduce a bill to permit gavel-to-gavel television coverage of the Senate. An Armstrong spokesman said the senator is committed to the idea and will make a concerted effort to gain passage. Armstrong is president of KEZW(AM) Denver and KPVU(TV) Pocatello, Idaho.



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The Mortgage Bankers Association of America will present the award at its National Conference on April 28-30, 1985, in New York, N.Y.

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Vanessa Redgrave

A Word Of Caution.

This isn't just another shallow offering, some cheap after shave or a fad diet to improve your sex appeal. *She's A Lady* from Almi Television has substance. You'll be able to check the ratings and confirm that you've made the right decision by putting respected women like Liv Ullman, Jessica Tandy and Linda Hunt on your team. Women will want to watch and learn the secrets of attracting men from Joan Collins, Laura Antonelli and Genevieve Bujold. Yes, you guessed it, they're all a part of *She's A Lady* from Almi Television.

Timing Is Everything.

A fantastic offer like this doesn't last forever. So don't wait until the competition has snapped up stars like Ellyn Burstyn and Colleen Dewhurst. Get on the phone to Almi Television today and request your copy of *She's A Lady* demo tape and



Genevieve Bujold

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Let's face it, in the delightful world of demographics, women are number one. And *She's A Lady* is a sure bet to pick them up. But Almi



Ellyn Burstyn

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rate more "pro-social" themes in their movies and television programs, and to accept an obligation to address contemporary issues.

"There is no group in the entire world that has more responsibility and can cause this to happen faster than the media," he told a luncheon meeting of the Academy of Television Arts and Sciences at the Century Plaza hotel in Los Angeles, adding, "a problem recognized is a problem half-solved." He singled out nuclear war and the population explosion as the greatest threats to the world's survival, urging more programing on those topics.

Turner said his company is doing its part by helping underwrite programs highlighting the explorations of Jacques Cousteau, work of the Audubon and Greenpeace Societies, and the character of each of the 50 states.

He endorsed the idea of "a national dialogue" leading to a cooperative effort by media firms to help solve continuing problems

that divide nations and their people.

"We have to get away from the redneck, Ku Klux Klan-type attitude that 'we'll blow anybody's head off that doesn't think the same way that we do,' and we've got to move to some kind of liberal thinking to where people can get along together through the entertainment programing produced by the people in this room. We should move away from the real violent, cops-and-robbers stuff and show people cooperating with one another. Those programs may be a little more difficult to get exactly a high rating with... but what good is it if you win the ratings battle and wreck the country by polluting young people's minds and the minds of people who aren't as intelligent, discerning or well-educated as we are?" he said. Turner predicted that his own services—notably Cable News Network—will have more influence as their distribution spreads throughout more of the world. □

al, 20 kw aural and antenna 190 feet above average terrain.

KCMO-AM-FM Kansas City, Mo. □ Sold by Fairbanks Communications Inc. to Summit Communications Inc. for approximately \$12 million. **Seller** is West Palm Beach, Fla.-based station group of three AM's and three FM's, principally owned by Richard M. Fairbanks. It also owns cable systems in Delray Beach, Fla., and Lawrenceburg, Ind. **Buyer** is Winston-Salem, N.C.-based station group of four AM's and four FM's, and cable MSO operating three systems in North Carolina and one in Cobb County, Ga. It is owned by estate of late Gordon Gray. KCMO is on 810 khz with 50 kw day and 5 kw night. KCMO-FM is on 94.9 mhz with 100 kw and antenna 1,060 feet above average terrain. **Broker:** Robert A. Chaisson Inc.

WCGR(AM)-WFLC(FM) Canandaigua, N.Y. □ Sold by Canandaigua Broadcasting Co. to Dell Broadcasting Co. of New York Inc. for \$825,000, comprising \$300,000 cash and remainder in note. **Seller** is principally owned by George W. Kimble and Russell Kimble. It also has interest in WAQX-FM Manlius, WQNY(FM) Ithaca and WAQX(AM) Syracuse, all New York, and WOLF-TV Scranton, Pa. George Kimble also has interest in WWLF-TV Hazelton, Pa. They also have interest in applications for two new FM's, three new AM's, one new TV and one LPTV. **Buyer** is owned by Alfred Dellemonache (90%) and Robert A. Antinarelli (10%). Dellamonache owns plastics factory in Rochester, N.Y. Antinarelli was formerly sales manager at WVOR-FM Rochester. WCGR is daytimer on 1550 khz with 250 w. WFLC is on 102.3 mhz with 3 kw and antenna 285 feet above average terrain.

WVIN-AM-FM Bath, N.Y. □ Sold by Genkar Inc. to Magic Media Inc. for \$425,000 cash. **Seller** is owned by Morris Genthner and his wife, Ann. It has no other broadcast interests. **Buyer** is owned by James Clark (52%), Thomas Sherman (24%) and George Recktenwald (24%). Clark is program director at WHHO(AM) Hornell, N.Y. Sherman is director of promotions for Bilbatt Radio, Hornell, N.Y.-based station group of three AM's and one FM. Recktenwald is student at SUNY, Binghamton, N.Y. WVIN is daytimer on 1380 khz with 500 w. WVIN-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** The Keith W. Horton Co.

WKAL(AM)-WTCO(FM) Rome, N.Y. □ Sold by WKAL Corp. to WENY Inc. for \$399,262, comprising \$125,000 cash and remainder in note. **Seller** is Wooster, Ohio-based station group of four AM's, four FM's and two TV's, principally owned by R.E. Dix and family. **Buyer** is owned by Howard L. Green and Donald M. Simmons. It owns WOND-(AM) Pleasantville, WMGM(FM) Atlantic City and WAAT-TV Wildwood, all New Jersey, and WENY-AM-TV and WELZ-FM Elmira, N.Y. WKAL is on 1450 khz with 1 kw day and 250 w night. WTCO is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain. **Brokers:** Milton Q. Ford & Associates and The Keith W. Horton Co.

For other proposed and approved sales see "For the Record," page 99.

Changing Hands

PROPOSED

KVVU-TV Las Vegas □ Sold by Carson Broadcasting Co. to Meredith Corp. for unannounced price reportedly in \$20-million range. **Seller** is principally owned by John W. Carson and Herbert Kaufman. It has no other broadcast interests. **Buyer** is station group subsidiary of Meredith Corp., publicly traded Des Moines, Iowa-based publisher

of *Better Homes & Gardens* and *Successful Farming*, headed by Ted Meredith. Subsidiary owns one AM, one FM and seven TV's and is headed by William C. McReynolds. Negotiations for sale were begun before FCC shelved deregulation of seven-station ownership rule for television. Meredith must divest one of its TV stations. KVVU-TV is independent on channel 5 with 100 kw visu-

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12/10/84

FCC starts action on revising cable rules

Commission is seeking comments on tailoring its rules to new cable act; in other actions, it grants DBS permits and carrier earth stations

The FCC last week launched a rulemaking aimed at bringing its rules into compliance with the Cable Communications Policy Act of 1984.

In other action, it granted conditional construction permits to four more applicants for direct broadcast satellite authority; changed its policy to permit individual carriers to own and operate international earth stations linked with Intelsat, and proposed to eliminate or simplify its cable ownership reporting requirements.

■ The cable act provides, after two years, for the deregulation of rates for basic cable services in markets where a cable system is subject to sufficient competition. It was left to the commission to define "effective competition" and to establish standards for rate regulation when that competition is not evident.

In its rulemaking, the commission said it was seeking "broad" comment on the subject. But it added that one definition of competition might be the presence of four unduplicated broadcast signals, including those of the three major networks, in a market.

For markets that aren't effectively competitive, the FCC proposed that franchise authorities prescribe rates that fall within 10% of the average rate of similar unregulated cable systems.

On another front, the commission proposed to adopt the act's definition of a cable system, which is at odds with the commission's. According to commission rules, a facility must distribute the signals of broadcast TV stations to be considered a cable system. The act, however, defines a cable system as a facility that provides video programming. Cable systems with fewer than 50 subscribers are exempt from FCC rules but not from provisions of the act. The act's definition of cable would exclude the about 600 systems whose offerings are limited to the retransmission of broadcast signals; those are considered cable systems under the FCC rules. While the act includes satellite master antenna systems that use public rights of way as cable systems, FCC rules exclude them from the definition.

In its rulemaking, the FCC also proposed to adopt the act's prohibition against broadcast-cable or telephone company-cable co-located crossownership. (The act exempts telephone-cable combinations in rural areas, and would permit telcos to buy existing cable systems there without having to apply to the commission for waivers, as FCC rules currently require.)

Commissioner Henry Rivera wanted

In limbo. House Democrats went back to the drawing board last week after failing to agree on a proposal to change the rules governing the use of "special orders"—a time at the end of the day when the House's legislative business is complete and members may deliver speeches (the chamber is usually empty). At a meeting of the Democratic Caucus on Dec. 3, 4 and 5, the members were presented with a plan developed by a caucus committee chaired by Representative Martin Frost (D-Tex.). The plan was to limit special orders to two hours, one for Democrats and one for Republicans. At present there is no limit on the number of hours members may devote to special orders. The committee began its investigation after House Speaker Thomas P. (Tip) O'Neill (D-Mass.), who controls the cameras that provide live coverage to C-SPAN viewers, ordered cameras to start panning the virtually empty chamber during a special order while an opposition party member was speaking (BROADCASTING, May 14). Before that, the camera had always remained locked in place, focused on the speaker of the moment. O'Neill's decision was in response to the actions of a group of Republicans who used the time to blast Democratic policies and members. Democrats disliked the tactic because charges were being made at a time when they were not always present to respond. The committee's recommendation would not have affected O'Neill's decision, and the cameras would have continued to pan the chamber during special orders.

Although the Democrats agreed something needed to be done, they had their own ideas on how to do it. Some suggested only a portion of the special orders be televised or that the broadcasts be canceled altogether, but those proposals, like the other, failed to receive endorsement. Still others thought limiting special orders in general is far too restrictive and there are some who feel the cost of \$10,000 an hour to broadcast special orders is far too great an expense. A group has emerged, however, that is likely to continue working on the matter and is expected to present another proposal before the House Rules Committee in January. Those members who have gathered as an informal ad hoc committee to study the matter include Representatives Pat Williams (D-Mont.), Bill Alexander (D-Ark.), Don Edwards (D-Calif.), Mike Synar (D-Okla.) and Tim Wirth (D-Colo.). The Republicans, on the other hand, are calling for turning over the House TV system to broadcasters and requiring gavel-to-gavel coverage.

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comment to be sought on the prohibition of combinations of multipoint distribution service systems and cable operations. At Chairman Mark Fowler's recommendation, the commission postponed a decision on including that question in the rulemaking. Fowler said he wanted to give the issue more thought.

Although the act gave the FCC authority to require cable companies to file "informational tariffs" for intrastate, nonvideo common carrier services, the FCC said it saw no need for that for the time being. The FCC proposed to adopt the act's ceiling on franchise fees of no more than 5% gross revenues. In addition, it proposed to adopt the act's wide-ranging prohibitions on the carriage of obscenity.

Fowler said he thought cable operators had "eroded" their First Amendment rights with the act.

After the meeting, Jim McKinney, FCC Mass Media Bureau chief, said he agreed with the chairman's assessment, both because of the act's requirement that a certain percentage of channels be offered for leased access, and the act's language on obscenity. "I think they [cable operators] have given up journalistic freedom," McKinney said.

At the same time, the commission shut down several ongoing proceedings mooted by the act, including one on newspaper-cable combinations, which the act permits.

Comments on the rulemaking will be due in mid-January. And according to McKinney, no extensions will be granted.

McKinney said the bureau hoped to get out a rulemaking aimed at implementing the equal employment opportunity aspects of the act in January.

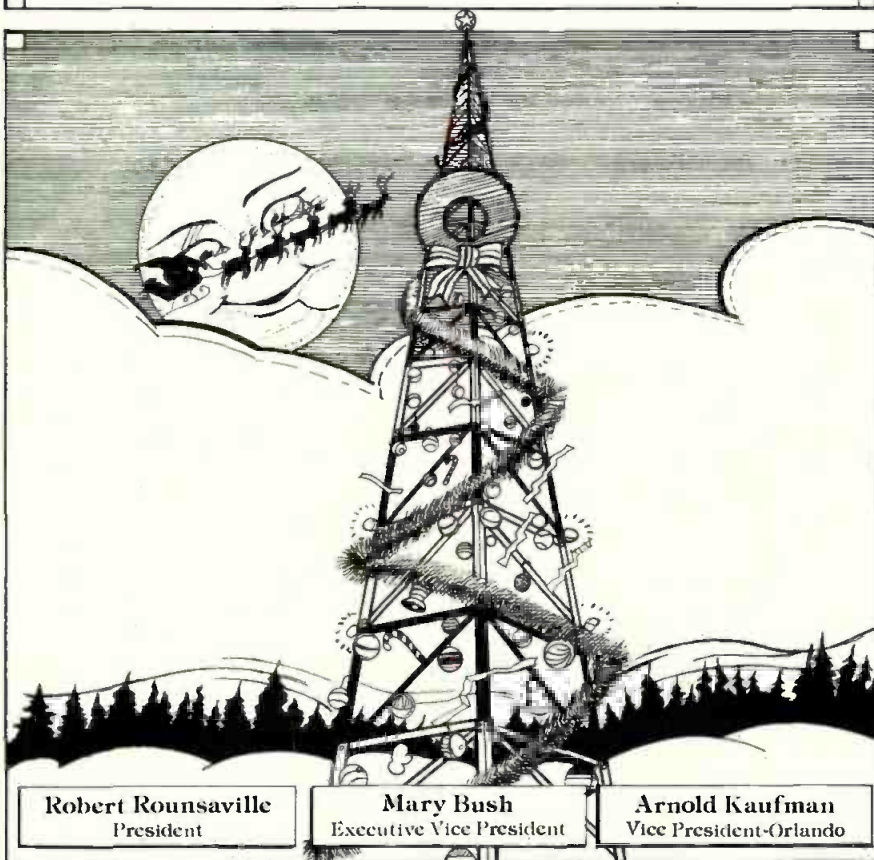
■ The FCC also acted on its second round of DBS applicants, conditionally granting the applications of Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp. and Hughes Communications Galaxy Inc. The grants were conditioned on the applicants demonstrating due diligence—that is, contracting for satellites—within a year.

The commission rejected, as incomplete, the application of Space Communications Service. And it gave the two remaining applicants in the second round—National Exchange Inc. and Satellite Development Trust—45 days to amend their applications. The FCC questions whether either of those applicants is proposing enough power.

At the meeting, amid discussion about Comsat's apparent withdrawal from the DBS business (BROADCASTING, Dec. 3), Commissioner Mimi Dawson said it was her feeling that DBS won't be a success unless the commission gives it the "flexibility" to provide nonvideo services.

Bruce Romano, an attorney for the Mass

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Fowler's new number one. Jerald N. Fritz, chief of the FCC's tariff division, last week was named chief of staff to Chairman Mark Fowler, a position that has been vacant since summer (BROADCASTING, July 9). Fritz, 33, was Fowler's legal assistant for common carrier matters from May 1981 until August 1983, when he was named chief of the tariff division and charged with riding herd on the multitude of telephone access charge and divestiture-related tariff filings. Fritz, who received his law degree from Notre Dame in 1976, had served as clerk for former FCC Commissioner Robert E. Lee and for Indiana Circuit Court Judge John Montgomery. He was an attorney in the FCC's Broadcast Bureau (now the Mass Media Bureau) from 1976 until 1979. He was a communications attorney for the Washington law firm of Pierson, Ball & Dowd from 1979 until he joined Fowler at the FCC. He was a primary architect of the FCC's attribution ruling, which established new ownership benchmarks for communications properties. While a radio-television-film major at Northwestern University, Evanston, Ill., Fritz worked part-time as an associate director for WGN-TV Chicago.

Media Bureau, said the commission planned to start granting third-round applications in six months. Pending applications by RCA Americom, United States Satellite Broadcasting and Dominion Video will be accepted for filing shortly and placed on a cut-off list that will give others interested in being considered in that third round 45 days to file applications of their own, he said.

■ In still other action, the commission changed its policy to permit individual carriers to own and operate earth stations linked with the Intelsat system.

Under current policy, international earth stations in the U.S. are owned by a consortium of carriers, with Comsat owning half.

An FCC staffer said the ruling would permit AT&T to file applications for earth stations. But the staffer said that if AT&T filed for "multipurpose" authority—that is, including voice traffic—"we would take a very careful look at it."

■ In proposing to eliminate or modify its cable ownership reporting requirements, the commission asked whether a "formal, comprehensive ownership reporting system is still necessary as an aid in establishing FCC policies and in monitoring compliance with cable crossownership rules." □

DBS plan hits snag

United Kingdom objects to Region 2 satellite proposal to be addressed at ITU conference next August

The U.S. and countries of the western hemisphere thought they had completed work on a plan for use of direct broadcast satellites in the region when the Regional Administrative Radio Conference called for that purpose adjourned in Geneva last year (BROADCASTING, July 18, 1983). Having the World Administrative Radio Conference on space systems next August incorporate the plan in the International Telecommunication Union's radio regulations was regarded as little more than a formality. But now there is word that the United Kingdom finds fault with the Region 2 (western hemisphere) plan and, in addition, contends that the 1985 conference lacks the jurisdiction to incorporate the plan into international radio regulations.

Members of a U.S. delegation that was in London last month for bilateral talks with the British on the Space WARC—which is to develop a plan for allocating orbital slots for satellite systems—brought home word of the United Kingdom's expressed concerns. U.S. officials, who are taking a low-key approach to the issue, say the concerns do not pose serious problems. Frank Urbany, the National Telecommunications and Information Administration's associate administrator for international affairs, said: "We have excellent relations with the U.K., and we're confident there will be a satisfactory solution."

The British are said to feel that Region 2's plan could result in interference to users of the DBS plan developed for Region 1 (Europe and Africa) in 1977. But U.S. officials say the Region 2 plan was developed in accordance with the sharing criteria in the

Washington Watch

Suit dismissed. Judge Joyce Hens Green of U.S. district court in Washington has dismissed Mizlou Television Network's \$75-million lawsuit against NBC and others alleging restraint of trade in decision of Florida Citrus Sports Association to grant broadcast rights for Citrus Bowl to NBC (BROADCASTING, June 25). Among other things, Green said Mizlou had failed to state claim upon which relief could be granted. Mizlou is New York-based sports program syndicator. □

Buyout approved. FCC has granted International Business Machines and Aetna Life and Casualty Co. permission to buy Comsat's interests in Satellite Business Systems. Each partner originally held one-third interest. Under reshuffling proposed, IBM will hold 60% interest in SBS, with Aetna holding remaining 40%. Aetna also has option until Jan. 31, 1986, to buy 10% more of SBS from IBM. □

Award for Alliance. In initial decision, FCC Administrative Law Judge John Conklin has granted application of Alliance Broadcasting Co. Ltd. for new TV on channel 61 in Houston, denying competing applications of Houston Family Television, SMJ Television Co. and Urban Broadcasting Systems. Family was disqualified because it had no antenna site and received major demerit for "irresponsible pattern" of conduct displayed in attempting to obtain sites. Among those remaining, judge picked Alliance, limited partnership, on combination of its coverage, integration and Hispanic programming proposals. JoAnn Watkins is president and 8% owner of Alliance Broadcasting Corp., applicant's general partner, which is owned by six others. She is vice president and 50% owner of Watkins Management Co., Houston investment consulting firm; president and 50% owner of Peppermint Park Kiddieland, and president and 50% owner of Party-On-Wheels, both also in Houston. □

U for Vallejo. In initial decision, FCC Administrative Law Judge Frederic Coufal has granted application of Bay Area Community Television Inc. for new TV on channel 66 in Vallejo, Calif., sole remaining applicant after it bought out competitor. Victor Sun, Chinese-American, is president and 25% owner of company, which is also owned by four others. Sun is San Francisco businessman with extensive import-export interests.



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plans developed for Region 1 as well as for Region 3 (Asia and the Pacific), also adopted in 1977. The U.S. plans to discuss the matter further at a European conference on post and telecommunications in January.

The U.K.'s contention that the Space WARC next summer is not competent to incorporate the Region 2 plan in the radio regulations is based on the fact it is only the first part of what will be a two-session confer-

ence. However, the U.S. maintains that the authority for action in the first session is clear. U.S. officials also say no other country has questioned the conference's competence on the matter.

But there appears to be some concern that European countries may use the competence issue as leverage in assuring a preferred status for the feeder link provisions of the Region 1 plan. The downlink part of the plan was incorporated in the radio regulations in 1977, but the feeder link provision is not to be incorporated until the second session of the Space WARC, in 1988. Region 2 is prepared to submit its entire plan for incorporation in the radio regulations in August. And the United Kingdom is said to have expressed concern that the feeder link provisions of Region 2's plan would jeopardize the feeder link provisions of the Region 1 plan. And U.S. officials say the Europeans may feel there would be a tactical advantage in assuring incorporation of Region 1's feeder link plans in the radio regulations before Region 2's.

So while the U.S. sees no problem with the Region 1 plan from a technical standpoint, "if a majority of the countries want to vote otherwise," said a U.S. official, "that's another matter."

Failure to resolve the issue would have consequences for U.S. applicants for DBS service. Their proposals would have to be coordinated under existing procedures. With the Region 2 plan incorporated in the international radio regulations, however, systems that met its requirements could forward without that coordination. □

Another new medium? Allan Weiner has defied an FCC order to take his out-of-band AM broadcast station in Yonkers, N.Y., off the air. After receiving a grant of the broadcast auxiliary frequency of 1622 khz, Weiner, owner of WOZW(AM) Monticello and WOZI(FM) Presque Isle, both Maine, and Yonkers resident Joseph-Paul Ferraro built a 100-watt station in Yonkers and began broadcasting a noncommercial AOR format on 1622 khz on Nov. 7. (Although the standard AM band ends at 1600 khz, most radio sets are capable of tuning as high as 1622 khz.)

After news of the station (KPF-941) appeared in BROADCASTING's Nov. 26 issue, FCC Mass Media Bureau Chief James McKinney ordered Weiner, in a Nov. 29 telegram, "to cease immediately use of KPF-941 as a broadcasting station and for any other purpose which does not comport" with the FCC rules. "Failure to comply with this directive will result in cancellation of the authorization for KPF-941, a forfeiture of up to \$20,000 and will be considered along with other information before the commission concerning your qualifications to remain a licensee of this agency."

