

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 11

VOLUME 25

Warner Bros. Television Distribution
A Warner Communications Company



36112LIBRAB5184 DIK DEC/85
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US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112 ***

54th Year 1985

**Fairness and Alcohol:
The Debates
Begin**

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

**JUST
SOLD!**

ST. LOUIS
KDNL-TV

FRESNO
KMPH-TV

How come
everybody
remembers us in
black & white—
and we are
now in
color!



**THE "CISCO"
LIST IS
GROWING!**

ATLANTA.....	WGNX-TV
BILOXI.....	WXXV-TV
BOSTON.....	WXNE-TV
CHARLOTTE.....	WCCB-TV
CHICAGO.....	WGN-TV
CINCINNATI.....	WBTI-TV
CLEVELAND.....	WCLQ-TV
COLUMBIA, SC.....	WLTJ-TV
COLUMBUS, GA.....	WLTZ-TV
DALLAS.....	KXTX-TV
DENVER.....	KWGN-TV
DETROIT.....	WOIV-TV
EL PASO.....	KCIK-TV
FLINT.....	WFLN-TV
FT. WAYNE.....	WFFT-TV
FRESNO-VISALIA.....	KMPH-TV
GREENVILLE/ SPARTANBURG.....	WYFF-TV
HOUSTON.....	KTXH-TV
IDAHO FALLS/ POCATELLO.....	KPVI-TV
JACKSONVILLE.....	WAWB-TV
KANSAS CITY.....	KSHB-TV
KNOXVILLE.....	WINT-TV
LEXINGTON.....	WKYT-TV
LOS ANGELES.....	KABC-TV
MEMPHIS.....	WPTY-TV
MIAMI.....	WOZL-TV
MINNEAPOLIS/ ST. PAUL.....	WFBT-TV
MOBILE.....	WKRQ-TV
NASHVILLE.....	WZTV-TV
NEW ORLEANS.....	WGNO-TV
NORFOLK.....	WYAH-TV
OKLAHOMA CITY.....	KGMC-TV
ORLANDO.....	WOFL-TV
PHOENIX.....	KPHO-TV
PITTSBURGH.....	WTAE-TV
PORTLAND, OR.....	KTOZ-TV
PROVIDENCE.....	WSTG-TV
RICHMOND.....	WWBT-TV
SACRAMENTO.....	KTXL-TV
ST. LOUIS.....	KONL-TV
SAN DIEGO.....	KTTY-TV
SANTA FE.....	KSAF-TV
SAVANNAH.....	WJCL-TV
SEATTLE.....	KTZZ-TV
SHREVEPORT.....	KTAL-TV
SPRINGFIELD, IL.....	WRSP-TV
SPRINGFIELD, MO.....	KMTC-TV
SYRACUSE.....	WKAF-TV
TALLAHASSEE.....	WCTV-TV
TAMPA.....	WTOG-TV
TUCSON.....	KOTU-TV
WEST PALM BEACH.....	WPTV-TV
WICHITA FALLS.....	KJTL-TV

THE

CISCO

156
HALF-HOURS

NOW IN COLOR AND

STARRING DUNCAN RENALDO AS CISCO

"Cisco was something of a Mexican Robin I
devilish glee to the Old West." —TV GUIDE

"Action and comedy to please audiences of all

WORLDWIDE

IDEKICK, PANCHITO



BLAIR ENTERTAINMENT

1290 Avenue of the Americas, New York, NY 10104 • (212) 603-5000

TRANSTAR #2 In Miami

Joy 107 FM goes through the roof in its first book on the satellite with Transtar's very special **FORMAT41**.*

Miami-Ft. Lauderdale
Arbitron AQH Share
Fall 1984, M-S, 6A-Mid.

#2 Adults 25-54	7.3
#4 Persons 12+	5.6

Transtar's **FORMAT41** now has affiliates in major markets like Miami - Ft. Lauderdale, New York, Chicago, Washington D.C., Minneapolis - St. Paul, Portland, Oregon, New Orleans, Memphis and Sacramento, and in many medium and small markets.

Would you like ratings like this in your market? Call us now.**

1-800-654-3904

TRANSTAR
The Quality Satellite Network

**Transtar's Format 41 is available on a market-exclusive basis.

*Service Mark of Transtar Radio Network.

Broadcasting Feb 11

Beer and wine advertising ban gets Hill hearing Fairness doctrine testimony at FCC Ratings resurgence for networks

FIRST WORDS □ Initial hearing on ban of beer and wine commercials from radio and television is held in Senate. Commerce Committee Chairman Danforth sends letter voicing reservations on government-instituted ban or counteradvertising mandates. **PAGE 27.**

FAIRNESS HEARING □ FCC hears two days of testimonials on retaining and disposing of fairness doctrine. **PAGE 30.**

PURCHASE POSSIBILITIES □ Taft Broadcasting buy of Gulf, giving it 12 television stations, expected to help broadcaster in programing, advertising worlds. **PAGE 32.**

COMEBACK □ Network viewing shows increase during winter months. **PAGE 33.**

FORMAT OPTIONS □ Broadcasters choosing between Sony and Matsushita small-format video camera-recorders. **PAGE 38.**

SHUTTER STUDY □ RCA looking at new shutter technology to expand uses of its CCD camera. **PAGE 42.**

DOWN AND OUT □ Milwaukee Sportsvue regional sports cable service goes out of business. **PAGE 46.**

MINI-SERIES DEBATE □ CBS makes adjustments in mini-series about Atlanta child murders after meeting with city officials unhappy with its content. **PAGE 46.**

CHURN CUTTING □ Playboy to infuse more

mainstream programing in effort to reduce disconnects. **PAGE 52.**

FEDERAL NUMBERS □ Reagan budget calls for increases in USIA budget, but cuts for FCC and CPB. **PAGE 54.**

ON THE TABLE □ FCC releases MMDS order, detailing how licenses will be awarded among 16,499 applicants. **PAGE 56.**

ON THE REMAND □ Appeals Court sends case concerning legal title of construction permit back to FCC. **PAGE 58.**

OPEN DOOR □ White House sees no problems in authorizing new international telecommunications satellite systems. **PAGE 59.**

REAR GUARD □ Coalition, which includes John Dingell (D-Mich.), is formed to fight for retention of fairness doctrine. **PAGE 61.**

REVISED UPWARD □ In filing with FCC, Hubbard says trade of Tampa stations could amount to \$50 million. **PAGE 72.**

BACK IN THE SADDLE □ Newspaper columnist and television commentator Patrick Buchanan takes job in communications section of Reagan White House. **PAGE 74.**

CHILDREN'S HOUR □ Phyllis Tucker Vinson, head of children's programing for NBC Entertainment, planned to be a teacher, but decided instead to reach children through the medium of television. **PAGE 95.**

INDEX TO DEPARTMENTS

Business	68	Datebook	22	In Brief	96	Monday Memo	19
Business Briefly	14	Editorials	98	In Sync	42	Programing	46
Cablecastings	10	Fates & Fortunes	91	Journalism	74	Riding Gain	62
Changing Hands	71	Fifth Estater	95	Law & Regulation	54	Stock Index	75
Closed Circuit	7	For the Record	76	The Media	70	Technology	38
						Telecastings	66

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INDEX TO ADVERTISERS A.F. Associates, Inc. 18 □ Almi Television 23, 60 □ The American Trucking Associations Foundation, Inc. 11, 58 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 70 □ Blair Entertainment 3 □ BMI 55 □ CBS RadioRadio 26 □ Classified Ads 80-90 □ Columbia Pictures Television 8-9, 12-13, 20-21 □ Continental Electronics 64 □ Conus Communications 39 □ DFS Program Exchange 43, 45 □ Eastman Kodak Co., Motion Picture & Audiovisual Markets Div. 47 □ The Fetzer Stations Second Cover □ Fries Distribution Co. 50-51 □ Grandy & Berkson Media Brokers 74 □ Sherry Grant Enterprises, Inc./Lee Services Group 49 □ Harris Corp., Broadcast Group 35 □ Harris Corp., Broadcast Transmission Div. 67 □ KGW-TV 57 □ King World 16-17, Fourth Cover □ H.B. La Rue, Media Broker 73 □ Lehman Brothers 66 □ Lorimar 36-37 □ LPTV West '85 77 □ Lutheran Laymen's League, The International Third Cover □ MCA TV 15 □ Microdyne Corp. 53 □ Microphone Electronics, Inc. 44 □ Morgan Stanley & Co., Inc. 69 □ Professional Cards 78, 79 □ Republic Pictures Corp. 6 □ Cecil L. Richards, Inc. 71 □ Robert W. Rounsaville & Associates 72 □ Satellite Music Network 59, 61 □ Services Directory 79 □ SONY Tape Sales Co. 40-41 □ Howard E. Stark 56 □ D.L. Taffner/Ltd. 25, 52 □ Edwin Tornberg & Co., Inc. 76 □ Transtar 4, 63, 65 □ Warner Bros. Television Distribution Front Cover

Old friends.



There are some friends you're always glad to see again. And again. Like *Bonanza*, *High Chaparral* and *Get Smart*. Friendly, dependable faces that'll support your schedule. Deliver results. Help you to win.

In fact, we have an entire library of timeless programming — series, serials and a thousand pictures for your audience to enjoy. And enjoy. Old friends you can count on. Like Republic. That's what friends are for.



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BUD GROSCHOFF, ARTHUR GROSS, DICK JOLLIFFE, MURRAY OKEN, TEREZ KIELY, BILL PASTUCH

Matter of time

Personnel changes at White House—appointments of Donald Regan as chief of staff and of Patrick Buchanan as communications director—have raised question as to how long Larry Speakes will remain as chief presidential spokesman. Conservatives in Washington note that Speakes is “Baker’s man,” reference to James Baker III, who has moved from chief of staff of White House to secretary of Treasury. And Donald Regan, with whom Baker traded jobs, same conservatives say, will want his own man, also acceptable to Buchanan. Buchanan is said to want someone who will report to him—status that Speakes would find uncomfortable; during David Gergen’s tour as director of communications, Speakes reported to Baker.

What’s more, Buchanan is expected to want ready access to podium in White House briefing room. For while, Speakes shared briefing duties with Gergen, but it was unhappy time for both, and Gergen eventually retired from those duties. Buchanan is not retiring type. Betting in some circles is that Speakes “will be out by midsummer.”

Deal for daytimers

FCC won’t be addressing FM Docket 80-90 at meeting Feb. 14 after all. Sole issue stalling process, which will create host of new FM’s, is how much preference to give AM daytimers for new FM’s. Chairman Mark Fowler is believed to be arguing for daytimers to get absolute preference. Other commissioners are reported to be concerned about impact of Fowler’s plan on bringing new entrants into broadcasting.

Machine to machine

A.C. Nielsen is getting ready to lift curtain on what some inside company describe as rating service’s most ambitious leap forward into world of new technologies. Company will announce that Nielsen Station Index (NSI) database will be accessible by subscribers’ micro-computers, and stations in all of Nielsen’s 205 diary markets will be able to punch up, massage, organize, quantify, configure and present ratings and demographic information almost any which way, and in more characteristics than currently found in quarterly ratings books. Software will be provided by Nielsen, although

subscribers may develop their own or purchase elsewhere.

To be called Megabase, system could make quarterly ratings books obsolete, according to Nielsen sources, since all that information—and considerably more—will now be accessible through micro-computer hooked to NSI’s database and available to subscribers instantly.

Phone cutback

FCC Common Carrier Bureau, at Chairman Mark Fowler’s recommendation, is expected to recommend that local telephone companies adopt plan that would reduce by at least 20% private line rates for television transmission service.

Bending backward

Senator Pete Wilson (R-Calif.), who was slated to testify at hearing on beer and wine advertising last week (see story, page 27), canceled because of another commitment. But Wilson now says he is not taking position on issue. Originally he stated opposition to ban on beer and wine commercials, view he expressed at NATPE International convention last month. But senator is removing himself from issue because his wife owns stock in Anheuser-Busch.

Safe from predators

Every few months somebody is rumored to be taking over ABC, and stock price runs up \$10 or more. Rumors will continue to find fertile ground in company where all directors and officers of corporation hold only 2.3% of stock, according to last proxy statement, and where stock trades at less than 50% of company’s estimated asset value. Why hasn’t anyone attempted takeover at perhaps \$2.5 billion, or at least greenmail? Especially when political mood in Washington is generally conceded to be more tolerant of such action than it has been in decades. Among reasons is that ABC may have already secured “white knights” who will buy up company on behalf of ABC management rather than let it fall into unfriendly hands. Two companies mentioned more than once are Capital Cities and Coca Cola. Second reason is strength of ABC’s balance sheet, which gives it access to cash and credit with which it can defend itself. Additional minor deterrent, according to one Wall Street source, is that ABC’s “1975 Restricted Stock Bonus Plan” for key

employees, officers and directors could be used as “golden parachute,” if outsider bought company, tacking on at least \$75 million to purchase price.

It’s everywhere

Debate over beer and wine commercials will continue next week in Los Angeles. Forum for discussion of issue will be field hearing Feb. 21-22, sponsored by American Bar Association’s Advisory Commission on Youth Alcohol and Drug Problems. Portion of hearing will be devoted to subject of beer and wine advertising. National Association of Broadcasters has engaged former FCC Chairman Richard Wiley to appear on its behalf.

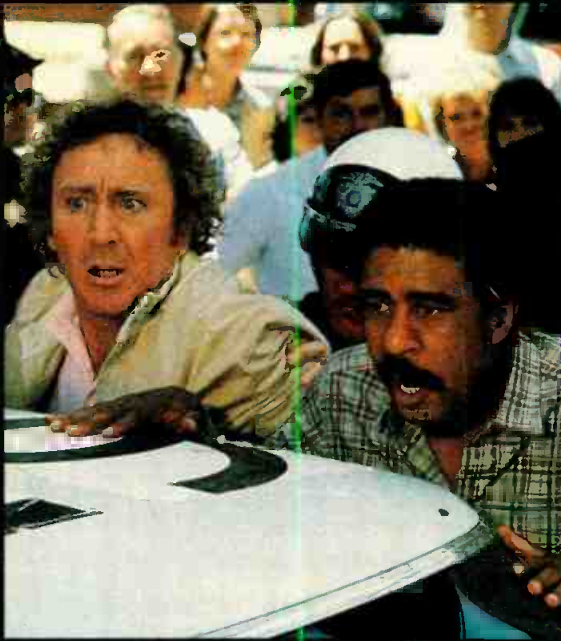
Cronies

Impression that Fairness In Media, anti-CBS organization, is arms-length from Senator Jesse Helms (R-N.C.) may be misleading. One of FIM’s directors, Thomas Ellis, was key adviser to Helms’s re-election campaign, and was pushed by Helms last year for appointment to Board for International Broadcasting, but withdrew his name later after encountering opposition from NAACP and some senators. Now FIM spokesman, Claude Allen, has been hired as press spokesman for Senate Foreign Relations Committee, on which Helms is ranking member.

Pressure from New York

All three radio-television networks are canvassing affiliates to establish what they are doing to fight alcohol abuse. Networks hope surveys will show that broadcasters are not idly standing by but instead donating significant time to PSA’s, news stories and special programs educating public on problem drinking and dangers of alcohol abuse. Thomas Leahy, executive vice president, CBS/Broadcast Group, told recent regional gathering of affiliates in Scottsdale, Ariz., that network hopes for “special broadcast efforts in this fight.” When questionnaires are returned, he predicted, documents will show “truly prodigious record” of broadcasters’ public service campaign against alcohol abuse.

Likewise, ABC, through its affiliate VIE (viewer information and education) and government relations committees, is preparing similar survey of affiliates. NBC for past couple of months has been “cataloguing” alcohol abuse campaigns of affiliates.





**DISCOVER THE
EARLY FRINGE
ENTERTAINMENT
ALTERNATIVE**

**DICK
CLARK'S**

Good Times '85



DICK CLARK'S GOOD TIMES '85

READY FOR SEPTEMBER 1985

There's only one Dick Clark, and when he puts his name on an entertainment show, you can expect it to be a powerful time slot winner.

- Three to five major stars every day.
- A live performance every day.
- A full participating studio audience.
- A list of unique segments and features that only Dick Clark can produce.

- Cohosts Bruce Jenner and Vicki McCarty. ... now you begin to see why our half-hour is the strongest entertainment-driven, Early Fringe program for September 1985.



Dick Clark's Good Times '85 will capture more Women 25-54 than any information, news or sitcom programming.

New York Offices:
711 Fifth Avenue
New York, NY 10022
(212) 702-6602

Los Angeles Offices:
E. Adm. Bldg., Suite 129
Burbank Studios, Burbank, CA 91505
(818) 954-2343

Executive Producers Dick Clark and George Merlis • A Dick Clark Production in association with The Television Program Source.

SHOWS FOR

Any season is the right time for the Fox evergreens. They're an exciting line-up of action/adventure shows that appeal to audiences everywhere. There's the dynamic "Batman." The ever-popular "Lost in Space." The classic "Voyage to the Bottom of the Sea." There's enough hours of quality entertainment and plenty of guest stars to keep audiences captivated season after season...year after year!

VOYAGE TO THE BOTTOM OF THE SEA

110 hours
In over 25 markets

LOST IN SPACE

83 hours
In over 28 markets

A POWERFUL CASE FOR POLICE STORY.

The production values and track record of POLICE STORY tell an outstanding story...

- Emmy Award Winner— Outstanding Dramatic Series
- Created by Joseph Wambaugh, celebrated author of "The Blue Knight" and "The Onion Field."
- Produced by Emmy winner David Gerber.
- The most highly acclaimed series

of its time by critics, law enforcement officials and government agencies alike.

- Recognized for excellence in the television industry and ethnic community.
- Featuring Hollywood's biggest and most respected list of performers.

Put the highest quality dramatic series ever produced on your station. Contact Columbia Pictures Television today.

POLICE STORY

A David Gerber Production
in association with



Business Briefly

TV ONLY

Thrifty Drug Stores □ Co-op advertising in support of Aqua Net hair spray will begin for one week in California in Los Angeles, Sacramento and Fresno. Commercials will be presented in daytime, fringe and sports periods. Target: adults, 18-49; men, 25-54. Agency: International Communications Group, Los Angeles.

Famous Footwear □ Shoe products will be spotlighted in six-week flight to start in late February in six to 12 markets. Commercials will be scheduled in fringe, daytime and news periods. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

Monarch Mirror Doors Co. □ In what is believed to be its television advertising debut, company will launch four-week campaign in early April in Las Vegas and Sacramento, Calif. Commercials will run in fringe and weather periods. Target: adults, 25-49. Agency: Western International Media, Los Angeles.

RADIO ONLY

General Mills □ Yoplait yogurt will be featured in four-week buy starting in mid-March in about 25 markets. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Dancer Fitzgerald Sample, New York.

United Savings Bank of Texas □ Four-week flight is set to start in early March in Houston, Dallas-Fort Worth and San Antonio, Tex. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 35-64. Agency: Craig, Lamm, Hensley & Alderman, Houston.

Land-O-Lakes Agricultural Services □ Feed and fertilizers will be spotlighted in six-week flight to begin in mid-March in number of markets in seven states. Commercials will be slotted in farm programs. Target: men, 25-54. Agency: Fenrick Advertising, St. Louis.

Van De Kamp's □ Frozen food products will be highlighted in special promotion to



Celebration. Marking the fifth anniversary of representation of RKO Broadcasting's WOR-TV New York and KHJ-TV Los Angeles, Blair Television was host at a party at the 21 Club in New York. Joining in revelry were (l-r) Peter Ingrassia, vice president and national sales manager, WOR-TV, Patrick Devlin, executive vice president, director of sales operations, Blair TV, and Patrick Pennucci, sales manager for WOR-TV.

begin in late April for 10 days in 12 markets, including Dallas, Houston, San Antonio, Tex., and San Francisco. Commercials will be carried in morning, afternoon and early evening periods on weekdays and weekends. Target: adults, 25-54. Agency: Dilorio Wergeles Inc.,

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

LOVE AMERICAN STYLE—FEBRUARY 11—Has the romance gone out of the American relationship? AP's five-part Valentine's Day series looks at love through the eyes of single people living in the 80's. Scripts run midday, one per day, the week of February 11.

MUSIC TO YOUR EARS—FEBRUARY 23—AP tunes up for the Grammy Awards on February 26. A list of nominees moves February 23. AP will report the winners in a series of updates during the ceremony, and give you a final musical score on winners in all major categories.

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.

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

For more information call (800) 821-4747.

AP Associated Press Broadcast Services.



Tribute. The Eastman Kodak Co. corporate TV commercial now running in its first four-week cycle on network TV and scheduled to run throughout the year is serving a dual role. It supports the Statue of Liberty/Ellis Island Centennial Restoration project while establishing Kodak as founding sponsor of the restoration effort. The commercial opens on a group of immigrants with tear-filled eyes as a voice-over says, "In 1984 a woman immigrated to America." The spot closes with the founding sponsor logo and the Eastman Kodak corporate symbol, with the following tag-line: "Now it's our turn to carry the torch. Keep America's Image." The commercial was created by McCann-Erickson, New York, and the voice-over was provided by M-E's New York creative director, Ira Madras. Kodak liked Madras's performance during the production of a rough cut of the commercial and asked him to appear in the finished spot.

If you can't beat 'em

The #1 rated action series in all of television.

The #1 action series among 18-49 women.

The #1 summer rerun performer in all of television.

You better buy 'em!



Simon & Simon

MCA TV



NOVEMBER'S

- WHEEL OF FORTUNE... #1 Across The Board!**
- #1 Rated Syndicated Strip In TV History!
 - #1 Rated Syndicated Show In November '84!
 - #1 In 7 Out Of 10 Markets!
 - TV's Most Glamorous Big Money Prize Show!
 - #1 Rated Access Show In America!
 - #1 In Major Demos!
 - Beats Or Ties The Station's Prime Time Average In 72 Of The Top 1 Markets!

TIME PERIOD LEADER IN:

- | | | |
|------------------------------------|------------------------------------|------------------------------------|
| #1 In Albany, NY 7:30 P WNYT | #1 In Green Bay 6:30 P WFRV† | #1 In Pittsburgh 5:30 P KDKA |
| #1 In Alexandria, LA 6:30 P KALB | #1 In Greensboro-W.S. 7:30 P WXII | #1 In Portland, OR 7:00 P KOIN |
| #1 In Amarillo 6:30 P KVII† | #1 In Greenville-SP-AS 7:30 P WYFF | #1 In Presque Isle 7:00 P WAGM |
| #1 In Atlanta 7:30 P WXIA | #1 In Hagerstown 7:00 P WHAG | #1 In Providence 7:30 P WPRI |
| #1 In Augusta 7:30 P WAGT | #1 In Harrisonburg 7:30 P WHSV | #1 In Quincy 6:30 P WGEM |
| #1 In Bakersfield 7:00 P KGET† | #1 In Hattiesburg-L 6:30 P WDAM | #1 In Raleigh 7:30 P WTVB |
| #1 In Baton Rouge 6:30 P WAFB | #1 In Honolulu 6:30 P KHON | #1 In Rapid City 6:00 P KOTA |
| #1 In Birmingham 6:30 P WVTM | #1 In Houston 4:30 P KPRC | #1 In Reno 7:00 P KOLO |
| #1 In Boise 6:30 P KBCI | #1 In Indianapolis 7:30 P WTHR | #1 In Richmond 7:30 P WTVR |
| #1 In Boston 5:30 P WNEV | #1 In Jackson, MS 6:30 P WJTV | #1 In Roanoke 7:00 P WSLS |
| #1 In Bowling Green 6:30 P WBKO | #1 In Jacksonville 7:30 P WJXT | #1 In Rochester 7:00 P WHEC |
| #1 In Buffalo 7:00 P WKBW | #1 In Johnstown 7:30 P WJAC | #1 In Rockford 6:30 P WTVO |
| #1 In Butte 6:30 P KXLF | #1 In Jonesboro 5:00 P KAIT | #1 In Sacramento 7:00 P KXTV |
| #1 In Cedar Rapids 4:00 P KW/L | #1 In Kansas City 6:30 P KMBC | #1 In San Angelo 6:30 P KLST |
| #1 In Champaign-Spr. 6:30 P WICS† | #1 In Knoxville 5:30 P WBIR | #1 In San Antonio 6:30 P KENS |
| #1 In Charleston-Hunt. 7:00 P WCHS | #1 In Lafayette, IN 7:30 P WLFI | #1 In San Francisco 7:00 P KRON |
| #1 In Charlotte 5:30 P WBTB | #1 In Lansing 7:00 P WILX | #1 In Santa Barbara 7:30 P KSBY |
| #1 In Chattanooga 7:30 P WRCB | #1 In Las Vegas 7:00 P KVBC | #1 In Savannah 7:00 P WSAV |
| #1 In Chicago 6:30 P WLS | #1 In Lima 7:00 P WLIO | #1 In Seattle 7:00 P KOMO |
| #1 In Chico-Redding 7:30 P KHSL | #1 In Lincoln 6:30 P KOLN† | #1 In Shreveport 6:30 P KTBS |
| #1 In Cincinnati 7:00 P WCPO | #1 In Little Rock 6:30 P KATV | #1 In Spokane 6:30 P KHQ |
| #1 In Clarksburg 7:00 P WDTV | #1 In Louisville 7:30 P WLKY | #1 In Springfield, MA 7:00 P WW/LP |
| #1 In Cleveland 7:00 P WEWS | #1 In Macon 5:30 P WMAZ | #1 In Springfield, MO 6:30 P KYTV |
| #1 In Colorado Springs 6:30 P KKTV | #1 In Madison 6:30 P WKOW | #1 In St. Louis 6:30 P KSDK |
| #1 In Columbia, SC 5:30 P WIS | #1 In Mason City 6:30 P KTTC | #1 In Syracuse 7:00 P WIXT |
| #1 In Columbus-Tupelo 6:30 P WTVB | #1 In Memphis 6:30 P WMC | #1 In Tallahassee 7:00 P WCTU |
| #1 In Columbus, GA 7:30 P WRBL | #1 In Miami 7:30 P WTVJ | #1 In Terre Haute 6:30 P WTVB |
| #1 In Columbus, OH 7:30 P WBNS | #1 In Milwaukee 6:30 P WTMJ | #1 In Toledo 7:00 P WTOL |
| #1 In Dallas 6:30 P KXAS | #1 In Minneapolis 6:30 P WCCO | #1 In Topeka 6:30 P KSNT |
| #1 In Davenport 6:30 P WOC | #1 In Minot 6:30 P KFYT† | #1 In Tri-Cities 7:00 P WCYB |
| #1 In Denver 6:30 P KUSA | #1 In Mobile 6:30 P WKRG | #1 In Tulsa 6:30 P KTUL |
| #1 In Des Moines 6:30 P KCCI | #1 In Monterey-Sal 5:30 P KSBW | #1 In Watertown 5:30 P WW/NY |
| #1 In Detroit 7:30 P WDIV | #1 In Nashville 5:00 P WSMV | #1 In West Palm Beach 7:00 P WPEC |
| #1 In Eureka 7:30 P KIEM | #1 In New Orleans 6:30 P WW/L | #1 In Wheeling 7:30 P WTRF |
| #1 In Evansville 6:30 P WFIE | #1 In New York 7:30 P WCBS | #1 In Wichita Falls 6:30 P KFDX |
| #1 In Fargo 6:30 P KXJB | #1 In Norfolk 7:00 P WVEC | #1 In Wilkes-Barre 7:30 P WNEP |
| #1 In Flint 7:30 P WJRT | #1 In Oklahoma City 6:30 P KWTV | #1 In Youngstown 7:00 P WYTV |
| #1 In Florence 7:00 P WBTW | #1 In Orlando 7:30 P WCPX | #1 In Yuma-El Centro 6:30 P KYEL |
| #1 In Fresno 7:00 P KFSN | #1 In Paducah 6:30 P KFVS | |
| #1 In Fort Myers 7:00 P WBBH | #1 In Panama City 6:30 P WJHG | |
| #1 In Ft. Smith 6:30 P KFSM | #1 In Parkersburg 7:00 P WTAP | |
| #1 In Ft. Wayne 7:00 P WANE | #1 In Peoria 6:30 P WRAU | |
| #1 In Grand Rapids 7:00 P WOTV | #1 In Philadelphia 7:30 P WPVI | |
| #1 In Great Falls 6:30 P KRTV | #1 In Phoenix 6:30 P KTSP | |

WHEEL 
FORTUNE

1-2 PUNCH!

JEOPARDY!...The WINNING TRADITION Continues!

- #1 In 46 Markets And Building!
- #2 Show In Access Nationally, Just Behind "Wheel of Fortune"!
- Already In The TOP 10 Of All Syndicated Strips This Fall, And In Just Three Months!
- Garnered A Higher Rating In Access In Its Premiere Than When "Wheel" Premiered In The Fall Of '83!



TIME PERIOD LEADER IN:

- | | |
|---------------------------------|-------------------------------------|
| #1 In Atlanta 10:30 A WAGA | #1 In Macon 10:30 A WMAZ |
| #1 In Baton Rouge 9:30 A WAFB | #1 In Mason City 4:30 P KTTC |
| #1 In Birmingham 12:30 P WBRC | #1 In Miami 10:00 A WPLG |
| #1 In Buffalo 5:30 P WKBW | #1 In Nashville 4:30 P WSMV |
| #1 In Cedar Rapids 3:30 P KW/WL | #1 In New Orleans 4:00 P WX/WL |
| #1 In Charlotte 5:00 P WBTV | #1 In Norfolk 7:30 P WVEC |
| #1 In Chattanooga 7:00 P WRCB | #1 In Paducah 3:30 P KFVS |
| #1 In Chico-Redding 5:00 P KHSL | #1 In Parkersburgh 7:30 P WTAP |
| #1 In Cincinnati 7:30 P WCPO | #1 In Portland, OR 7:30 P KOIN |
| #1 In Cleveland 7:30 P WEWS | #1 In Providence 10:00 A WPRI |
| #1 In Davenport 11:30 A WOC | #1 In Raleigh-Durham 7:00 P WTVD |
| #1 In Denver 10:00 A KCNC | #1 In Rapid City 12:30 P KOTA |
| #1 In Des Moines 3:30 P KCCI | #1 In Reno 9:00 A KOLO |
| #1 In Detroit 7:00 P WDIV | #1 In Roanoke-Lynchburg 7:30 P WSLS |
| #1 In Florence 4:30 P WBTW | #1 In Rochester, NY 7:30 P WROC |
| #1 In Fresno 4:00 P KFSN | #1 In Rockford 3:00 P WIFR |
| #1 In Ft. Myers 7:30 P WBBH | #1 In Sacramento 9:30 A KXTV |
| #1 In Green Bay 3:00 P WFRV† | #1 In San Francisco 7:30 P KRON |
| #1 In Houston 3:30 P KPRC | #1 In St. Louis 4:30 P KSDK |
| #1 In Knoxville 5:00 P WBIR | #1 In Tri Cities 7:30 P WCYB |
| #1 In Lansing 7:30 P WILX | #1 In Tucson 2:30 P KGUN |
| #1 In Las Vegas 7:30 P KVBC | #1 In Wilkes-Barre 5:00 P WDAU |
| #1 In Lima 7:30 P WLIO | |
| #1 In Little Rock 3:00 P KATU | |



JEOPARDY!

Source:

NSI, November 1984 Pure Program Rating Ranking; Cassandra Report November 1984. Qualifications available upon request. Copyright 1985 King World, Inc.



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New York.

Norway Sardine Industry □ Seven-week flight is scheduled to begin in mid-March in seven to eight markets. Commercials will be slotted from Wednesday through Saturday in all dayparts. Target: adults and women, 25

and older. Agency: Ketchum Advertising, San Francisco.

RADIO AND TV

Car-X Service System □ Muffler shop chain is scheduled to launch 10-week

AdVantage

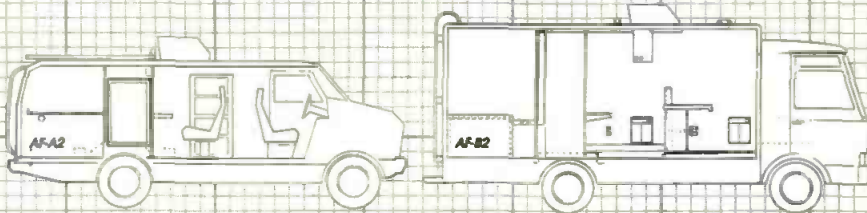
Radio analysis. Torbet Radio's annual report on spot radio activity for 1984 shows that 25-54 demographic is most requested age group, accounting for more than 36% of all Torbet activity. It was followed by 18-49, 16%, and 25-49, 11%. Adult requests, amounting to 45.2%, were almost twice as large as either male or female requests. Most popular survey area designation was metro survey with 91.3%. Torbet analysis shows that almost 30% of all business was placed in one-week flights, 17% for two weeks and 15% for four weeks.

Monitor for syndication. Advertising Information Services, New York, which was begun 20 years ago to produce competitive advertising expenditure reports for agencies and has since moved into other areas, is now expanding into syndication. Starting in March, AIS will monitor syndicated television programs on a market-by-market basis for agencies and syndicators. Jack Safirstein, president of AIS, said clients will receive each month reports verifying their clients' commercial placement in 10 selected markets. They also will be given another report detailing all problems discovered, such as program pre-emptions, alternate air times, overcommercialization and video and/or audio transmission problems. AIS, owned by some of leading agencies, also screens network TV programs for potential content problems; monitors network TV for proof of performance; monitors cable TV, and provides post-broadcast services, including competitive commercial library with 35,000 commercials on file.

Name change. Ogilvy & Mather International is changing its name to The Ogilvy Group, subject to approval by shareholders at its annual meeting on May 14. Reason for change, according to agency, is it wants to emphasize company's strong ties to its founder, David Ogilvy, and to avoid confusion with international division of Ogilvy & Mather.

NEW FROM AFA

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



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

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

The AF-B2 is a 23' 2- to 4-camera EFP unit that features your choice of broadcast-quality color cameras, a Grass Valley

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

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

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

AFA

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

flight this week in 14 radio markets and 11 TV markets. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Dawson, Johns & Black, Chicago.

Roddenberry Foods □ Two-week flight is planned to begin in mid-March in about 20 radio markets and 11 television markets. Commercials on radio will be placed in morning, afternoon and early evening periods and on television in daytime, fringe and prime. Target: women, 25-54. Agency: Evans/Atlanta.

RepReport

KNOE-TV Monroe, La.: To Blair Television from Katz Television.

WLOX-TV Biloxi-Gulfport-Pascagoula, Miss.: To Blair Television from Avery-Knodel Television.

WNTR(AM) Washington: To P/W Radio (no previous rep).

KNOB(FM) Long Beach, Calif.: To Masla Radio from Groskin & Co.

KKDJ(FM) Fresno, Calif.: To Weiss & Powell from Eastman Radio.

WBOW(AM)-WZZQ(FM) Terre Haute, Ind.: To Torbet Radio from McGavren Guild.

WFMZ(FM) Allentown, Pa.: To Torbet Radio from Christal.

WIHN(FM) Normal, Ill.: To Weiss & Powell (no previous rep).

WZON(AM) Bangor, Me. To Masla Radio from Savalli & Schutz.

KOUV(FM) Dinuba, Calif.: To Masla Radio from Roslin Radio.

WWIL(AM) Wilmington, N.C.: To Weiss & Powell from Blair Radio.

WBOS(FM) Brookline, Mass.: To Katz Radio from Shelly Katz Radio Sales.

WMLA(AM)-WTWN(FM) Le Roy, Ill.: To Weiss & Powell (no previous rep).

Growing fast. Independent Television Sales, New York, which was formed six months ago to represent independent TV stations exclusively, has added four stations to its list and now has 10 TV outlets as clients. Latest to sign are wusv(tv) Schenectady, N.Y.; wsmh-TV Flint-Saginaw-Bay City, Mich.; wzdq-TV Huntsville-Decatur, Ill., and wjtc-TV Mobile, Ala.-Pensacola, Fla.

A network/affiliate relationship commentary from Russ Withers, owner of WMIX(AM) Mount Vernon, Ill.

Making the affiliate-network marriage work

The relationship between a radio network and its affiliates is like a marriage: If both work together and talk to each other, each can profit from the arrangement.

For any local station, it's valuable to have network affiliation, and, obviously, a network is nothing without its affiliates. It goes much deeper than just two dissimilar creatures living together. There must be some sort of mutual benefit from the relationship, the key word being "mutual."

In order for it to be a mutual relationship, both parties must be willing to work together, equally sharing the load. And for this to happen, there must be communication. The network and affiliates must stay in almost constant touch, through a clear and effective channel.

For a local station, there are many advantages to network affiliation. A radio network enables a local station to present a national picture featuring expert commentators on the national scene, supported by the network's large budget. The availability of a network news system, with its live actualities and superior staff, brings national news credibility to the local station (i.e. convention and election coverage). The local station has access to exclusive coverage of professional and collegiate sports teams and major sports events and coverage of daily, weekly and monthly sports news. And special events such as NASA launches, the Country Music Association Awards, specials and election night coverage are all very valuable to a local station looking to build a credible national image with its listeners.

A more basic issue in the relationship is money. Every station uses its network affiliation to support its program inventory and to add listeners, but it also needs to profit from the relationship. For this to happen the network must provide programs that are timely, topical, interesting, attractive to the audience and salable. And the network must be flexible enough to work with the affiliate in distribution, scheduling and promotion.

On the other side of the relationship, the local station must act as a barometer for network programming and function as an all-purpose rating system. It should be able to provide a qualitative measurement of network programming that cannot be measured merely by numbers as with RADAR or Arbitron.

The local station should also act as a "stringer" for the network news operation, able to smoothly integrate with the national cog for the covering of news stories in their area that may be of national interest.

And there is the issue of money on the network side. For a network to profit from the relationship, the local station must clear



Russ Withers Jr. is chairman of the Mutual Advisory Board and owner of WMIX-AM-FM Mount Vernon, Ill.; KGMO(FM)-KEWI(AM) Cape Girardeau, Mo.; KOKX-AM-FM Keokuk, Iowa; WMLA(FM)-WTWN(AM) Bloomington-Normal, Ind., and WDTV(TV) Clarksburg, W. Va. He has been in broadcasting for more than 30 years and has served as vice president of LIN Broadcasting and as executive vice president of Laserlink Corp., a cable TV equipment manufacturer. He has been a member of Mutual Radio's affiliate advisory board for over 10 years, during which he has served as affiliate adviser for the Midwest, "at large" adviser and treasurer. He is currently serving his second term as chairman of the 11-member board.

the program, properly schedule it and give it good local promotion. The network needs to be able to tell its advertising clients that the local stations clearing the programs are co-operative and responsive to their concerns as well.

None of this is possible without an open, two-way, channel of communication. It is more than the local station's right and privilege to speak up about its concerns with a network and its programming—it's an obligation. If the station is not happy with the network's product or service, it should complain and criticize and show the network what is wrong. But it should also tell the network what is right.

What is equally important is that the local station talk back to the network—and it must be a dialogue, not just idle lip service. The local station should react to operations other than programming, such as the technical delivery system, the quality of the programs and personalities, the promotion of the network and the overall image represented in the trade and consumer marketplace.

The network is a part of the local station's identity and needs to know that the station is selling it and looking toward the future as an

affiliate. It would help if the station set up an expectation list, keeping it constantly revised and updated and keeping the network informed.

A network cannot be expected to effectively respond to hundreds of affiliate complaints, suggestions and needs without a proper channel. It could set up an affiliate "complaint window," with staff personnel dedicated to more than one function, or the regional clearance coordinators could act as the station's contact for complaints, suggestions or needs. However, there is a better way.

An affiliate advisory board to the network is a very effective means by which the affiliates can talk to the networks and vice versa. I have found that by being associated with, a member of and subsequently chairman of the Mutual Radio Advisory Board, I am able to talk much more effectively to the network and get much more positive results.

While an advisory board is valuable, it is important that it not be made up of a hodgepodge of top-market affiliates from just anywhere. Each member should represent a section or region of the nation, answering only to affiliates in his region. His personal feelings should be low priority, behind those of his represented stations. And, while keeping his loyalty to the network and the affiliates, the representative should retain some autonomy if his views are to be unbiased.

Anyone serving on such a board cannot hope to line his pockets from it, but it can help his station and other affiliates get a network that is inspired, professional and salable. An affiliate advisory board cannot begin to work unless *all* of its members and the network management realize that they are there to work for *each other's* mutual benefit. That means keeping the lines of communication clear and open, being responsive to each other in a timely manner, creating a positive atmosphere and being sincere.

The bottom line is that a radio station should be proud of its network and vice versa; they should be proud to promote each other, proud to work with each other and proud of their positions in the marketplace.

Radio is a local medium; it always has been and it always will be. This localization has separated radio from other media, including the powerful medium of television. But the lack of network programming will not make a station more local, only less national, and that's an important distinction in today's fast-paced, quickly changing world. A network must continue to be more than just a programming service filling time during the overnight. It must give the stations a credible national dimension and provide a variety of programs to round out the station's programming and advertising mix, and it must do it soundly and professionally.

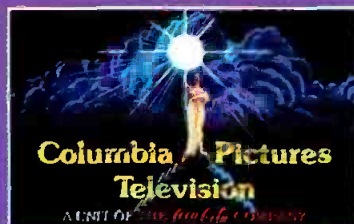
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AGAIN!!**

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Fall 1985!**

**What's
Happening Now!!**



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Datebook

This week

Feb. 10-13—*Arbitron Television Advisory Council* meeting. Marriott's Rancho Las Palmas, Rancho Mirage, Calif.

Feb. 11—Reunion of DuMont Television Network, which disbanded in 1955. Museum of Broadcasting (reception), New York.

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

Feb. 12—*Hollywood Radio & Television Society* newsmaker luncheon. Speaker: Don Hewitt, executive producer, CBS News' *60 Minutes*. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (818) 769-4313.

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, New York.

Feb. 12—*West Virginia Broadcasters Association* sales seminar. Marriott hotel, Charleston, W. Va.

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

Feb. 12-13—*Arkansas Broadcasters Association* business meeting/legislative reception. Capital hotel, Little Rock, Ark.

Feb. 13—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Luncheon speaker:

Representative John Dingell (D-Mich.). Mayflower hotel, Washington. Information: (202) 955-4687.

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

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

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

Feb. 13—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

Feb. 13-May 8—"The Video Marketplace: A Comprehensive Examination," program offered by *New York University, School of Continuing Education*. NYU campus, New York.

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. 16—"A Field Guide to the Electronic Media," course offered by *New York University, School of Continuing Education*. NYU campus, New York.

Also in February

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. 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Joseph M. Cohen, president, Madison Square Garden Network. Copacabana, New York.

Feb. 20—*Society of Cable Television Engineers, Chattanooga (Ga.) chapter*, meeting. Holiday Inn South, Atlanta.

Feb. 20—*Women in Film and Video, New England chapter*, meeting, "Working It Out: The Producer as Team Manager." WBZ-TV Boston. Information: (617) 497-5680.

Feb. 21—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Will Rogers Memorial 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. 21-22—"Plugging into cable television," seminar designed to help nonprofit organizations utilize local cable channels, sponsored by *National Federation of Local Cable Programers*. National Education Association building, Washington. Information: (202) 544-7272.

Feb. 22-24—*Oklahoma Association of Broadcasters*

■ Indicates new or revised listing

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

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

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

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

April 14-17—*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—20th annual *MIP-TV*, Marche Internationale des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

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

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

May 11-15—*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—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 15-18—*American Association of Advertising*

Major Meetings

Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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

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

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

June 2-5—*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—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

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

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

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

Aug. 8-Sept. 14—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.