Shortly after Weiner received the telegram, he told BROADCASTING he would see the FCC in court before he would shut down the station. "We are going to operate KPF-941 in accordance with the rules," said Weiner, who believes the regulations are vague enough to permit broadcasting on broadcast auxiliary frequencies. "We have no intention of breaking the law." He said he hopes to come to some understanding with the FCC that will allow the station to continue to operate, but, if that proves impossible, he will go to court. For the FCC to knock the station off the air without sound legal reason to do so, he said, amounts to "government censorship of the airwaves." He also found the threatening tone of the letter "unprofessional" and "weird."

This was not the first run-in Weiner and Ferraro have had with the FCC. In 1971, they operated a pirate station in Yonkers using a variety of FM and AM frequencies without any kind of license until federal marshals knocked over their tower and arrested them. Weiner conceded that operating a pirate station was wrong—"we have all done things when we were young"—but said the pirate station and the broadcast auxiliary station spring from his and Ferraro's firm belief that Yonkers deserves its own broadcast service. "Yonkers is being screwed," he said. "It doesn't have a radio station."

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Packwood to pursue communications subcommittee seat

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) stated his intention last week to seek appointment on Commerce's Communications Subcommittee. Packwood, who will chair the Senate Finance Committee next year, made clear he will remain active on communications issues. "The change in committee chairmanship does not by any means mean I will leave behind my strong interest in communications issues," Packwood told BROADCASTING.

Furthermore, the senator said, although it is premature to discuss a specific legislative agenda, "I will continue to strongly support granting full First Amendment rights to the electronic media."

Under the leadership of Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, Packwood said he was certain that deregulation of broadcast media will continue to be a major committee concern.

He also praised his successor on Commerce, Senator John Danforth (R-Mo.). "The Commerce Committee is extremely fortunate to pass into the hands of a serious-minded and hard working senator like Jack Danforth. He and I have always worked closely—I am certain that relationship will continue to flourish." □

'CBS Morning News' to get softer look

As ratings for third-placed program continue to decline, CBS switches news show to magazine format and names Phyllis George co-anchor

CBS News announced last week that it is performing radical surgery on the *CBS Morning News*. The latest strategy to stop the declining ratings of the news show, which is usually in third place and has lost ground this year, is two-pronged. The program's hard news/interview-oriented format is being scrapped, effective next month, in

favor of a much softer magazine format. To complement the new approach, Phyllis George, a celebrity without journalistic background, will join Bill Kurtis as co-anchor, also effective in January.

The program will rely on a group of regular contributors, some of whom hold positions at the network's owned stations, who will be responsible for particular segments within the program. "The new broadcast is designed to offer a comprehensive information menu," said CBS News President Ed Joyce. There will be daily reports on health, science, finance, life styles, popular culture, consumer news and entertainment.

Contributors to the revamped program will include three reporters from CBS's owned WCBS-TV New York: health and science editor Frank Field, consumer reporter Betsy Ashton and sportscaster Warner Wolf. From Chicago, Bob Sirott, a reporter with CBS's WBBM-TV, will contribute segments on popular culture. Robert Krulwich, who joined CBS News from National Public Radio, and Ken Prewitt, who was already a contributor to the program, will offer reports on economics and finance. *Morning News*

entertainment editor Pat Collins continues in that role.

Two additional features within the new format will be a "snapshot" segment of reports from different parts of the world, following the opening cover story, and "spotlight," which will examine issues including abortion, teen-age drinking and problems of the elderly.

The new *Morning News* will also have new music and graphics to complement the magazine format, a new and bigger set, featuring several "conversation areas" used for reports on specific subjects, and a round table for discussions and interviews.

George, who "tried out" for the co-anchor slot for three weeks in October shortly after Diane Sawyer left for *60 Minutes*, will assume her new position full time beginning on or around Jan. 14. It is believed she will be paid between \$600,000 and \$700,000 a year during her three-year contract. For the past eight years, George, a former Miss America, has been a co-host of CBS's *NFL Today*.

Her appointment to the co-anchor spot provoked some grumblings from the jour-



Musburger signs for another hitch. CBS Sportscaster Brent Musburger, who for weeks had been mulling an offer to join ABC Sports, opted last week to remain with CBS. He signed a new five-year contract which will give him a hefty increase over his old salary of more than \$1 million annually.

Musburger will continue as host of CBS's *NFL Today*, play-by-play announcer for the network's professional basketball coverage, announcer of various golf, tennis and horse racing events, as well as handling radio assignments including the weekday *Sports Time* program, play-by-play for the All-Star baseball game and World Series and NFL half-time shows. In addition, Musburger will take on play-by-play duties on college basketball this season and next season will add play-by-play announcing for CBS's college football coverage.

Musburger said last week his decision to remain was based on CBS, his "home" since 1968, having been "tremendously good" to him. Had he jumped to ABC, Musburger would have assumed such assignments as *Monday Night Football*, next year's televised World Series, and the 1988 Olympics in Calgary, Canada.

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Stock Index

	Closing Wed Dec 6	Closing Wed Nov 29	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	58 3/4	60 1/4	- 1	1/2 -	2.49	10 1,714
N Capital Cities	155	153	- 2	1/2 -	1.31	16 1,989
N CBS	70	73 3/8	- 3	3/8 -	4.60	9 2,080
O Clear Channel	13 1/2	13 1/2				16 39
N Cox	50 1/4	47 7/8	2	3/8	4.96	17 1,419
A Gross Telecast	28 3/8	28		3/8	1.34	7 23
O Gulf Broadcasting	11 5/8	11 3/4	-	1/8 -	1.06	48 509
O LIN	20	19 7/8		1/8	0.63	17 420
O Malrite Commun.	12	11 1/2		1/2	4.35	15 100
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 7/8	10 1/4		5/8	6.10	35
O Scripps-Howard	26 1/2	26 5/8	-	1/8 -	0.47	16 274
N Storer	43 3/8	42 7/8		1/2	1.17	711
O SunGroup Inc.	7 1/4	7 1/4				5
N Taft	56 7/8	61 1/4	- 4	3/8 -	7.14	12 515
O United Television	15 3/4	15 3/4				26 173

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	25	24 1/2		1/2	2.04	21 152
A Affiliated Pubs	44 1/2	45 1/4	-	3/4 -	1.66	14 362
N American Family	23 1/8	24 3/8	- 1	1/4 -	5.13	11 414
O Assoc. Commun.	15 1/2	15 3/8		1/8	0.81	74
N A.H. Belo	42 3/8	43 1/4	-	7/8 -	2.02	13 490
N John Blair	15 1/2	15		1/2	3.33	8 124
N Chris-Craft	34	32 3/8	1	5/8	5.02	24 217
N Cowles	45 1/4	45		1/4	0.56	37 180
N Gannett Co.	45 1/2	45 3/8		1/8	0.28	18 3,645
N GenCorp	33	33 1/4	-	1/4 -	0.75	9 708
O General Commun.	67 1/2	67		1/2	0.75	15 34
N Insilco Corp.	18 3/8	18 1/2	-	1/8 -	0.68	10 312
N Jefferson-Pilot	37 7/8	38 1/2	-	5/8 -	1.62	11 1,212
O Josephson Intl.	7 1/2	8	-	1/2 -	6.25	58 37
N Knight-Ridder	27 3/8	27		3/8	1.39	14 1,772
N Lee Enterprises	25 1/8	25 3/8	-	1/4 -	0.99	14 335
N Liberty	23 5/8	23 3/4	-	1/8 -	0.53	11 237
N McGraw-Hill	39 7/8	41	- 1	1/8 -	2.74	15 2,001
A Media General	64 5/8	63 3/4		7/8	1.37	12 451
N Meredith	55	53	2		3.77	13 518
O Multimedia	33 1/2	34 3/4	- 1	1/4 -	3.60	15 559
A New York Times	34 5/8	34 3/4	-	1/8 -	0.36	16 1,368
O Park Commun.	27 1/4	27 1/4				20 251
N Rollins	15 7/8	15 5/8		1/4	1.60	23 232
N Schering-Plough	37 7/8	38 1/8	-	1/4 -	0.66	11 1,915
T Seikirk	19 1/4	19 3/8	-	1/8 -	0.65	42 156
O Stauffer Commun.	52	52				13 52
A Tech Operations	46 1/2	49 1/2	- 3		6.06	16 43
N Times Mirror	39 1/8	38 5/8		1/2	1.29	12 2,688
N Tribune	32 3/4	33	-	1/4 -	0.76	15 1,323
O Turner Bcstg.	18	18 1/2	-	1/2 -	2.70	300 367
A Washington Post	78	79 1/4	- 1	1/4 -	1.58	14 1,091

SERVICE						
O BBDO Inc.	42 1/2	41 1/2	1		2.41	12 268
O Compact Video	3 1/8	3 5/8	-	1/2 -	13.79	12
N Comsat	26 5/8	24 1/4	2	3/8	9.79	11 481
O Doyle Dane B.	17 1/4	16 3/4		1/2	2.99	15 92
N Foote Cone & B.	47 3/4	48 3/8	-	5/8 -	1.29	10 159
O Grey Advertising	136	134	2		1.49	9 81
N Interpublic Group	34 1/4	33 1/8	1	1/8	3.40	12 370
N JWT Group	26 7/8	40	- 13	1/8 -	32.81	8 161
A MovieLab	5 3/4	4 3/4	1		21.05	9
O Ogilvy & Mather	33 1/2	34 3/8	-	7/8 -	2.55	14 307
O Sat. Syn. Syst.	7 3/4	7 1/4		1/2	6.90	11 44
O Telemation	5 3/4	6	-	1/4 -	4.17	6 7
O TPC Commun.	5/8	5/8				1
A Unitel Video	6 5/8	7 1/4	-	5/8 -	8.62	12 14
N Western Union	9 7/8	11 7/8	- 2		16.84	238

	Closing Wed Dec 6	Closing Wed Nov 29	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O American Nat. Ent.	1 3/8	1 1/2	-	1/8 -	8.33	7 3
O Barris Indus.	7 5/8	7 3/8		1/4	3.39	152 44
N Coca-Cola	62	63	- 1		1.59	14 8,210
N Disney	57 5/8	57 3/4	-	1/8 -	0.22	19 1,937
N Dow Jones & Co.	37 1/2	39 1/8	- 1	5/8 -	4.15	18 2,406
O Four Star	3 1/4	3 1/4				3 3
O Fries Entertain.	4 3/4	4 1/2		1/4	5.56	4 16
N Gulf + Western	27 1/8	27 3/8	-	1/4 -	0.91	8 1,898
O Robert Halmi	1 1/16	1 1/8	-	1/16 -	5.51	21 18
A Lorimar	29 5/8	31 1/4	- 1	5/8 -	5.20	15 210
N MCA	40 1/8	40 3/4	-	5/8 -	1.53	17 1,945
N MGM/UA	12	12 3/4	-	3/4 -	5.88	14 596
N Mizlou	2 5/16	2 1/4		1/16	2.80	10
N Orion	10 5/8	11 1/4	-	5/8 -	5.56	24 100
O Reeves Commun.	5 1/4	5 3/4	-	1/2 -	8.70	19 65
O Sat. Music Net.	4 3/4	4 3/4				32
O Telepictures	14 3/4	13 7/8		7/8	6.31	13 114
O Video Corp.	19	19				12 32
N Warner	21 3/8	21 7/8	-	1/2 -	2.29	1,296
A Wrather	17 7/8	18 1/8	-	1/4 -	1.38	122

CABLE						
A Acton Corp.	4 1/2	4 5/8	-	1/8 -	2.70	26
O AM Cable TV	2 5/8	2 1/2		1/8	5.00	9
N American Express	35 1/8	36 7/8	- 1	3/4 -	4.75	18 7,534
N Anixter Brothers	15 1/4	14 7/8		3/8	2.52	21 277
O Burnup & Sims	7 3/8	7 5/8	-	1/4 -	3.28	66
O Cardiff Commun.	58	3/16	-	7/16 -	0.156	63 3
O Comcast	19 5/8	19 1/4		3/8	1.95	16 161
N Gen. Instrument	16 1/8	18	- 1	7/8 -	10.42	17 522
N Heritage Commun.	18 1/8	18 1/8				34 137
T Maclean Hunter X	23 3/8	22 5/8		3/4	3.31	32 861
A Pico Products	3 5/8	4 1/8	-	1/2 -	12.12	16 13
O Rogers Cable	5	4 13/16		3/16	3.89	112
O TCA Cable TV	13 3/4	13 3/4				26 92
O Tele-Commun.	21 7/8	20 1/2	1	3/8	6.71	71 915
N Time Inc.	41 1/8	42 1/2	- 1	3/8 -	3.24	14 2,496
N United Cable TV	28 1/4	28 1/2	-	1/4 -	0.88	128 311
N Viacom	31 3/4	31 1/2		1/4	0.79	13 429

ELECTRONICS/MANUFACTURING						
N Arvin Industries	26 1/4	25 3/4		1/2	1.94	8 199
O C-Cor Electronics	6 1/4	6 1/4				69 20
O Cable TV Indus.	3 1/4	3 1/8		1/8	4.00	22 10
A Cetec	7	7 1/4	-	1/4 -	3.45	9 15
O Chyron	8 3/8	9	-	5/8 -	6.94	16 77
A Cohu	7 1/4	7 7/8	-	5/8 -	7.94	8 13
N Conrac	13 3/4	13 3/4				14 85
N Eastman Kodak	71	72 7/8	- 1	7/8 -	2.57	16 11,756
O Elec Mfg & Comm.	6 3/4	6 3/4				19
N General Electric	55 1/8	57 3/8	- 2	1/4 -	3.92	12 24,955
O Geotel-Telemet.	13/16	13/16				9 2
N Harris Corp.	28 1/4	29 1/2	- 1	1/4 -	4.24	14 1,128
N M/A Com. Inc.	16 1/2	17 5/8	- 1	1/8 -	6.38	20 714
O Microdyne	5 3/4	6 1/4	-	1/2 -	8.00	16 26
N 3M	78 3/4	82 1/2	- 3	3/4 -	4.55	13 9,218
N Motorola	32 7/8	32 3/8		1/2	1.54	11 3,892
N N.A. Philips	38 1/2	40 3/8	- 1	7/8 -	4.64	10 1,105
N Oak Industries	2 5/8	2 5/8				43
A Orrox Corp.	2 7/8	2 1/2		3/8	15.00	7
N RCA	34 3/4	36 1/2	- 1	3/4 -	4.79	11 2,847
N Rockwell Intl.	29 3/4	29 7/8	-	1/8 -	0.42	10 4,425
N Sci-Atlanta	10 1/4	9 3/8		7/8	9.33	20 238
N Signal Co.s	32 3/4	33 3/8	-	5/8 -	1.87	14 3,571
N Sony Corp.	14 1/2	15 1/8	-	5/8 -	4.13	14 3,348
N Tektronix	55 3/4	58 3/8	- 2	5/8 -	4.50	9 1,073
A Texscan	5 3/4	5 1/2		1/4	4.55	8 38
N Varian Assoc.	34 7/8	35 5/8	-	3/4 -	2.11	14 752
N Westinghouse	25	26	- 1		3.85	9 4,376
N Zenith	21 7/8	23	- 1	1/8 -	4.89	8 483
Standard & Poor's 400	181.26	184.67	-	3.41 -	1.85	

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. Notes: * 3-2 split.

nalistic community last week—most notably from former CBS News President Richard Salant. Salant was quoted in the *New York Times* as saying the choice of George, or anyone without a journalism background, to co-anchor a news show “demeans our business. If they want to do that, put the show in the entertainment division or the record division or the toy division. But get it out of news. Once we start playing those games, we lose all our credibility.” But others noted last week that CBS was trying to follow the lead of its two competitors by quickening the pace of *Morning News* and adding some entertainment qualities. NBC’s *Today*, for example, also features a former sportscaster as co-anchor, Bryant Gumbel, while ABC’s *Good Morning, America*, the ratings leader among morning news shows, features tele-



Co-anchors Kurtis and George

vision actor David Hartman. *Today* is a news division program at NBC, while *GMA* is produced by ABC’s entertainment division.

For the fourth quarter to date, *GMA* has

averaged a 5.0 rating and a 23 share, compared to a 4.4/21 for *Today* and a 3.4/16 for *Morning News*. For the same period last year, *GMA* had a 4.7/23, *Today* a 3.9/20 and *Morning News* a 3.8/19. □

For the Record

As compiled by BROADCASTING, Nov. 28 through Dec. 3, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ *KJOL(FM) Grand Junction, Colo. (90.3 mhz; 2 kw; HAAT: minus 441 ft.)—Seeks assignment of license from Columbus Evangelical Free Church to Western Bible Institute for \$24,000. Seller is nonprofit corporation with no other broadcast interests. Buyer is nonprofit corporation headed by J. Raymond Cheyney, chairman. It also owns KWBI-FM Morrison, Colo., and is app. for 12 LPTV’s. Filed Nov. 26.

■ *WDAI(TV) Gary, and *WCAE(TV) Gary, Indiana (WDAI: ch. 56; ERP vis. 2,693 kw; aur. 323 kw; HAAT: 731 ft; ant. height above ground: 75 ft.; WCAE: ch. 50; ERP vis. 603 kw; aur. 120 kw; HAAT: 417 ft; ant. height above ground: 448 ft.)—Seek assignment of license of WDAI(TV) from Great Lakes Broadcasting Inc. to Northwest Indiana Public Broadcasting Inc. for assignment of license of WCAE(TV) from Northwest Indiana Public Broadcasting to Channel 50 TV Corp. In agreement, Northwest Indiana will receive \$684,000 for its license. Great Lakes will merge with Metrowest Corp. to form Channel 50 TV Corp. and will receive \$225,000. Stations are unbuilt CP’s. Northwest Indiana is nonprofit corporation headed by Gerald L. Fitzgerald, chairman. It has no other broadcast interests. Great Lakes is owned by Earmon J. Irons, president and 29 others. Some stockholders have interest in cable system serving Gary, Ind. Channel 50 is owned by Great Lakes (10%) and Metrowest (90%). Metrowest is principally owned by Frederick J. Eyschaner. It also has interest in WPWR-TV Aurora, Ill. and KTVJ(TV) Boulder, Colo. Eyschaner also has 6% interest in Des Moines Register Co. Filed Nov. 21.

■ KCTZ(TV) Bozeman, Mont. (ch. 7; 180 kw vis.; 18 kw aur.; HAAT: 809 ft. ant. height above ground: 496 ft.)—Seeks assignment of license from Bee Broadcasting Associ-

ates to Eagle Communications Inc. for \$179,000, comprising \$55,000 cash, \$60,000 noncompete agreement, \$64,000 in advertising time on any Eagle station. Seller is owned by Benny Bee. It also owns KJJR(AM) Whitefish, Mont., and KBBZ(FM) Kalispell, Mont. Buyer is subsidiary of Precht Communications Inc., principally owned by Robert Precht and family. It is Los Angeles-based station group of four TV’s. Filed Nov. 28.

■ *KBNR(FM) Brownsville, Tex. (88.3 mhz; 3 kw; HAAT: 297 ft.)—Seeks assignment of license from Educom International Inc. to World Radio Network Inc. for no consideration. Seller is nonprofit corporation headed by Dr. Ben Cummings and Roberto Avitia. It also owns KBNL(FM) Laredo, Tex. Buyer is nonprofit corporation headed by Dr. Abe C. Van Der Puy, president. It also owns KVMV(FM) McAllen and KBNJ(FM) Corpus Christi, both Texas. Filed Nov. 27.

Actions

■ KZAZ(TV) Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. (KZAZ: ch. 11; ERP vis. 150 kw; aur. 15 kw; HAAT: 1,570 ft; ant. height above ground: 110.; KGSW: ch. 14; ERP vis. 1412.5 kw; aur. 141.25 kw; HAAT: 4,138 ft.; ant. height above ground: 134 ft.)—Granted assignment of license from Roadrunner Television and Galaxy-Southwest Television, respectively, to Mountain States Broadcasting for \$13 million, comprising \$6 million cash and remainder note for KZAZ and \$7,200,000, comprising \$3,900,000 cash and \$3,300,000 note for KGSW. Sellers are commonly owned by Eugene D. Adelstein and Edward B. Berger, principles, and number of minority stockholders, who also have interests in KADQ-FM Rexburg, Idaho; KMGX-FM Hanford, Calif., and KBNY-FM Nampa, Idaho. Buyer is owned by Providence Journal Co. (50%), which is principally

owned by voting trust including John C.A. Watkins, chairman, and six others, and Southland Corp. (50%), which is principally owned by trust headed by William R. Corkum. Providence owns WPHL-TV Philadelphia: WMPV-TV Mobile, Ala., and WEAN(AM)-WPJB(FM) Providence, R.I.; publishes *The Providence Journal*, *The Evening Bulletin*, *The Providence Journal-Bulletin*, and *The Providence Sunday Journal*, Providence, R.I., and owns cable systems in Florida, Massachusetts, New York, California and Rhode Island. Southland owns cable systems in Florida. In addition, two officials of Journal company and Southland have interests in WCKS-FM Cocoa Beach, Fla. Michael P. Metcalf, president of Providence, owns 30% of WCKS, his sisters, Pauline and Esther, own 30% each and Corkum, president of Southland, owns 10%. Action Nov. 19.

■ WEVV(TV) [CP] Evansville, Ind. (ch. 44; ERP vis. 1,313 kw; aur. 262.6 kw; HAAT: 970 ft.; ant. height above ground: 999 ft.)—Granted assignment of license from Family TV Inc. to Ohio Valley Television Inc. Action Nov. 19.

■ KQMA(FM) Phillipsburg, Kan. (92.5 mhz; 100 kw; HAAT: 511 ft.)—Granted transfer of control of Northwest Enterprises from Brian O’Neill (100% before; 37.8% after) to new shareholders (none before; 62.2% after) for \$42,350 cash. Seller has no other broadcast interests. Buyers are seller’s stepmother, Reva O’Neill (28.3%), her sons, Mark (14.2%) and Doug West (.09%), and Tad Felts (18.9%). Felts is news director at station. Action Nov. 21.

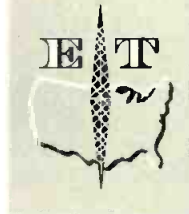
■ KMMO(AM)-KMFL(FM) Marshall, Mo. (AM: 1300 khz; 1 kw-D; FM: 102.9 mhz; 56 kw; HAAT: 380 ft.)—Granted assignment of license from KMMO Inc. to Missouri Valley Broadcasting Inc. for \$690,000, comprising \$175,000 cash and remainder note. Seller is owned by Shelter Financial Securities Inc., subsidiary of publicly held insurance firm based in Columbia, Mo. It has no other broad-

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cast interests. Buyer is owned by Marvin A. Luehrs (50%) and Michael L. Philips (50%). It also owns WMNE(AM)-WMEQ(FM) Menomonic, Wis. Luehrs also owns KTTN-AM-FM Trenton, Mo. Action Nov. 21.

■ KYLT(AM)-KZOQ-FM Missoula, Mont. (AM: 1340 kHz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 3 kw; HAAT: minus 300 ft.).—Granted assignment of license from Spectrum Communications Corp. to Peterson Broadcasting Inc. Seller is owned by W.L. Holter. It also owns WADK(AM) Newport, R.I. Buyer is owned by Gene S. Peterson. He owns 20% and is a director of KBLL-AM-FM Helena, Mont., and KPRK(AM) Livingston, Mont. Action Nov. 21.

■ KPTEL(AM)-KKBC(FM) Carson City, Nev. (AM: 1300 kHz; 5 kw-D; 500 w-N; FM: 97.3 mhz; 52 kw; HAAT: 2,240 ft.).—Granted assignment of license from Woodward Communications Inc. to Constant Broadcasting Co. for \$2,100,000, comprising \$450,000 cash and remainder note. Seller is Dubuque, Iowa-based publisher and station group of three AM's and three FM's, headed by F.R. Woodward. Buyer is owned by Frederic W. Constant (20%) and Pacific Telecom (80%). Constant also owns KYKN(AM) Eugene, Ore.; KDUK(FM) Florence, Ore.; KTOX(AM) Boise, Idaho; KIZN(FM) New Plymouth, Idaho, and has app. for new FM in Anchorage. Pacific Telecom has interest in Constant and is owner of cable systems in Rushford, Minn.; Bethel, Alaska, and is purchasing cable system serving Anchorage. Action Nov. 27.

■ WGS(AM) Ephrata, Pa. (1310 kHz; 5 kw-D)—Granted assignment of license from WIOV Inc. to Joel Michaels Media Inc. for \$250,000, comprising \$1,000 cash and remainder note. Seller is owned by Brill Media Inc., Evansville, Ind.-based station group of three AM's and two FM's owned by Alan R. Brill. It also publishes *Morning Sun*, daily newspaper in Mt. Pleasant-Alma, Mich. It purchased WGS(AM)-WIOV(FM) Ephrata ("Changing Hands," Aug. 20) but also owns WHUM(AM) Reading and must spin off WGS to comply with FCC ownership rules. Buyer is owned by Michael D. Rubright, whose professional name is Joel Michaels, and his wife, Patricia. Rubright is production director at WRAW(AM)-WRFY-FM Reading, Pa. Action Nov. 27.

■ WNOX(AM) Knoxville-WNKX(FM) Clinton, WJRB(AM) Madison-WJKZ(FM) Franklin, all Tennessee, and WVOK(AM)-WRKK(FM) Birmingham, Ala. (WNOX: 990 kHz 10 kw-U; WNKX: 95.3 mhz; 3 kw; HAAT: 300 ft. WJRB: 1430 kHz; 5 kw-D; 1 kw-N; WJKZ: 100.1 mhz; 2.5 kw HAAT: 600 ft. WVOK: 690 kHz; 50 kw-D; WRKK: 99.5 mhz; 100 kw; HAAT: 870 ft.).—Granted assignment of license from MetroGeneral Communications Inc. to ELF Communications Inc. for \$10 million, including \$50,000 noncompete agreement. Price only reflects sale of stations. Real estate will be sold to ELF in separate transaction for \$2 million. Seller is owned by Mack Sanders. He has no other broadcast interests, but will be seeking other acquisitions. He will become consultant and director of ELF. Buyer is newly formed corporation principally owned by John A. Lack, president and chief executive officer. It has no other broadcast interests. Lack is former executive vice president of Warner Amex Cable Communications and former general manager of CBS Radio Spot Sales. Action Nov. 21.

■ KFBA(AM)-KLLP(FM) [CP] Floydada, Tex. (AM: 900 kHz; 250 w-D; FM: 95.3 mhz; 3 kw; HAAT: 231 ft.).—Granted assignment of license from Billy D. Pirtle to Robert L. Alldredge and his wife, Charlene, for no less than \$133,570.74 and no more than \$135,000, comprising \$45,000 cash and remainder assumption of liabilities. FM is unbuilt CP. Seller also owns KTER(AM) Terrell, Tex. Buyer is Florida farmer and businessman with no other broadcast interests. Action Nov. 27.

■ KKBQ(AM) Houston and KKBQ-FM Pasadena, Tex. (AM: 790 kHz; 5 kw-U; FM: 92.5 mhz; 100 kw; HAAT: 1,919 ft.).—Granted assignment of license from Harte-Hanks Radio Inc. to Gannett Texas Broadcasting Inc. for \$35 million cash. Seller is disposing all of its radio properties. Buyer is Rochester, N.Y.-based publisher and station group of seven AM's, seven FM's and six TV's, headed by Allen H. Neuharth, chairman. It publishes 25 daily newspapers and 35 nondaily newspapers. Filed Oct. 4.

■ KAOC-FM Port Lavaca, Tex. (93.3 mhz; 100 kw; HAAT: 638 ft.).—Granted assignment of license from Double "R" Radio Inc. Crossroads Broadcasting Inc. for \$435,000 cash, including \$150,000 noncompete agreement. Seller is owned by D. Ray Muse and Ronald L. Bailey. It also owns KGUL(AM) Port Lavaca, Tex. Buyer is owned by John Sharp, state senator from Victoria, Tex., who has no other broadcast interests. Action Nov. 27.

■ WPRZ(AM) Warrenton, Va. (1250 kHz; 1 kw-D)—Granted transfer of control of Northern Virginia Broadcasting Inc. from Bruce A. Houston to Praise Communications Inc. for no consideration. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Sally L. Buchanan. It has no other broadcast interests. Action Nov. 27.

New Stations

Applications

FM's

■ Ferndale, Calif.—California Christian Broadcasters seeks 99.3 mhz; 3 kw; HAAT: 300 ft. Address: 777 Silver Spur Rd., #129, Rolling Hills Estates, Calif. 90274. Principal is owned by Richard Albert (49%). Coleen Clark (39%) and her husband, Frank (12%). Coleen Clarke is also app. for new AM in Fields Landing, Calif. Filed Nov. 8.

■ *Sacramento, Calif.—Sacramento City Unified School District seeks 89.7 mhz; 1 kw; HAAT: 310 ft. Address: 1619 N St., 95814. Principal is public school board headed by Nancy Findeisen, president. It has no other broadcast interests. Filed Nov. 26.

■ Sun Valley, Calif.—James W. Fox seeks 95.3 mhz; .05 kw; HAAT: 2,376.25 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Principal is GM at KWIK(AM)-KPKY(FM) Pocatello. Filed Nov. 19.

■ Boulder, Colo.—The Regents of the University of Colorado seek 90.7 mhz; .1 kw; HAAT: 4.4 m. Address: Campus Box B-3, University of Colorado 80309. Principal is educational institution headed by Charles M. Abernathy, and eight others. It has no other broadcast interests. Filed Nov. 23.

■ *Covington, La.—Covington Educational Broadcasting Foundation seeks 91.5 mhz; .397 kw; HAAT: 146 ft. Address: Route 2, Box 192-B, Covington, La. 70433. Principal is charitable trust headed by Ronald D. Allen, pastor. It has no other broadcast interests. Filed Nov. 15.

■ Madawaska, Me.—Dennis H. Curley seeks 102.3 kw; 1.75 kw; HAAT: 385 ft. Address: 41-G Horicon Ave., Glens Falls, N.Y. 12801. Principal is also 23.29% owner of WBZA(AM)-WNIQ-FM Hudson Falls, N.Y. Filed Nov. 27.

■ York Center, Me.—Coastal Radio Broadcasting Co. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 12 Great Brook Road, Milford, N.H. 03055. Principal is owned by Gail G. Gunn (80%), Laura F. DeFabio (15%) and her husband, Richard (5%). Gunn and Richard DeFabio are em-

ployed by WNDS(TV) Derry, N.H. DeFabio's are app.'s for new FM's in Hinsdale, N.H. and St. Johnsbury, Vt. Filed Nov. 14.

■ York Center, Me.—Midlam Associates seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 13 Wood Circle, Yarmouth, Me. 04096. Principal is owned by Janet M. Willette who has no other broadcast interests. Filed Nov. 13.

■ York Center, Me.—Kathleen T. McCann seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 186 Winthrop St., Apt. 21, Winthrop, Mass. 02152. Principal's father, James M. McCann owns WEMG(AM) Laconia, N.H. Filed Nov. 14.

■ York Center, Me.—Eileen J. Cole-Russo seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8, Anderson Rd., North Sebago, Me. 04029. Principal's father, Robert J. Cole owns WCME(FM) Boothbay Harbor, Me. Filed Nov. 14.

■ Saugatuck, Mich.—Edwin Lee Ver Schure seeks 92.7 mhz; 3 kw; HAAT: 72 m. Address: 523 Butternut Dr., Lot 81, Holland, Mich. 49423. Principal is announcer at WZZM-TV Grand Rapids, Mich. Filed Nov. 20.

■ Brooklyn, N.Y.—Brooklyn Latin-American Public Broadcasting Co. seeks 91.5 mhz; 20 kw; HAAT: 64.3 m. Address: 647 4th Ave., Su. 16, 11215. Principal is to be formed. It is headed by Ruben O. Greco, president, and has no other broadcast interests. Filed Nov. 28.

■ Brooklyn, N.Y.—Bay Ridge Hispanic Public Broadcasting seeks 91.5 mhz; 20 kw; HAAT: 64.3 m. Address: 63-24 7th Ave., Suite 16, 11220. Principal is to be formed. It is headed by Luciano Padilla, president, and has no other broadcast interests. Filed Nov. 28.

■ Brooklyn, N.Y.—Brooklyn Spanish-American Public Broadcasting Co. seeks 91.5 mhz; 20 kw; HAAT: 64.3 m. Address: 292 5th St., 11215. Principal is corporation to be formed headed by Candido Marrero, president, and has no other broadcast interests. Filed Nov. 28.

■ Brooklyn, N.Y.—Hispanic Public Broadcasting Co. seeks 91.5 mhz; 20 kw; HAAT: 64.3 m. Address: 2113 Cropsey Ave., 11214. Principal is corporation to be formed headed by Luis A. Pares, president, and has no other broadcast interests. Filed Nov. 28.

■ Portland, Ore.—Metro Catholic Broadcasting Inc. seeks 88.3 mhz; 2.34 kw; HAAT: 1,334 ft. Address: Suite 1111, Benjamin Franklin Plaza, Portland, Ore. 97258. Principal is nonprofit corp. headed by Nicholas M. Mariana, president. Filed Nov. 13.

■ Bluefield, Va.—Bluefield Educational Broadcasting Foundation seeks 90.9 mhz; .177 kw; HAAT: 1,050 ft. Address: 1939 Virginia Ave., Bluefield, Va. 24605. Principal is charitable trust headed by Ronnie Hall. It has no other broadcast interests. Filed Nov. 13.

TV's

■ Tolleson, Ariz.—Great Arizona Broadcasting Co. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 454 ft.; ant. height above ground: 473 ft. Address: 243 South Whitney St., Hartford, Conn. 06105. Principal is equally owned by Saul Dresner; his brother, Alfred; his wife, Edith, and Alfred's wife, Audrey. It also owns WCCC-AM-FM Hartford, Conn. It also has app.'s for two new TV's in Tequesta and Tice, both Florida and is app. for three LPTV's. Filed Nov. 23.

■ Clermont, Fla.—Big Chief Broadcasting seeks ch. 68; ERP vis. 87.1 kw; aur. 14.12 kw; HAAT: 340.97 ft.; ant. height above ground: 364.67 ft. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal is owned by Charles Joyner (51%) and H. James Sharp (49%). Sharp is app. for LPTV in Crystal River, Fla. Filed Nov. 20.

■ Marianna, Fla.—H&W Broadcasting seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 590 ft.; ant. height above ground: 470 ft. Address: Main St., Mexico, Fla. 42240. Principal is owned by Edward Hopkins (51%) and Barbara Wilson (49%). Hopkins has interest in app.'s for new TV's in Fredericksburg, Va., Miami, Tulsa, Okla., and Crockett, Tex. Filed Nov. 29.

■ Palatka, Fla.—American Communications and Television Inc. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,006 ft.; ant. height above ground: 1,015 ft. Address: 900 NW Eighth Ave., Gainesville, Fla. 32601. Principal also owns WMNX(FM) Tallahassee, Fla.; WSQY-TV Forest City, N.C.; WTGS(TV) Hardeeville, S.C.; KOOG-TV Ogden, Utah, and CP for new TV in Rome Ga., LPTV's in Lake City, Ocala, and Orlando, all Florida, is app. for 12 LPTV's in Fla., and is app. for new TV's in Micanopy and Gainesville, both Florida and Fort Collins, Colo. It also owns two cable systems and one SMATV system in Florida. Filed Nov. 29.

■ Palatka, Fla.—Palatka Television Inc. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 973 ft.; ant. height above ground: 975 ft. Address: P.O. Box 1397, 32077. Principals

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voting stock is equally owned by Abe Alexander, his wife, Agnes, Henry Jenkins, his wife, Julia, Alphonso McRae, and his wife, Vivian. Nonvoting stock is equally owned by J.A. Ginn Jr. and Steven H. Cone. It has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Tequesta Television Inc. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,423 ft.; ant. height above ground: 1,420 ft. Address: 3601 SW 117 Ave., #302, Miami 33175. Principal is owned by Silvia Salinas (20%) and Brenda Skipper (80%). It has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Sandra Corr Jordan seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,423 ft.; ant. height above ground: 1,420 ft. Address: P.O. Box 3489, 33458. Principal has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Tequesta Television Partners seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,490.5 ft.; ant. height above ground: 1,490 ft. Address: 855 Rutherford Dr., Jackson, Miss. 39206. Principal is owned by William Dilday (10%), Ruth Sperling (2.5%) and Thomas F. Carney Jr. (87.5%). Dilday has interest in WESY(AM) Leland, Miss., and is on board of firms owning LPTV's in Pittsburgh and which are app.'s for four new TV's and two LPTV's in Buffalo and Syracuse, both New York. Carney's father, Thomas Sr. owns CP for WJPR-TV Lynchburg, Va., and WJTC(TV) Pensacola, Fla. Filed Nov. 29.

■ Tequesta, Fla.—Zephyr Broadcasting Corp. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,889 ft.; ant. height above ground: 1,882 ft. Address: 221-C-2 Pine How Circle, Lake Worth, Fla. 33463. Principal is owned by Ana R. Avello (100% voting stock; 4% ownership), Pamela R. Jones (20%), and future stockholders (76%). It has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Rodriguez-Barnett & Associates Ltd. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 993 ft.; ant. height above ground: 982 ft. Address: 4597 St. Andrews Rd., Pine Tree Country Club, Boynton Beach, Fla. 33436. Principal is equally owned by Jose L. Rodriguez, his wife, Margaret, and Maureen S. Burnett. Jose Rodriguez is on board of nonprofit licensee of WHRS-FM-TV Palm Beach, Fla. Filed Nov. 29.

■ Tequesta, Fla.—Martin Telecommunications Inc. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,423 ft.; ant. height above ground: 1,420 ft. Address: 7955 Biscayne Point Cir., Miami Beach 33141. Principal is owned by Betty Heisler, who has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Old Salt Broadcasting Inc. seeks ch. 25; ERP vis. 4,539 kw; aur. 454 kw; HAAT: 999.5 ft.; ant. height above ground: 994.5 ft. Address: 340 Royal Palm Way, Palm Beach, Fla. 33480. Principal's voting stock is equally owned by W.M. Hall, Belinda C. Palmore, and Karen Dillingham. Nonvoting stock is equally owned by Al J. Cone, Frank T. McKeown and Albert J. Gamot. It has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Tequesta Coastal Broadcasting Ltd. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,436 ft.; ant. height above ground: 1,424 ft. Address: 5380 N. Ocean Dr., #5b, Singer Island, Fla. 33404. Principal is equally owned by Mary F. Koker, Henry Brandt, Andrew W. Janis, Eugene M. Keebler and Claude H. Rhea. Keebler and Rhea are on board of app. for new nonprofit TV in Boca Raton, Fla. Koker is program host on WFBT(TV) Minneapolis. Filed Nov. 29.

■ Tequesta, Fla.—G&I Ltd. seeks ch. 25; ERP vis. 5,000 kw; aur. 400 kw; HAAT: 515 ft.; ant. height above ground: 525 ft. Address: 2601 Biscayne Blvd., Miami 33137. Principal is owned by Michelle S. Goldstein (51%) and Ann Iles (49%). It has no other broadcast interests. Filed Nov. 29.

■ Tequesta, Fla.—Spirit Broadcasting Corp. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,424 ft.; ant. height above ground: 1,420 ft. Address: #6 Concourse Dr., P.O. Box 3161, 33458. Principal is nonprofit corporation headed by Mary Jeanne Tome, who has no other broadcast interests. Filed Nov. 29.

■ Hopkinsville, Ky.—Green River Group Ltd. seeks ch. 51; ERP vis. 1,618 kw; aur. 162 kw; HAAT: 459 ft.; ant. height above ground: 470 ft. Address: 522 Country Club Lane, 42240. Principal has no other broadcast interests. Filed Nov. 29.

■ Presque Isle, Me.—Allan M. Weiner seeks ch. 62; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 480 ft.; ant. height above ground: 375 ft. Address: #4 Second St., 04769. Principal owns WOZI(FM) Presque Isle and WOZW(FM) Monticello, both Maine. It is also app. for LPTV in Presque Isle. Filed Nov. 28.

■ Tulsa, Okla.—Kilgore Broadcasting seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 784 ft.; ant. height above ground: 247 ft. Address: RF 1, Box 146, Kilgore, Tex. 75662. Principal is equally owned by Johnnie B. Woodbury, who also has interest in app.'s for new TV's in Miami, Oklahoma City, Odessa, Tex., and Owensboro, Ky.; Elmer

Montgomery, who also has interest in app.'s for new TV's in Fort Worth, Miami and Oklahoma City; Bessie C. Noble, who also has interest in app.'s for new TV's in Oklahoma City and El Paso; Zeather Willis, who also has interest in app.'s for new TV's in Fredericksburg, Va., Miami and Fort Worth, and Michael Thurman, who is also app. for new TV's in Fort Worth, Miami and Oklahoma City. Filed Nov. 29.

■ Memphis—Burwood Broadcasting of Memphis Ltd. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 925 ft.; ant. height above ground: 945 ft. Address: 3612 Wilbur Pl., Ashville, Tenn. 37204. Principal is owned by general partners: Carlos Jesus Clemente (6%); Patricia V. Woolwine (6%), and her husband and limited partner, Emmons Hicks Woolwine (88%). It has no other broadcast interests. Filed Nov. 27.

■ Conroe, Tex.—Conroe Community Educational Outreach seeks ch. 55; ERP vis. 1,636 kw; aur. 163 kw; HAAT: 522 ft.; ant. height above ground: 522 ft. Address: 1610 Mustang Trail, Kingwood, Tex. 77339. Principal is company to be formed, headed by Lisa K. Osteen, president. It has no other broadcast interests. Filed Nov. 28.

■ Conroe, Tex.—Wood Broadcasting Co. seeks ch. 55; ERP vis. 3,160 kw; aur. 316 kw; HAAT: 1,132 ft.; ant. height above ground: 1,119 ft. Address: 100 Elm St., Prairie View, Tex. 77446. Principal is owned by Curtis Wood; his wife, Lou Lee, and their daughter, Gina. Other daughter, Barbara W. Harrison, has interest in app. for new TV in Dallas. Filed Nov. 29.

■ Conroe, Tex.—G-A Communications Inc. seeks ch. 55; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 847 ft. ant. height above ground: 845 ft. Address: 11627 Landsdowne, Houston. Principal is owned by Joann J. Garcia, who has no other broadcast interests. Filed Nov. 29.

■ Conroe, Tex.—Conroe Broadcasting seeks ch. 55; ERP vis. 1,500 kw; aur. 150 kw; HAAT: 1,545 ft.; ant. height above ground: 1,528 ft. Address: 8966 N. Martindale, Detroit 48206. Principal is owned by Rossevelt Moore (20%), Shelby Gillam (40%) and Earnest G. McClellan (40%). Gillam is president and McClellan is VP of licensee of WGGN-FM Castalia and WGGN-TV Sandusky, both Ohio. Filed Nov. 29.

■ Crockett, Tex.—Hopkins Broadcasting seeks ch. 40; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 331.7 ft.; ant. height above ground: 247 ft. Address: 4208 Coleherne, Baltimore 21001. Principal is owned by Edward Hopkins, who is also app. for new TV's in Fredericksburg, Va., Miami, Crockett and Fort Worth (see below). Filed Nov. 29.

■ Fort Worth—Haltom City Broadcasting seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,133 ft.; ant. height above ground: 1,118 ft. Address: 4809 Coleherne, Baltimore 21229. Principal is owned by Edward Hopkins (25%), Zeather Willis (25%) and Peggy Nicholson (50%). Hopkins is app. for new TV in Crockett, Tex. Willis is app. for new TV in Fredericksburg, Va.; Miami, and Pulaski, N.Y. Filed Nov. 29.

■ San Antonio, Tex.—Vela Broadcasting Co. seeks ch. 60; ERP vis. 2,222 kw; aur. 222 kw; HAAT: 1,484 ft.; ant. height above ground: 1,246 ft. Address: 7207 Horsethite Lane 78240. Principal is owned by Frederick Vela and his wife, Velia. It has no other broadcast interests. Filed Nov. 27.

■ San Antonio, Tex.—Thomas TV Associates seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 424 ft.; ant. height above ground: 480 ft. Address: 6126 Lyngrove, 78249. Principal is owned by Adrian L. Thomas (75%) and Henry R. Riggins (25%). It has no other broadcast interests.

Filed Nov. 29.