Aug. 25-27—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

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

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

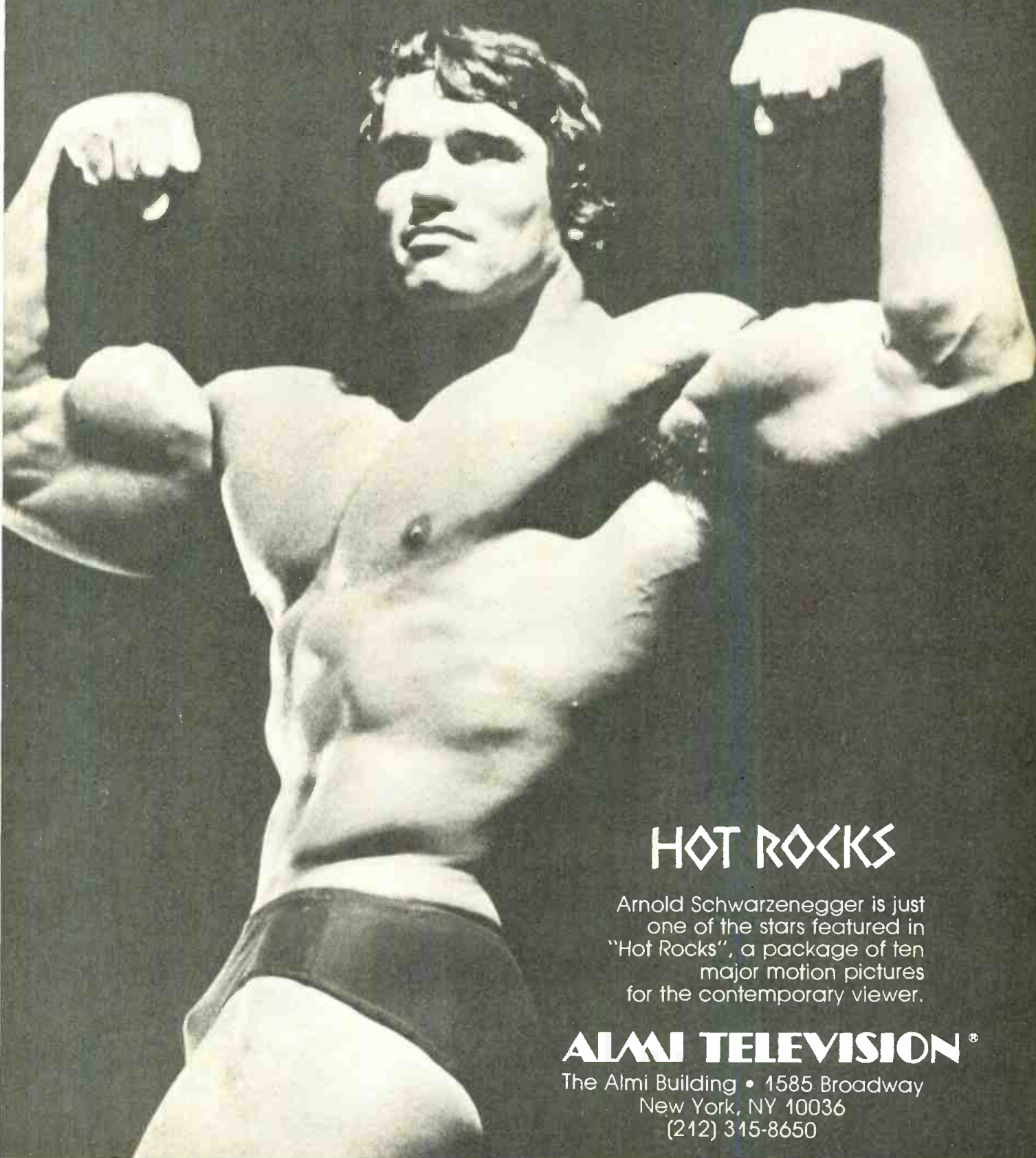
Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 4-6—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 4-8, 1986—*Association of Independent Television Stations* 13th annual convention (tentative).

Jan. 17-22, 1986—*NATPE International* annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

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annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 23—11th annual Media Law Conference, sponsored by *Florida Bar*, *Miami Herald*, *Miami News*, *WPLG(TV)*, *WSVN(TV)*, *WTVJ(TV)*, all Miami, and group of Miami law firms. Miami Airport Hilton and Marina, Miami.

Feb. 25-26—National Cable Television Association board meeting. Key Biscayne hotel, Key Biscayne, Fla.

Feb. 25-27—Television Bureau of Advertising/Sterling Institute managing sales performance program for sales managers. Sahara, Las Vegas.

Feb. 25-27—"Forging a Global Telecommunications Strategy," national policy conference sponsored by Georgetown University, Center for Strategic and International Studies. International Club, Washington. Information: (202) 293-9151.

Feb. 26—Pennsylvania Association of Broadcasters winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

Feb. 26—American Advertising Federation second annual West Coast advertising public policy seminar, "The Rules of the Game." Beverly Hilton hotel, Los Angeles. Information: (202) 898-0089 or (415) 421-6867.

Feb. 26-27—"The Revitalization of AM Radio," regional seminar sponsored by National Association of Broadcasters. Sheraton Orlando International Airport Inn, Orlando, Fla. Information: (202) 429-5415.

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.

Feb. 27—Television Bureau of Advertising regional sales training conference. Americana Dutch Resort, Orlando, Fla.

Feb. 27-28—American Women in Radio and Television biannual public affairs seminar. Speakers include Representatives Nancy Johnson (R-Conn.), Pat Schroeder (D-Colo.), Mickey Leland (D-Tex.) and former FCC Commissioner Anne Jones. Hyatt Regency Capitol Hill, Washington. Information: (202) 296-0008.

■ Feb. 28—Philadelphia Cable Club luncheon meeting. Adams Mark hotel, Bala Cynwyd, Pa.

Feb. 28-March 1—"Revitalization of AM Radio," seminar sponsored by National Association of Broadcast-

ers. Adams Mark hotel, Charlotte, N.C. Information: (202) 429-5415.

March

■ March 1—Northern California Broadcasters Association luncheon. Speakers: Charles Benard and Neil Resnick, co-op consultants, San Francisco. Trader Vic's, San Francisco. Information: (415) 928-7424.

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

■ March 7—"Current Issues in the Development of International Communications," second annual executive seminar sponsored by Hogan & Hartson, Washington law firm. International Club, Washington. Information: Barbara Kline, (202) 331-4690.

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

March 8—International Radio and Television Society 45th anniversary/Gold Medal banquet, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

March 11-13—PRIMA (Public Radio in Mid-America) winter meeting. Montelone hotel, New Orleans. Information: (319) 353-5665.

March 13—American Women in Radio and Television 10th annual Commendation Awards luncheon. Awards to be presented by actress Loretta Swit. 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, Youngstown, Ohio.

March 15—Deadline for entries in International Gold Medallion competition, sponsored by Broadcast Promotion and Marketing Executives. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

March 15—Deadline for entries in Samuel G. Engel

Stay Tuned

A professional's guide to the Intermedia week (Feb. 11-17)

Network television □ **ABC:** *Obsessed With a Married Woman* (romantic drama), Monday 9-11 p.m.; *Challenge of a Lifetime* (comedy-drama), Thursday 8-10 p.m. **CBS:** "The World According to Garp" (comedy), Wednesday 8:30-11 p.m.; *Anne Murray: The Sounds of London* (music-variety special), Friday 8-9 p.m.; *Kojak: The Belarus File* (drama), Saturday 9-11 p.m. **NBC:** *Two Fathers' Justice* (drama), Monday 9-11 p.m.; *Smurfly Ever After* (animated special), Wednesday 8-8:30 p.m.; *Hitler's SS: Portrait in Evil* (drama), Sunday 8-11 p.m. **PBS** (check local times): *State of Black America 1985* (discussion), Monday 10-11 p.m.; *Lawrence of Arabia: The Master Illusionist* (documentary), Wednesday 9-10 p.m.; *Remembering Life* (historical perspective), Wednesday 10-11 p.m.; *Back of the Book** (roundtable art review), Thursday 10-10:30 p.m.; *Marshall McLuhan: The Man and His Message* (tribute), Sunday 10-11 p.m.

Cable □ **A&E:** *La Boheme* (opera), Thursday 9-11 p.m. **Cinemax:** *Cinemax Comedy Experiment** (comedy showcase), Saturday 11-11:30 p.m. **CNN:** *Breaking the Spell* (panel discussion), Sunday 4:30-6 p.m. **HBO:** *The Grand Baby* (drama), Tuesday 4:30-6 p.m.

Syndication □ **WCRB Productions:** *Exxon/New York Philharmonic*, week of February 11 on 270 stations.

Museum of Broadcasting □ Sports production seminar on NBC college basketball, with Dick Enberg, announcer, and Al McGuire, analyst and former coach, Thursday 12:30-2 p.m. **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, now through March 15. **Hallmark Hall of Fame: A Tradition of Excellence**, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

International television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

March 15-16—International satellite and cable television communications law symposium sponsored by *UCLA Communications Law Program* and *International Bar Association*. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

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

March 19—*Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

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

March 21—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlicht, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

March 21—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

March 21-23—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

March 24-31—*Prix Futura Berlin*, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

March 26—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Beverly Wilshire hotel, Los Angeles. Information: (818) 506-7880.

March 26—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

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

Center, New York.

March 26-27—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

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

March 27-29—*Telocator Network of America* semiannual meeting. Loew's Anatole hotel, Dallas.

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

March 28—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

March 29—Deadline for entries in annual awards competition sponsored by *National Broadcast Editorial Association*. Fee is \$75. Scripts, tapes required for each of 12 monthly editorials. Contact Joe Mannion, WXFL-TV, Box 1410, Tampa, Fla., 33601; (813) 229-7781.

■ **March 30**—*Cable Marketing Association of Greater Chicago* first "CableGala." Chicago Field Museum of Natural History, Chicago. Information: (312) 530-4477.

April

April 1—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

April 1—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

April 1-3—*SPACE/STTI (Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.)* show. MGM Grand, Las Vegas. Information: (703) 549-6990.

April 2—*Television Bureau of Advertising* regional sales training conference. Holiday Inn (Westport), St. Louis.

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

April 5-6—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 8-9—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

April 9—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

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

April 11—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency (Dearborn), Detroit.

April 11-12—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

Errata

Late Donald Mann was with **WBBM(AM) Chicago**, not **WMMB**, as incorrectly reported in "Fates & Fortunes." Feb. 4.

It was incorrectly reported in Jan. 28 station and cable trading special report that **Affiliated Publications** sold **KFYE-FM Fresno, Calif.** It actually purchased the station from **Kyfe Inc.**

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Burlington, VT
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Cadillac, MI
Cape Girardeau, MO
Casper, WY
Cedar City, UT
Cedar Rapids, IA
Cheyenne, WY
Chicago, IL
Chillicothe, OH
Chino, CA
Columbia, TN
Concord, NH

WQBK-FM
WHBU
WILK-FM
KWON
WAYC
WFMV
WHTT-FM
WPNF
WQCR-FM
KOPR-FM
WKJF-FM
KGMO-FM
KTWO
KSSD-FM
WMT-FM
KKAZ-FM
WBMM-FM
WBEX
KRYK-FM
WKRM
WKXL-FM

Cookeville, TN
Coquille, OR
Cumberland, MD
Danbury, CT
Dayton, OH
Detroit, MI
Dodge City, KS
Dubois, PA
Durango, CO
Ellsworth, ME
Elmira, NY
Gallup, NM
Garden City, KS
Glens Falls, NY
Gloversville, NY
Great Falls, MT
Green Bay, WI
Greenville, SC
Hanover, NH
Hartford, CT
Hastings, NE

WHUB-FM
KSHR-FM
WCBC
WINE
WVUD-FM
WHYT-FM
KDCK-FM
WOWQ-FM
KDGO
WWMJ-FM
WVY-FM
KQNM-FM
KWKR-FM
WENU-FM
WENT
KODI
WDUZ
WFBC
WTSI
WCCC
KHAS

Hermiston, OR
Jamestown, NY
Jefferson City, MO
Juneau, AK
Keene, NH
Kingston, NY
Lakeland, FL
Lake Placid, NY
Lansing, MI
Laramie, WY
Los Angeles, CA
Louisville, KY
Lynchburg, VA
Madison, WI
Manchester, VT
Marshall, MN
Melbourne, FL
Middlesboro, KY
Mobile, AL
Morehead, KY
Mt. Pocono, PA
Napoleon, OH
Napa, CA
Nashville, TN
Naperville, IL
Omaha, NE
Osage Beach, MO
Pennington Gap, VA
Philadelphia, PA
Pittsburgh, PA
Pittsfield, MA
Platteville, WI
Portland, OR

KQFM-FM
WKSN
KWOS
KTJU-FM
WNBX-FM
WKNY
WYXY
WIRD/WLPW
WMMQ-FM
KRQU-FM
KKHR-FM
WKJJ-FM
WKZZ-FM
WIBA
WEQX-FM
KKCK-FM
WMEL
WFXV
WKRQ-FM
WMOR-FM
WPCN
WNDH
WWDE-FM
KOIL
KYIC-FM
WSWV-FM
WCAU-FM
WYDD-FM
WBEC
WKPL-FM
KSKD-FM

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Quincy, CA
Redfield, SD
Richmond, KY
Rochester, NH
Rock Island, IL

Sacramento, CA
Saginaw, MI
Salem, OR
Salt Lake City, UT
Scranton, PA
Seattle, WA
Somerset, KY
Springfield, MA
St. Louis, MO
Stuart, FL
Summersville, WV
Terre Haute, IN

Tulsa, OK
Utica/Rome, NY
Warrenton, VA
Waukegan, IL
Williamsport, PA
Wolf Point, MT
Worcester, MA

KWOD-FM
WSAM
KSLM
KSL
WGBI-FM
KLSY-FM
WSCF
WHYN-AM/FM
KHTR-FM
WSTU
WCWV-FM
WVTS-FM

KELI-FM
WUUL-FM
WQRA
WXIC-FM
WWPA
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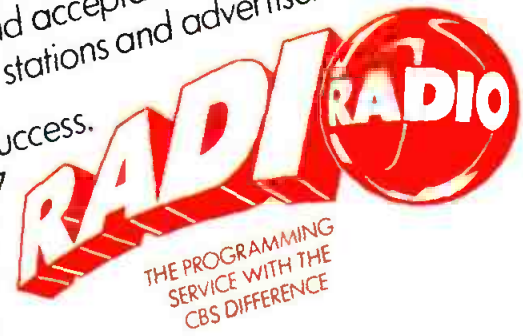
BRYAN ADAMS
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ARTHUR C. CLARK
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BRAD DAVIS
RICHARD DREYFUS
DURAN DURAN
SHEENA EASTON
BOY GEORGE
GEORGE HAMILTON
AMY IRVING
MICHAEL KEATON

KOOL AND THE GANG
HAL LINDEN
DUDLEY MOORE
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Broadcasting Feb 11

Vol. 108 No. 6

TOP OF THE WEEK



Hawkins hears testimony from the opponents of a ban (l-r): Wine Institute's DeLuca, brewers' Shea, Florida broadcaster Flynn (obscured), Anheuser-Busch's Lambright, Miller Brewing's Easton, advertisers' Matthews, FEF's Smith and National Association of Broadcasters' Fritts.

Tide may have turned on beer-wine issue

Hawkins hearing unearths little evidence citing media responsibility for abuse; Commerce Committee Chairman Danforth finds no linkage, won't support bill; FTC Chairman Miller declares his agency out of it; SMART's first shot far from fatal

The possibility of banning beer and wine advertising from radio, television and cable appeared to dissipate somewhat last week. A Senate hearing on the matter drew little congressional enthusiasm other than that of Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcohol and Drug Abuse, who had called for the investigation. Indeed, the interest was so slight that Senate Commerce Committee Chairman John Danforth (R-Mo) sent a letter to Hawkins saying he is staunchly opposed to such a ban. Moreover, Federal Trade Commission Chairman James Miller testified that his agency has no intention of addressing the issue of a ban.

Said Danforth in his letter (dated Feb. 1): "I would like to express my opinion that a

ban on beer and wine advertising or government-mandated counteradvertising would have no substantial impact on the problem of abuse. While I share your concern that abusive drinking can and should be reduced, I am sure that more productive approaches can be found."

Danforth explained that he has reviewed public service policies advanced by Anheuser-Busch that "promote moderation." He called those practices "right on target." And, he added, "such voluntary efforts should be far more effective than increased government intervention." (Anheuser-Busch is headquartered in St. Louis, Danforth's constituency.)

Danforth also stated his objections to a ban during a meeting with broadcasters and other communications-related industry representatives the day after Hawkins's hearing. Members of the National Association of Broadcasters executive committee were present during that meeting and reported that Danforth repeated his concern about a ban and indicated that such legislation would not

emerge from his committee. In light of that news and the outcome of the Hawkins hearing, NAB President Eddie Fritts said that "the interest in proposing a ban does not appear as deep as some members of the press have portrayed it." He said NAB still considers the ban a "serious threat," although "there just doesn't seem like there is an overwhelming interest outside of the media."

Two conflicting views emerged during the more than four-hour hearing. Broadcasters, advertisers, brewers and vintners expressed strong opposition to a ban on beer and wine advertisements. They denied any link between the advertisements and alcohol abuse. Furthermore, they argued a ban was unconstitutional and was not the way to fight the problems associated with abuse.

On the other side were representatives from the PTA, academicians and citizen groups, who have united under the banner of Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition working toward passage of legislation banning the commercials or mandating equal time for

counteradvertising. They urged Congress to support a ban and maintained the commercials "promote a dangerously glamorized view of drinking."

Testimony from social scientists concluded that the ads increase consumption of beer and wine, particularly among teen-agers and young adults. "We believe alcohol advertising works against efforts to discourage our children from drinking," said National PTA President Elaine Stienkemeyer.

The issue of beer and wine advertising, Hawkins said, has "turned into a runaway freight train." And although Hawkins stated that "the jury is still out in my mind," she voiced serious concern about the impact of the commercials on youth. "It is the nature of advertising to make products look attractive. They wouldn't be doing their job if they didn't. But consider that some estimates say the average teen-ager sees about 1,000 beer, wine and alcohol ads every year," Hawkins said.

She continued: "What does it do to the attitudes of a 14-year-old—unsure of who he is and what he will become—when he is constantly told that there is only one way to 'Bring out your best' or 'Grab all the gusto'? And what does it mean to him to hear these messages from the retired sports figures he and his parents looked up to?"

But Hawkins was not ready to lay all the blame on television. Indeed, she noted: "The

appeared: Judiciary Chairman Strom Thurmond (R-S.C.) and Thomas Eagleton (D-Mo.). Senator Robert Kasten (R-Wis.) made a brief appearance to introduce one of the witnesses, Alan G. Easton, vice president, corporate affairs, Miller Brewing Co., which is headquartered in Milwaukee, Kasten's home town.

"Anything we can do to reduce consumption of alcohol by young people, I stand in favor of," Thurmond said. Thurmond also presented a letter from the South Carolina Commission on Alcohol and Drug Abuse stating its support of the SMART drive for a ban.

But FTC Chairman Miller was forceful in throwing cold water on the idea of a ban. He told the senators that "we don't have any evidence that total advertising has any impact on total consumption, much less abuse." It was unlikely, he added, that the FTC would "mount any frontal assault on alcohol advertising.... Even if we did, I am not sure it would have much effect on alcohol abuse, given the data and studies." Moreover, he felt even if a ban might have a significant impact on alcohol abuse, the decision should be made "by the nation's elected representatives, not by five unelected FTC commissioners."

Miller also told the senators that a staff recommendation concerning the year-old petition by SMART, which calls on the agen-

of the first steps that should be taken is for "them to clean up their act," Miller said, referring specifically to beer promotions on college campuses.

Further objections to a ban were raised by officials from the broadcasting industry. "There is not one ounce of evidence that shows there is a link between alcohol advertising and abuse," stated National Association of Broadcasters President Eddie Fritts. Fritts presented a videotape with examples of some of the public service announcements local broadcasters are airing as part of a national commitment by the industry to combat drunken driving.

He explained some of the activities broadcasters are undertaking to fight alcohol and drug abuse in their communities, noting that nearly every state broadcasting association has established an alcohol and drug abuse task force. NAB, he reported, supplied all TV stations with 32 anti-drunk driving and drug abuse PSA's during National Drunk and Drugged Driving Awareness Week (Dec. 9-16). The association, Fritts added, is planning to provide more PSA's for another campaign to be used during high school graduation weeks.

Beer and wine ads, Fritts maintained, are used to "influence the decision of which brand to drink rather than influence the decision to drink," he said. Furthermore, he emphasized that several European nations that do not allow alcohol advertising still "suffer abuse rates far in excess of the United States." And he noted that cigarette consumption continues to rise despite the ban on advertisements. These examples, he said, show that "bans on beer and wine advertising in the United States would have no effect on reducing the problems related to misuse of alcohol." Moreover, he stressed: "A free society should tolerate no restrictions upon the advertisement of lawful products."

Daytime television, Hawkins commented, gives the impression that "drinking is going on all the time." She related watching some of the daytime soaps during a stay in the hospital, and said: "I never saw so much garbage in my life. There's an abortion every hour and a divorce every 30 minutes." Fritts, in response to that criticism, noted that broadcasters "have to buy what's on the market in Hollywood." And, he added, "perhaps what you saw was not particularly attractive; however, local programming provides a wide variety of choices."

More testimony illustrating broadcasters' involvement in combating the problems of alcohol abuse was presented by Frank Flynn, vice president and general manager, WCTV(TV) Tallahassee, Fla. (and chairman of the Florida Association of Broadcasters Alcohol and Drug Abuse Committee). Flynn insisted that the broadcasting industry "is part of the solution" and "not the problem."

He released the results of a survey in which 34 Florida radio stations and six TV's reported airing 895 hours of PSA's over the last year. It was a statistic, however, that attracted a barrage of questions. Both Eagleton and Hawkins wanted to know how many of the PSA's ran in prime time. "How many ran in prime time, a paltry few?" Eagleton



The opposition (l-r): SMART's Jacobson, Florida Informed Parents' Sapp, National Council on Alcoholism's Baker, Michigan State's Atkin, PTAs Stienkemeyer, University of Michigan's Johnston and TRAC's Simon.

easy thing to do, of course, is blame the media. What we always seem to say is, the media glamorizes alcohol. That's why kids drink to excess. We sit our kids down in front of the tube for 27 hours a week, we let TV be a babysitter, and then, if our kids are messed up, we say television did it."