■ San Antonio, Tex.—Spanish American Broadcasting Inc. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,483 ft.; ant. height above ground: 1,433 ft. Address: 503 Fenwick, Laredo, Tex. 78041. Principal is owned by Luba Lidsky Friedman, who has no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—Televisa Corp. seeks ch. 60; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 1,400 ft.; ant. height above ground: 442 ft. Address: 401 W. Commerce St., 78707. Principal's voting stock is owned by David V. Cruz (60%), Blandina C. Ramirez (20%) and Guillermo M. Lozano (20%). Nonvoting stock is equally owned by David M. Saks and Doyle Spruill. Principal has no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—San Antonio Broadcasting seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,433 ft.; ant. height above ground: 1,423 ft. Address: 212 Elizabeth Ann Court, 78213. Principal is owned by Junko Perez (75%) and Deborah Crawford (25%). It has no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—Pro 60 Communications Inc. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,370 ft.; ant. height above ground: 1,348 ft. Address: 8754 Timberwilde, 78250. Principal is equally owned by Maria R. Oliva and Maria E. Tarralva. It has no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—Fiesta Communications Ltd. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,319 ft.; ant. height above ground: 1,244 ft. Address: 8639 Fairhaven #1003, 78229. Principal is owned by Consuelo Prieto (25%), Ronald L. Campbell (25%), his father, Waymon (10%), Hal Widsten (25%) and Peter Lechman (15%). Waymon Campbell and Widsten own KSAQ(FM) San Antonio. Lechman's wife, Audrey, is app. for new FM in Edinburg, Va. Filed Nov. 29.

■ San Antonio, Tex.—Nueva Vista Productions seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,035 ft.; ant. height above ground: 1,025 ft. Address: 751 Nottingham, 78209. Principal is owned by David A. Davila (51%), Nicasio O. Flores (34%) and Edward L. Gonzalez (15%). Gonzalez is reporter for KENS-TV San Antonio. Filed Nov. 29.

■ San Antonio, Tex.—Salinas-Oatman Corp. seeks ch. 60; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 809 ft.; ant. height above ground: 805 ft. Address: 14103 Circle A Trail, Helotes, Tex. 78023. Principal is owned by Gloria Salinas-Oatman, who has no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—Amistad Communications of the Southwest Inc. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,368 ft.; ant. height above ground: 1,358 ft. Address: 8339 Sageline, 78251. Principal is owned by Lesvia Guerra-Cox and Cynthia Mohammad. They have no other broadcast interests. Filed Nov. 29.

■ San Antonio, Tex.—San Antonio Video Corp. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,348 ft.; ant. height above ground: 1,338 ft. Address: 7731 Broadway, 78209. Principal's voting stock is owned by Mary V. Decker (7.4%) and Lakita B. Jones (1.2%) with other stockholders to be named. Nonvoting stock is principally owned by R. Laurence Macon (18.5%), Albert G. Bustamente (18.5%) and Decker's son, Oliver Heard (18.5%). Heard is tentative selectee for LPTV's in Houston, Atlanta and St. Petersburg, Fla. and is app. for 37 other LPTV's. Filed Nov. 29.

■ San Antonio, Tex.—Hispanic Broadcasting of San Antonio seeks ch. 60; ERP vis. 3,500 kw; aur. 350 kw; HAAT:

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Pay Subs.	:	102% of Basic
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975 ft.; ant. height above ground: 974 ft. Address: 419 W. Kings Highway, 78212. Principal is owned by Rebecca Q. Cedillo (29%) and Timothy L. Crosby (71%). Crosby is app. for new TV in Conroe, Tex. and general manager at WFAT-TV Johnstown, Pa. which is owned by his father, Leon, who also owns KBRG(FM) Fremont, Calif. Timothy Crosby's brother, Terry, is app. for new TV in Rancho Palos Verdes, Calif. His mother, Marilyn Button, has interest in app. for new TV in Lakeland, Fla. Filed Nov. 29.

■ San Antonio, Tex.—TV 60 Partnership seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,358 ft.; ant. height above ground: 1,248 ft. Address: 2030 Bible Blvd., 78220. Principal is owned by Jonathan E. Byrd (99%) and Lydia Lawrence (1%). It is also app. for new TV in Phoenix. Filed Nov. 29.

Facilities Changes

Applications

AM's

Tendered

■ WRFC (960 khz) Athens, Ga.—Seeks CP to increase night power to 2.5 kw; change TL, and make changes in ant. sys. App. Dec. 3.

■ WQXM (1560 khz) Gordon, Ga.—Seeks CP to increase power to 10 kw. App. Nov. 28.

■ WJJN (1180 khz) Newburgh, Ind.—Seeks CP to increase

power to 1 kw. App. Dec. 3.

■ KCLK (1430 khz) Clarkson, Wash.—Seeks CP to add night service with 1 kw; increase day power to 5 kw; install DA-2; change city of lic. to Asotin, Wash.; change TL, and make changes in ant. sys. App. Dec. 3.

■ KTOL (1280 khz) Lacey, Wash.—Seeks CP to add night service with 500 w and make changes in ant. sys. App. Nov. 28.

■ KPMA (1400 khz) Tacoma, Wash.—Seeks CP to change city of lic. to Silverdale, Wash., and change TL. App. Nov. 28.

Accepted

■ KDAP (1450 khz) Douglas, Ariz.—Seeks mod. of lic. to change SL. App. Nov. 28.

■ KRML (1410 khz) Carmel, Calif.—Seeks MP to change TL. App. Dec. 3.

■ KDKO (1510 khz) Littleton, Colo.—Seeks MP to make changes in ant. sys. App. Dec. 3.

■ WDGY (1130 khz) Minneapolis—Seeks CP to change daytime TL and make changes in ant. sys. App. Nov. 30.

■ KJPW (1390 khz) Waynesville, Mo.—Seeks MP to change TL and change SL to 800 N. Zeingenbein Rd., Waynesville. App. Nov. 30.

■ KATL (770 khz) Miles City, Mont.—Seeks MP to change TL and make changes in ant. sys. App. Dec. 3.

■ WJIC (1510 khz) Salem, N.J.—Seeks MP to make changes in ant. sys. App. Dec. 3.

■ WLVL (1340 khz) Lockport, N.Y.—Seeks CP to increase night power to 1,000 w. App. Nov. 28.

■ WTIG (990 khz) Massillon, Ohio—Seeks mod. of lic. to

operate transmitter by remote control. App. Nov. 30.

■ WLAC (1510 khz) Nashville—Seeks CP to change SL to Davidson county, Tenn. App. Nov. 30.

FM's

Accepted

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 983.8 ft. App. Nov. 30.

■ New (100.9 mhz) Eureka Springs, Ark.—Seeks mod. of CP to change TL; change ERP to 1.08 kw, and change HAAT to 533 ft. App. Nov. 30.

■ KMDX (99.3 mhz) Parker, Ariz.—Seeks mod. of CP to change SL to 137 W. Riverside Dr., Parker. App. Nov. 30.

■ KXGO (93.1 mhz) Arcata, Calif.—Seeks mod. of CP to change TL and change ERP to 92.6 kw. App. Nov. 30.

■ KWAV (96.9 mhz) Monterey, Calif.—Seeks mod. of lic. to install new transmission sys. App. Dec. 3.

■ WLYF (101.5 mhz) Miami—Seeks mod. of lic. to operate formerly authorized facilities as aux. App. Dec. 3.

■ WPCB (94.9 mhz) Atlanta—Seeks CP to install and operate aux. ant. App. Nov. 30.

■ WLSO (92.7 mhz) Spencer, Ind.—Seeks mod. of lic. to install new transmission sys. App. Nov. 28.

■ *WNUK (89.7 mhz) Highland Heights, Ky.—Seeks mod. of CP to change TL and change HAAT to 318 ft. App. Nov. 30.

■ WSPF-FM (98.9 mhz) Paintsville, Ky.—Seeks CP to change ERP to 94 kw and change HAAT to 600.24 ft. App. Nov. 30.

■ KTOZ (104.9 mhz) Marshfield, Mo.—Seeks CP to change ERP to 2.4 kw and change HAAT to 360 ft. App. Nov. 30.

■ WZIX (100.1 mhz) Artesia, Miss.—Seeks mod. of CP to change in site.

■ KTOZ (104.9 mhz) Marshfield, Mo.—Seeks CP to change ERP to 2.4 kw and change HAAT to 360 ft. App. Nov. 30.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Seeks mod. of CP to make changes in ant. sys. App. Nov. 30.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Seeks CP to change ERP to 26.1 kw. App. Nov. 30.

■ *WSOE (89.3 mhz) Elon College, N.C.—Seeks CP to change ERP to 0.5 kw; change HAAT to 120 ft., and make changes in ant. sys. App. Nov. 30.

■ WCSM-FM (96.7 mhz) Celina, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 30.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Seeks CP to change ERP to 19.3 mhz. App. Nov. 30.

■ WYAV (104.1 mhz) Conway, S.C.—Seeks mod. of lic. to install new transmission sys. App. Dec. 3.

■ WXYR-FM (104.9 mhz) Ridgeland, S.C.—Seeks mod. of CP to change HAAT to 328 ft. and make changes in ant. sys. App. Nov. 30.

■ WMC-FM (99.7 mhz) Memphis—Seeks mod. of lic. to operate formerly authorized facilities as aux. App. Dec. 3.

■ WLAC-FM (105.9 mhz) Nashville—Seeks mod. of CP to change SL to Davidson county, Tenn. App. Nov. 30.

■ KORA-FM (98.3 mhz) Bryan, Tex.—Seeks CP to change ERP to 950 w and change HAAT to 486.1 ft. App. Nov. 30.

TV's

Accepted

■ KXTL (ch. 40) Sacramento, Calif.—Seeks MP to make changes in ant. sys. App. Nov. 29.

■ KMTC (ch. 27) Springfield, Mo.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 1,690 ft. App. Nov. 27.

■ WRDG (ch. 16) Burlington, N.C.—Seeks MP to change ERP to vis. 1,918.7 kw, aur. 175 kw and change HAAT to 837 ft. App. Nov. 29.

■ KXXV (ch. 25) Waco, Tex.—Seeks MP to make changes in ant. sys. App. Nov. 29.

■ *KTCT-TV (ch. 17) St. Paul—Seeks CP to change ERP to 1,000 kw, aur. 200 kw and make changes in ant. sys. App. Nov. 29.

Actions

AM's

■ WJMW (770 khz) Athens, Ala.—Granted app. to operate

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transmitter by remote control. Action Nov. 14.

■ KEZY (1190 khz) Anaheim, Calif.—Granted app. to increase night power to 2.5 kw; change night TL, and make changes in ant. sys. Action Nov. 21.

■ KIEV (870 khz) Glendale, Calif.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WLTH (1370 khz) Gary, Ind.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WBUL (1470 khz) Fort Knox, Ky.—Returned app. to change city of lic. to Shepherdsville, Ky.; increase power to 5 kw; change TL, and make changes in ant. sys. Action Nov. 26.

■ WRUS (610 khz) Russellville, Ky.—Granted app. to add night service with 500 w; change TL, and make changes in ant. sys. Action Nov. 21.

■ WTHU (1450 khz) Thurmont, Md.—Granted app. to increase night power to 400 w. Action Nov. 19.

■ WJDQ (1240 khz) Meridian, Miss.—Granted app. to change TL and make changes in ant. sys. Action Nov. 16.

■ WJTN (1240 khz) Jamestown, N.Y.—Granted app. to increase night power to 500 w. Action Nov. 20.

■ WKIP (1450 khz) Poughkeepsie, N.Y.—Granted app. to increase night power. Action Nov. 19.

■ WNYR (990 khz) Rochester, N.Y.—Granted app. to make changes in ant. sys. Action Nov. 27.

■ WLQV (96.3 mhz) Columbus, Ohio—Granted app. to operate formerly authorized facilities as aux. Action Nov. 26.

■ WOSU (820 khz) Columbus, Ohio—Granted app. to add night service with 1 kw and make changes in ant. sys. Action Nov. 20.

■ WGFV (1580 khz) Morovis, P.R.—Granted app. to operate transmitter by remote control. Action Nov. 21.

■ KCTI (1450 khz) Gonzales, Tex.—Granted app. to increase day power to 1 kw. Action Nov. 26.

FM's

■ WKXX (106.9 mhz) Birmingham, Ala.—Granted app. to change HAAT to 993 ft. Action Nov. 20.

■ WKMX (106.7 mhz) Enterprise, Ala.—Granted app. to change HAAT to 1,068.3 ft. Action Nov. 27.

■ WBLX (92.9 mhz) Mobile, Ala.—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 1,598 ft. Action Nov. 27.

■ KSNA (107.5 mhz) Anchorage—Granted app. to change TL and change HAAT to minus 295 ft. Action Nov. 26.

■ KWHL (106.5 mhz) Anchorage—Granted app. to change HAAT to minus 89 ft. Action Nov. 5.

■ KLLY (95.3 mhz) Oildale, Calif.—Granted app. to change ERP to 2.2 kw and change HAAT to 346 ft. Action Nov. 20.

■ KALF (95.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 7 kw, and change HAAT to 1,265 ft. Action Nov. 19.

■ KCRP (105.5 mhz) Rosamond, Calif.—Dismissed app. to change TL and change HAAT to 328 ft. Action Nov. 23.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Accepted app. for filing to change ERP to 3.1 kw. Action Oct. 19.

■ KSEQ (97.1 mhz) Visalia, Calif.—Granted app. to change ERP to 23 kw and change HAAT to 682 ft. Action Nov. 20.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 23.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Granted app. to change SL to 194 NW 187th St., Miami. Action Nov. 16.

■ WAJX (98.3 mhz) Titusville, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 27.

■ WKMD (94.3 mhz) Loogootee, Ind.—Granted app. to change TL; change ERP to 1.8 kw, and change HAAT to 426.4 ft. Action Nov. 27.

■ WNSN (101.5 mhz) South Bend, Ind.—Granted app. to change ERP to 13 kw. Action Nov. 27.

■ WMMQ (92.7 mhz) Charlotte, Mich.—Granted app. to change ERP to 1.3 kw and change HAAT to 483 ft. Action Nov. 27.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Granted app. to change TL; change HAAT to 993.84 ft., and make changes in ant. sys. Action Nov. 19.

■ WNSL (100.3 mhz) Laurel, Miss.—Granted app. to change TL and change HAAT to 325 ft. Action Nov. 19.

■ *KOPN (89.5 mhz) Columbia, Mo.—Dismissed app. to change TL; change ERP to 20 kw, and change HAAT to 219

ft. Action Nov. 23.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Nov. 27.

■ KTNC-FM (95.3 mhz) Falls City, Neb.—Granted app. to change TL; change HAAT to 970 ft., and make changes in ant. sys. Action Nov. 23.

■ *WMNJ (88.9 mhz) Madison, N.J.—Granted app. to change ERP to 0.1 kw. Action Nov. 16.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted app. to change ERP to 3 kw. Action Nov. 26.

■ WXRC (95.7 mhz) Hickory, N.C.—Granted app. to change TL and change HAAT to 1,275.92 ft. Action Nov. 20.

■ WYQC (102.9 mhz) Shelbyville, Tenn.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,150 ft., and make changes in ant. sys. Action Nov. 20.

■ KTXQ-FM (102.1 mhz) Fort Worth—Granted app. to install aux. ant. Action Nov. 26.

■ KZRQ (92.1 mhz) Seabrook, Tex.—Granted app. to change ERP to 1.4 kw. Action Nov. 27.

■ KRGO-FM (107.9 mhz) Roy, Utah—Granted app. to install new transmission sys. Action Nov. 21.

■ WAVA (105.1 mhz) Arlington, Va.—Granted app. to change HAAT to 541 ft.; change ERP to 41 kw, and make changes in ant. sys. Action Nov. 27.

■ KHIT (106.9 mhz) Bremerton, Wash.—Accepted app. for filing to change ERP to 95.8 kw and change HAAT to 1,493 ft. Action Oct. 2.

■ KLYK (105.5 mhz) Longview, Wash.—Granted app. to change ERP to 0.316 kw. Action Nov. 26.

■ KOTB (106.3 mhz) Evanston, Wyo.—Accepted app. for filing to make changes in ant. sys. Action Nov. 20.

TV's

■ *WCAE (ch. 50) Gary, Ind.—Granted app. to change ERP to vis. 1,227 kw, aur. 122.7 kw; change HAAT to 1,007, and change TL. Action Nov. 21.

■ KTDZ (ch. 24) Portland, Ore.—Granted app. to change HAAT to 1,785 ft.; change TL, and make changes in ant. sys. Action Nov. 26.

■ *WHRO-TV (ch. 15) Hampton-Norfolk, Va.—Granted app. to change ERP to vis. 2,748 kw, aur. 274.8 kw; change HAAT to 968 ft., and make changes in ant. sys. Action Nov. 19.

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.

Call Letters

Applications

Call	Sought by
New FM	
WKLI	Oxford Radio, Oxford, Miss.
New TV	
WVUW	Housatonic Broadcast Co., Pittsfield, Mass.
Existing AM	
KRNN	KBUC KSDR Inc., San Antonio
Existing FM's	
*WTCE	WSMC-FM Southern College of Seventh-day Adventists, Collegedale, Tenn.
KATI-FM	KAWY Mountain West Broadcasting Inc., Casper, Wyo.
Existing TV	
WMVP	WSCT TV56 Ltd., Melbourne, Fla.

Grants

Call	Assigned to
New AM	
KCKX	Elizabeth I. Wamsley, Stayton, Ore.
New FM's	
KGAP	Southwestern Broadcasting Co., Gurdon, Ark.
KRBZ	Tusayan Broadcasting Co., Tusayan, Ariz.
KSJ-FM	La Unica Broadcasting Co., San Angelo, Tex.
New TV	
KTRG	TRG Broadcasting Systems Inc., Jacksonville, Tex.
Existing AM's	
WGTT	WQMS Metrosouth Broadcasting Inc., Alabaster, Ala.
WRJR	WNIZ Lake County Broadcasting Co., Zion, Ill.
WDJO	WMLX DKM Broadcasting Corp., Cincinnati
WIEZ	WMRF Mifflin County Broadcasting Co., Lewistown, Pa.
WPRO	WIKV David T. Murray, Colonial Heights, Tenn.
WRHX	WVBK United Communications Corp., Herndon, Va.
KARR	KGAA Pro Circuit Inc., Kirkland, Wash.
Existing FM's	
WRJM	WIGC Shelly Broadcasting Co., Troy, Ala.
KJJZ	KQTA Pillar Mountain Broadcasters Inc., Kodiak, Alaska
WSSP	WRKT-FM Cocoa Beach Broadcasting Co., Cocoa, Fla.
WNKS	WVOC Aylett B. Coleman, Columbus, Ga.
WNNK-FM	WTPA-FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa.
WVHT	WDNE-FM Marja Broadcasting Corp., Elkins, W. Va.
Existing TV	
WDOI	WRAU-TV Forward of Illinois Inc., Peoria, Ill.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Experienced, mature program director. Top rated country. Good benefits and working conditions. Resume/tape: Bo Bowman, WPAP-FM, Caller Box 2288, Panama City, FL 32402.

Rapidly expanding station group recently acquired two new properties. Have immediate openings for GM's, SM's, PD's, announcers, sales, news personnel. Must have prior experience; able to withstand extensive background check. Stations located in Idaho, New Mexico, Texas and Florida. Send resume and related material to C. Hejl, Broadcast Properties, 1700 Kyle South, Suite 230, College Station, TX 77840.

Satisfaction. Money. For audience-boosting, sales-expanding, take-charge general manager. Medium Illinois market. Resume to Box A3041, Chicago, 60690.

General manager. Northern Michigan. Excellent opportunity for sales-oriented manager. (Four radio stations). 517—321-1763 evenings EST.

General manager/GSM. If you're currently employed but looking for new challenges, I need to hear from you. I have several positions open for GM's & GSM's; need high quality personnel with which to fill them. Please send resume in strict confidence to D. Chester, Media Career Consultants, 853 E. Semoran Blvd., Suite 220, Casselberry, FL 32707. Of course, all fees paid.

Southern California. Top 100, medium market, California's fastest growing city, seeking sales professional who'd like to move up. If you prove to me that you can sell, lead by example, recruit, train, motivate, you will become sales manager of #1 rated rock/oldies station in the market. Salary plus commission, plus override, expenses, many other benefits should provide annual income between \$25K-\$45K. Contact Gary Conard, GM, 805—327-3587; resume to KGEQ/KGFM, Box 260, Bakersfield, CA 93302. EOE.

General sales manager. Tired of hustle & bustle of big city life? A perfect lifestyle where everything's still reasonably priced can be yours if you're honest, hard-working, good trainer, excellent motivator, & dedicated professional. Tell all in resume to Box B-55.

Sales manager. Growing Midwest broadcast group needs sales manager for station with proven record of success. Person needs to be selling & training manager. Excellent income/company benefits. All replies strictly confidential. Resume to Box B-58. EOE.

Sales manager for growing FM AC who can sell, recruit, train, motivate sales team in highly competitive ten-station market. Contact Rod Krol, WKWK-FM, PO Box 6624, Wheeling, WV 26003. EOE/MF.

General manager. Central Florida AM. Heavy community involvement, sales orientation. Part-ownership position available. Mail letter outlining management skills/ideas and compensation required, with resume, to Box 1023, Longwood, FL 32779.

Oregon radio group seeking career broadcasters to join our professional team. Results are the name of the game, and rewards are great. We'll surround you with other winners, provide innovative leadership, superior pay and benefit plan, and real chance to grow with young group. Send resume to Vice President, M3X Corporation, 1207 S.E. 9th Street, Suite B, Albany, OR 97321.

Fast growing small market AM-FM, southern Wisconsin, hiring first sales manager. Resume/references to John Timm, WMLW/WTTN, Watertown, WI 53094. EOE, MF.

General manager. Fast growing progressive Texas market of 50,000. Progressive owners seek experienced sales - oriented manager. Prefer someone from Southwest area. Available first of '85. Send resume/details to Box B-62.

GM needed for Shreveport class C. Young, solid company offers equity plan for the right killer. Box B-64.

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.

San Diego. General sales manager. Outstanding opportunity for strong experienced producer. Excellent working conditions. Resume: Gene Alfred, KMLC AM100, PO Box 1000, Vista, CA 92083. EOE.

KNRY Radio, California's central coast, has opening in sales for experienced account executive with sales management potential. Good salary, commission, benefits. Resume to W. J. Beaton, Jr., General Manager, KNRY Radio 1240, P.O. Box 2108, Monterey, CA 93940.

Sales manager. Growing medium-small market AM/FM station, Pacific Northwest. Must be creative, able to train and work with people, handle detail, have proven sales record. EOE. Send resume/salary requirements to Box B-37.

Southeastern class C, FM adult contemporary, seeks professional salespeople for purpose of building best sales team in market. Candidates must be goal-oriented achievers. Only those with professional selling skills need apply. If you are seeking new opportunity to earn money and recognition, please apply. EOE. Box B-49.