Nonetheless, after examining both sides of the issue, Hawkins—herself a Mormon and opposed to alcohol use—felt the matter merited further study. While advertising, she said, "has to have some impact," a ban raises "some First Amendment questions." No further hearings have been scheduled.

Both sides had spent weeks preparing for the first of what had been expected to be a series of hearings. But while the room was overflowing with spectators, only two other members of the parent Judiciary Committee

cy to eliminate the ads or permit counteradvertising, would be ready at the end of this month. In his written testimony, Miller noted: "The FTC staff is now examining in considerable detail the information available on these issues, but to date there would appear to be little evidence demonstrating either a significant incidence of law violations or that an advertising-related remedy would likely be effective in reducing alcohol abuse."

Miller suggested finding a solution to alcohol abuse involving those who abuse it, and not through a ban. He called for stronger and "more certain penalties for antisocial behavior that is related to alcohol abuse." The FTC chairman also stressed the importance of the industry's responsibility in the matter. "They have the most to lose," he said. One

asked. Flynn explained the study was not complete and that he did not know how many ran in prime time. He promised to provide that information later.

Flynn warned that a ban would force commercial stations to scramble for sports programming. He predicted it would lead to the disappearance of most sports events from free, over-the-air television. "It would become the province of pay-per-view and cable," Flynn said. "If I or anyone in our industry believe a ban would solve the problem we would be here arguing for a ban. But a ban won't work," he said.

Leonard Matthews, president of the American Association of Advertising Agencies, told the senators his industry is "adamantly opposed" to a ban. Matthews said it "would injure competition, injure radio and TV broadcasters, deprive the consumer of information on new and improved products, and set a dangerous precedent, as virtually any product can be misused."

Matthews called a ban a "cosmetic solution." Moreover, he added, research shows that advertising plays a major role "only in brand shifting and brand share."

The concept of a ban also was criticized by Donald Shea, president of the U.S. Brewers Association. "SMART fails to distinguish between use and abuse. A ban would unfairly stigmatize all consumption of malt beverages," Shea stated. "Available research uniformly shows that parents and peers are major influences in shaping drinking habits. In 1983, an extensive survey of the research by the Congressional Office of Technology Assessment found that: 'The most reliable predictor of drinking among youths is the drinking behavior of their parents, although peers have an important influence,'" Shea reported.

The USBA president argued that advertising is used by brewers to "increase their market share and aid in the introduction of new products, such as a lower calorie and reduced alcohol malt beverages." (He said a 1% change in share is worth an estimated \$380 million.) The USBA, like broadcasters, Shea pointed out, is involved in a number of community projects aimed at combating alcohol abuse. He said USBA was the first corporate sponsor of Students Against Driving Drunk. It also distributes an "On-Campus Alcohol Education Manual" on college campuses which provides ideas for setting up college alcohol programs. And brewers, Shea added, will continue to support research through the Alcoholic Beverage Medical Research Foundation.

Stephen Lambright, vice president and group executive, Anheuser-Busch Co., also maintained an "ad ban just won't work." Lambright stressed that people who abuse alcohol are, in fact, "circumventing this same, highly regulated system... a system that is already more tightly controlled than virtually any other aspect of life in America." He said: "We are just fooling ourselves if we think that banning advertising will change their abusive behavior."

Alcohol abuse, said Easton of Miller Brewing Co., was prevalent during the 13 years of prohibition "when government did

its best to suppress all alcohol consumption." Indeed, Easton charged SMART with being unable to demonstrate a causal connection between advertising and alcohol abuse. "As recently as five weeks ago, CSPI [Center for Science in the Public Interest] Director Michael Jacobson repeated this acknowledgement on a CBS network news program. But in almost the same breath, he said 'I think the burden of proof should be on the other side.'"

John De Luca, president of the Wine Institute, discussed what the wine industry is do-



FTC Chairman Miller

ing to address alcohol abuse through the institution of its "Code of Advertising" adopted in 1978. The code, among other things, prohibits advertising that:

- Suggests excessive drinking or loss of control is amusing or a proper subject for amusement.

- Associates wine use in conjunction with feats of daring or activities requiring unusual skill.

- Suggests that wine directly contributes to success or achievement.

- Directly associates wine with social, physical or personal problem solving.

The industry's First Amendment concerns involving a ban were expressed by Craig Smith, president of the Freedom of Expression Foundation. The FEF was created by Senator Bob Packwood (R-Ore.) to lead the drive to obtain full First Amendment rights for the electronic media. Smith maintained it was "unfair to single out broadcasters for advertising bans." A ban, he continued, "would violate the Constitution and would deprive consumers of information important to their marketing choices." Smith underscored that "our nation has always been committed to insuring that more information, not less, is available to the public."

But testimony from the panel of witnesses advocating a ban presented a different view. "Despite industry's claim that ads are not targeted at heavy drinkers or youths, the Coors Lite ad tells viewers to drink 'beer after beer and don't hold back... turn it loose.' Harvey's Bristol Cream sherry teaches viewers to switch from traditional glasses to giant tumblers. Anheuser-Busch uses actor-athletes to show viewers that Bud Lite will bring out their best," said Jacobson. Alcohol consumption, he charged, has increased by almost 50% per capita since 1960. He noted that over 700,000 people have signed the SMART petition in support

of a ban or counteradvertising (the group's goal is a million).

Jacobson rejected the industry's claim that ad bans in Sweden have had no effect. "In fact, according to statistics from the Swedish government, alcohol consumption declined 21% between 1976 and 1983. Furthermore, heavy drinking among 16-year-old boys declined from 40% in the 1970's to 28% in 1981." Although broadcasters and brewers claim that the ban on cigarette ads has had no impact, Jacobson said "per capita consumption of tobacco has declined by about 25% since the ban went into effect."

Furthermore, he presented a letter from Stanford law professor Marc Franklin addressing the constitutionality of a ban. "Although the Supreme Court has recently extended some of the protections of the First Amendment to so-called commercial speech, it has not yet considered any case in which public safety concerns are offered as primary justifications for limits on what would otherwise be protected speech. Such a case would be a far cry from earlier controversies, such as *Virginia Pharmacy*, in which government sought to prevent pharmacists from advertising the prices of their prescription drugs, or *Central Hudson*, in which government sought to bar promotional advertising by electric utilities," the letter said.

Dr. Charles Atkin, Department of Communications and Telecommunications at Michigan State University, and author of one of the studies cited most often as providing scientific evidence that beer and wine advertisements increase consumption, particularly among young people, also testified. He summarized some of the key conclusions of his studies sponsored by the Bureau of Alcohol, Tobacco & Firearms, FTC, National Institute on Alcohol Abuse & Alcoholism and the Department of Transportation. They concluded:

- Advertising influences brand awareness and preferences to a great degree.

- Advertising also has a broader effect in significantly increasing the absolute levels of alcohol consumption.

- Advertising contributes to the development of positive images of drinkers and portrays drinking as an acceptable and rewarding practice.

- Advertising influences excessive and hazardous and problem drinking. Exposure to advertising is positively associated with drunk driving.

- Advertising regarding teen-agers has an important impact. The typical youth is exposed to nearly 1,000 beer, wine and liquor advertisements each year. The evidence shows that ads have an important impact on liquor consumption and a modest impact on beer drinking. Even among youth who are not yet drinkers, ads seem to increase the intention to drink in the future.

Further testimony was heard from Dr. Lloyd Johnston, program director, University of Michigan Institute for Social Research. He discussed research on what "we know about alcohol use among today's young people." Johnston, who has conducted studies on alcohol and drug use for the past 10 years,

said advertising may have something to do with the problems of alcohol abuse among teen-agers. "As long as these powerful images are being conveyed to our young people, the harder it may be to get young people away from the use of illegal drugs."

(One alcohol advertising study mentioned during the hearings—the Strickland study—refuted the evidence in Atkins research. The study was discussed during a briefing held by the broadcasting, advertising and brewing industries prior to the hearing. Donald Strickland, Washington University, St. Louis, one of the authors of the study, appeared at the briefing and claimed "exposure to alcohol advertising has little relationship to the amount consumed and to abusive practice." Strickland said he researched the issue with grants from a variety of sources

including the alcohol industry.)

Also calling for a halt of beer and wine ads were Martha Baker, president of the National Council on Alcoholism, and Peggy Sapp, executive director, Florida Informed Parents. Samuel Simon, president, Telecommunications Research and Action Center, said: "TV is of course the most powerful educational medium. TV can encourage the use of drugs and tobacco. It is well known they [broadcasters] are doing these public service campaigns because of a fear that SMART will be successful."

As things stood on the beer-wine front at week's end, the Hawkins subcommittee—having fulfilled its commitment to give the issue an airing—has no immediate plans to pursue it further. The Senate Commerce Committee, which would have primary ju-

risdiction over any bill seeking to ban such advertising, has declared hands off, as has the FTC. The House Energy and Commerce Committee is believed to have no enthusiasm for the issue although its Telecommunications Subcommittee has indicated plans to hold hearings in March or April. Representative Howard Nielson (R-Utah) has introduced a bill calling for a one-year study of the ad ban issue before any congressional action is taken. No senator or congressman has yet emerged to be identified with a bill that would institute an ad ban. The president of the National Association of Broadcasters came out of last week's hearing suspecting that the whole matter may have been played out of proportion by the press. Barring a future escalation of the issue, it could be all over but the shouting. □



Clockwise from far left to right: Daniel Brenner, senior adviser to FCC Chairman Mark Fowler; Commissioner Henry Rivera; Commissioner James Quello; Fowler; Commissioner Mimi Dawson; Commissioner Dennis Patrick; Joe Waz, senior associate with Washington lobbying firm of Wexler, Reynolds Harrison & Schule (partially obscured); Bob Johnson, president of *Newsday* and vice chairman of the American Newspaper Publishers Association's telecommunications committee; Eric Sevareid; Floyd Abrams, partner, law firm of Cahill, Gordon & Reindel; Harriet (Sis) Kaplan, and Charles Ferris.

The great debate on fairness is a little less than that

Commission hearing features broadcasters arguing for repeal of doctrine while citizen groups, Group W, Ferris press for retention

Some folks would like to see the fairness doctrine scrapped, but others wouldn't. And the FCC heard plenty of arguments—most of them a bit stale—from representatives of both camps in two days of hearings on the doctrine last week.

Broadcasters and journalists generally supported eliminating the doctrine, asserting that the obligation had the "chilling effect" of causing broadcasters to avoid controversial subject matter. Group W, however, said the doctrine was OK with it.

Many of the special interest groups testifying credited the doctrine for insuring that contrasting viewpoints are aired. They generally supported the doctrine's retention.

Eric Sevareid, former CBS News commentator, said he was an "absolutist" on the First Amendment. He maintained that any scarcity of outlets made it all the more important for broadcasting to be free of government constraints. "It's the power of government that has to be feared, not the press," Sevareid said.

Sevareid also said that if TV were as liberal and powerful as some critics suggest, "I don't know how you explain the last couple of elections."

Bill Monroe, NBC News correspondent, said the doctrine might provide special interests with a handy weapon for pressuring news media. "But it cheats the public by imposing a special inhibition on electronic editors," Monroe said.

Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, said the association thought

the doctrine "unacceptable." Among other things, the doctrine, in chilling broadcast speech, does what it was supposed to avoid, Baumann asserted. Should the FCC decide that the doctrine has been codified and leave the issue up to Congress or the courts, "NAB believes that the commission is clearly empowered to act, and should act now, to eliminate policies of clear commission making, such as the personal attack and political editorial rules," Baumann said.

Harriet (Sis) Kaplan, president of WAYS-AM-WROQ(FM) Charlotte, N.C., and member of the National Radio Broadcasters Association's executive committee, said that even broadcasters with an "especially strong commitment" to presenting controversial issues felt the doctrine's chill—the economics of possibly having to "go through the legal process" at the FCC.

Bruce Fein, former FCC general counsel

SMART smarting over NRBA account of meeting

The National Radio Broadcasters Association's attempts "to open a dialogue" with leaders of the movement to ban beer and wine advertising on electronic media (Project SMART) may have backfired. An account of the meeting between the two, which was explained in detail in an NRBA news release, is being criticized by SMART as "inaccurate and out of context."

The meeting, which was held in Washington on Jan. 31 between representatives of NRBA and SMART (Stop Marketing Alcohol on Radio and Television)—a coalition of citizen groups that are calling for an end to the ads or equal time for counteradvertising—was initiated by NRBA. Its purpose, the release said, was to open discussions with the citizen group "by representing radio's interest... and responsiveness on the issues of alcohol abuse and drunk driving" (including the results of an NRBA survey in which 20% of its members reported a total commercial value of related PSAs, programing and promotions for the past year at more than \$128 million [BROADCASTING, Jan. 28]).

However, according to SMART spokesman, Michael Jacobson, he was "astonished" that NRBA would attribute statements to him "that may have been made at what I had assumed was a private, get-to-know-each-other meeting." Many of the quotes in the release, he said, are "inaccurate" and taken "out of context."

In particular, he cited one in which he was quoted as saying: "There are different problems and different possibilities in radio.... [SMART has] room to work with the notion that radio is not TV." He told BROADCASTING that he didn't "remember making any statement like that. It implies more than I certainly believe. While radio is different—there are no pictures—I see no reason to distinguish radio from television in our overall effort to reform alcohol advertising. In some ways radio advertisements are worse than TV," he said, "because a lot of ads are designed to

be indistinguishable from programs." Jacobson added that there was "no way whatsoever" of considering a ban for television only.

Representing NRBA at the meeting were its executive vice president, Peter Ferrara; Abe Voron, senior vice president; Wendall Wood, director of media and public affairs; Bruce Wolpe and Joe Waz of the Washington lobbying organization, Wexler, Reynolds, Harrison & Schule, and NRBA General Counsel Thomas Schattenfield of Arent, Fox, Kintner, Plotkin & Kahn. Representing SMART were Jacobson (who is the executive director of the Center for Science in the Public Interest, which is heading SMART), and Andy Schwartzman of the public interest group, Media Access Project.

Said Jacobson: "At the very least, NRBA's behavior is ungentlemanly. At most it is unethical.... It's an effective way to burn a bridge."

Ferrara told BROADCASTING that, by calling the meeting, NRBA was not trying to "separate" radio from TV on the alcohol issue. NRBA, he said, "by no means intends to be divisive on the issue." Replying to Jacobson's comments on the meeting between the two organizations, he said that NRBA's Wood took notes at the meeting and that "there was nothing [in the release] at all that I think was misconstrued or misstated. If it was, it was misconstrued and misstated at the meeting.... We feel that saying we sat down and had a dialogue and opened it up and were talking and presenting radio's case, is a positive step. It was our initiation to open this door and to build this bridge. We're going to be the last people to attempt to shut it or burn it down. I'm disappointed that [Jacobson] feels that by making our meeting public we do that. I think that would be terribly destructive.... And we certainly don't want to do that."

and currently senior vice president and director of the telecommunications and information group, Washington public relations firm of Gray & Co., said that unless the FCC could "affirmatively explain" why the fairness doctrine was necessary, the obligation should be "forthrightly" discarded.

John Spain, news director for WBRZ(TV) Baton Rouge, and president-elect of the Radio-Television News Directors Association, said the doctrine was "extremely complex" law. "We spend as much time talking to our lawyers now as we do talking to our reporters," Spain said.

Bev Brown, owner of KGAS(AM) Carthage, Tex., and chairman of the NAB's First Amendment committee, said the fairness doctrine and other content restrictions only add to a broadcaster's workload. "Before a broadcaster presents a program on a controversial topic, he will deliberately or subconsciously consider the potential hassle, and often turn his attention to matters more pressing," Brown said.

Ralph Goldberg, vice president and assistant to the president of CBS News, said that even if it could be assured that the doctrine would always be administered nonpolitically and in perfect good faith, "the very idea of journalists having to justify to a government agency what they choose to publish or not to publish is at odds with the concept of a free and independent press."

Peter Prichard, chairman of the freedom of information committee of the Society of Professional Journalists, Sigma Delta Chi, said the doctrine should be scrapped. "It's the kind of thing we'd expect to find in the

Soviet Union and Eastern bloc countries, not the U.S.A.," Prichard said.

Terry Dolan, chairman, National Conservative Political Action Committee, also supported elimination of the doctrine. Dolan said the doctrine does not encourage fairness instead it provides broadcasters with a "convenient" excuse not to run ads for groups like his, Dolan said.

Timothy Dyk, an attorney with the law firm of Wilmer, Cutler & Pickering, said there was "no support" for the argument that Congress compelled the FCC to adopt the fairness doctrine. He also said he didn't think the courts would overrule the commission, should it decide to eliminate the obligation. But even if the commission decides that the statute bars it from eliminating the doctrine, the FCC should still go ahead and address the basis for the doctrine's continued constitutionality. "The Supreme Court relies very heavily on this agency," Dyk said.

Doug Ginsburg, administrator of the office of information and regulatory affairs at the Office of Management and Budget, said the doctrine was unconstitutional. Ginsburg also contended that the doctrine has had the effect of excluding broadcasters from political debate in this country. "This has neutered broadcasting as a political voice, I'm afraid," Ginsburg said.

Wallace Dunlap, senior vice president for Westinghouse Broadcasting and Cable Inc., said, however, that Group W had never found the doctrine to be unduly burdensome or intimidating. "We have found the doctrine to be rather a simple and straightforward statement of a basic obligation inherent in

the concept of broadcasting service to the public as we know it in this country." The doctrine, Dunlap added, "provides a stimulus to good competitive broadcasting and achieves a responsible balance between the rights of the respective parties involved—specifically including the basic journalistic rights of broadcasters under the First Amendment."

Former FCC Chairman Charles Ferris said the doctrine had "served the American public well." He described it as a "Hippocratic oath" for broadcasters. Ferris also contended that the "real incentive" for avoiding controversy was that advertisers don't want to be associated with controversy.

Phyllis Schlafly, president, Eagle Forum, said she thought it inappropriate for the commission to be holding the proceeding. "Any hearing on the advisability of retaining or repealing a law should be conducted by a congressional committee, not the agency that's supposed to enforce it," she said.

Schlafly also said she thought the doctrine was needed now more than ever to serve as a "small restraint" on the "monopoly power wielded by big TV media."

Reed Irvine, chairman of Accuracy in Media, also supported the doctrine. "Thanks in part to the fairness doctrine and to the attitudes that it has encouraged on the part of broadcasters, we have frequently found it easier to get information about our activities disseminated by the electronic media than by the print media," Irvine said.

Andrew Schwartzman, executive director of the Media Access Project, said the commission reached the limit of its mandate by

recommending repeal of the fairness doctrine three years ago. "This inquiry is, in short, a waste of the commission's own scarce resources," Schwartzman said. "Your time would be better spent keeping down America's telephone bills."

J. Clay Smith Jr., a professor at Howard University School of Law, said only Congress had the authority to "abrogate" the fairness doctrine. "It cannot be aborted by the FCC," Smith said.

Charles Firestone, director of communications law program at University of California at Los Angeles, said he thought the doctrine constitutional, and that the obligation had been codified. But he said the commission could give broadcasters the option of meeting their obligations by providing the public with direct access to their facilities.

Jerome Barron, dean and professor at George Washington University Law Center, said it would be "entirely impermissible" for the commission to get rid of the doctrine on its own. "If we don't need the fairness doctrine because the conventional broadcast media are no longer important vis-a-vis the opinion process, then it would seem to me that whatever chilling effect the fairness doctrine might have might also be considered

insubstantial," Barron said.

David Rubin, chairman of the American Civil Liberties Union's communications media committee, said the real chilling effect on public affairs programming was the licensee's desire to make as much money as possible. "It is the public that has been chilled by the Herculean task of preparing a viable fairness challenge, and by the unlikelihood of success in this effort," Rubin said.

Steve Simmons, president and chief executive officer of Simmons Communications Inc., said the FCC did not have authority to eliminate the doctrine. But Simmons did say the commission could change the way the obligation is enforced. Simmons also suggested that the commission try to make its fairness doctrine decisions "a little more consistent."

Mike Schooler, deputy general counsel for the National Cable Television Association, said the commission should not apply the doctrine to cable.

FCC Chairman Fowler said the "next step" would be to analyze the record and discuss the matter further with Congress. "You'd have to have a further notice of proposed rulemaking to eliminate it, it seems to me," Fowler said. □

out and get 15% coverage, but it means for us there will be fewer buyers covering the same amount of the country. I also would suspect more joint programming ventures could be done with Taft, and we are also producers."

The extra stations would give Taft more leverage in its negotiations with program suppliers, said Solomon: "There are no rate cards. But it all depends how exciting the show is. A large group owner will have a harder time getting a discount for a show for which there is high demand, such as *Catch Phrase*."

On the advertising side, there is a possibility that with 12 stations, Taft could decide there is an advantage to setting up its own representation unit. Currently TeleRep represents all the Taft stations. In four of the five Gulf station markets, with the exception of Greensboro-Winston Salem-High Point, N.C., it already serves a competing station.

But Elliott Troshinsky, vice president of television sales for Taft, said he "highly doubted," Taft would set up its own rep firm, adding that the company considered, but rejected, the possibility several years ago. "The negatives are the expenses and staffing of setting one up to compete with already effective reps," he said.

Terrence J. Connelly, vice president, Television News, mentioned several benefits from having a larger group, including discounts on news equipment and splitting costs for documentaries and special events coverage. But the biggest advantage, he said, was in attracting and retaining personnel: "It will be easier now for us to say to somebody applying for a job at one of our smaller stations 'In three years you can move up to a bigger market.'"