Sunbelt - Suburban Radio Group searching for skilled closers to go to work at any of our nine stations. If you're a sales professional interested in joining a progressive broadcast company, send complete information to William R. Rollins, President, Suburban Radio Group, P.O. Box 128, Concord, NC 28025. We have stations in small, medium, and large Southern markets. EOE.

Sales manager. Experienced broadcaster for strong SE Iowa AM. Resume to John Reardon, KBIZ, Box 190, Ottumwa, IA 52501. EOE.

Professional sales rep. Successful Texas suncoast FM seeks real pro with provable track record. We can match your present earnings up front and offer you opportunity to grow/prosper in great half million market. Plus, potential for advancement to management as we fulfill our plans for growth into additional markets. Guarantee, 20% commission on direct sales, profit sharing, insurance, most expenses, lots of perks. If you want to work and succeed with professionals, play in the surf, enjoy sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and can prove you have a good radio sales track record, write/call Don Durden, VP-GM, Pylecom Radio Group, P.O. Box 6067, Beaumont, TX 77705, 409—842-2210. AA/EOE.

Charlotte - WPEG searching for skilled closer to sell advertising. Sales professionals should send complete information to Nancy Cooper, WPEG, P.O. Box 128, Concord, NC 28025, to find out if you're right for the job. WPEG is #2 in Charlotte with a 10.8 share (total persons 12+ Monday-Sunday, 6AM-midnight, Arbitron, Spring '84). EOE.

Major market black contemporary station seeks aggressive local retail sales manager. Station has dynamic marketing plan for '85 involving intensive training & professional development. EOE. Write Box B-70.

HELP WANTED ANNOUNCERS

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.

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

Personality adult—oriented announcer. Small market morning show. Need experience and desire to become PD. Great move for unappreciated afternoon drive announcer. Tape/resume to Box 986, Front Royal, VA 22630. EOE.

If you have real talent, can write, produce, be very creative, plus sign on in the mornings, I need you. What you get is good salary plus beauty of the Grand Tetons, skiing, Yellowstone, and very pleasant working atmosphere. Resume/tape to Don Decker, KSGT Radio, P.O. Box 100, Jackson Hole, WY 83001.

Can you talk? Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

Producer/announcer. Full-service public radio stations KUNI (100 kw FM)/KHKE (10 kw FM) need producer/announcer. Serve as host/news reporter for top-rated morning news program. Must have clear, accurate, authoritative delivery, excellent diction, ability to perform as on-air personality. Thorough knowledge of current affairs and contemporary issues an absolute must. Must have solid skills in operating control board, producing audio inserts, & interviewing. Some knowledge of experience in music programming also necessary. Must be able to project bright, informed image in ad-lib situations. Position requires a B. A. degree in broadcasting, communication, speech or reasonably-related field. Minimum 2 to 3 years' experience as on-air producer/announcer/host for news-related programming is required. Previous experience in public broadcasting desirable. \$15,379 to \$17,172; liberal fringe benefit program. Send letter of application, resume, recent audition tape to Joe Young, Personnel Services, 225 Latham Hall, University of Northern Iowa, Cedar Falls, IA 50614, UNI, an AA/EOE.

Virginia stations need experienced announcer for PM drive/sales. Good income potential with great company. T & R immediately to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EOE.

Youthful but mature delivery, tight/concise. Morning drive & night dayparts open. Contemporary format. Resume/tape to P.O. Box 2827, Cincinnati, OH 45201. Equal opportunity employer.

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

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

Experienced chief engineer. AM-FM combo. Excellent opportunity for career-minded individual. Good pay. Write Box B-4.

Chief engineer. Experienced radio broadcast engineer. Take charge of AM-FM combo, upstate New York. Extensive maintenance experience required. Knowledge of RCA & Gates transmitters necessary. Must have current understanding of FCC rules, possess valid 1st class radiotelephone or general class operators permit. Send resume, references, past salary history. Right pay for right person. Write Box B-24.

Southern Calif. AM/FM combo needs full maintenance chief engineer. Must be familiar with FM audio processing, have ability to motivate and manage yourself. Provide references, resume, salary requirements to Gen. Mgr., KMMN/KGGI, P.O. Box 1290, San Bernardino, CA 92402. Immediate opening. EOE.

Chief engineer. Public radio, Ketchikan, Alaska. Must have 1st class FCC license, at least 3 years' engineering experience in FM broadcasting. Salary \$22,880 to \$30,160, plus benefits. DOE. KRBD-FM, 716 Totem Way, Ketchikan, AK 99901. EOE.

Florida suncoast AM/FM seeks hands-on chief engineer. Studio/transmitter experience. Established company. Benefits. Ideal community. Resume/salary requirements to Box B-39.

Engineering manager. Oversee Sunbelt radio stations. Major group broadcaster. Must have track record working with people, as well as technical expertise in all aspects of radio. Position requires mature, experienced professional who's looking for long-term, secure position with well-established broadcasting group offering excellent salary/benefits, including pension plan. Please send resume, complete with references, to Box B-46. EOE.

Northeast group operator seeks hands-on chief engineer. AM/FM combo. Must have knowledge of AM directional, FM and SCA, studio construction, maintenance. Must be willing to work. Reply Box B-50

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.

CNN Radio seeking qualified personnel for possible future on and off air positions. Good writing/technical skills musts. T/R/salary history to Bruce Chong, Senior Editor/CNN Radio, 1050 Techwood Dr., Atlanta, GA 30306. No calls

Northeast AC needs news director. Minimum 3 years' experience. Tape, resume, writing samples to Vince Santarelli, WRNJ, Box 1000, Hackettstown, NJ 07840.

Top news talent. WOAI Radio, San Antonio, TX, seeks well-rounded news professionals. Must anchor, edit, report. Particularly interested in persons without prior news/talk format experience. Tape/resume (Express Mail) to Mark Watkins, WOAI Radio, 6222 NW Interstate Ten, San Antonio, TX 78201. EEO/MF.

News director. South central PA. Emphasis local information. Growing company, good benefits. Jay Le-Seure, Operations Manager, WEEQ, Box 309, Waynesboro, PA 17268. 717-762-7171. EOE, M/F.

Feature reporter needed. You'll be covering some hard news, but your primary assignment will be to produce features about people who are making the news. Excellent pay/benefits. Great opportunity for well qualified recent graduate. Tape/resume to WZOE, Broadcast Center, Princeton, IL 61356. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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.

WRLO creating new position in radio. Now accepting applications from experienced broadcasters interested in producing their own shift. 3 1/2 day work week. Includes writing, production, promotions. Send production tape/resume to Steve Walrath, WRLO, P.O. Box 509, Antigo, WI 54409.

SITUATIONS WANTED MANAGEMENT

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.

General manager. Experienced in successful turnarounds & new station construction, small markets. Christian, early thirties, family. Prefer Midwest-Mideast. Excellent references. Presently employed. Box B-8.

Owner selling. Looking for challenging and potentially profitable situation within broadcast industry. Available January 1. Box B-13

U.S. and offshore experience, all phases. Adaptable, successful, innovative, profit-oriented. I want challenge. Box B-14

Making money is not part of the game, it's the whole game. Experienced all phases, ownership, management, sales, etc. Only serious proposals considered. Box B-15.

General manager. Dedicated professional. 15 years' experience; strong, diversified background. Desire small to medium market, community-oriented station. 813-866-1968.

Profit-oriented GM. High skill levels in sales, programming, leadership, business. Seek medium mkt. I'll help you grow. All replies answered. Box B-51

GM/group manager looking for new challenge. 20 years' experience as owner, SM, GM, group president, small and medium markets. Box B-52.

Strong aggressive general manager. No-nonsense, hands-on professional. 19 years' experience managing AM/FM. Heavy sales/organizational skills. Quality leader producing results you can bank on. Box B-61.

Right-hand man. Fifteen years air/production, programming/operations, traffic/office management, sales-service/promotions, renewals/FCC problems. First phone. Andy Budnick, 904-744-5750.

SITUATIONS WANTED SALES

Innovative, record breaking public radio sales director, 1st in U.S. to sell on an hourly ratecard (300% sales increase in 2 yrs.), seeks sales or mgmt. position with commercial radio or TV station. Will relocate. Prefer SE, NE, FL. Box B-16.

Experienced salesman/announcer available now! Prefer smaller market and position requiring versatility. Dick Hoff, 1106 Denver, Dalhart TX 79022. 806-249-6362.

SITUATIONS WANTED ANNOUNCERS

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.

Great personality. Male DJ, news, PBP, production. Ready now! Greg, 319-355-4212; nights, 309-764-8150.

Urban personality seeks refined A/C format. "Thinking person's" announcer. Distinctive phrasing. Clear enunciation. Have voice, will travel. T & R: George, 312-348-3314.

Professional-young, mature, experienced, ambitious. Great voice. Almost any format, almost any location. Available immediately. Keith, 412-775-8938, evenings EST.

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.

Dependable announcer, 11 1/2 years' experience, excellent references, public service director, professional sound. Country, top 40, adult contemporary. Mike, 904-255-6950.

SITUATIONS WANTED TECHNICAL

I have the education and experience to be your chief engineer. Contact Mike Hughes, 1052 Terrace Avenue, Jackson MS 39209, 601-352-7007.

1st phone chief operator/announcer, farm news and more. Many years experience. References furnished. Midwest. Box B-69.

SITUATIONS WANTED NEWS

Play ball with this PBP man. Fireside style, easy listening, objective, accurate. 201-763-5587.

Zest missing in news department? Too many dead news days? Staff without pride or purpose? You need ND who leads by example. Energetic. Goal-oriented. Upper-medium, major markets, any format. 616-957-2794, evenings.

Experienced newsmen. Established anchor, successful writer. Now participating in New York City radio. Prefer Minneapolis/St. Paul market. Angelo, 718-338-8328, after 3PM EST.

Up, tight, bright, but not light! 12-year radio news pro with anchor and ND experience seeks move back East. Responsible. Mike, 219-456-5198.

I'm producing/hosting talk show that competes successfully with 1 of the talk giants. If you need bright new voice to involve your audience, call 618-931-5484.

Peabody winner looking for medium-major market, preferably mid-Atlantic region. Versatile news and sports. Family man, looking to settle. Box B-45.

Superb radio news anchor. Top-notch sound, writing, authority, intelligence. Currently New York City station, seeks improved position. Write Box B-60.

Major market anchor from KFWB, KFRC, WNEV. Seeking similar position. 602-266-9229.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Right-hand man. 15 years air/production, promotions, internal operations, programming/administration. Andy Budnick, 904-744-5750.

Attention GMs & PDs. Production director for fraction of cost. Custom IDs, automation tracks, client and station voicing. Now on KLIF, KFOX Seattle. Satisfaction guaranteed. John Mack Flanagan, Great Productions, San Francisco, 415-992-9070.

Copywriting and production—my creative calling. Ready to specialize fulltime. Professional, academic, even personal credentials. Tim Prchal, 309-837-4582.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Business manager - TV station, ind UHF. 2 positions available, both medium mkts. New England and upper Midwest. Resume to Box B-2.

Business manager. Major Southwest market. Group-owned, independent station. Minimum 2 years experience as business manager. Resume/salary requirements to Box B-3. EOE.

Sunbelt indy seeks operations manager. Heads-up & hands-on skills to motivate production, film/tape editing, air operators. Experienced in budgeting, personnel management, goal setting/evaluation. Working knowledge of field/studio production. 1", CMX, TVRO, Lexicon desirable. Resumes/references to Box B-35.

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 with multi-operator. Resume to PO Box 27206, Houston, TX 77027.

Technical management position. Society of Motion Picture and Television Engineers, in Scarsdale, NY, has started search for manager to supervise its national and international standards programs. Salary based on experience. Requirements should include degree in engineering or science, and experience in engineering management, preferably in broadcast TV. Forward resume/salary level to L. Robinson, SMPTE, 862 Scarsdale Ave., Scarsdale, NY 10583.

Creative director. Midwest 80+ market. We are seeking award-winning person to develop and execute campaigns in all areas of media. Two years experience. BS degree in communications required. Salary \$22,000-\$25,000. EOE-M/F. Resume to Box B-53.

Financial manager: 100+ Sunbelt market TV station. Responsible for operation of financial department and financial reporting to company management. Budgeting, accounting, computer skills required. Experienced. Salary approximately \$30K. Please send resume/salary history to Box B-59.

Midwest development and program national award winning PBS station seeks development director. Present development director moving to larger market. Bachelor's degree from recognized college or university and at least 3 to 5 years fundraising leadership, managerial, and personnel supervisory experience necessary. Candidate must display initiative, creativity, personal discipline, "on air presence." Great opportunity to "show your stuff." Will become member of management team of nationally viewership ranked PTV station. Salary commensurate with qualifications and experience. Send vita and at least 3 current letters of recommendation with telephone numbers to D. N. Anderson, General Manager, KTWU-TV, 301 N. Wanamaker Road, Topeka, KS 66606. Deadline January 1, 1985, or search will continue until suitable candidate is found. Appointment expected approximately February 15, 1985. Washburn University, an AA/EEO.

General manager. Broadcast group seeking general manager. Network affiliated TV station, major N.E. market. Must have strong management skills. Prior management experience required. Reply with experiences and salary requirements to Box B-63. EOE.

HELP WANTED SALES

Regional account executive. NBC affiliate, 118th market, Joplin, MO. Must have previous broadcast sales experience, strong background in ARB & NSI rating services and strong agency account service record. Region includes K. C., Tulsa, Little Rock, Wichita. Mid \$40s/benefits. Send resume/refs. to John Caserta, P.O. Box 333, Wichita, KS 67201.

Independent, Sunbelt top 50's market, has immediate opening for aggressive, knowledgeable marketing salesperson, with ability to package/develop new business as well as handle established list. Must have minimum two years' TV sales - independent preferred. Complete resume to Marty Sokoler, Local Sales Manager, KLRT, P.O. Box 2413, Little Rock, AR 72203.

National sales manager: WPTF-TV, 1 of the fastest growing NBC affiliates, beautiful Southeast 38th ADI market, seeking experienced rep or sales management professional. Contact GSM, WPTF-TV, PO Box 1511, Raleigh, NC 27602. EOE/M-F.

Local sales manager. Southeast VHF affiliate wants to hear from experienced sales manager or mature local sales pro that can document & sell his/her belief that he/she can sell creatively, motivate, train, lead our sales team. Mid 30s/benefits. Send resume/cover letter to Box B-1. EOE.

WHNS-TV 21 seeks local marketing executive. Concentrate on developing new retail advertisers in Greenville area. Prefer college degree & 2+ years' broadcast sales experience. Contact Dennis Christine, Regional Marketing Manager, WHNS-TV, Interstate Court at Pelham Road, Greenville, SC 29607. EOE.

Account executive, Midwestern NBC market leader offers seasoned list due early retirement. Two or more years' experience at local or regional level. Opening immediate. Resume to Box B-67. EOE.

HELP WANTED TECHNICAL

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.

Hands-on chief engineer. Year-round resort area, Michigan. Resume to Chief Engineer, P.O. Box 30380, Lansing, MI 48909.

WNFT seeking experienced on-air switchers, 3/4" and quad experience preferred. Salary based on experience. Resume to WNFT, P.O. Box 17547, Jacksonville, FL 32216. EOE.

Video engineer. Growing university production house (new \$2.1 million facility under construction). Diagnose, repair, calibrate digital & analog television (production and RF) equipment. Production engineering to include: CCU operation, location troubleshooting. Requirements: knowledge and experience in repair of digital TV equipment, production engineering, FCC general class license or equivalent. Salary \$20,000 to \$24,000, based on qualifications. Send letter of application with resume to Office of Personnel Services, Box 15, Wichita State University, Wichita, KS 67208. Closing date: December 24. WSU, an AA/EOE.

Studio maintenance engineer. Component level. Experience required. Connecticut independent. Profit sharing, benefits. Salary commensurate with experience. Box B-21. EOE.

Maintenance engineer. Christian TV station. FCC general license required. Four years' experience in maintenance of studio cameras, Quad and helical VTRs, switchers, etc. UHF transmitter experience helpful. Reply: Dale Osborn, CE, WTBV-TV, Box 534, Fishkill, NY 12524. EOE.

Chief engineer - Established group broadcaster building Southwest independent UHF seeks chief engineer with construction experience. Strong mix of studio and RF skills needed. 3 to 5 years' management experience desired. Degree & SBE certification a plus. Excellent growth potential with good compensation package. EOE, M/F. Reply Box B-66.

TV chief engineer and assistant TV chief engineer. Immediate opening. Experienced engineer with good operations background, capable of maintaining equipment, studio, transmitter. Send resume/salary requirements to Jerry Finn, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EOE.

Maintenance engineer. Independent UHF facility. Responsibilities include emergency and preventive maintenance of all transmitter and studio equipment. Must have good working knowledge of 3/4" format and FCC or SBE certification. Resume to chief engineer, P.O. Box 8467, Canton, OH 44711.

HELP WANTED NEWS

Sports reporter/producer. Growing production company needs experienced, people-oriented person. Produce segments of new weekly syndicated auto racing program. Lots of travel. Benefits. Not entry level. Tapes/resumes to Bob Pearce, Sunbelt Video, 4205-J Stuart Andrew Blvd., Charlotte, NC 28210.

Sports photographer. Growing production company needs experienced PM Magazine-type photographer. New weekly syndicated racing program. Join the best in the business. Travel and benefits. Tapes/resumes to Bob Pearce, Sunbelt Video, 4205-J Stuart Andrew Blvd., Charlotte, NC 28210.

News-sports anchor. Two jobs. Weekday casts. Need to demonstrate you can be warm/personable on air, can write conversationally. Must be experienced. Send unedited air check, scripts, resume to Dave Basinger, News Director, WCBI-TV, Columbus, MS 39703. EOE.

Co-anchor: KOB-TV, sunny Albuquerque, NM, seeks anchor to complement current male anchor. Applicant must have 2 years TV news background with some anchor experience. No beginners. Anxious to fill position. Absolutely no phone calls. Rush tape/resume to Mark Slimp, KOB-TV, 4 Broadcast Plaza SW, Albuquerque, NM 87103-1351. EOE, M/F.

Anchor 10 o'clock news. Must have TV anchoring experience. Opportunity for weekend or morning anchor to move up. Will also do field reporting, editing, shooting. Good salary. Resume/tape immediately to Personnel Director, WTKR-TV, P.O. Box 2988, Meridian MS 39302. Equal opportunity employer.

Immediate opening. Anchor, early and late weekday newscasts. Warm, friendly, mature delivery. No beginners. SE market. Aggressive, #1 news operation. Resume to Box B-22. EOE.

Anchor. Sunbelt ABC affiliate. Need experienced anchor with writing, reporting, production skills. Prefer 5-years experience. Credibility/ warmth are musts. EOE. Resume to Box B-25.

News director. Small Southern VHF. Must be good administrator and leader that works well with staff & community. Successful producers or assistant news directors who are ready to move up encouraged to apply. Resume to Box B-33. EOE.

Anchor. 6 & 11. Medium mkt., unbeatable quality of life. Must have strong reporting skills, high energy, sincere interest in people, minimum 3 yrs. primary anchor experience, T&R to ND, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Meteorologist. Nation's #1 independent. Land of 10,000 lakes has weather conditions for 10,000 forecasts! Opportunity for qualified individual to develop weathercast for nightly prime time news, and morning cut-ins on radio. Need enthusiastic person. Personality and creativity important, but major requirements are solid meteorological skills & knowledge of ColorGraphics weather computer. Two years on-air experience and AMS necessary. Tape, resume, salary requirements to Penny Parrish, News Director, KMSP-TV, 6975 York Ave., S., Mpls. MN 55435. EOE.

Anchor. Top 50s market seeking qualified individual. Anchor weekday newscasts. Min. three years' experience. Need person who can relate to people. Tape/ resume to Television, Box 2285, Grand Rapids, MI 49501.

Northeast station accepting applications for assignment editor. Seeking person who has had experience in broadcast news, understands elements required to produce quality newscast. Individual must have strong logistical and organizational skills and proven track record of creativity/originality in covering news. Ability to take and give direction, enthusiasm, positive attitude musts. EOE. Resumes/tapes to Personnel, Box 9, Syracuse, NY 13214. No telephone calls.

Action reporter/troubleshooter. Two years minimum experience in this type reporting on television. Two part-time assistants to help answer all problems. 1 story a day required. Subjects range from consumer complaints to neighborhood potholes. WAVE-TV, Louisville, KY, 502-561-4143.

Reporter-aggressive, enterprising reporter. Courts/police beat. Minimum two to three years experience. We've got strong news commitment. Tapes/resumes to Alan Oldfield, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

Noon anchor and reporter. Television journalist with solid experience on the street and on the set. Mature presence & good live interview skills. We're the ABC affiliate, 17th market (Tampa-St. Petersburg). Send resume/tape to Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Troubleshooter/consumer reporter wanted. Tape/resume to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Anchor-reporter. Upper Midwest ABC affiliate seeks early co-anchor who can do job in the field as well as behind the desk. 2 years' experience required. Resume/salary requirements: Dan French, News Director, WSJV-TV, Box 28, South Bend, IN 46624. EOE.

Midwest network affiliate seeks anchor/reporter. Six and ten weekday newscasts. Applicants should possess strong anchor, producing, reporting skills. References with first letter. Resume to Box B-47. EOE.

Mid-Atlantic network affil. seeks co-anchor/reporter. Good communicator. Experience preferred. Good pay, excellent benefits, room to advance. EOE/MF. Resume to Box B-57.

Newspersons wanted. On and off air persons needed immediately for variety of positions. Call for details. APR-Broadcast Placement Service. 803-651-0550.

Photographer. Join our expanding news team Jan. 1, '85. Requires 2-yr. exp. with remotes, news/sports. Send examples of your work to Max Smith, News Dir., WREX-TV, Box 530, Rockford, IL 61105. No phone calls. AA/EOE.

News photographer. Major market network affiliate seeks nation's best applicants for shooter/editor position. Minimum two years' experience. Betacam experience helpful. No phone calls, no beginners. Tape and resume to Will Harbeson, WSVN, Box 1118, Miami, FL 33138. Equal opportunity employer.

Reporter. Top 100 Sunbelt market affiliate needs aggressive, creative, general assignment reporter. 1 to 2 years experience necessary. Resume/salary requirements to Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. Equal opportunity employer.

Broadcast meteorologist. Small market Midwest station. AMS seal or eligible. Experience with Colorgraphics helpful. Equal opportunity employer. M/F. Send resume to Box B-71.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

Senior cinematographer. Responsible for planning, shooting, editing film & location videotape production for statewide ETV Network. Bachelor's in broadcasting, film/production, plus minimum three years film and/or videotape production experience required. Equivalency considered. Deadline: December 21. \$19,776 minimum. Apply: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Producers/directors wanted. Write, produce, direct TV news & current events programs distributed worldwide. Extensive experience in TV production, news writing/editing, knowledge of technical and operational aspects of production required. Recent news producing/writing experience in major market area required. Salary \$36,327. Interested applicants send standard U. S. government application form SF-171 to USIA, Attn: M/PDP, Room 518, 301 4th Street, SW, Washington, DC 20547. Refer to PDP-73-85 when applying. Applications must be received by January 11, 1985. USIA, an equal opportunity employer.

TV production producer. NBC affiliate, progressive attitude, wants rough and ready creative, versatile producer of commercials. BS degree + 1 yr. EFP experience & knowledge of state of art equip. combined with right style, personality & character to join this fast moving team will win this job. Mail your resume, tape, three sample 30-second scripts to Chris Foster, KTUU 2, PO Box 102880, Anchorage, AK 99510. Use Express Mail.

Production company at major market television station needs production manager, production sales manager, producer/director, and editor/director. Facility is completely state-of-the-art; is nearing completion of construction. Will only hire experienced people with record of success. Write/call Station Manager, WBFS-TV, 16550 NW 52nd Avenue, Miami, FL 33014, 305—523-3333. EOE.

Videographer/editor. Public television station seeks individual able to research, shoot, & edit wide variety of program styles & types. Baccalaureate degree & relevant professional experience. Apply before December 21, 1984, to Stephen Bargon, Manager of Production Operations, WILL-TV, 1110 W. Main St., Urbana, IL 61801. Equal opportunity/affirmative action employer.

Broadcast designer. Knowledge of computer graphics & print, with strong sense of design and experience on VidifontV, video paint, and Weathergraphics computer. Samples/resume to Jerry Lloyd, WHAS-TV P.O. Box 1084, Louisville, KY 40201. Equal opportunity employer.

Commercial/promotion director. 2 years' experience required. Capable of hands-on, creative, quality directing. Resume to Tony Royer, Production Manager, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804. Equal opportunity employer.

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

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.

Managing editor, medium market, ready to move up as news director or assistant news director. Box A-89.

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.

Producer/reporter/writer. 25. Degree. 4 yrs. TV Gets facts, grammar, format right. Marly, 318—865-8825.

Meteorologist seeks entry-level position. North Carolina State University May graduate. Two years experience WRAL-TV preparing/broadcasting forecasts for radio in five cities and two state news networks. Confident & ambitious about making transition to TV weathercasting. Contact Ed, 201 Groveland Ave., Raleigh, NC 27605, 919—833-6033.

Experienced anchor/reporter. Stable, dedicated, committed. 3 yrs.' experience. Seeking move from small to medium market. Call George Hiotis before 2 PM, 614—455-3519. Midwest only.

Meteorologist. Personality plus quality on-air presentation. Authoritative, friendly communicator. Doppler radar, Colorgraphics, severe weather lover. Community involvement a must. Southern markets, please. Box B-23.

News photographer, over one year experience in small market shooting/editing, seeks challenging position, small to medium California market. Dedication, aggressiveness, willingness to get job done are my forte. Resume and tape available. Box B-26.

Do your ratings indicate a change? I'm a proven ratings winner, seeking new challenge as anchor or anchor/reporter. 15 years' experience. When you're ready to win, call 804—794-3748.

Medium/small market bargain. Reporter, two years experience, some anchoring. Generate own ideas. Available immediately. Lonnie, 208—343-6144

Ten years experience news, PR, five years manager brokering time. Seek news position needing ability to write, present for target demos. Apply audience research. Personality voice. Jim Gulhrig, 215—545-3568.

TV/radio sports reporter: '84 Indiana University graduate, BA journalism. Currently morning news & sports radio anchor in large Midwestern market. Have PBP experience. Seeking opportunity with sports-minded station. Audio and video tape available. Prefer Midwest. Dave, 414—332-7676.

Asian-American woman seeks entry level anchor/reporter job with network affiliate. Experienced producer, good writer, can edit. Audition tape. Box B-68.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

Experienced, aggressive, BA/broadcasting seeks videographer/production position. ENG, EFP, extensive freelance experience. Trade opportunity for hard work. Bob, 716—684-6088.

Experienced tape editor seeks new opportunity/challenge. Will relocate. Contact Brian Birkland, 1926 Calaveras Circle, Antioch, CA 94509; leave message: 415—754-4987.

Emmy-winning writer/producer of station editorials, currently employed top market, seeks to produce or AP exciting talk or public affairs show. High energy, great news judgment, an eye for style. On-air possible. Try me. Box B-54.

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

Radio-television-film. University of Maryland. Two positions: (1) Assistant professor or above: teach required course, intro RTVF; other areas. PhD, scholarship, teaching, service required. (2) Staff or faculty: teach production, manage, produce video/TV MA plus experience. EOE. Inquire: Lawrence Lichty, Communication Arts, College Park 20742.

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.

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 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.

American University school of communication. Washington, DC, seeks graduate assistants with fulltime journalistic experience to assist in teaching & professional duties while earning Master's degree in its program in journalism & public affairs. This is a 1-yr. full-time program. Includes Internship. For more info, write Graduate Admissions Committee, School of Communication, American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. Affirmative action/equal opportunity employer.

Los Angeles University seeks assistant professor, television/radio production, with knowledge of film, mass media studies, research. Requires minimum of two years experience university teaching in broadcast production/and industry experience. Tenure track, \$20,148-24,216. Terminal degree-doctorate or MFA plus significant industry experience considered. Applications, resume, names of three references to Search/Screen Committee, RTVF, California State University, Northridge, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. Deadline: February 8, 1985, or until position filled.

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.

Remote truck: church related organization. Donation/purchase. Catholic Media Ministry, P.O. Box 40200, St Petersburg, FL 33743, 813—344-1611.

30KW FM transmitter in good condition. John Timm, Box 509, Watertown, WI 53094.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404—324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404—324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404—324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813—685-2938. TWX 810—876-0628 Ceico.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

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.

Harris FM-20H3 (1977), 20kw FM, on air, portable studio desk w/2 QRK trntbls. & 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.

Videocassettes, half price! Master stock quality U-matic blanks. Chyron evaluated, delabbed, 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.

25KW FM Sparta (1978) model 625 w/exciter, like new condition. Call M. Cooper/Transcom Corp., 215-379-6585.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCU's with multi-core interface rear V.F. zoom & focus controls. Call Walter Edel, 212-689-1040.

1000 foot solid 10 foot face tower can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214-739-2828.

Harris MWIA 1000 watt AM transmitter. New March, 1983. Reason for selling: power increase. Barbara Gretsche, KASM Radio, Albany, MN 56307, 612-845-2184.

1 Grass Valley SWR - 1600-1X with Emem, 4 TK 760's, 1 CMX Edge, 1 Chyron VP-1 with micro. 215-251-0460.

Sony BVU-110 portable recorder. New condition, less than 30 hours use. Includes BC-210 charger, AC-500 power supply, BP-50 battery. \$4800. 804-253-0050.

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.

Automation - Schafer 803; 4 Scully decks, 2 IGM cart machines; 3 carousels, racks. In use; in good working condition. \$10,000. Call Jim Nutter, 601-442-2522, WMIS Radio.

Almost new. 3 bay FM antennas tuned to 104.9 & 320 ft. 1 5/8" coax - including connectors & hardware. Phillips, 615-566-1000.

Lightening Elimination Associates. LEA Kleen Line power line, conditioner, 250 KW. Used two months since new. Make offer. Call/write Jim Lockerd, KSWO-TV, 405-355-7000.

Ikegami HL-79A cameras (3), with Canon J13X9B lenses, zoom & focus hand controls, studio viewfinders, power supplies, Triax base stations, O'Connor 50 fluid head tripods. Excellent condition. Make offer to Tony Cuomo, 16 Partridge Hill, Upper Saddle River, NJ 07458.

Quad tape equipment. TR-800 1" VTR, TK-44s, Vital VIX-114-3K, Videotek waveform/vectorscope, TK-28, TP-66, Adda ESP-150 frame store, Dubner Graphics, much more. Call Media Concepts, 919-977-3600.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

RADIO PROGRAMING

Free affiliation until March 1st! Country music satellite service for radio stations and cable FM. For details, call 305-632-1000; write Edd Livingstone, c/o Gold Mine Radio, P.O. Box 1510, Cocoa Beach, FL 32931.

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

**Help Wanted Programing,
Production, Others**

Production Professional

Top New York City contemporary station is seeking an experienced Production Professional for a challenging production/continuity position.

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: BOX 1137A, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f/h/v.

MAJOR MARKET EAST COAST NOW HIRING

Capitol Broadcasting Corporation seeking dedicated professionals to become part of their newest venture in Charlotte, NC. If you're experienced, unique air personality, programming pro, innovative newscaster, or aggressive salesperson, we'd like to make you a part of our winning team. T & R to:

Jerry Reckerd, WLVV Radio
5237 Albemarle Rd.,
Charlotte, NC 28212
EOE, M/F

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Management

GENERAL MANAGER

Great opportunity to show improvement. Successful AM and fast rising class C FM. Strong, experienced leader needed immediately. Benefits, incentives, lots of help from 12 station group. Reply in strict confidence to Box B-72. EOE.

Situations Wanted Announcers

NEW ENGLAND OWNERS-MANAGERS-PD'S BOSTON HARTFORD SPRINGFIELD NEW HAVEN PROVIDENCE WORCESTER ETC?

Dynamic female/male on-air duo (now in smaller New England market) ready for the big time. The on-air chemistry of our platonic relationship will definitely create the talk, the ratings and the revenue on your music/talk station. We will do endorsements and/or create interest for sponsors, like they've never known. We could be working together early next year. We've got good jobs now; just looking for the best. Please, let's communicate in confidence. Cassette or reel tape available. Personal interview appreciated. Reply Box B-75.

TELEVISION Help Wanted Technical

MAINTENANCE ENGINEERS

Come to sunny south Florida! Miami-Ft. Lauderdale market! Min. 3 years experience, with FCC first or general license. Knowledge of operation, set-up, maintenance of RCATTU-110C transmitter, Ampex VPR 3, VPR 80, 1200, and 2000 VTR's, TK-29 film island, TK-761 cameras, Grass Valley production-master control switcher, distribution equipment. Strong digital/analog background preferred. Excellent salary commensurate with experience. Resume/salary history in confidence to Andrew Sackheim, Chief Engineer, WDZL-TV, 2055 Lee St., Hollywood, FL 33020. EOE. No phone calls, please!

SERVICE ENGINEERS

**Opportunities Available In
Los Angeles, Atlanta, Dallas,
New York & Chicago**

SONY Broadcast Products Company, a world leader in professional broadcast television equipment, has highly visible opportunities in Los Angeles, Atlanta, Dallas, New York and Chicago for Service Engineers.

The successful candidates should have several years experience in television operation with emphasis on installing, maintaining and servicing a wide range of sophisticated microprocessor based broadcast equipment. BSEE or equivalent experience is preferred.

SONY offers a competitive starting salary and comprehensive benefits package which includes company paid pension, dental, profit sharing and savings plan. For prompt consideration, please send your resume indicating preferred location and salary requirements, to: SONY BROADCAST PRODUCTS COMPANY, ATTENTION: MANAGER, HUMAN RESOURCES, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666. We are pleased to be an equal opportunity employer M/F/H/V.

SONY
THE ONE AND ONLY

CHIEF ENGINEER

Well-established post production facility in Los Angeles is looking for a hands-on Chief Engineer. We need an experienced professional who would like to play a key role in managing a company with a commitment to quality in engineering and customer service.

Position has responsibility for maintenance and videotape operations, including supervision of an eight-person staff. Ideal candidate will have extensive experience with sophisticated post-production systems, both in design and hands-on maintenance. Direct experience with Sony VTR's, CDL switchers, and Quantel DVE is a plus.

Company offers excellent salary, comprehensive benefits, and profit-sharing. Please respond to: Peter Kirby, Video Transitions, Inc., 910 No. Citrus Ave., Hollywood, CA 90038, (213) 465-3333.

VIDEO TRANSITIONS

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

Help Wanted Sales

MANAGER-MARKETING ADMINISTRATION

Top 20 network affil., growing, very aggressive, strong #2 station, Rocky Mountain West. Excellent oppy for person with strong retail, broadcast background. Position demands creative, demonstrated marketing skills, & strong presentation ability. Position includes coordination of vendor campaigns, mktg. of special station projects, developing non-traditional TV advertisers; supervising creative, research & support personnel. EO/EMF Complete resume to Box B-10.

ACCOUNT EXECUTIVE SAN FRANCISCO

KBHK-TV seeking aggressive AE. Minimum 3 yrs.' experience. Send resume (no calls, please) to Christine Jenkins, Local Sales Mgr., 420 Taylor St., San Francisco, CA 94102.

DO YOU HAVE TOP 50

market management experience? If so, 17th market has executive producer opening for someone who eventually wants to be a news director. Responsible for all content and appearance of five daily half-hour newscasts. Must have creative ideas with concentration on live reports and original approaches to routine stories. Will be responsible for developing, implementing, and maintaining standards of performances in writing, tape editing, cinematography, & use of graphics. Must have 5 or more years of producing and management experience. Send resume and brief statement of your news philosophy to:

Jon Janes
Assistant News Director
KSDK
1000 Market St.,
St. Louis, MO 63101
EOE.

Help Wanted Programing, Production, Others

GENERAL ASSIGNMENT REPORTER

Top rated, Group W station in Baltimore seeks a general assignment reporter. Qualified candidate should have minimum 3 years' television reporting experience, ability to write and produce news pieces, and generate story ideas. Position entails on-location reporting, as well as occasional out of town assignments. Send tape and resume to WJZ-TV, PO Box 4861 Baltimore, MD 21211.

WJZ-TV 13 GROUP W
An Equal Opportunity Employer

People Are Talking

BRIGHT?

PERSONABLE?

EXCEPTIONALLY TALENTED?

Experienced co-host needed for competitive daily talk show in fourth market VHF station. Must be adept at handling in-depth topics, trends, and issues for this one-hour morning program. Sensitivity and personality a must.

If you are extraordinary, send demo tape and resume ASAP to: Cynthia Fenneman, Executive Producer, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

Equal Opportunity Employer M/F

KYW-TV 3 GROUP W

**Help Wanted Programing,
Production, Others
Continued**

IF YOU HAVE THREE

or more years experience as a promotion producer well-heelled in news and entertainment, promos, looking to move up and into the creative services department of St. Louis' number one television station - we would like to hear from you. We're looking for individual with strong technical, conceptual and graphics background, along with the knowledge of what makes for great television promos and how to produce them. If you are looking for this type of professional challenge, then send your tape and resume to (no phone calls, please)

Rich Brase
Creative Services Director
KSDK-TV
1000 Market St.
St. Louis, MO 63101
EOE.

**PROMOTION
PRODUCER • WRITER**

If you're an interesting person who loves marketing, can create promos that make a difference, thrives on competition and wants to join a hard working (and fun loving!), award winning team, send resume and reel to Lois Koteen, WFSB 3 Constitution Plaza, Hartford, Ct. 06115. We're the #1 station in the 22nd market and a CBS affiliate. EOE.



A POST-NEWSWEEK STATION

Situations Wanted News

**OUR LOSS
IS YOUR GAIN!**

Experienced sports reporter/producer cut loose from New Orleans (34th market) due to budget cutbacks. He does excellent work; is a joy to work with. Ready to relocate. We'll miss him. Earl Gray, 504-288-5298.

PRESENTLY EMPLOYED

news director/anchor desires similar position in top thirty market. Female co/anchor - reporter part of the package. It's a network look plus a professional dedication to "turn things around" for a station/group in need. Ideal situation for major market station in need of a "fresh approach". We'll surprise you. Reply Box B-74.

CABLE

Help Wanted Management

**SR V.P.-
CABLE MARKETING**

A major communications company seeks a Sr. V.P. - cable marketing. Successful candidate will have expertise in cable technology, pricing, research, advertising, direct marketing, and sales. Desire well-respected cable marketing executive to work with cable operators, as well as design new approaches to pay TV, such as PPV. Prefer top level experience in marketing with MSO or pay TV service. Located in desirable southern California area. Salary commensurate with experience, plus top benefits package. Send resume in confidence to Box B-65. EOE, M/F/H/V.

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Dept. P.R., Ann Arbor,
MI 48106

Employment Service

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— PRODUCTION —
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803-651-0550

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

Miscellaneous

Docket 80-90!

- Site Survey
- Tower Construction, Management and/or Leasing

Call Tiner Assoc., Inc.
8300 Douglas, Suite 612
Dallas, TX, 75225 (214) 739-2828

MERCHANDISING CONSULTANT

New, nationally-syndicated television cooking show wants merchandising consultant/firm for product development, direct marketing, etc. Write or call "We're Cooking Now", P. O. Box 307, Winter Park, FL 32790, 305-628-4799.

For Sale Stations

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

Situations Wanted Management

OPERATIONS MANAGER

Currently employed manager of network operations. pay TV service, seeks position with cable or broadcast network, local station, production facility, corporation or government agency in Washington, DC area. Prefer operations, production or scheduling-related position. Knowledgeable all phases TV operations. Heavy hands-on technical experience. Looking for challenging position with solid organization. Available now. Box B-48.

**SPECIAL NOTICE:
ALTERED DEADLINE SCHEDULE**

The following dates will serve as classified advertising deadlines for the issues specified. **REMINDER:** There will be no issue published Monday, Dec. 24, 1984.

- **MONDAY, DEC. 10, 1984**, will be the deadline for the Dec. 17 issue.
- **WEDNESDAY, DEC. 19, 1984**, will be the deadline for the Dec. 31 issue.
- **WEDNESDAY, DEC. 26, 1984**, will be the deadline for the Jan. 7, 1985 issue.
- **MONDAY, JAN. 7, 1985**, will be the deadline for the Jan. 14 issue.

For Sale Stations Continued



Wilkins and Associates Media Brokers

IL	AM	\$500,000	20%
VA	AM	\$150,000	30%
FL	AM	\$525,000	40%
MO	FM	\$325,000	15%
AR	AM/FM	\$335,000	20%
MI	AM	\$35,000	downpayment
TN	AM	\$35,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Sub	FM	\$1600K	\$300K	Charles Giddens	(202) 822-8913
OR	Met	AM/FM	\$900K	\$175K	Elliot Evers	(415) 387-0397
TX	Met	AM	\$800K	Cash	Bill Whitley	(214) 680-2807
OH	Sub	FM	\$750K	Terms	Burt Sherwood	(312) 272-4970
CO	Med	AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
RI	Med	AM	\$499K	Terms	Ron Hickman	(401) 423-1271
MN	Sm	AM	\$400K	Terms	Peter Stromquist	(319) 359-4768
NC	Sm	AM	\$350K	\$88K	Mitt Younts	(202) 822-8913
AZ	Sm	AM/FM	\$300K	\$80K	Greg Merrill	(801) 753-8090
TX	Sm	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
WY	Sm	FM-CP	\$80K	\$35K	Jim Mergen	(818) 366-2554

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

TV

NE	MJR	UHF	CP
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

IL	MET	A	
SBELT	MJR	C	

AM

SBELT	MJR	50KW	\$1.2 MIL
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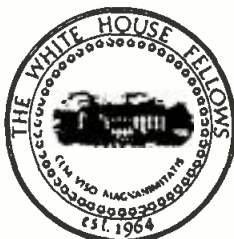
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SPECIAL NOTICE: ALTERED DEADLINE SCHEDULE

The following dates will serve as classified advertising deadlines for the
issues specified. **REMINDER:** There will be no issue published Monday,
Dec. 24, 1984.

- **MONDAY, DEC. 10, 1984**, will be the deadline for the Dec. 17 issue.
- **WEDNESDAY, DEC. 19, 1984**, will be the deadline for the Dec. 31 issue.
- **WEDNESDAY, DEC. 26, 1984**, will be the deadline for the Jan. 7, 1985 issue.
- **MONDAY, JAN. 7, 1985**, will be the deadline for the Jan. 14 issue.

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AM-FM-TV-Appraisals
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Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

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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

Walter E. Bartlett, president and chief operating officer of Multimedia Inc., Greenville,



Bartlett



Wearn

S.C., has been recommended by **Wilson Wearn** to succeed Wearn as chief executive officer effective January 1985. Wearn, 65, will remain chairman.

Laurence Adams, president and chief executive officer, Schulke Radio Productions, Plainfield, N.J., joins KSEA(FM) Seattle as VP and general manager.

Robert Burns Jr., general manager, Kingsport, Tenn., cable system of Warner Amex Cable Communications, joins Summit Cable Services of Georgia Inc., Kennesaw, Ga., as VP and general manager of its cable operations there.

John Mitchell, account executive, WCBS(AM) New York, joins WXKS(AM) Medford, Mass., as general manager. **Robert Bittner**, from WBET(AM) Brockton, Mass., joins WXKS as head of station operations.

Steven Friedheim, VP and director of sales, WNOL-TV New Orleans, joins KEKR-TV Kansas City, Mo., as VP and general manager.

Doug Brown, general manager, KGBB(FM) Minneapolis, joins WJLB(FM) there in same capacity.

Eric Kronen, general manager, Viacom of Long Island, Long Island, N.Y., named VP. **Valerie Manzo**, assistant town attorney, Smithtown, N.Y., joins Viacom Cablevision of Long Island as manager of government relations.

Almis (Al) Kuolas, project manager, construction of Massachusetts cable systems, American Cablesystems Corp., Beverly, Mass., named regional manager for American's 40,000-subscriber New York state cable systems.

John Burrows, central district director, CBS Radio Network, New York, named director, affiliate relations, for network.

Jay Justice, general manager, KWJJ(AM)-KJIB(FM) Portland, Ore., joins KUPL-AM-FM there as station manager and director of sales.

John O'Neill, director, financial analysis, RCA, New York, named director of finance and administration for NBC-owned WNBC-TV there.

Alain Cappeluti, business manager, WTX(TV) Waterbury, Conn., named director of group business affairs for parent, Odyssey Television Group.

Lucy Colangelo, senior accountant, Katz Broadcasting Co., Bridgeport, Conn., named accounting manager.

Ron Hollon, from Cox Cable Communications, Virginia Beach, Va., joins Valley Cable TV, Encino, Calif., as VP, sales and marketing.

Beth Konrad, from WDIV(TV) Detroit, joins noncommercial WTVS(TV) there as VP, community development.