The full implications for the company won't be known until a decision is reached on what properties it will sell, both to help finance the purchase and to comply with the FCC's crossownership rules. The commission recently approved Gulf's purchase of KTXA(TV) Dallas-Fort Worth and KTXH(TV) Houston on the condition that the co-owned FM stations in each market be sold, but Mechem said no decision had been made on what properties (radio or TV) would be divested. KTXQ(FM) Dallas-Fort Worth and KLTR(FM) Houston were recently appraised in one Wall Street report at \$20 million each.

The FCC's crossownership rules also would come into play in two markets where both Gulf and Taft have stations: Washington and Tampa-St. Petersburg.

Bill Suter, securities analyst with Merrill Lynch, said it is not a sure thing that radio stations will be the ones to go in each of those markets. One possibility, he suggested, could be for Taft to sell WTSP-TV in Tampa-St. Petersburg. Nonbroadcasting divestiture candidates, he said, include a Canadian leisure park, The Jack Nicklaus Sports Center, and certain real estate.

Reaction of the stock market to the transaction has reduced prices of both stocks slightly, Taft's because of fear that earnings will be diluted by debt from the purchase and Gulf's because the purchase price was apparently less than many felt the company

The upward mobility of Taft Broadcasting

Purchase of Gulf puts it at numerical limit, but short of percentage cap; better leverage in negotiating with producers, plus greater economies in program production and syndication seen

If Taft Broadcasting's purchase of five additional television stations is approved, and if the Cincinnati-based media and entertainment company keeps all five stations, the transaction might answer the question of whether ownership of 12 television stations equals more than the sum of its parts. The bigger size might provide heretofore unexplored opportunities in program production, programming and equipment buying, station representation and news gathering.

Already the proposed \$755-million purchase provides an example of how the FCC's new ownership limitations for television are likely to halt most groups' expansion at 12 stations before they come close to the 25% coverage limits (BROADCASTING, Jan. 28).

Currently Taft has five VHF and two UHF stations for a coverage of 6.73% of ADI television households—giving half-weight to UHF's. With the three VHF's and two UHF's it proposed to buy from Gulf, Taft would reach the 12-station limit but would attain less than half the coverage limit, with 11.25%, placing it eighth among television groups.

Charles Mechem, chairman of Taft, told BROADCASTING that, "After reading Gulf's announcement on the Friday before Christmas, we made contact immediately. Since then we've had three or four board meetings of our own company as well as other meetings to put our bank lending group together." Some Taft officials flew to Dallas Christmas

Eve to begin negotiations.

Mechem noted that the Gulf group's mix of two independents and three affiliates matched perfectly with Taft's mix of three independents and four affiliates.

Alan Gottesman, securities analyst with L.F. Rothschild, Unterberg, Towbin, thinks the addition of the Houston and Dallas independents was crucial: "It's not 12 versus seven, it's having independents which have to procure the bulk of their programming."

Gottesman did not discount the importance of the other television stations included in the purchase: "I think within four years they could drop Phoenix and Tampa, [Fla.] for as much as they are paying for the whole group now."

Taft is no stranger to originating production for its own stations and has an interest in such shows as *Entertainment Tonight*, *Star Search*, *Solid Gold*, *Lifestyles of the Rich and Famous* and the sitcom debuting this coming season, *Small Wonder*. But Phil Flanagan, vice president and general manager of Television Program Enterprises, which helps distribute both shows, said: "If you have an equity position in a show, it doesn't mean your stations will air it. It is no longer as unsophisticated as that."

According to Nielsen, *Solid Gold* is carried by six out of seven Taft stations, but *Entertainment Tonight*, which is carried almost exclusively by affiliates, does not appear on any of Taft's three independent stations.

Michael Jay Solomon, chairman and chief executive officer of Telepictures, which is both a group owner and syndicator, said dealing with a 12-station group was a positive thing, from a program supplier's point of view: "I'm not hoping that all groups go

might get for its broadcasting group.

After official announcement of the purchase on Friday, Feb. 1, Taft stock dropped to 52½ on Monday, but rose in strong volume during the next two days to 59¾, just a few dollars shy of where it had been trading recently. Polk Lafoon, Taft's vice president of investor relations, said it is difficult at this time to assess the impact of the purchase on company earnings. "It depends on how it is financed, what assets are ultimately sold, when we actually take over the stations, what the cash flow is when we take them over, how the advertising market is doing and how the other divisions of the company perform." Rothschild's Gottesman still is not recommending Taft, and is waiting for the price to come down before putting it back on his "buy" list.

Lafoon said it is possible the deal won't close until the end of the year but that the fall might be likely.

Gulf's stock has slightly declined since

the announcement of its intention to sell, and closed last Wednesday at 14¼.

The breakdown of the \$755-million sale reportedly is: \$225 million each for WTSP-TV St. Petersburg, Fla., and KTSP-TV Phoenix; \$85 million each for KTXA(TV) Dallas-Ft. Worth and KTXH(TV) Houston; \$40 million for WGHP-TV Greensboro-Winston Salem-High Point, N.C., and \$95 million for the radio group which comprises WKLS-AM-FM Atlanta; WLTT(FM) Bethesda, Md. (Washington); KTXQ(FM) Fort Worth, Tex.; KRLY(FM) Houston, and WNDE(AM)-WFBQ(FM) Indianapolis. (These two AM's and five FM's could be added to the six AM's and 7 FM's Taft currently owns.) KESQ-TV Palm Springs, Calif., has not been sold yet by Gulf.

Knowledgeable Wall Street sources said the total package was 12 times 1985 cash-flow, with no guarantee clause. A premium was paid for the Phoenix station and the radio group went for nine times 1985 cash-flow. □

IRTS seminar features panel on programing

Among the cable-broadcast executives at special New York City session are Biondi, Bleier, Wagner and Fuchs

The International Radio and Television Society held its annual faculty-industry seminar in Rye, N.Y., last week, where college students from across the nation gathered to compete for a handful of coveted internships with major media companies during the summer. The students, along with participating college professors, also worked on a joint academic project aimed at solving some theoretical problem in communications.

This year's seminar was structured a little differently in that last Thursday's (Feb. 7) slate of panel sessions featuring heavyweight industry luminaries convened in New York City at the Waldorf-Astoria, away from the other seminar activities at Rye. Thursday panels included one with Frank Biondi, former chairman of Home Box Office Inc., during which Biondi made one of his first public speaking appearances since joining Coca-Cola's entertainment group (including Columbia Pictures Industries) as senior executive vice president. The other speaker at that session, which compared and contrasted the production of made-for-television movies and theatrical films, was Alan Wagner, former president of the Disney Channel, who now runs his own production company.

Biondi said that in his new position he will be focusing primarily on movie financing as well as exploring possible new entertainment ventures for Coca-Cola to enter into or acquire. The entertainment field, Biondi said, is Coca-Cola's "principal new area of expansion." Biondi said he will also be overseeing Columbia Pictures' interest in Tri-Star Pictures, jointly owned by Columbia, HBO and CBS.

Biondi, in response to a question on the impact of home video on the theatrical film and pay cable movie audiences, said it's still probably too early to tell. He noted that in some foreign markets, once VCR penetration reached 30%, the theatrical film business began to suffer. But he added that the comparison to the domestic market is inexact because there is no pay cable business to speak of in those foreign markets.

Wagner, who resigned the presidency of the Disney Channel two years ago when Disney decided to set up the operation in California after dumping Group W Satellite Communications as a partner in the channel, now runs his own firm, Alan Wagner Productions. His company recently completed the made-for-television movie *Reunion at Fairborough*, with Robert Mitchum and Deborah Kerr. It was originally proposed to and embraced by CBS, said Wagner, but the network finally turned it down for fear that some of the themes contained in the movie

Network viewing on the rebound

Cold weather said to be keeping people in front of their sets during last four weeks; NBC takes lead in key demographics; special programing boosts ABC's ratings

The past month has seen a reversal of a season-long trend in the decline of prime time network television audiences, and once again the networks are experiencing record viewing levels. For the past four consecutive weeks, both HUT (homes using television) levels and combined network ratings have been above their year-ago levels, a complete turnaround from the first 15 weeks of the season when it began to appear that after a two-year hiatus the networks were about to suffer another bout of audience erosion.

Between Jan. 7 and Feb. 3, HUT levels averaged 66.7, up 2.3% from the 65.2 in the same period last year. Combined network ratings have also rebounded, averaging a 52.2, up 2% from the combined network rating of 51.2 for the comparable period a year ago. This compares to the fourth quarter of 1984, when the combined network rating was off 2.2 rating points, or 4%, from the fourth quarter of the year before.

Network analysts are unsure whether the latest trend will continue through the end of the prime time season, and to some extent they credit outside factors as contributing to the higher viewing levels. "All things being equal, I think the single biggest factor has been the severe weather of the past four weeks," said George Keramidas, vice president, research, ABC. "Since the beginning of the year we've had incredibly strange weather as far south as Florida. It's had an impact on sets-in-use."

CBS research vice president, David Poltrack, concurs with the weather theory, and noted that was the same explanation used to explain the drop in fourth-quarter network viewing, when unseasonably mild weather kept potential viewers out-of-doors. In addition,

Poltrack said, CBS scheduled a miniseries, *Robert Kennedy and His Times*, in January, and ABC repeated *The Thorn Birds*, two programing moves unusual for January that probably brought viewers to their sets.

Keramidas also pointed out that the increased levels in prime time network viewing do not appear to be accompanied by a similar rise in viewing of pay cable services, particularly HBO.

As the 1984-85 prime time season continues, ABC has begun to show some strength in household ratings, and the network has stayed out of third place for four consecutive weeks. Previously, ABC had come in third for 10 out of the 15 preceding weeks. Analysts point out, however, that the rise in ABC's ratings is principally due to special event programing.

And the latest demographic breakout of regularly scheduled prime time shows makes plain that NBC, which is second to CBS in household ratings, still leads in all key demographic categories. In season-to-date demographic averages as of Jan. 13, NBC led ABC in women 18-49 by 15% and CBS by 7%. In men 18-34, NBC leads CBS by 27% and ABC by 1%. NBC also leads the other two networks in varying degrees among women 18-34, 25-49, 25-54, and men 18-49, 25-49, 25-54.

NBC researchers estimate that ABC will have to keep abreast of NBC by an average of one rating point per week for the last 11 weeks of the prime time season. "It's going to be tough, but it's not out of the question," said CBS's Poltrack. According to researchers at all three networks, how ABC finishes the season depends on the performance of three special event programs: mini-series *Hollywood Wives* and *Lace II* and the Academy Awards presentation. Those three programs "could make up the 11 gross rating points they need by themselves," said Poltrack, "but they would have to at least tie NBC in all other time periods." □

(dealing with sexual feelings at 60, for example) might not play too well. But HBO has picked up the rights and will air the movie within a couple of months.

Earlier in the day, Warner Brothers Television vice president and IRTS president, Ed Bleier, moderated a session that touched on the proliferation of alternative program channels. For the most part, said Bleier, "the change has been quantitative." With a few exceptions, he said, such as MTV, television programming has "not changed much in form" with the advent of cable. And, he said, cable has not changed the fact that, roughly speaking, about one-third of the population accounts for the viewing of two-thirds of the available television programming. That one-third, the target audience, he added, is basically "downscale, socioeconomically and psychographically."

At the same session, HBO Chairman Michael Fuchs chided those television critics who have in recent months written of what they see as the failure of the promise of cable. Cable has not failed to deliver, he said, and in fact has "accomplished a revolution," in some programming senses. "C-SPAN is a phenomenon that could only happen on cable," he said. He also cited Turner Broadcasting System's CNN, and its ability to bring viewers into a courtroom for hours at a time. "And to me," he said, "being able to tune in the Davis Cup live from Sweden at 4 a.m. is an exciting event." He said HBO has probably put 500 programs on television that wouldn't have gotten there otherwise. "There has been more and better programming on cable," he said.

Merrill Grant, of Grant Reeves Entertainment, said that the trend in broadcast televi-



IRTS panelists Leahy, Bleier, Grant and Fuchs

sion programming is now moving away from so-called reality programming (actually a euphemism for "low-cost programming," he said) such as *That's Incredible*, because the syndication value of such programs is poor. "They'll be gone soon," he said, adding that the trend appears to be moving back to higher-priced programming that can be produced at a deficit and paid for with profits from syndication and other so-called "back end" markets. He said the production of high quality

situation comedies was a trend he sees continuing to gain momentum which should "end the drought of comedies in syndication," in the near term.

Thomas Leahy, executive vice president, CBS/Broadcast Group, acknowledged that while network share erosion is a concern, the medium will continue to be the most efficient for advertisers. "We have to start selling the value of the medium," he said. "[Network] TV is still a damn good buy." □

FCC strikes flag on MTS

TV stereo must-carry is not an issue the FCC is going to address just yet.

In an order issued late last Friday (Feb. 8), the FCC said the docket on the proceeding would be left open. It also said a majority of the commissioners believed that program-related multichannel television sound (MTS) is a part of the basic signal "and is required to be delivered by whatever technical means the cable system chooses," but was not prepared to require that carriage now.

The commission didn't say when it would bring the subject back up for a vote, or hint how it would determine when the subject will be considered timely. It also said that when it brings the item up again, it will "call for an additional round of comments to develop a timely record to decide the question." The dockets on the must-carry proceedings for program-related teletext and other vertical blanking services also will remain open.

In the order, the commission also said the Mass Media Bureau will be charged with monitoring, and reporting to the commission annually, on how many TV stations are broadcasting in stereo, how many consumers are using TV receivers or other devices with TV stereo capabilities, and on cable carriage of TV stereo.

In a separate statement, FCC Chairman Mark Fowler and Commissioner Dennis Patrick lambasted the majority. "We believe that this is quintessentially a situation where marketplace forces will accomplish the goals that a prior commission—with a pro-regulatory philosophy and less understanding of the value of unregulation in fostering the development of telecommunica-

tion—would have tried to accomplish by imposing rules," they said. "Since MTS has not yet had the opportunity to develop, it is unreasonable to suggest that the heavy hand of government must interfere. Surprisingly, some commissioners appear to feel otherwise.

"We recognize the inhibitory effect such a decision would have on the development of the technology and the additional costs it would impose unnecessarily and unjustifiably on cable operators and subscribers. The threat, which still hangs over the head of the cable industry after today's action, that some future commission misguidedly might impose mandatory delivery obligations is mischievous enough regulatory intervention on its own. We hope it is not so destructive as to hamper the long sought after growth and innovation by the cable industry. Nonetheless, we can vote for this item because the commission does decline to reach the decision about the need for, and propriety of, mandatory carriage of program-related MTS."

An FCC source said the FCC majority believed the last line of Fowler's and Patrick's statement was a "distortion" of the majority's position.

Said Jim Mooney, president of the National Cable Television Association: "Looks to me like they [broadcasters] got the gift wrapping and we got the present."

The National Association of Broadcasters said it was pleased that a majority of the commissioners agreed that MTS is part of the basic television signal. It also is pleased that the docket will be left open and that interested parties will be able to comment on the FCC staff reports.

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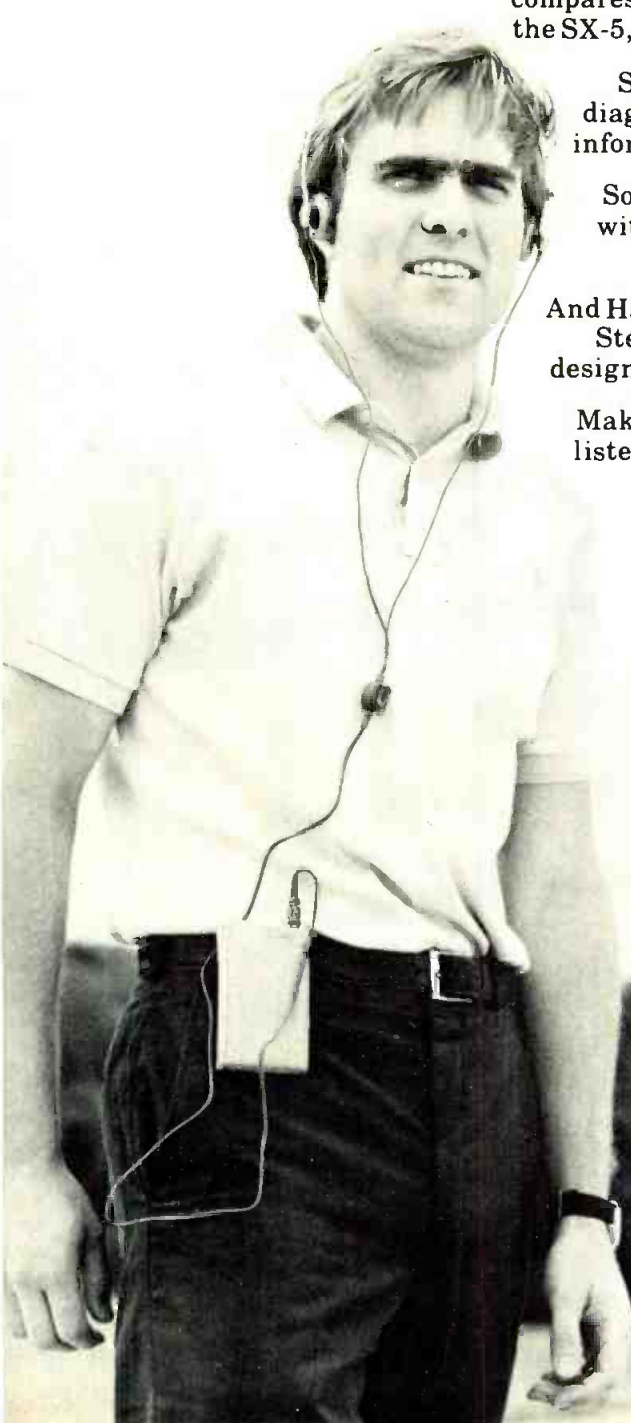
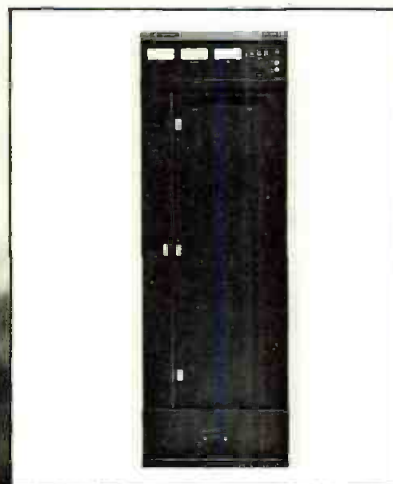
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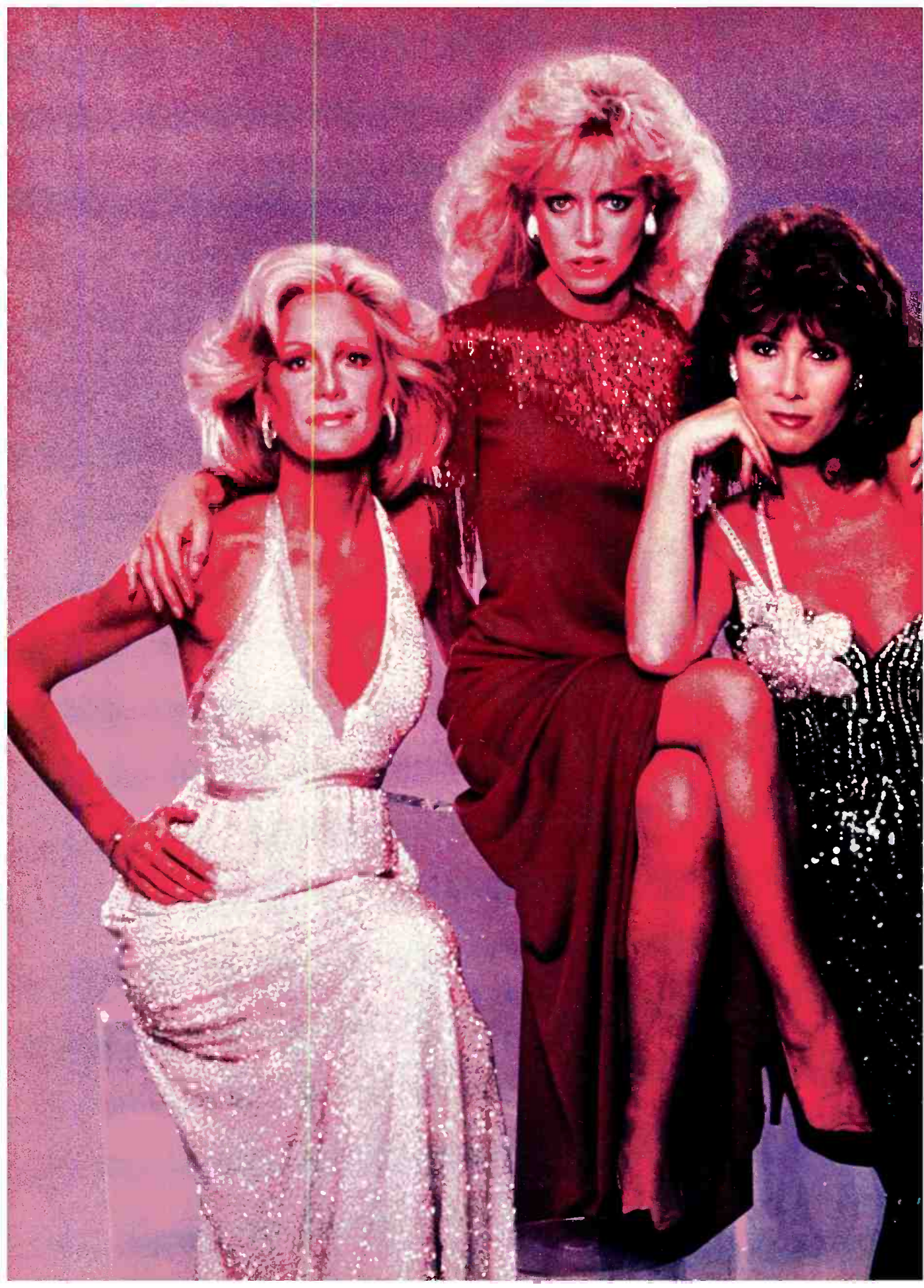
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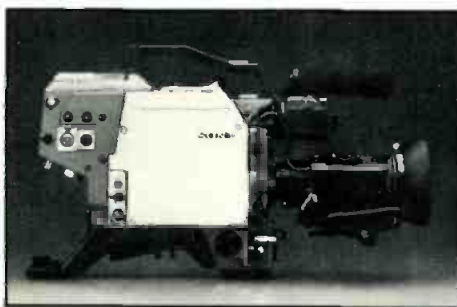
As technology keeps shrinking, networks and stations study new options for camera-recorders; formats need to be decided for half-inch, quarter-inch and 8 mm

The jury that has been out on incompatible small-format video camera-recorder systems since their introduction to broadcasters nearly four years ago appears ready to issue its verdict in 1985.

With CBS leaning toward Sony's half-inch Betacam system, with NBC expecting to complete an ongoing evaluation and select a small format for news by midyear, with ABC awaiting this week's resolution of quarter-inch standardization and with many other broadcasters anxious to replace aging three-quarter-inch U-matic gear, the field of formats struggling to dominate the electronic news gathering market will almost certainly be narrowed.

Up until now the small-format camcorder combo systems have made little headway in the TV marketplace, with incompatibility the main obstacle. Two different half-inch systems—Sony's Betacam and Matsushita M-format products sold by Panasonic, RCA, Ampex and others—found sales stalled from the start by the inability to settle on one format.

Further complicating the users' choice was the subsequent introduction of quarter-inch camcorders, in the form of two incompatible prototype system offerings from Robert Bosch and Hitachi Denshi, where standardization efforts and hardware devel-



Sony's Betacam camera-recorder and players



opment are still continuing.

The Half-Inch Battle

Although some maintain that in the half-inch market no clear direction has been set for the industry by either Sony or Panasonic (now the major manufacturer of M-format machines), and Panasonic is, by all accounts, dug in for the duration, Sony's Betacam last year received a series of boosts, including its selection as ENG standard by the European Broadcasting Union (EBU), which, in the minds of many, pushed its format to the front.

Sony currently claims 70% of the users, while Panasonic disagrees, claiming 50% for M-format. Neither company would release unit or dollar sales figures. Panasonic, however, cites users including WNEV-TV Boston and WGRZ-TV Buffalo, N.Y.

Sony has its own roster of users—190 of

them as of October 1984, a 59% increase from six months earlier. They include, according to the company, 50 individual stations, such as WPIX(TV) New York, WGN-TV Chicago and WJLA-TV Washington, plus facilities at 13 group owners including Metro-media and Gannett Broadcasting. The majority of Betacam users (115) are production facilities.

The biggest boost for Sony's Betacam was the announcement by CBS last September that it had purchased a "significant quantity" of Betacam field systems, recorders/editors and Betacart multicassette playback units for its new New York News Center and for its Philadelphia O&O, WCAU-TV (BROADCAST-ING, Sept. 24, 1984).

Some of the half-inch gear is slated for the network's News Center, according to Rupert Stow, CBS-TV director of production systems analysis. The four Betacart multicassette systems will be housed in the center's air-play room, Stow said, and the center, which should be ready by midyear, will use U-matic machines for recording and editing as well.

"The use of the Betacart has nothing to do with the choice of an ENG camera/VTR combo," he added, "because 90% of our material arrives" by satellite or microwave and not by tape.

"We selected the format because our testing indicated Betacam was significantly superior to Panasonic," explained George Shannon, president of the network's operations and engineering division which is recommending the buy, "and we found support for our view from the EBU. Is it the *de facto* standard? We certainly hope so."

David Buksbaum, CBS vice president of news gathering and operations, said network crews have had three Betacam systems on line for two months and "we're still evaluating. We have not made any decisions on the rest of the purchase."

According to Sony, the network's initial buy has already had a positive effect. "Sales have picked up notably," noted Larry Thorpe, Sony director of studio product management. "We're very happy with the rate for the last four to five months. Compared to the early days of 1982-83, sales in



Panasonic's M-Format Recam system



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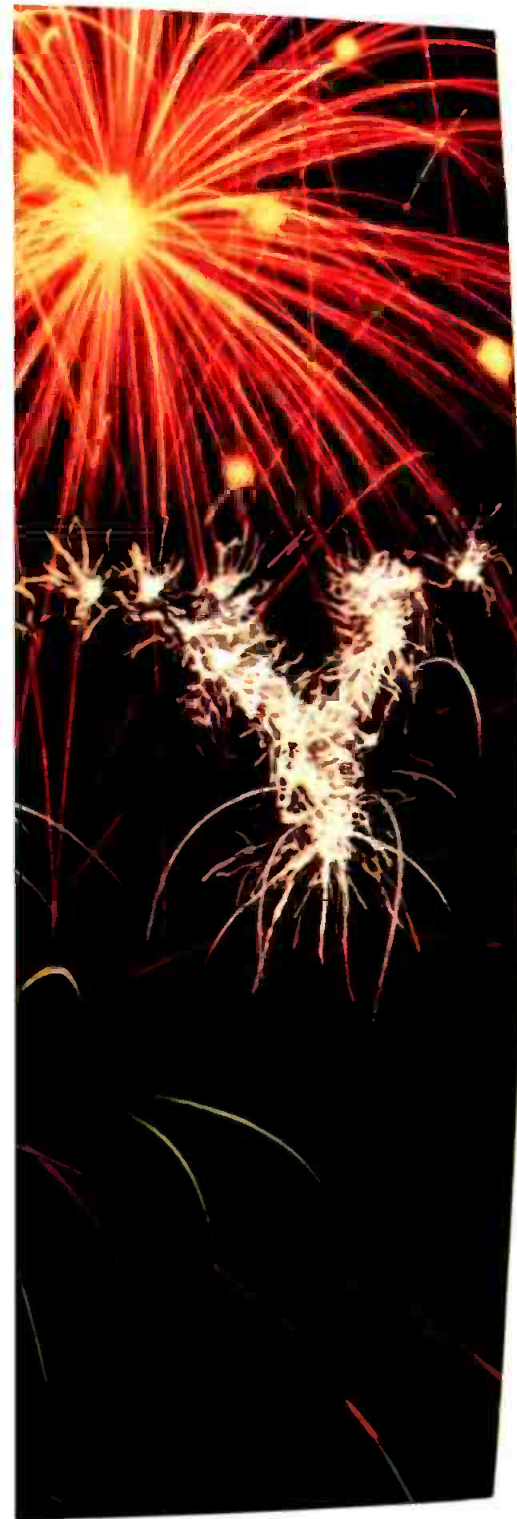
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late 1984 were three to four times as much."

Sony no longer needs a breakthrough buy, Thorpe added. "The rise of the Betacam is going to be steady since three-quarter-inch is so entrenched. The stations have to get their mileage out of their U-matic before phasing in half-inch."

The CBS buy has even had a positive effect for the M-format, according to Morris Washington, Panasonic's national sales manager, showing broadcasters that half-inch has "come of age."

Although no such boost has yet come to either Sony or Panasonic from the other two commercial networks, both of which remain undecided on small formats, all eyes may be turning soon to NBC. That network, according to NBC Vice President of Engineering Steven Bonica, is currently evaluating half-inch, quarter-inch and other small formats and expects to choose one by midyear.

"The evaluation process, which includes technical and user tests, is better than half-way through," Bonica said. "We started on the Betacam format about two months ago and that is fairly complete. The M-format evaluation is not yet complete." Bonica said that the evaluations would include quarter-inch and 8mm, although neither is available in complete product lines for broadcasters. "If we became so enamored with a format without product support," he said, "we wouldn't just decide to buy into the format. We would know the manufacturer's program and would be happy with it. If we took that direction, of course, the equipment wouldn't hit the streets in 1985, but we'd still make the decision this year."

The results of the evaluation will be forwarded to the NBC stations division, the network news operations and the East and West Coast production/videotape units in the operations and engineering division, Bonica explained, "so our decision has to be based on a lot of issues, such as hardware availability, number of suppliers, record time and size of cassettes."

"Our primary concern, however, is for news," he continued. "If other needs get attention in the process, fine."

Although Bonica would not indicate the potential number of network ENG crews to be supplied with small-format gear, the five owned-and-operated stations alone have 75 ENG crews to be outfitted, according to Duffy Sasser, NBC Television Stations vice president of operations and engineering.

For Sasser, the potential of the half-inch formats, in particular, goes beyond ENG to include field production, even program production and commercial and program playback. "But a major factor is that you have the problem of one vendor only for each half-inch format," he said. "If you don't have second-source support, generally the benchmark for an industry standard, it makes it difficult to invest several million dollars."

Bonica agreed. "It's very important to have multiple sources, but if you look at how we've worked with U-matic, you can see it won't prevent us from making a choice. However, it is one of the reasons we've taken this much time to decide."

By the same token, NBC "supports standardization, but the lack of standards for either half- or quarter-inch would not stop us,"

he said. "Sometimes you have to move."

Comparing both half-inch systems, Bonica noted that "although we're still not finished, overall both are pretty damn close, even beyond technical quality. Both quarter-inch systems are also good," he said. "Of course, with these ultra-small formats, there is a tremendous size advantage over U-matic with the small cassettes. But in this search, we're concerned with doing what we can for quality."

Quarter-Inch Attracts Attention

Quarter-inch systems also look good to ABC executives who've long considered them for their network's conversion to small formats. According to Michael Fisher, director of equipment planning at ABC's Broadcast Operations and Engineering unit, "With half-inch, some broadcast groups think that ENG and EFP are the same animal. We think ENG deserves its own equipment. Each job has the right tools, and news doesn't need a full NTSC picture."

"At ABC we have 100 ENG crews and the O&Os have 100 as well," he continued. "We fear ENG tools may be made too costly for us. But this idea makes sense even for smaller stations, where you're talking about carrying around a lot of performance when a very small percentage of that footage ever gets air time."

Fisher noted that "quarter-inch is very close to being ready. We would take it today if there was a standard."

The development of that quarter-inch standard could be as close as this week, when a standards group of the Society of Motion Picture and Television Engineers meets in San Francisco to take one last look at a modified Hitachi format tentatively selected as a standard last spring. In the evaluation, Hitachi will attempt to demonstrate that the oxide tape for its 21-minute cassette and the recorder's metal record/playback heads can achieve the user benchmarks, including third generations equal in quality to first generation U-matic recordings, that were set up by committee members when they began their work in 1983.

If Hitachi can perform to the user specifications, it would probably be selected as the format's standard. If it fails, two scenarios are most likely (although some participants suggest that anything is possible): Bosch's Lineplex recording method, examined earlier by the committee, could be suggested and selected as an alternative to the standard, according to Bosch representatives who are confident their system meets the committee's user requirements. Or committee members might argue that the tentatively selected standard had failed, disband the committee and set aside the effort to standardize quarter-inch.

In either case, according to Bosch, it will continue to market the Lineplex system, although any standard system, if different, would be marketed as well. The company has already begun production runs of its system, a representative said, in both the European PAL format, with the first system sold to the German network ZDF, and in NTSC, with two sold to ABC for testing.

"The big point is you have to have a stan-

dard," commented ABC's Fisher. "This is a business decision more than anything; otherwise you're at their mercy if they stop making it, choose not to improve it or let it become a dead product." If no standard is selected, Fisher added, "maybe ABC will look at 8 mm videotape."

Still Another Format—8 mm

The potential of yet one more small format—8 mm—is recognized by others as well. NBC's Sasser commented: "I can't imagine 8 mm is being ignored, although I would not expect broadcast quality for two years." The format, which is currently marketed for consumer video in a tape design agreed upon by well over 100 organizations, is the subject of advanced development work at at least two broadcast equipment manufacturers, including Ampex.

According to a source at Ampex, although the company is still publicly supporting and selling M-format equipment that it introduced alongside Panasonic, it now believes that neither of the two half-inch systems will ever emerge as a world standard, and sees them essentially as interim formats. The quarter-inch format, the source added, suffers from an ill-conceived cassette that is not widely available.

In contrast, the source commented, Ampex now holds major hope for 8 mm as a universal small format, and believes prototype recorders could be developed within three years at the most, and most probably a year or more earlier. The cassette for the tape format is "superb" and is widely available because of the wide marketing interest in consumer 8 mm systems, the source added. □

RCA aiming for greater use of CCD camera through shutter study

RCA is currently exploring new shutter technology for its CCD broadcast camera that would broaden its applications in slow motion replay, according to Dick West, manager of camera and telecine product management at RCA's Broadcast Systems Division.

The CCD-1 camera, introduced at last year's convention of the National Association of Broadcasters, uses a charged coupled device, or silicon chip memory device, to replace the pick-up tubes of a normal video camera. Besides eliminating most high-light flaws common to tube-type cameras, the CCD's allow improvements in dynamic resolution which make the camera well suited for capturing slow-motion images.

The slow-motion effect, jokingly dubbed Super-Duper Slo-Mo in a poke at ABC's use of Sony's Super Motion (Slo-Mo) systems during the 1984 Olympics, was introduced by NBC Sports last fall during the World Series. The camera, designated CCD-1S, used a shutter device with a fixed speed of 1/500th of a second, while the normal CCD-1 has a speed of 1/98th of a second.

"The fixed shutter speed provided tremen-

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dous resolution with no blurring effects when used at the World Series. But to make the camera work we will need a variable shutter," explained Ken Aagard, NBC Sports vice president. "When we tried it in football, for example, the operator went to a wide shot and got flutter or flash frame [a still picture in the middle of a replay]."

With a variable shutter, a camera operator can go to slower shutter speeds with a wide shot where flutter would be a problem, and with a close-in shot can return to higher speeds, Aagard noted.

Accordingly, RCA is beginning talks this month with an Albuquerque, N.M., firm, Nisus Video, which has developed a patented shutter with variable speeds from 1/250 to 1/5,000 of a second, according to West. The talks are part of a two-year, technology-sharing agreement between the companies

signed last December.

Nisus Video, which has also worked with Ikegami to provide variable shutters to tube-type HL79E cameras for use by CBS Sports, was formed in 1983 to market the shutter technology developed by President Steve Swinehart while consulting on video equipment used at White Sands Missile Range in New Mexico.

RCA had demonstrated a variable exposure time shutter system for an experimental CCD camera in its private suite at the 1984 NAB, West noted. Whether the camera would be in this year's exhibit has not been decided, but work on it is continuing, he added.

The CCD-1 itself is continuing to generate a great deal of interest, according to West, and production deliveries of units under order will begin in March, although West

would not release sales figures for the camera.

The CCD-1 shown at this year's NAB will essentially be the same as that shown last year, he noted, with some changes in operator control, and interfacing for M-format and Beta, as well as U-matic, formats.

The CCD-1, housed in a Hawkeye body, effectively replaced that camera when it was introduced last year. RCA continues, however, to actively market M-format recording systems, West said.

Meanwhile, NBC Sports will continue to use the CCD-1S for events such as the upcoming Andy Williams San Diego golf tournament on Feb. 16, and for future events in baseball, tennis and gymnastics.

"The CCD camera is terrific," Aagard noted. "Our O&O's are clamoring for them." □

In Sync

Joint supplier for cable

Westinghouse Electric has joined forces with Sanyo Electric to form a new company, W&S Systems, that will supply equipment and technical support to cable system operators. The new Pittsburgh-based firm will be headed by Romano Salvatori, previously director of special programs for Westinghouse in the Asia-Pacific region.

W&S Systems, the culmination of an agreement originally reached between the two companies in March 1983, will sell stereo modules and combined converter-stereo modules designed by Westinghouse and manufactured by Sanyo. The stereo module, priced at \$90-\$100, was first shown at the Western Cable Show in December. The combined unit is currently being designed, according to Thomas Matty, W&S engineering head, and will be available in the third quarter of 1985. A price was not available.

"Our job is to tap the available resources of our parent corporations, two of the most diversified research and development facilities in the world," Salvatori told BROADCASTING, "and try to understand and be of service to MSO's."

Among the products the company expects to market are upgrade kits to transform wired remotes into wireless infrared remotes, and a VCR interface unit for pay-per-view use.

The company is pursuing sales of the stereo modules with the top 10 MSOs, according to Salvatori, including Westinghouse's own Group W, which with 140 systems and nearly two million subscribers ranks third.

Broadcasting TV stereo

Add another stereo television station to the list, WATE-TV in Knoxville, Tenn., the 59th market. The channel 6 ABC affiliate is owned by Nationwide Communications and began broadcasting full-time stereo on Feb. 1 after beginning on-air testing with the cooperation of NAP Consumer Electronics on Dec. 12.

The station's three, half-hour, daily news broadcasts are all recorded and transmitted in stereo, according to Chief Engineer Bob Williams, and all other programming is currently synthesized into stereo using an Orban unit.

Two stereo receivers furnished by Mag-

navox are being used to monitor the programming, and Williams noted that "to the ear, the stereo separation is very good."

The conversion process was a simple one, he added, with the station's RCA TT25FL transmitter requiring only minor modifications. Current conversion costs were \$15,000, Williams said, but he expects that full-blown stereo capability for the station, to be implemented in the next 18 to 24 months, will total \$100,000.

The station's two main technical concerns—mono receiver compatibility and potential interference with the adjacent FM band—turned out not to be problems. Williams noted, however, that only one of the 62 cable systems contacted by the station about the service had responded. "The cable operators will try and ignore it as long as they can," he said.

Monitor for MTS

A new TV stereo audio product to help take up the slack in multichannel sound monitoring capability has made its way into the marketplace.

The first CRT display stereo phase verification system, designed by B&B Systems of Valencia, Calif., will be shown for the first time at this week's Society of Motion Picture and Television Engineers annual TV Conference in San Francisco (BROADCASTING, Feb. 4).

The AM-3 displays the phase relationship between multiple channels in an X/Y mode, in order to help eliminate the cancellation that occurs when a signal is 180 degrees out-of-phase, according to B&B President William Burnsed. The unit, priced at \$3,200, has been ordered by KNBC(TV) Los Angeles and was recently delivered to WBAL-TV Baltimore. And KTLA(TV) Los Angeles also has two prototype units.

B&B, which was founded by Burnsed with Engineering Vice President John Bradford in 1983, also sells the AM-1 and AM-2 stereo audio and time code verification systems for TV post-production and radio broadcasting purposes.



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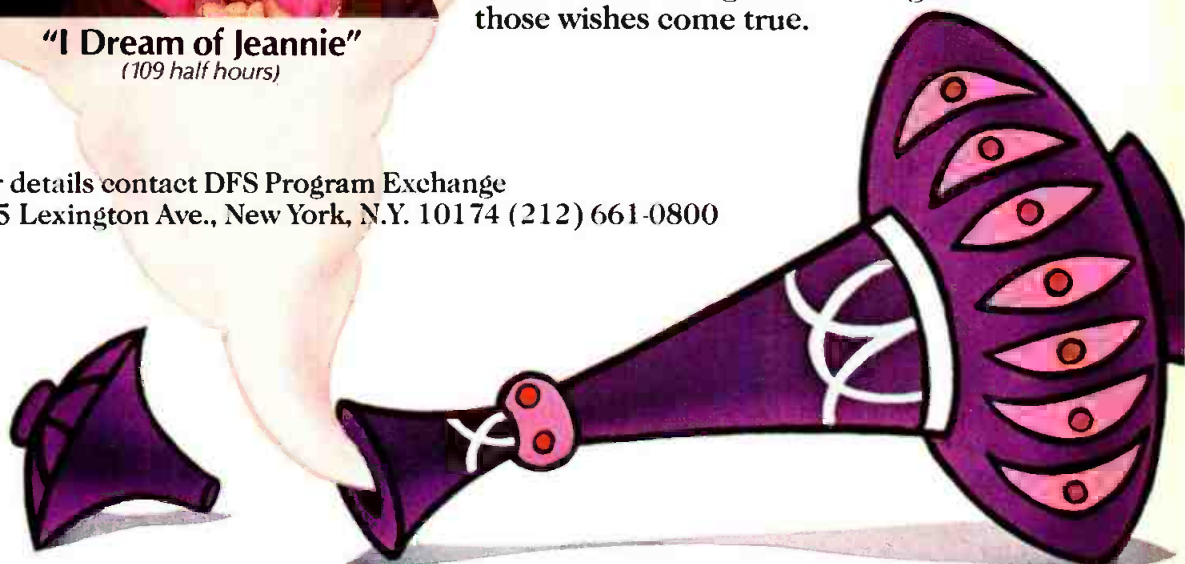
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Milwaukee cable sports channel sent to showers

Sportsvue blames superstations, lack of cable carriage for its demise

Sportsvue Cable Network, the Milwaukee-based regional pay-sports network owned by the Milwaukee Bucks (National Basketball Association) and the Milwaukee Brewers (Major League Baseball), went out of business Feb. 2 after 10 months of operation, having failed to sign up enough subscribers to give it hope of moving from the red into the black in the foreseeable future.

"Sportsvue has not been able to reach an acceptable subscriber level soon enough for us to project a chance of survival for the network," said Jim Fitzgerald, president of the Milwaukee Bucks, in a prepared statement. Subscribership rose to 18,000 last summer, he said, but has since sunk to about 16,000. "These figures simply cannot sustain the service and the projected subscriber levels... were not encouraging."

The service, which televised 192 events during its brief life, was able to sign up "a reasonable number of cable affiliates," said Dan Finnane, acting general manager of Sportsvue, but it and its affiliates were not able to sign up a sufficient number of subscribers at \$8-\$10 a month. It had hoped to achieve a penetration of between 15% and 17% and total subscribership of 30,000 by the end of 1984, he said, but the best it could do in the marketplace was 6%-7% and 16,000. The service's poor penetration was magnified by the relatively small size of Sportsvue's market, which was limited to Wisconsin, he added.

Operating a regional sports network is "a high-cost business," Finnane said. "We needed deep penetration. We didn't get it

and couldn't see it coming so we closed the business." In shutting down the service, Finnane said, the Bucks and Brewers are chalking up between \$3 million and \$4 million in combined losses.