Marketing

Kenneth Majka, senior VP, and creative director, Ted Bates Worldwide, New York, joins Calet, Hirsh & Spector there as executive VP, creative director. **C. David Kreps Jr.**, senior VP/management supervisor, Slater, Hanft, Martin, New York, joins CH&S there as senior VP, management supervisor.

Linda Pharr and **Michael Gaertner**, account supervisors, Grey Advertising, New York, named VP's, management supervisors. **Doris Hutnick**, VP, account supervisor, named management supervisor.

Elected VP's. BBDO Inc.: **Carl Anderson** and **Steve Weiss**, assistant treasurers; **Tony LaMonte** and **Michael Shevack**, creative supervisors; **Elissa Moses**, associate research director; **Steve Singer**, director of media research, and **John Osborn**, media planning supervisor.



Francisco

William Francisco, director of travel and merchandising, Media General Broadcast Services, Memphis, joins Ensslin & Hall Advertising, Tampa, Fla., as VP, account supervisor.

Appointments. Benton & Bowles, New York: **William Badger**, management supervisor,

and **Jo Ann McShane**, executive producer, to senior VP's; **Monica Shaffer**, associate media director, to VP.

Kenneth Charof, senior VP, Wells Rich Greene, New York, joins D'Arcy MacManus Masius there as senior VP and corporate creative director.

Bill Kehlbeck, director of network sales, Torbet Radio, New York, named VP and general manager of Supernet, which sells and services accounts and agencies that traditionally use nonwired network radio.

Jack Higgins, VP and national sales manager, bronze stations, Katz Television Continental, New York, named general sales manager.

Katz Television Continental. **Dave Donelson**, VP, general sales manager, Avery-Knodel Television, New York, succeeds Higgins as national sales manager, bronze group stations.

Wayne Bullock, regional sales manager, Cable Adnet East, Philadelphia, named director of business development.

Terry Hill, senior VP and creative director, Grey Advertising, New York, joins Brouillard Communications there as executive creative director.

Margaret Cleave, VP, marketing, Brash Industries, joins Embassy Home Entertainment, Los Angeles, as director, marketing.

Christopher Vlahos, media planner, Marschalk Co., Cleveland, joins D'Arcy MacManus Masius, St. Louis, as media planner.

Ralph Moxcey, VP and senior art director, HBM/Creamer, Boston, joins Harold Cabot & Co., advertising agency there, as associate creative director.

Bruno Tomasi, manager of art studio, Young & Rubicam, New York, named VP, Y&R USA.

Dana Christensen, associate research director, Geer, DuBois, New York, named VP.

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Name _____

Firm or call letters _____

Address _____

City _____

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Bob Lachky, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

Roger Dobrovodsky, art director, CRE Inc., Indianapolis advertising agency, named senior art director. **Tim Lucas**, copywriter, CRE, to senior copywriter.

Dusty Bricker, account supervisor, BBDO Promotion, New York, named account group head and manager.

Eric Zappia, account executive, WYSL(AM)-WPHD(FM) Buffalo, N.Y., joins Glenro Advertising, Rochester, N.Y., as advertising director.

Barbara Faden, copywriter, direct response group, Quinn & Johnson/BBDO, Boston, named associate creative director.

John Clapps, from NW Ayer, New York, joins Isadore & Paulson Inc., ad agency there, as associate creative director.

James White, art director, Foote, Cone & Belding, Chicago, joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Michael Lombardo, from Ernst & Whinney, Louisville, Ky., joins Sheehy & Knopf, Louisville advertising agency, as chief financial officer.

Ashley Rosen, senior broadcast buyer, Bozell & Jacobs, Dallas, joins Blair Radio there as account executive.

Steven Fox, from Harzfels, Kansas City, Mo.-based women's specialty store, joins Barkley & Evergreen there as account executive.

James Weyhenmeyer, from Lexington Broadcast Services, New York, joins USA Network there as account executive, advertising sales.

Ralph Flynn, general sales manager and regional sales executive, WDEF-TV Chattanooga, joins WCTI-TV New Bern, N.C., as general sales manager.

Peter Handy, general sales manager, WCMF(FM) Rochester, N.Y., joins WBOS(FM) Brookline, Mass., in same capacity.

Lee Jamison, account executive, KMEL(FM) San Francisco, named national sales manager.

Rick Cavagnaro, member of sales staff, KNBQ(FM) Tacoma, Wash., named retail marketing director.

J. Clifford Winkler, senior account executive, WFIL(AM)-WUSL(FM) Philadelphia, named local sales manager.

Mary Beth Ryan, from ABC-owned WXYZ(AM) Detroit, joins co-owned WABC(AM) New York as account executive.

Linda Dorminey, from ABC Spot Sales, Chicago, joins WLS-TV Chicago as account executive.

Jody Rentz, account executive, KOCM(FM) Newport Beach, Calif., joins KHTZ(FM) Los Angeles in same capacity.

Gretchen Ely, managing producer, KNUS(AM) Denver, named executive producer.

Diana Lynn Herzog, from Program Marketing Inc., New York, and **Gretta Johnson**, from R.G. Brewer, Mamaroneck, N.Y., join WZFM(FM) Briarcliff Manor, N.Y., as account

executives.

Ann Swiren, member of traffic department, WTVJ(TV) Miami, named sales assistant.

Cathy Greene, account coordinator, Quinn & Johnson/BBDO, Boston, named assistant account executive.

Programing

Dan Filie, from ABC-TV, Los Angeles, joins NBC-TV there as director, current drama, NBC Entertainment.

Stephen Kurzfeld, independent producer, joins ABC Entertainment, Los Angeles, as director, comedy series development.

Ken Ceizler, creative director, MTV Production, MTV Networks Inc., New York, named executive producer, studio production, MTV: Music Television.

David Webster, head of operations, British Broadcasting Corp., North America, New York, will be leaving in early 1985 to become associate of Carnegie Endowment, Washington. He will remain consultant to BBC.

Bob Hendrickson, director of international activities, Walt Disney Telecommunications and NonTheatrical Co., Burbank, Calif., named VP, international sales. **Dick Longwell**, national sales manager, Walt Disney Home Video, Burbank, named director of sales.

Dave LeVan, VP, engineering, and **Janice Ginsberg**, talent coordinator and public relations director, Narwood Productions, New York, named producer of Narwood's *The Music Makers* radio program.

Harold Komisar, from Win Video, New York wholesale video distributors, joins RKO Home Video there as regional sales manager, East Coast.

Marcia Skolnick, director of research, WW Entertainment, New York, named VP, research.

Pat Mitchell and **Mary Muldoon**, and their firm, Mitchell-Muldoon Productions, have signed exclusive two-year agreement with Columbia Pictures Television to develop and produce programing for daytime, syndication and prime time.

Bruce Baker, controller, Showtime/The Movie Channel, New York, named VP.

Edward Burakowski, VP, association affairs, National Cable Television Association, Washington, joins Studioline Cable Stereo, Reston, Va., as director of marketing, Eastern region.

Richard Zackon, VP, research, Cabletelevision Advertising Bureau, New York, joins CBN Cable Network, Virginia Beach, Va., as consultant.

Ron Qurashi, regional sales manager, Rainbow Programing Services, Southeast region, Atlanta, joins The Weather Channel there as director of affiliate relations.

Jon Konjoyan, from A&M Records, Los Angeles, joins *Entertainment Tonight*, Paramount Television Domestic Distribution there as music researcher.

James Zerwekh, from WEEK-TV Peoria, Ill.,

joins KMSP-TV Minneapolis as program director.

Dave Hamilton, from WLTE(FM) Minneapolis, joins WBOS(FM) Boston as program director.

Tom Graye, program director, WROK(AM)-WZOK(FM) Rockford, Ill., joins WLTE(FM) Minneapolis in same capacity.

Rick Torcasso, from WYNY(FM) New York, joins WMJI(FM) Cleveland as program director.

Marty Sisko, associate director, KHJ-TV Los Angeles, named producer-director.

Thomas Roman, from KTVU(TV) Oakland, Calif., joins KPIX(TV) San Francisco as producer and host, *Latin Tempo*.

Mary Flynn, associate producer, *Pittsburgh 2Day*, KDKA-TV Pittsburgh, joins WISN-TV Milwaukee as producer, *More*.

Kyle King, from KYKX(FM) Longview, Tex., joins KTXA(TV) Fort Worth as production sales representative.

Appointments, KUSI-TV San Diego: **Dan Capabianco**, producer-director, KFMB-TV San Diego, and **George Sides**, producer-director, WPTA-TV Fort Wayne, Ind., to producers-directors, and **John McCoy**, member of production department, to production specialist.

Dorothy Peterson, producer, *A.M. Weather*, Maryland Public Television, Owings Mills, Md., named executive producer, *Working Women*.

John Hughes, from KTLA(TV) Los Angeles, joins Metromedia Producers Corp. there as account executive.

Marty Sisko, associate director, news and sports department, KHJ-TV Los Angeles, named producer-director.

Steve Ober, from ABC-owned KGO-TV San Francisco, joins co-owned WABC-TV New York as producer, *The Morning Show*.

Clif St. James, announcer, KSDK-TV St. Louis, resigns.

News and Public Affairs

Larry Young, news director, WBOC-TV Salisbury, Md., joins KOAM-TV Pittsburg, Kan., in same capacity.

Ken Robbins, day editor, United Press International Radio Network, Washington, named senior editor.

Eric Shuman, from Lifetime Cable Network, Los Angeles, joins KTTV(TV) there as planning editor.

Dirk Van, news director, WHN(AM) New York, joins Mutual Radio Network there as chief of New York city news bureau.

Pete Jacobus, news director, KGO-TV San Francisco, has resigned to form own news consulting firm.

Brian MacFarlane, from Televentures, Orlando, Fla., production and news syndication firm, joins WJKS-TV Jacksonville, Fla., as executive news producer.

Susan Crowther, producer, public affairs and documentary units, British Broadcasting Corp. and producer, *Masterpiece Theater*, Boston, joins WDVM-TV Washington, as pro-

ducer, *Eyewitness News*. **Tod Miserow**, from Labor Institute of Public Affairs, Washington, joins WDVM-TV as producer, *Capital Edition*.

Laurie Covens, reporter, *Middlesex News*, Framingham, Mass., joins WCVB-TV Boston as editorial researcher, writer and associate producer.

Jeff Thomas, from KMGH-TV Denver, joins KUSA(TV) there as executive producer and assignment manager, sports department.

Dan Scanlon, reporter, WJXT(TV) Jacksonville, Fla., joins WJKS-TV there as reporter and morning anchor.

Sahron Katchen, from KIMN(AM)-KYGO(FM) Denver, joins KOA(AM) there as anchor-reporter.

Al Dale, correspondent, ABC News, London, named correspondent of new Denver bureau, scheduled to open in early January.

Linda Ellerbee, correspondent, NBC News, New York, named regular contributor, *Today*.

Bill Stuart, reporter-anchor, KCNC-TV Denver, and **Reynelda Muse**, from Cable News Network, Atlanta, named co-anchors of KCNC-TV's new 6:30 p.m. news.

Ken Matz, anchor, KTTV(TV) Los Angeles, joins WMAR-TV Baltimore as 6 and 11 p.m. anchor.

Frank Sesno, national correspondent, Associated Press Radio, Washington, joins Cable News Network, Washington bureau, as White House correspondent.

Ed Dague, former anchor, WRGB(TV) Albany,

N.Y., joins WNYT(TV) there in same capacity.

Jerrold Levine, reporter, Post-Newsweek's WJXT(TV) Jacksonville, Fla., joins co-owned WPLG(TV) Miami as public affairs producer-reporter.

Alan LaGarde, Washington correspondent, WEEK-TV Peoria, Ill., joins WNNE-TV Hartford, Vt., as reporter.

Betsy Rosenberg, from KSFO(AM) San Francisco, and **Sylvester Jackson**, from KBLX(FM) Berkeley, Calif., join KCBS(AM) San Francisco as reporters.

Kerry Anderson, from KSL-TV Salt Lake City, joins WROC-TV Rochester, N.Y., as meteorologist.

Jera Jackson, from WTVG(TV) Toledo, Ohio, and **Craig Smith**, from KRIV-TV Houston, join WXLN(TV) Tampa-St. Petersburg, Fla., as reporters.

Bruce Neumann, from WFSB(TV) Hartford, Conn., joins WPVI-TV Philadelphia as videotape editor, public affairs department.

Technology

Marvin Mann, VP and general manager, Lexington products business unit, information products division, IBM, joins Satellite Business Systems, McLean, Va., partnership between Aetna Life & Casualty and IBM, as president and chief executive officer, succeeding **Stephen Schwartz**, who rejoins IBM as assistant group executive, telecommunica-

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

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tions products organization, information systems and communications group.

Everitt A. Carter, 65, chairman and chief executive officer of Oak Industries, Rancho Bernardo, Calif., since 1963, retired effective Nov. 30. **E.L. McNeely**, member of Oak's board and chairman of executive committee, has been named interim CEP until successor can be found. Oak spokesman said move came as "surprise" to management group.

Frank Lesher, acting general counsel, Sony Corp. of America, Park Ridge, N.J., named general counsel.

A. Franz Witte III, from Weyerhaeuser Co., Tacoma, Wash., joins Ampex Magnetic Tape Division, Redwood City, Calif., as manager of market research and planning. **David Fabian**, from Harris Video Systems, joins Ampex, Redwood City, Calif., as product manager. Ampex video art and electronic still-store systems.

Ron Christensen, from Becton Dickenson & Co., international manufacturing company, joins Jones Intercable, Englewood, Colo., as VP, human resources.

Robert Dupras, office manager, Agfa-Gevaert, Burbank, Calif., named acting regional distribution manager.

Richie Rosenfeld, part-time technical staffer, United Stations Radio Network, New York, named technical assistant.

Steve Brown, senior engineer, WLTE(FM) Minneapolis, named chief engineer.

Jerry Michel, maintenance supervisor, WXIA-TV Atlanta, named assistant chief engineer.

Promotion and PR

William McAndrew Jr., press representative, *Today* and *Meet the Press*, NBC News, New York, named NBC News information manager.

Barbara Dixon, VP, Fratelli Group, Washington public relations firm, joins Motion Picture Association of America there as VP, press and public communications.

Linda Stern Rubin, director of press relations, Warner Amex Cable Communications, New York, named director of media relations, Westinghouse Broadcasting and Cable there.

Carla Merriman, VP, group supervisor, Cunningham & Walsh, Chicago, joins Public Broadcasting Service, Washington, as director of advertising and creative services.

George Goldey, account executive, Rogers & Associates, Los Angeles public relations firm, joins Rogers & Cowan there as account executive.

Charles Wolf, promotion manager, KTRK-TV Houston, named manager of creative services.

Eric Goldstein, production manager, WTNH-TV New Haven, Conn., joins WBZ-TV Boston as senior producer-writer, creative services department.

Lynn Lawler Lovick, from WVEC-TV Hampton, Va., joins KTVK(TV) Phoenix as creative services manager.

Mary Fisher, from Bresee, Smith & Associ-



Salute. Kevin O'Brien, president and general manager, WTTG(TV) Washington, toasts Maury Povich, 10 p.m. anchor and host of *Panorama*, on WTTG, and NBC anchor Connie Chung, following live on-air roast for Povich during his *Panorama* program Friday, Nov. 30. Povich and Chung were married Dec. 2 in New York.

ates, joins Group W Productions, Los Angeles, as director of promotional media.

Cynthia Alperowicz, from Action for Children's Television, Newtonville, Mass., joins noncommercial WGBH-TV Boston as associate director of corporate communications.

Lois Kwasman, assistant to VP and general manager, WFLA(TV) West Palm Beach, Fla., named director of public relations and external promotions.

John Doyle, art director, WHEC-TV Rochester, N.Y., named promotion director.

Judith Burns, from WNEW-TV New York, joins WFTQ(AM) Worcester, Mass., as promotion director.

Doug Traer, producer-director, WAWS(TV) Jacksonville, Fla., joins WJKS-TV there as director of special projects.

Allied Fields

Margita White, most recently independent communications consultant, and former FCC commissioner, assistant director of United States Information Agency and director of White House office of communications under President Ford, joins Television Operators Caucus, broadcast group-owner lobbying group, Washington, as coordinator.

Robert St. John Roper, associate general counsel, National Cable Television Association, Washington, joins Washington office of law firm of LeBoeuf, Lamb, Leiby & MacRae.

Dave Laustsen, owner of KKAA(AM)-KQAA(FM) Aberdeen, S.D., elected to South Dakota state senate. He has served eight years as state representative.

Andrew Gefen, business analyst and project manager, American Management Systems, Arlington, Va., joins Frazier, Gross & Kadlec, financial communications consulting firm, as financial analyst, asset appraisal group.

Elected officers, New York State Cable Association: **John Gault**, Manhattan Cable TV, chairman; **Joel Fleming**, New Channels Corp., first vice chairman; **Peter Gilbert**, International Cable, second vice chairman; **Donald Mintzer**, Group W Cable, treasurer, and **Earl Quam**, United Artists Cable Systems, secretary.

Deaths

Robert H. Fleming, 72, correspondent, ABC News, Washington, in 1957-60 and bureau chief in 1960-66, who was deputy news secretary under President Johnson and later deputy director of United States Information Agency, died of pneumonia Dec. 3 at George Washington University hospital, Washington. As bureau chief for *Newsweek* magazine in Chicago in 1960, he was among panelists for first Kennedy-Nixon televised presidential debate. Survivors include his wife, Jean, and two sons.

Vincent B. Welch, 67, FCC attorney 1941-42 and 1945-46, and senior partner in Washington communications law firm of Welch & Morgan, 1946-1977, died of cancer Dec. 3 at his home in South Casco, Me. In 1967-80 he was chairman and major stockholder of Continental Urban Television Corp., which owned KGSC-TV (now KICU-TV) San Jose, Calif. Since 1977 he had been president and sole owner of Welch Enterprises, Portland, Me.-based investment firm. He is survived by his wife, Barbara.

Frank J. Carter, 68, retired VP and office manager, Blair Radio, Dallas, died of cancer Nov. 7 at Dallas hospital. He is survived by his wife, Mary Anne, two sons and two daughters.

Marty Wayne, 56, host of *Senior Edition*, non-commercial WNYC(AM) New York, died Dec. 2 of heart attack at Albert Einstein Medical Center, New York. He had been with station 17 years.

Kerry Van Darr, 28, air personality, KLUB(AM) Salt Lake City, died Nov. 16 of complications from surgery.

FCC's Dennis Patrick: In the communications pipeline

Dennis Roy Patrick, 33, has come a long way fast.

Three years ago, the native of Los Angeles was living the supposed good life in sunny southern California. He was an attorney for a respected Los Angeles law firm; he had a house on the beach, and he spent his spare time surfing and playing tennis and volleyball.

Toward the end of 1981, however, he caught his big wave, one that swept him into Washington as an aide in the Reagan White House. Two years later, he caught another that took him to the FCC, where he's filling out the remaining year and a half of a term opened by the resignation of Anne Jones. (His political fortunes have in no way been hurt by an early tenure as law clerk to William Clark, a friend of Ronald Reagan, when Clark, now Secretary of Interior, was a California Supreme Court judge.)

Patrick's FCC term runs out at the end of June. But don't look for the young Republican, who already is showing a few gray hairs, to hurry back to the West Coast.

He's caught a dose of Potomac fever and he's getting a kick out of living on the East Coast. What's more, he likes what he's doing, and he likes it enough to be hoping for reappointment.

FCC Chairman Mark Fowler sings his praises. "Dennis Patrick is an extremely able and dedicated public servant," Fowler says. "His character is one of his most outstanding attributes. He insists on asking the question: What's best for the people? And he believes, as do I, that absent a compelling interest, the government ought not control people's lives."

Jeff Baumann, senior vice president and general counsel for the National Association of Broadcasters, says Patrick is a strong believer in the marketplace. While broadcasters don't always agree that the marketplace is an appropriate answer to all regulatory issues, "we have always found him open to our point of view," Baumann said. "I think he has demonstrated an ability to delve into the issues in a very short period of time."

Patrick, the son of a Los Angeles policeman, also gets a good review from the so-called public-interest sector. Andrew Schwartzman, executive director of the Media Access Project, noted that he and Patrick have philosophical differences. But Schwartzman describes Patrick as "honest and straight-shooting. He listens to us before he goes the other way, and that's as much as we can reasonably ask," Schwartzman says.

If Patrick is reappointed, his importance to broadcasters is sure to grow. Assuming that Fowler steps down by the time his own appointment expires in June 1986, Patrick would be one of two Republicans remaining



DENNIS ROY PATRICK—FCC Commissioner; b. June 1, 1951, Glendale, Calif.; AB, political science, Occidental College, Los Angeles, 1973; JD, University of California at Los Angeles, 1976; attorney, Adams, Duque and Hazeltine, Los Angeles, 1976-1981; associate director of Presidential personnel, White House, Dec. 1981-Oct. 1983; special assistant to administrator of National Telecommunications and Information Administration, Oct. 1983-Dec. 1983; present position since Dec. 2, 1983; married Milinda McNeely, Aug. 2, 1981.

at the FCC. He'd be the only former White House aide standing in the wings. In short, he would seem to have a pretty good shot at becoming the agency's chairman.

Already being measured against that yardstick, Patrick, naturally, has critics. One well-placed source questions whether Patrick isn't a bit too insecure for comfort; another questions whether he has demonstrated enough independence. There has been a lingering perception that he has been a rubber stamp for Fowler. But Patrick expresses incredulity at the suggestion. He points out that he and Fowler, who, admittedly, share similar philosophies, have been on the opposite sides of a number of votes, most recently over the question of whether the Orlando-Daytona Beach, Fla., market should be amended to include Melbourne and Cocoa, Fla. (BROADCASTING, Nov. 26). "Mark and I are friends, and I make no bones about that," says Patrick. "But I don't feel any need to justify my votes in terms of whether I vote with or against the chairman. The only thing I need to justify is my vote in terms of the public interest standard."

It hasn't all been smooth sailing for Patrick. After he was nominated as commissioner, six months passed before he received Senate confirmation. In the interim, he served at the commission as a recess appointee. When he finally was confirmed, Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) apologized for

the delay, admitting he had been "playing politics" (the senator reportedly had been trying to get another appointment for an Arizona friend in return).

Patrick had little background in communications before joining the FCC. But he does feel he's up to speed now, and he credits his staff for helping him get there. "We have come a long way, and I feel pretty good about it," Patrick says.