Bill Haig, vice president, broadcast operations for the Brewers, had a different view of what caused Sportsvue to go under. It was not so much the refusal of people to subscribe to the service, he said, as it was the refusal of cable systems to carry it. "Certainly our inability to get onto cable systems was a huge problem," he said, "and I think you'll find that most other regional sports channels are having similar problems." Cable operators resisted adding Sportsvue, he said, fearing that it would "stir up the pot" causing subscribers who signed up to drop other pay services.

Another important factor in the failure of Sportsvue, Haig said, was the importation of hundreds of baseball games on cable superstations, which lessened the appeal of the Brewers on Sportsvue, particularly in areas outside the Milwaukee market. "The prevalence of superstation games was a very serious deterrent to what we were doing," he said.

According to Bucks spokesman Bill King, that the city of Milwaukee was not yet fully wired and that the Brewers had a bad season also hurt Sportsvue. Warner Amex Cable Communications holds the Milwaukee franchise, King said, but it will be three years before it completes the system and could have offered Sportsvue to most of the city's homes. As for the Brewers, he said, "they got off to a horrendous start and went downhill from there." (Finnane said the Brewers' poor performance was "a minor factor.")

The heart of the service was the Bucks and Brewers. During its short life, according to team spokesmen, it televised 26 Bucks and 67 Brewers games. The balance was made up primarily of University of Wisconsin and Marquette University sporting events.

The owners decided against making Sportsvue into a "regional ESPN," a full-time service packed with all sorts of sports, for several reasons, not the least of which was the cost involved in such an undertaking, Finnane said. Instead, they designed it as an "expanded pay-per-view" service, offering a handful of events each week, he said.

According to King, the failure of Sportsvue contributed to Fitzgerald's decision to put the Bucks up for sale. A more important factor in that decision, he said, was the lack of an adequate sports arena in Milwaukee. The Milwaukee Sports Arena is so small—it seats just 11,052—that games are often sold out and the Bucks are forced to turn people away at the gate, he said.

The 59-year-old Fitzgerald made his for-

tune in a number of enterprises, including cable television. He sold Total TV, a Wisconsin cable company serving 90,000 homes, to Jones Intercable last spring for \$72 million and the assumption of debt.

The only one to clearly benefit from the demise of Sportsvue will be Gaylord Broadcasting's WVTM-TV Milwaukee, an independent station on channel 18. The station, which broadcast 30 regular-season Brewers games last summer and is currently in the midst of a 10-game, regular-season Bucks broadcast schedule, will undoubtedly pick up additional basketball and baseball games with Sportsvue out of the picture.

Bucks' spokesman Bill King said he expects WVTM to air as many as five additional Bucks regular-season games and a few extra playoff games as the NBA season winds down. The station can play the role of the "white knight," he said, coming to the rescue and providing coverage of games that can no longer be seen on Sportsvue.

The Brewers' Haig said he anticipated that WVTM would air more Brewers games during the upcoming season, but, "as of now, that has not been determined."

Most expect that Sportsvue will not be the last of the regional pay-sports services to fail. Within two years, said Eddie Einhorn, owner of the Chicago White Sox, most of the sports channels "will probably be out of business." With a few exceptions, he said, "they are in big trouble." And what are killing them are the baseball-laden superstations, he said. "We can't sell [the pay services] because people say they getting too much baseball for free." □

CBS cools controversy over mini-series on Atlanta murders

Network meets with delegation from Atlanta, makes one minor change in wording and agrees to frequent viewer advisories throughout show

CBS will include a viewer advisory as part of its broadcast of a controversial mini-series based on the murders of 28 black youths in Atlanta from 1979 through 1981. The advisory is a result of two days of discussion between senior CBS officials and a group of Atlanta civic leaders who protested that the mini-series contained distortions and inaccuracies and was unfairly critical of the way Atlanta city officials conducted the investigation.

The mini-series, titled *The Atlanta Child Murders*, is scheduled to air on CBS Feb. 10

Counter move. In a counterprogramming ploy last week, after the President's state of the union address carried live by all three networks on Wednesday, Jan. 6 (9 p.m.-10 p.m.), ABC ran *Dynasty* (an hour later than normal), while NBC and CBS ran the Democratic opposition speech. An ABC spokeswoman said the move was "not that unusual." Acknowledging that in the past three years all three networks ran the opposition speech immediately after the address, the spokeswoman said that in 1981, CBS ran the opposition speech a week later. *Dynasty's* nine-market (Los Angeles, New York, Chicago, Philadelphia, San Francisco, Detroit, Boston, Washington and Dallas) overnight ratings average was 27.6/43. From 10 to 10:30 p.m., CBS and NBC ran the Democratic response. NBC averaged a 7.6/12 and CBS a 4.8/7. From 10:30 to 11 p.m., NBC's analysis scored a 4.7/7, while CBS's *Alice* scored a 4.5/7 in the nine markets.



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and 12. According to people who have pre-viewed it, the mini-series questions the guilt of Wayne B. Williams, the man convicted in the slaying of two black youths and who was linked—although never formally charged—with the murder of 10 black youths. After Williams was convicted, Atlanta investigators closed the case on 23 of the 28 murders.

The protest came about after several Atlanta civic leaders previewed the mini-series at a special screening and objected to the portrayal of the police investigation as well as the dramatic recreation of the trial. Mayor Andrew Young of Atlanta called a meeting on Thursday, Jan. 21, which was attended by about 75 people, including various politicians, businessmen, church leaders and representatives from the police force. At the meeting it was decided to send a group of six representatives to CBS to lodge a formal complaint and ask the network to respond to specific protests.

At the meeting it was also decided a task force would be created to work with the local private and public schools to communicate to parents the impact the mini-series might have on their children.

The group of six representatives met with

CBS officials for four hours in New York on Monday, Feb. 4, and then held additional conversations the following day by telephone. After the meetings concluded, CBS issued a statement that said: "We believe the film is fair and balanced. Any creative form, be it literature, theater or television, is capable of different subjective interpretation, and this film is no different. People bring their own set of values and perspectives to television, as they do when they sit on a jury."

The Atlanta representatives included Mayor Andrew Young; former Georgia Governor George Busbee; John Clendenin, chairman, Bell South; George Napper, Atlanta commissioner of safety and police chief during the period of the murders, and Joe Drolet, chief prosecutor.

The senior CBS officials present at the meeting included Thomas Leahy, executive vice president, CBS/Broadcast Group; George Dessart, vice president and assistant to Leahy; Donald Wear, vice president, policy; Carol Altieri, vice president, program practices, West Coast, and Susan Holiday, attorney, law department, West Coast.

CBS agreed to broadcast a "viewer advisory" urging parental discretion before each

night's broadcast as well as shorter versions in the show and in promotional spots.

Parties on both sides declined to give details of the discussions, but it was revealed that CBS agreed to drop one three-word phrase from the trial portion of the mini-series. A CBS spokesman explained that "we listened to and examined their assertions and, as a result, they brought to our attention a three-word qualifying phrase in the testimony that was not said on that occasion. And we removed it."

At a news conference in Atlanta following the announced agreement to broadcast the viewer advisory, Young and Busbee expressed gratitude that CBS officials were willing to meet with them but disappointment that the mini-series was airing at all. According to Tom Offenberger, a spokesman for the mayor, Young described "three major areas where the film is wrong." Those areas include a suggestion that there was no concern in the Atlanta community about the serial murders, especially in police circles. Young said that was mistaken because many police officers were parents themselves, and lived in areas where some murders occurred.

Young also said the mini-series "tends to

'Music Awards' lifts ABC into first place

Despite having only four shows among the top 20 ranked programs, ABC posted its second victory in the past four weeks in the Nielsen prime time ratings for the week ended Feb. 3. It was the closest race of the season among the three networks, with CBS and NBC tying for second place.

For the week (Jan. 28-Feb. 3), ABC averaged a 17.9 rating and 26 share of the national prime time audience, while CBS and NBC tied with a 17.3/26. The combined network rating/share totaled 52.5/78, compared to a 51.8/79 for the comparable week a year ago.

And continuing the reversal of a season-long trend, HUT levels for the fourth consecutive week were above their comparable levels of a year ago. HUT levels totaled 67.3 for the week ended Feb. 3, up 2%, compared to the 65.7 for the week ended Feb. 6, 1984.

ABC was helped by its broadcast of *The American Music Awards* on Monday, Jan. 28, 8-11 p.m. (NYT). Scheduled opposite the second part of CBS's mini-series, *Robert Kennedy and His Times*, the ceremony averaged a 25.8/37 and was the fifth-ranked program of the week. The three-hour broadcast averaged considerably better than the normal low- to mid-20 shares ABC's regular Monday schedule has achieved this season. Both the second and third parts of CBS's *Ken-*
eddy mini-series underperformed the average share levels of its sched-

uled time periods.

CBS had four of the top 10 shows, compared to three for ABC and three for NBC (including top-ranked *The Cosby Show*). ABC won Monday, Wednesday and Saturday. CBS won Thursday, Friday and Sunday. NBC took Tuesday.

Ratings of midseason replacements ranged from superior to abysmal. CBS's *Crazy Like a Fox*, which premiered Dec. 30, 1984, pulled a 20.7/29 and ranked 12th out of 64 prime time programs for the week. ABC's *MacGruder & Loud*, Tuesday, 9-10 (NYT), continued to slip from its Jan. 20, post-Super Bowl premiere and averaged a 16.8/24 on its third broadcast, ranking 33d.

NBC's *Sarah*, which premiered Jan. 23 during the Wednesday, 9:30-10 slot, averaged a 16.5/24 on its second broadcast—virtually flat compared to its week-earlier premiere. *Berenger's*, the new serial drama from Lorimar which premiered Jan. 5, averaged a 9.2/15 and ranked last for the second week in a row. And ABC's *Streethawk*, Tuesday, 9-10 (NYT), averaged a 12.4/18, its lowest rating of five broadcasts.

CBS's other midseason replacement, the one-hour *Otherworld*, averaged an 11.9/18 on its second broadcast Saturday at 8 p.m., falling 17% from its premiere the week before.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	27.8/39
2.	Dynasty	ABC	27.0/39
3.	Dallas	CBS	26.2/39
4.	Family Ties	NBC	25.9/36
5.	American Music Awards	ABC	25.8/37
6.	60 Minutes	CBS	25.4/37
7.	A Team	NBC	24.0/35
8.	Knots Landing	CBS	22.9/36
9.	Simon & Simon	CBS	22.5/32
10.	Hotel	ABC	22.4/36
11.	Murder, She Wrote	CBS	22.0/30
12.	Crazy Like a Fox	CBS	20.7/29
13.	Cheers	NBC	20.6/29
14.	Earth's Final Fury	NBC	20.5/29
15.	Highway to Heaven	NBC	20.5/29
16.	Falcon Crest	CBS	20.1/32
17.	Riptide	NBC	20.1/29
18.	Firefox	ABC	19.9/28
19.	Trapper John, M.D.	CBS	19.8/31
20.	Night Court	NBC	19.7/28
21.	Love Boat	ABC	19.1/30
22.	Remington Steele	NBC	18.9/31

Rank □ Show □ Network □ Rating/Share

23.	Magnum, P.I.	CBS	18.9/27
24.	Facts of Life	NBC	18.9/27
25.	Fall Guy	ABC	18.3/26
26.	Webster	ABC	18.1/27
27.	Benson	ABC	17.4/26
28.	Diffrent Stokes	NBC	17.3/27
29.	Airwolf	CBS	17.3/26
30.	St. Elsewhere	NBC	17.0/28
31.	Hill Street Blues	NBC	17.0/27
32.	Robert Kennedy, part 2	CBS	16.9/26
33.	MacGruder & Loud	ABC	16.8/24
34.	TV Censored Bloopers	NBC	16.7/25
35.	Sara	NBC	16.5/24
36.	Gimme a Break	NBC	16.4/24
37.	Knight Rider	NBC	16.4/22
38.	T.J. Hooker	ABC	16.3/25
39.	Who's the Boss	ABC	16.3/24
40.	Double Trouble	NBC	15.8/24
41.	Cover-Up	CBS	15.0/25
42.	Three's A Crowd	ABC	14.9/22
43.	Robert Kennedy & His Time, Part II	CBS	14.9/21

Rank □ Show □ Network □ Rating/Share

44.	Charles in Charge	CBS	14.6/21
45.	Miami Vice	NBC	14.2/22
46.	Matt Houston	ABC	14.1/22
47.	20/20	ABC	14.0/22
48.	E/R	CBS	13.8/20
49.	Dukes of Hazzard	CBS	13.4/20
50.	The Verdict	NBC	13.3/21
51.	Jeffersons	CBS	13.1/19
52.	Alice	CBS	12.9/19
53.	Cagney & Lacey	CBS	12.6/19
54.	Punky Brewster	NBC	12.6/18
55.	It's Your Move	NBC	12.5/19
56.	Street Hawk	ABC	12.4/18
57.	V	NBC	12.2/18
58.	Otherworld	CBS	11.9/18
59.	Silver Spoons	NBC	11.6/17
60.	Starcrossed	ABC	11.4/16
61.	Ripley's Believe It Or Not	ABC	11.3/16
62.	The Four Seasons	CBS	10.0/15
63.	Call to Glory	ABC	9.6/16
64.	Berenger's	NBC	9.2/15

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WPEC	West Palm Beach
WDBJ	Roanoke-Lynchburg
KXLY	Spokane
KGMB	Honolulu
WIS	Columbia
WAFB	Baton Rouge
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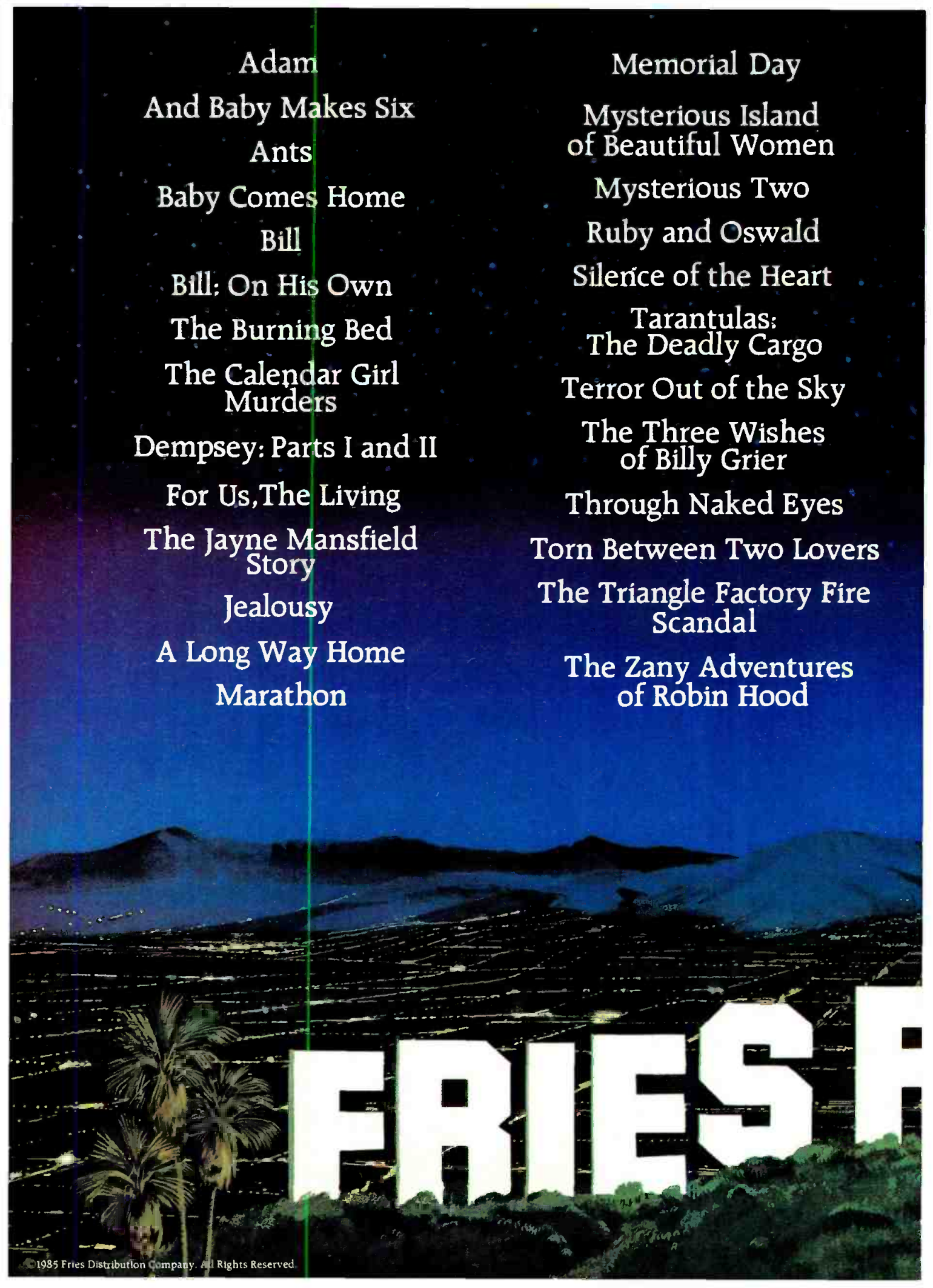
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ridicule the nature of the fiber evidence" that linked Williams to 10 additional slayings. Ofenberger said it was difficult to distill nine weeks of trial testimony into a five-hour mini-series.

Third, Ofenberger said, Young contended that the mini-series implied that the jury system is inadequate in serving justice "and there's the impression you can go through CBS for a different verdict."

The last remark was in reference to the mini-series portrayal that the investigation into Williams was not air tight and the mini-series' author, Abby Mann's view that the investigation and trial involved several violations of legal ethics.

Meanwhile, CBS may not have the last word on *The Atlanta Trial Murders*. CBS

affiliate WAGA-TV Atlanta announced it is providing to CBS affiliates live via satellite without charge a one-hour *Eyewitness News* special following the mini-series. Paul Raymon, vice president and general manager, WAGA-TV, wrote to CBS affiliates explaining the special was being offered "to insure that the audience has an opportunity to hear all sides of this controversy and evaluate it" for themselves. The special will air live at 11:30 p.m. on Tuesday, Feb. 12, following the local newscasts, and be anchored by four members of the WAGA-TV news team who covered the trial. The station said it had commitments from several major figures in the case and mini-series, including Lee Brown, the Atlanta police commissioner at the time of the trial, prosecutor Drolet and

producer-writer Mann. □

Playboy trying to reposition cable channel

In a move designed to broaden its audience appeal and make the pay service more competitive in multipay households, the Playboy Channel is altering its program format to include more mainstream programming. The changes will begin next month.

The repositioning of the channel was forecast recently by Playboy Enterprises Inc. President Christie Hefner, who told a gathering of company stockholders that "we want to position the channel as a strong second pay service in the home." In effect, that means challenging more aggressively Showtime, Cinemax, The Movie Channel and The Disney Channel, all of which market themselves to some degree as the perfect complement to HBO. To that end, the Playboy Channel has its work cut out for it. It now claims about 800,000 subscribers, while Disney is rapidly closing in on two million; Cinemax and TMC each have more than three million, while Showtime is approaching six million.

A PEI spokeswoman said the additional mainstream programming, primarily movies at this point, will not be added at the expense of the sexually explicit program fare, but rather by reducing the channel's repeat programming. "We will not diminish or take out the sex," she said. "We will still be programming to those viewers looking for sophisticated adult entertainment." As some who follow the industry see it, The Playboy Channel is in one sense caught between a rock and hard place. Many viewers, those observers say, are turned off by the channel's sexual orientation, perhaps finding it offensive. But there are others, the theory goes, who find the channel's sexually explicit material, generally defined as "hard R-rated," not explicit enough. The dilemma has put the channel in the unenviable position of having the highest churn rate of pay services, according to cable operator sources. That rate currently averages about 10% a month. Thus it appears that Playboy is trying to please those who want more from a menu of "sophisticated adult entertainment," than programs which focus on sex.

The first format alterations will be seen next month, when the channel will offer about three times as many new movies as before, from between eight and 10 to between 25 and 30. Programs on the channel will now be repeated once or twice a month, compared with the previous three to six times. Some films on the service will also be promoted in packages with labels such as "Sex Kittens" and "Hollywood Hunks" which convey a sexy image but which will offer titles such as "Personal Best," with Mariel Hemingway and "One Flew Over the Cuckoo's Nest," with Jack Nicholson. Each month (beginning in March) will also feature a festival of films by one director. □

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Budget seeks increase for USIA, cuts for FCC, CPB

Government-controlled broadcasting systems would get boost in funding; decreases proposed for other agencies

The U.S. Information Agency and the Board for International Broadcasting are taking on a striking similarity to the Defense Department in budget matters. As the Pentagon's share of President Reagan's \$974-billion 1986 budget increases, while proposed non-defense spending remains steady or declines, budgeting for U.S. government transmissions of America's message abroad continues to grow while proposed spending for other aspects of the government concerned with communications at best remains constant.

The President is seeking \$974 million for USIA in the fiscal year that begins on Oct. 1, some \$178 million more than that appropriated in the current fiscal year for the agency that, through radio, television, publications and other means, reports on America abroad, an increase of 22%. The percentage increase for BIB, which oversees Radio Free Europe and Radio Liberty, the stations that broadcast news of eastern Europe and the Soviet Union to those areas of the world, is even greater—50%. Expenditures would rise from \$97.5 million to \$142 million. In both cases, modernization of long-neglected radio facilities is a major factor in the increases.

But for the other agencies concerned with communications, 1986 is to be another year of belt tightening. The FCC would receive \$92.3 million, some \$3 million less than what Congress appropriated for it in the current fiscal year—and almost \$8 million less than the commission had felt it would need. Funds for public broadcasting would be cut, but with the Corporation for Public Broadcasting under its new Republican chairman responding with an understanding statement. And the National Telecommunications and Information Administration, the President's principal adviser on telecommunications policy and whose appropriations had been on the rise in recent years, would see its funds cut, from \$17.3 million (which includes money carried over from previous years) to \$13.2 million.

USIA, BIB

The rationale for the increase in funds for USIA and BIB, as stated in the President's budget, is that it reflects the administration's concern with improving "foreign understanding of American society and United States foreign policy."