At the commission, Patrick says he hasn't cut out a personal niche for himself. "I haven't yet specialized in any narrow sense, and to tell you the truth, I'm not sure I'm disposed to," he says. "We have tried to get ourselves up to speed, as thoroughly as we can, on everything that has been presented to the commissioners for decision. I'm fairly comfortable with that approach."

He says he has, however, taken a special interest in spectrum allocations questions. "I think it is useful for someone at the commission to at least try to highlight the fact that we maybe don't have all the information we need in order to make relative decisions as to allocating spectrum between services," he says.

The accomplishment of which he is most proud: "The fact that we joined the commission at a time the commission was facing an incredibly large number of very difficult questions, and we have managed, I think, to prepare ourselves thoroughly with respect to those questions."

He sees his major contribution to the commission as a collegial one: "Another office, another voice, another group of persons that can point out issues, subissues, provide analysis, and help the commission make the right decision," he says.

For the future, Patrick says it's important to keep in mind that deregulation isn't an end in itself. "Deregulation is a means to an end," he says. "The end is maximizing the public interest, and that's an important distinction to keep in mind . . . The challenge in the future is going to be to make sure that we always do the analysis we have to do to make sure that deregulation makes sense in a particular circumstance."

Patrick, who hopes he will be remembered as a "thoughtful deregulator," doesn't watch a lot of television. And although he thinks there's "room for improvement" on that medium, he also says it offers some "very, very good" programming. He watches the network news, and he tries to catch NBC's *Cheers* and *Hill Street Blues*. "*Hill Street Blues* is excellent because the acting is excellent, the way the program is filmed is unique, and the issues that are dealt with are very pointed and are dealt with in a very mature fashion," he says.

Patrick says he hasn't thought about what he might do after the commission. And that's understandable. He's still riding his big wave; for the time being, he may as well concentrate on continuing to ride it.

ABC announced several changes to its prime time schedule, effective first quarter of 1985. **Streethawk**, originally assigned to premiere this fall but bumped for *Call to Glory*, will now debut with 90-minute pilot on Friday, Jan. 4, 8:30-10. **Streethawk** will appear regularly on Friday beginning Jan. 11 at 9-10 p.m. in period formerly occupied by cancelled *Hawaiian Heat*. Also, beginning Dec. 31, **Hardcastle & McCormick** will move from Sunday, 8-9, to Monday, 8-9, replacing *Call to Glory*, which moves to Tuesday, 10-11, effective Jan. 15. *Call To Glory* will fill slot occupied by **Paper Dolls**, which after last broadcast Dec. 25 will go on "hiatus." In addition, starting Dec. 30, ABC will carve out new movie period on Sunday from 8-10 to feature theatricals, mini-series and specials. ABC also announced it would repeat **The Thorn Birds** mini-series on Jan. 6-10. Other mini-series planned for first quarter include **Hollywood Wives** (six hours) and **Lace II**, four-hour sequel to last year's mini-series.

Number of new first-run syndicated shows at this time that are "firm go" for next season can be counted on one hand. By latest tally there are **29 proposed first-run strips on drawing board for next season** that syndicators will be attempting to clear at next month's NATPE International conference. Largest component—to no one's surprise—is game shows, which at last count totaled 12, and is still growing. Leader of pack is Paramount and Post-Newsweek co-venture, **America**, which has cleared 31 markets, including four of five CBS O & O's. Another early favorite is King World's **Headline Chasers**, cleared in 15 markets, including four of top 10. Other strips pronounced definite "go" for September 1985 by their backers include Goodson-Todman's **Price is Right** from The Television Program Source, and—for January 1985 release—**Sale Of The Century** from Colbert Television Sales and Gannaway Enterprises. Also, **Small Wonder**, new first-run weekly sitcom from consortium of Metromedia, Hearst, Taft, Gannett and Storer stations has added four markets to that group's 32 for total of 48% coverage. Golden West Television has in addition sold new first run episodes of **It's a Living** to KNBC(TV) Los Angeles and WABC-TV New York, which assures its place in first-run pack. Although green-light list is short, programers expect list to grow in weeks before NATPE.

Paramount Television Distribution has sold its new entertainment/information strip **America** for early fringe local news lead-in viewing to **four of five CBS-owned television stations**. CBS has picked up one hour strip premiering fall of 1985 for WCBS-TV New York; KCBS-TV Los Angeles; WBBM-TV Chicago and KMOX-TV St. Louis. **America** will air at 4 p.m. in New York, replacing *Rockford Files*; at 3:30 on KCBS-TV replacing *Quincy*, and at 4 on WBBM-TV, also replacing *Quincy*. Specific early fringe time on KMOX-TV is undecided. CBS-owned TV stations "have been working with Paramount since the beginning of the year to help establish a new program form for early fringe. After recently seeing the pilot, we are in agreement



Changing of the guard. Former FCC Commissioner Robert E. Lee (left) was welcomed as the new president of the Broadcast Pioneers Educational Fund (a foundation which endows the Broadcast Pioneers Library) last Thursday in Washington, by outgoing president, Ward L. Quaal, who has been at the helm for the past three years.

Westmoreland vs. CBS: week nine. Former Defense Secretary Robert McNamara testified last week that he did not believe General William Westmoreland had tried to suppress enemy troop strength estimates during the Vietnam War and that even if he had tried, he would not have succeeded. He said CIA intelligence-gathering activities there provided a reliable "cross-check" on military estimates of enemy strength. McNamara, forced by the Westmoreland libel suit against CBS to break his long-standing self-imposed ban on commenting publicly about the Vietnam conflict, also testified last week that he said as much to George Crile, producer of the 1982 CBS documentary that prompted the law suit. Crile phoned the former defense secretary (1961-68) in the spring of 1981 to present to him evidence he believed indicated that enemy strength figures had been suppressed by Westmoreland. But McNamara said he dismissed that evidence as "illustrative" of the many controversies that emerged relating to intelligence matters. "I kept repeating [to Crile] I did not believe the data had been falsified," McNamara testified. "I did not believe data had been suppressed, I did not believe General Westmoreland had conspired to deceive the President and me." He said he believed Westmoreland then and now to be "a person of tremendous integrity with whom I had major policy disagreements, but who served his country well, and whom I have the highest regard for."

that Paramount has developed a most impressive program. It is our view that we should support this program by buying it in our own markets," said Neil Derrough, president of CBS-owned television stations, in statement. CBS deal brings total number of stations signed up for **America** to 27, representing 33% coverage including five of top 10 stations.

Baseball has been very good for Ted Turner and his Atlanta Braves; and his superstation WTBS(TV) which carries Braves games nationwide each season. Question raised last week, however, was whether that relationship may be radically altered by next spring in light of **comments last week at baseball winter meetings** by newly installed Major League Baseball Commissioner **Peter Ueberroth** (Question also applies to so-called "passive" superstations WOR-TV New York, which carries Mets games; WPIX-TV New York, Yankees and WGN-TV Chicago, Cubs.) Ueberroth was successful last week in getting owners to pass resolution, by vote of 25 to 1, authorizing him to work out solution to what he termed "**serious problem**" of **superstation carriage of games**. Ueberroth told owners that carriage of those games nationally not only dilutes network rights value: that league negotiates, and local rights that individual teams sell but hurts attendance in both major and minor league markets. "I'm surprised this issue hasn't been dealt with before," said Ueberroth. "It's a violation of another team's territory and the end result is unfair."

ABC Broadcast Group executives met with about 25 members and past chairmen of **ABC affiliates board** on Hawaii island of Maui last week and told them that network was making "**major commitment to halt runovers** caused by extended sports coverage. Only exception, ABC executives said, would be coverage following Super bowl on Jan. 20. Affiliates were also told that network was "putting on hold" third phase of its prime time commercial expansion until further notice. Network made clear that policy was not permanent and would inaugurate phase three if compelled by competitive reasons. Affiliates were also advised that ABC was proceeding with transition of its network feed from **land-based lines to satellite**. Already some affiliates in Mountain Time Zone and Midwest have switched, and officials said stations in Pacific Time Zone and Southeast are next. Affiliate board also elected **Joseph T. Jerkins**, vice president and general manager of KVUE(TV) Austin, Tex., to replace Clayton Brace as chairman at next annual affiliates meeting in May, 1985. Brace is vice president and general manager of KGTU(TV) San Diego. At meeting, ABC News and Sports President **Roone Arledge** announced that network will premiere Saturday edition of **World News Tonight** (it already airs Sunday-through-Fr.

ay editions) Jan. 5, with **Kathleen Sullivan as anchor**. Sullivan will continue to co-anchor *World News This Morning* with Steve Bell. Executive producer for new Saturday edition, which will originate from Washington, with feeds at 6 p.m. and 6:30 p.m. NYT, is Lawrence Smith, who is executive producer of networks weekend news programs.

NBC has adopted new post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association ("Closed Circuit," Dec. 3). FCC Media Bureau mailed out authorizations to **all 2,560 Class II and III daytimers** last Friday (Dec. 7). Those specify post-sunset power, and permit operation on Dec. 10.

In its own motion, **FCC has revised rules to permit use of lotteries or awarding grants in any service when comparative proceedings or commission licenses result in "ties."** In order responding to variety of petitions to reconsider released last week, FCC said it believed "that the public interest could best be served by using lotteries to resolve tied cases and therefore speed new service to the public."

NBC announced it was "discontinuing active participation" of its teletext venture, launched as national service at affiliates convention in May, 1983. NBC said principal reason for closing service, effective in late January, was that technology for consumer decoders has not progressed as rapidly as originally thought, and it didn't think technology would be affordable to consumers in foreseeable future. But NBC said if technology were to become affordable, it could foresee re-entering business. Fewer than 1,000

decoders had been sold nationally, said NBC spokeswoman, and price was outside average consumer's means: \$1,200 for specially-equipped Panasonic television set plus \$900 for decoder for total of over \$2,000.

Frank Biondi Jr., former chairman and CEO of HBO, has been named to new position of **executive vice president of Entertainment Business Sector of Coca-Cola Co.** Biondi will report to Francis T. Vincent Jr., president of entertainment sector and chairman and CEO of Coca-Cola-owned Columbia Pictures Industries Inc. Entertainment sector was established in March 1983 as umbrella to pull together Coca-Cola's expanding entertainment interests. Vincent said that Biondi will have a "broad range" of responsibilities, including involvement in both Columbia Pictures subsidiary and company's one-third interest in Tri-Star Pictures, of which Columbia is partner, along with CBS and HBO.

Wcqr(tv) Washington, UHF, has been sold to Dallas-based **Independent American Broadcasters (IAB)**, subject to FCC approval, for **\$12 million cash** plus assumption of debt and other contingencies of approximately **\$3 million**. Purchase also includes **half-interest in Super TV**, which runs pay services after 7 p.m. on station for 65,000 subscribers and on WNUV-TV Baltimore.

Norman Feuer, president, Viacom Radio, will leave post Jan. 4, due to what he said was his family's wish to move back to San Diego.

As expected, Charles Wick, director of United States Information Agency, has announced appointment of **Paul Drew to be director of Radio Marti** (BROADCASTING, Oct. 8). Drew, 49, is former vice president of programming for RKO Radio.



Honorary coverage. The stars were out in force last week for the Kennedy Center Honors, a black-tie gala honoring the lifetime achievement of American artists. CBS-TV videotaped the event for broadcast Dec. 25. General Motors is the full sponsor of the program, The Kennedy Center Honors: A Celebration of the Performing Arts, which features among others, actors Debbie Allen, Lillian Gish, Karl Malden, columnist Art Buchwald, Olympic gymnast

Mary Lou Retton and violinist Itzhak Perlman.

Top left: Tom Wyman, CBS Inc. chairman (l), and Morley Safer of CBS's 60 Minutes. Top right: CBS/Broadcast Group President Gene Jankowski (l) with 1984 honoree, singer Lena Horne. Bottom (l to r): Honorees Gian Carlo Menotti, Arthur Miller, Horne, Danny Kaye and Isaac Stern, with Mrs. Reagan, President Reagan, Secretary of State George Shultz and his wife, Helen.

Editorials

Magic act

On Dec. 19, if present scheduling is followed, the FCC will vote on a new multiple ownership rule for television stations. The search is for the maximum liberalization that will get by the Congress, a procedure all but guaranteeing that the decision will make no economic sense. By second-guessing the commission on the original revision of the ownership rule last August, Congress has forced the agency to commit an act of political expediency.

As reported in BROADCASTING a week ago, the prevailing wind at the FCC is blowing toward a double cap on station ownership, probably the numerical limit of 12 stations included in the original revision and a limitation on potential audience reach.

The question that continues to puzzle this page is why a numerical cap of any figure is needed if there is to be a cap based on audience reach. But there we go again, expecting logic to intrude in this proceeding.

What is to be the magic figure for the cap on audience reach? Senator Pete Wilson (R-Calif.), the messenger for Hollywood producers, has been lobbying the FCC to set the cap at 22.5% of total television households, a figure that would freeze the television networks at just about their present station holdings. Hollywood hates the idea of networks or anyone else getting enough stations to improve the buyer's side of bargaining for the programming that Hollywood sells. Others in the Congress would probably accede to a higher cap than Wilson's.

Metromedia wants an audience cap based on delivered audience, arguing indisputably that the average UHF attracts less audience than the average VHF and the average independent less than the average network affiliate. The trouble with the Metromedia argument is, of course, that audience delivery in the real world differs wildly from the averages and changes with every rating book. Metromedia is right, however, to emphasize that no station of any class, except those in one-station markets, ever reaches the potential audience that the FCC is thinking of using as a cap.

But then again, what has reality to do with the search for the politically acceptable formula? The cap will be what the FCC guesses will keep Congress from enacting ownership rules of its own. What a way to make communications policy.

New charter

Not even the longest memories in the BROADCASTING newsroom go back far enough to recall the confusion that must have attended implementation of the Radio Act of 1927 and the Communications Act of 1934, but we warrant it wasn't too different from that so evident last week at the Western Cable Show—the first major meeting of that industry since passage of the 50-years-later Cable Communications Policy Act of 1984. Worry about that new law was endemic in Anaheim, Calif., last week, with concern about the possible negative effects seeming to obscure enthusiasm about the positive ones. Cable seemed to be suffering a bad case of cold feet.

The dominant question had to do with rates. After the magic effective date of Dec. 29, 1984, how much and how fast may or should cable begin to advance its charges for basic service? Would it be possible to double dip, as it were, by raising rates 5% (the maximum annual increase under the new law) on Dec. 29,

then another 5% on Jan. 1, 1985, and another 5% on Jan. 1, 1986—a 15% hoist in essentially one year. We don't know what the lawyers will say, but any operator thinking that was the intent of the congressional framers of this legislation has been too long on another planet.

There were similar, and anxious, public questions about other elements of the law, creating an impression that cable didn't really know what to expect next. The fact is that it does, and that what was happening at the Western Show was a bottoming out of bad news cable has experienced in the last few years. Although predictions aren't necessarily the business of this page, there's a strong suspicion here that the industry will have put on a brand new face by the time of the national show (the National Cable Television Association convention) in Las Vegas next June.

In the meantime, the word to the wise in cable is to play it cool. There is nothing critically awry with the wired world, and things are getting better all the time.

Still champs

This publication has little experience in reporting downbeat stories, mainly because failures have been the exception, not the rule, in the 53 years BROADCASTING has been covering the Fifth Estate. This week's issue is a departure. Beginning on page 43 is a series of reports that are less bullish than bearish. The subject is the "niche" media that first came on the scene with euphoric promise but have settled down to futures of more modest scale.

The bottom line is that the mature media, broadcasting and cable, remain relatively undisturbed by the new arrivals, STV, DBS, MMDS, LPTV, whatever. True, change is in the air. Network television keeps losing audience to cable and independent television broadcasting, but not enough to present foreseeable danger of falling from its position of pre-eminence.

As was noted on this page when CBS elected last summer not to spend half a billion dollars in a co-venture with Comsat in DBS, "Half a billion will buy a couple of not-so-shabby television stations these days." That price isn't apt to go down if the special report in this issue is on target.



Drawn for BROADCASTING by Jack Schmidt
"And this is where everything comes together."

When Kalamazoo was looking for new ways to increase city revenues...



The City of Kalamazoo recently conducted a program to help increase revenues by offering members of their community a chance to sponsor paintings on the city's fleet of shiny new buses. WKZO Radio helped get the project underway.

The result was a beautiful moving billboard of Kalamazoo's skyline at dusk in honor of the city's centennial celebration.

The idea was a winner, and so was the bus. It is in constant use for regular routes as well as many public service and community activities. It also won first place at the American Public Transit Association's Fifth Annual Adwheel Competition.

Working with our city government to make Kalamazoo a better place to live is all part of the Fetzer tradition of total community involvement.

**...WKZO Radio
helped the
money roll in.**



The Fetzer Stations

WKZO
Kalamazoo,
Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
Lincoln,
Nebraska

KGIN-TV
Grand Island,
Nebraska

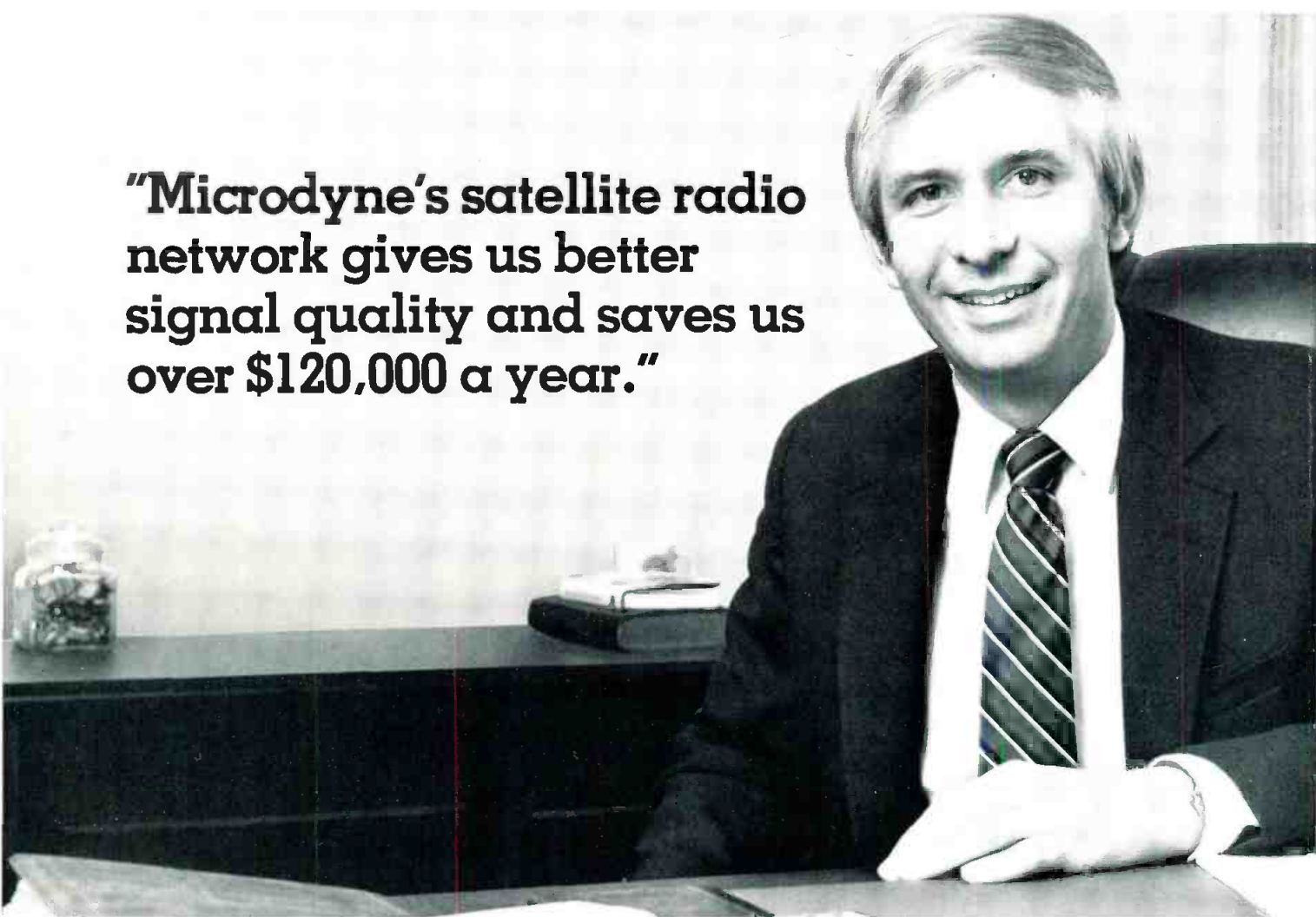
WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

"Microdyne's satellite radio network gives us better signal quality and saves us over \$120,000 a year."



Paul Stone, General Manager, Georgia Radio News Serv

Reduced costs — fast payback

State and regional networks need all the money they can save. That's why the Georgia Radio News Service installed a Microdyne SCPC satellite radio network system.

They found that it reduced monthly distribution costs 80% while improving signal quality.



At Microdyne we manufacture nearly everything in the system, from the precision-molded 5-meter uplink antenna . . .

Where the network once paid \$12,000 a month for land lines to feed their 105 affiliates, they now lease a 10-dBw carrier on Westar IV for about \$2,000 a month. That results in a savings of \$120,000 a year.

"We expect a fast payback on

the equipment," General Manager Paul Stone adds.

Greater programming flexibility

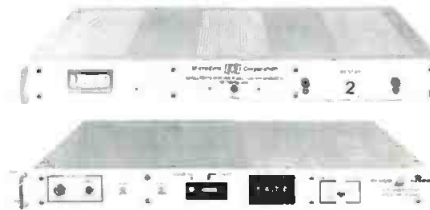
But lower costs and superior performance aren't the only advantages of a Microdyne radio network. Our system is frequency agile and has an optional bandwidth selection feature that lets you change formats when you change channels.

That means you can receive any of the many radio programs now being carried on a single satellite. And that gives you more programming options and greater flexibility.

Turnkey systems

At Microdyne we manufacture nearly all of the components that make up a satellite radio network, from the uplink antenna to the downlink demodulator. And we not only design and build custom systems, we can also manage the complete instal-

lation. So all you have to do is tell what you need and when you need



. . . to the rack-mounted downconverter and unique bandwidth selectable, frequency-agile demodulator that lets you change formats when changing channels.

And of course all of our products are backed by our 48-hour repair replacement policy and our 24-hour toll-free number for emergency engineering support.

Let us custom-tailor one for you

If saving thousands of dollars a month while improving performance appeals to you, call our Marketing Department at the number below. Ask for our free brochure on satellite radio systems. It could brighten your budget for years.



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