The funds requested for USIA include \$168 million for the acquisition and construction of radio facilities—another installment on a \$1.3-billion program of improving Voice of America transmission facilities

that is to continue through 1990. The VOA, which broadcasts in English and 41 other languages, is spending \$85 million on the modernization program in 1985. The USIA request also includes \$185 million for VOA operations, an increase of \$16 million, and \$37 million for the television and film service, some \$7 million more than it is receiving in 1985. The Radio Marti program, the Cuban service that was authorized by Congress last year and is expected to begin broadcasting later this year as an arm of VOA, is in the budget for \$11 million.

The RFE/RL, which broadcasts in 21 languages to Bulgaria, Czechoslovakia, Hungary, Poland, Romania and the Soviet Union, would strengthen its technical facilities considerably if the President's request for it is approved. Of the \$142 million being sought for the two radio services, \$40 million would be spent in a \$72-million, three-year program to improve facilities in Lampertheim and Holzkirchen, both West Germany, and Gloria, Portugal. In West Germany, two new 100 kw transmitters would be paired with existing ones to provide 200 kw facilities. In all, the two radios would be transmitting over five 200 kw facilities in one city and four in the other instead of nine 100 kw transmitters in one and seven in the other. In Gloria, RFE/RL would replace existing transmitters with five 250 kw facilities.

The BIB laid out its argument for improved facilities in its annual report, issued on Jan. 31, declaring that intensified jamming and the presence of "higher-powered competing transmitters making themselves felt on the spectrum" have already adversely affected the RFE/RL signal "in Poland, in large areas of the USSR and elsewhere." It said that "higher-powered, state-of-the-art transmitters could significantly increase RFE/RL signal strength and broaden coverage areas (thus perhaps improving penetration of jamming in some areas)." The report also cites a long-expressed need for sites in the Middle East and Far East to provide one-hop signals to Soviet Central Asia and Kazakhstan, as well as to Siberia and the Maritime Provinces. However, efforts to negotiate with governments in the region for the sites have not yet been successful.

FCC

The funds being sought for the FCC will leave the agency in a lean condition. It had sought close to \$100 million in the request it submitted to the Office of Management and Budget, during its budget preparation. Still, officials say the President's request for the commission will allow it to operate at its current level. They note that the absence of one-time-only expenditures in the 1985 appropriation, a 5% pay cut in federal pay the

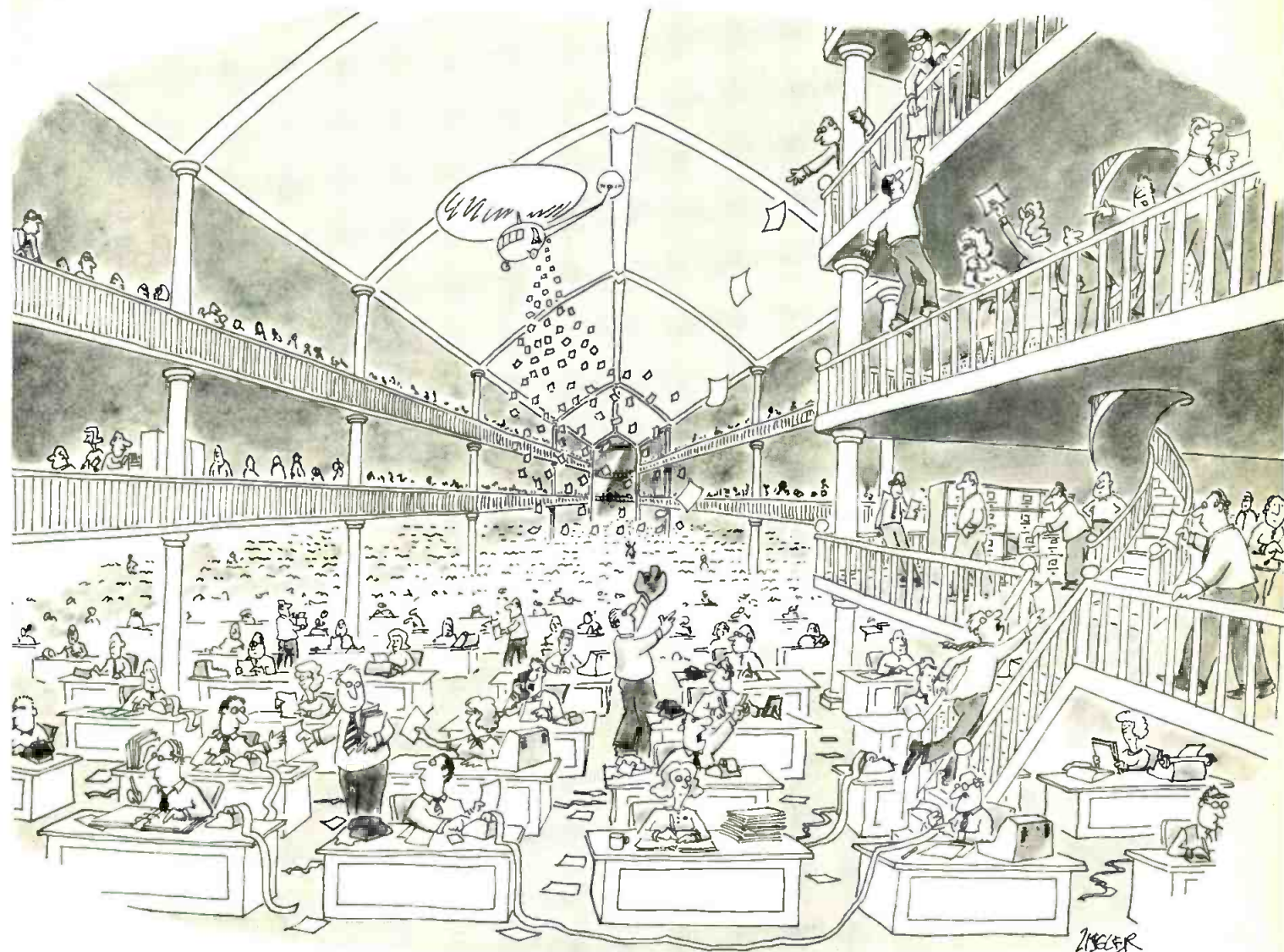
President is seeking in the new fiscal year, as well as a program of reducing the number of employees in higher-paying, higher-ranked jobs will save several million dollars. But more than \$5 million in savings will come in the elimination of proposed increases to strengthen existing services in the Mass Media Bureau (faced, among other things, with an increased comparative hearing load in FM radio) and the Common Carrier and Field Operations Bureaus.

The overall strength of the agency is also declining. A hiring freeze in effect in 1985 will cost the commission 150 employees through attrition. "We won't get them back," said one official. The result, he added, is that there will be delays in some of the commission's operations, including processing of applications. Computers are being used increasingly to improve the efficiency of the processing operation. But, officials indicate, computers cannot take up all of the slack. The bottom line of the budget situation reveals a reduction in the "work years" that full- and part-time, permanent and temporary, employees provide, as a result of the last three budgets. The work years total was 1,961 in 1984, 1,939 in 1985 and 1,890 in 1986.

Public Broadcasting

The President's proposal for CPB represents a continuing effort to trim federal funds for public broadcasting. The budget calls for a \$14-million rescission of the \$200 million already appropriated for CPB for fiscal 1987. (With CPB funded two years in advance, its appropriation for 1986 is already set—\$159.5 million.) "Although public broadcasting is an important national resource," the budget says, "a funding level of \$200 million is incompatible with the urgent need to reduce federal spending." For 1988, the budget proposes \$214 million, the same figure proposed by Representative Michael G. Oxley (R-Ohio), during the battle over the CPB budget in Congress last year when the President vetoed two CPB funding bills. The second one contained \$675 million for CPB for the years 1987 through 1989. The \$200 million for CPB funding in 1987 that survived was contained in a 1985 appropriations bill for the Department of Health and Human Services.

The President would also wipe out the Public Telecommunications Facilities Program, which is administered by NTIA. The budget seeks a rescission of \$10 million of the \$24 million that Congress appropriated for the program in 1985, and seeks nothing for it in 1986. As in the previous five budgets submitted by the Carter and Reagan administrations, no funds would be appropriated in 1986 for the program that provides matching funds for the construction of public broad-



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casting facilities—up to \$3 for every dollar raised locally. The budget says the program is not needed since 95% of the U.S. currently receives public broadcasting programming. But such arguments have not stopped Congress in the past from financing the program.

Members of the House and Senate have been pressing for more generous treatment of CPB. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and his counterpart in the Senate, Barry Goldwater (R-Ariz.), had supported a higher allocation than the President would accept for CPB. And both had backed funding of the facilities program through 1989. A Goldwater aide last week said the senator plans a meeting with House Republicans who had opposed his position on public broadcasting in the last Congress to develop figures for CPB that both sides could support, avoid elimination of the facilities program—and not draw another presidential veto.

But CPB Chairman Sonia Landau, a Republican with close ties to the White House who replaced Democrat Sharon Rockefeller last year, did not indicate interest in a major battle with the President. "Considering the fiscal restraints," she said in a statement issued through a spokesperson, "I am pleased with the support mentioned for public broadcasting in the administration's budget. We will study the impact of the suggested funding figures for CPB for fiscal years 1987 and 1988. Certainly no one wants to face a recession, but when one recognizes the competing demands on the federal budget, the proposal for CPB provides an excellent base from which we, in public broadcasting, can work with the Congress."

NTIA

The administration would not wait until the start of the 1986 fiscal year before cutting funds for NTIA. The budget proposes a rescission of \$183,000 in the \$17.3 million the agency is expected to spend in the current fiscal year. Of that, \$13.7 million was appropriated last year; the remainder is in funds carried over from past years that are expected to be almost totally spent by the start of fiscal 1986. The rescission would principally affect expenditures for consulting services, travel and printing. The \$13.2 million being sought for NTIA for the new fiscal year would represent reductions made

across the board. But, as in the case of the FCC and all other government agencies, the impact on services would be less than otherwise because of the 5% cut in federal salaries being proposed. The appropriation would mark a return to the early years of the Reagan administration when funding for the agency was declining annually. The turnaround occurred in 1984 when the appropriation increased from \$12.2 million to \$12.9 million. The turnaround was credited in part at least to the appointment of David Markey as head of NTIA in August 1984.

FTC

In another budget item, funding for the Federal Trade Commission would also decline, from \$70 million to \$64.6 million. However, \$3.8 million of the agency's funds for 1985 have yet to be appropriated; the President is requesting a supplemental appropriation of \$3.8 million for costs involved in consolidating five Washington satellite offices in one location. □

FCC releases MMDS order

Lotteries to be used for awarding licenses; first grants aren't expected for three months

The FCC has released its order authorizing the use of lotteries to pick licensees from the 16,499 applicants for multichannel multipoint distribution services (BROADCASTING, Feb. 4).

And in it, the commission made clear that, in complying "with the intent of Congress," it will award minority and diversity preferences. "Having reached this conclusion," it added, however, "we do not reach the questions of whether we have the authority to grant preferences as a matter of discretion, or whether granting any such preferences would be in the public interest."

The FCC also stated that since it has decided to treat MMDS among the "media of mass communications," it intended to issue a further notice of proposed rulemaking to consider regulating the service as a noncommon carrier. The FCC said its primary pro-

posal would be to allow MMDS operators to fully program their facilities and to change MMDS's regulatory classification from common carrier to noncommon carrier. It also said it would decide in a "subsequent" proceeding whether statutory broadcast obligations should apply to MMDS. "Since it is important to get these services to the public as quickly as possible, and since there can be no assurance that our present policies will change, we will proceed to process the applications on hand under our current policies," it said.

The FCC also voted to extend its antitrafficking policy to MMDS, requiring applicants to construct before they can sell out for a profit. In addition, all applicants who win lotteries with preferences will have to operate their facilities for a year before they can sell.

In its order, the commission also agreed to permit MMDS applicants who settle to aggregate their individual lottery chances to give them a better lottery shot; to accept petitions to deny after lotteries are held; to hold two lotteries for each service area, one for each of the two available channel groups; not to require MMDS applicants to file real-party-in-interest certifications, and to continue using comparative hearings, not lotteries, for single-channel MDS.

For diversity purposes, applicants who have no controlling interest in other "media of mass communications"—daily newspapers, TV or radio stations, certain direct broadcast satellite transponders, cable TV or MDS systems—can get a two-to-one preference; those with a controlling interest in from one to three media outlets can get a one-and-a-half-to-one preference; applicants who have a controlling interest in four or more media outlets—or a controlling interest in one or more media outlets serving the same area—get none.

Applicants that are more than 50% owned by minority groups get a two-to-one preference.

All applicants who want preferences will have to amend their applications within 30 days of the publication of the commission's order in the *Federal Register*.

In a separate statement, Commissioner Henry Rivera said the "continued wisdom" of regulating MDS as a common carrier was questionable. "Having myself struggled with this and related issues for some time, I am pleased that the commission has decided to commence a rulemaking to come to grips with the regulatory implications of MDS as a mass media service," Rivera said. Rivera also cited the Court of Appeals in Washington's decision overruling FCC action exempting from statutory broadcast regulation those direct broadcast satellite operators who do not retain control over their transmissions. "In conjunction with that [the FCC's MMDS regulation] proceeding, the commission can also begin to bring MDS into compliance with the teachings of the court of appeals on the content-related requirements of the Communications Act," Rivera said.

In a partial dissent, Commissioner Mimi Dawson said she believed the imposition of the one-year antitrafficking rule was "at odds with the deregulatory philosophy of this

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King Broadcasting Company

After closer reading. In a footnote in its order reconsidering the 12-12-12 multiple ownership rule (BROADCASTING, Feb. 4), the FCC exempted broadcast facilities operating primarily as terrestrial satellite television stations from its multiple ownership limitations. Hubbard Broadcasting Inc. had requested the relief, contending, in a petition for reconsideration, that the exemption would encourage over-the-air TV service for smaller communities.

commission and serves no useful purpose."

Chairman Mark Fowler, in a separate statement, said he had "grave reservations" about including preferences in the lotteries.

Kevin Kelley, deputy chief of the FCC's domestic facilities division, said he didn't think the commission would be able to start awarding grants among the MMDS hopefuls for at least three months. □

Appeals court sends CP case back to FCC

Court says commission did not give enough attention to lack of candor charge against new FM applicant

The FCC has been reminded of the seriousness with which the U.S. Court of Appeals in Washington believes the commission should treat the representations of those filing applications with it. A three-judge panel of the court last week sent back to the commission a case in which the FCC Review Board had granted a construction permit for

an FM station to an applicant who had claimed ownership of property to which he did not hold legal title. "Such a claim," the court held, "does not satisfy the high standards of forthrightness and honesty that FCC applicants are expected to meet."

At issue was a comparative hearing in which four applicants were seeking a permit to build a Class B FM station on channel 299 in the Kalamazoo, Mich., market. Administrative Law Judge Thomas Fitzpatrick, in an initial decision in August 1981, granted the application of Air-Borne Group Ltd., for a station in Portage, Mich., adjacent to Kalamazoo, after determining that Portage, a smaller city, had a greater need for a broadcast station. That finding ruled out WHW Enterprises Inc., which had proposed a station for Kalamazoo. And Fitzpatrick favored Air-Borne over Sear Broadcasting Co. on the basis of Air-Borne's integration of ownership and management.

But the major controversy in the case revolved around Radio Portage Inc. Fitzpatrick had disqualified that applicant on the ground that its president and sole owner, Emil J. Popke, had lacked candor and had attempted to mislead the commission. But the Review Board, while upholding the determination that Portage was more deserving of a station than Kalamazoo, reversed Fitz-

patrick's disqualification of RPI. It exonerated Popke of the charges against him, and ruled that RPI deserved the grant because of what it considered RPI's superior integration of ownership and management.

The lack of candor issue involved Popke's assertion—made in an exhibit to establish his financial qualifications—that he owned real estate valued at \$430,000. (Earlier, Popke had relied on a \$340,000 note he held in connection with his sale of WYYY(AM) [now WKLZ(AM)] Kalamazoo. However, Sear and Air-Borne argued that control of that station should be imputed to Popke and that, as a result, he should be assessed a comparative demerit under the commission's media diversification criterion.) Then, Sear discovered that Popke's two sisters, not Popke, owned the property. That led to the addition of new issues in the hearing and, ultimately, RPI's disqualification.

Popke, who acknowledged that he had transferred title to his sisters in 1970, when he was experiencing financial problems, said he had done so with the understanding that the property would be returned when he requested it and that, as a result, he was the beneficial owner. He also said he had lived on a part of the property continuously and had paid off debts on it, and that it was re-conveyed to him, at his request, in 1980 (after his representation to the commission considering his ownership of the property). Thus, he argued, his sisters held title to the land only as his agents. Fitzpatrick found the reasons unconvincing, and concluded that the transfer of property to the sisters had been a sham, designed to deprive Popke's creditors of an asset from which to satisfy their claims.

The Review Board saw things differently. Although "disquieted" by Popke's claim of ownership unsupported by legal title, it held that Popke had exercised sufficient dominion over the land to justify the belief he was the beneficial owner. It also felt that Popke's failure to qualify his claim was at most a minor financial inaccuracy and not sufficient to warrant a sanction. The board also rejected Fitzpatrick's finding that the 1970 transfer was a sham, a conclusion, it said, that went beyond the scope of relevant commission inquiry and amounted to a "rump adjudication on the law of creditor's right," unsupported by substantial evidence.

And the commission, in a 4-1 decision, denied RPI's applications for review of the board's decision.

The appeals court panel, however, saw the case in terms resembling those of the ALJ. It said the board's conclusion that Fitzpatrick's interest in the transfer of the property was improper was "patently shortsighted." An inquiry into Popke's "inconsistent and highly suspicious treatment of the property as sometimes his own and sometimes not, whether legal or not... strikes at the heart of the commission's interest in candid and honest applicants," added the panel, in the opinion written by Judge Harry Edwards.

"We are more than 'disquieted' when an applicant claims to own property knowing full well that he lacks legal title to it," Edwards wrote. "Such a claim, in our view, does not satisfy the high standards of forthrightness and honesty that FCC applicants

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are expected to meet.... On the record here, we can find no substantial evidence to support the conclusions reached by the board; we also find the board's judgment on these issues to be arbitrary, capricious and at odds with both agency and judicial precedent."

The court directed the commission to make a determination, "consistent with this opinion, of an appropriate sanction to be imposed for Popke's lack of candor and material misrepresentations..."—and then to reconsider which of the applicants should be granted the permit.

The court's decision affirmed, in a sense, the opinion of Commissioner Henry Rivera, who had dissented from the commission's decision to deny review of the Review Board's decision. In a statement issued when the commission order was released, on Sept. 15, 1983, he said: "I find this result incredible and contrary to sound policy and precedent. The board's decision reflects an unfortunate growing indifference by this agency to the qualifications of prospective broadcast licensees which, if continued, will further discredit the already imperfect broadcast licensing process." □

White House sees no problem with new international satellite systems

White paper says alternate services would serve U.S. interests without harming economic base of Intelsat

The Reagan administration has made its case for conditionally authorizing separate international satellite systems as being "required in the national interest." In a 52-page "white paper" prepared by the Commerce and State Departments and 12 other executive branch agencies that are members of a Senior Inter-agency Group, the administration argues that the authorization of such systems would serve U.S. foreign and domestic policy interests, provided conditions are imposed to assure the technical integrity and the economic viability of the International Telecommunications Satellite Organization. And those goals, the paper concludes, are not in conflict.

The paper was released by the Commerce Department's National Telecommunications and Information Administration on Feb. 5, some 22 months after the executive branch began its examination of the policy questions raised by the Orion Satellite Corp. application for FCC authority to establish a separate satellite system linking the U.S. and Europe. Since then, four other applications for nonIntelsat systems have been filed.

And debate over the issue has caused serious strains within Intelsat, whose Assembly of Parties and Board of Governors over the past two years have issued several resolutions—the latest by the Assembly of Parties

two weeks ago (BROADCASTING, Feb. 4), reflecting members' concern that the emergence of such systems would drain business from Intelsat and cause its rates to rise.

The paper is unusual in the detailed explanation and defense it makes of an internal U.S. government decision. It not only will provide the keystone of the American defense, in U.S. discussions within Intelsat, of President Reagan's determination regarding separate systems announced on Nov. 28, it will also offer a basis for comment by parties participating in the combined notice of inquiry and rulemaking the FCC has issued to help it establish policy in connection with the applications for separate systems. The comment deadline, originally Feb. 14, two weeks ago was extended to April 1. The reason, commission officials said, was to give parties time to consider the executive branch report, whose release was then imminent.

The core of U.S. policy on the question was expressed in the presidential determination that separate systems are "required in the national interest," subject to two conditions.

One was that such systems be prohibited from offering public-switched services, which make up the largest part of the international traffic carried by Intelsat. (As a result, the paper says, separate systems will be obliged to offer "customized service" of types not provided by Intelsat.)

The second calls on the commission to withhold final approval until the U.S. and the government of the foreign country with

which the system intends to correspond coordinate the proposal with Intelsat under Article VIX(d) of the Intelsat Agreement. The article requires assurance that the separate system would be technically compatible with the Intelsat system, would not cause it "significant economic harm," and would not prejudice the establishment of satellite communication links among Intelsat members.

Those are not the only means of protecting Intelsat advanced in the paper. It also calls on the commission to consider allowing U.S. carriers and users direct access to Intelsat. At present, the Communications Satellite Corp. is the only party authorized to deal directly with Intelsat. Direct access for the others, the paper says, might be a means of reducing costs of using the Intelsat system and thus enhancing its competitiveness. However, the paper says the proposal can be considered "on a separate track" and does not "constitute a condition to FCC action" on the applications at issue.

The paper stresses the U.S. commitment to Intelsat. But it makes its point—not by reference to the U.S.'s historic role in the establishment of the global system—but by detailing the ways in which Intelsat has helped the U.S. further its foreign policy objectives.

But the paper does not ignore the benefits the U.S. believes separate systems will generate. They will, the paper says, introduce "new diversity and flexibility" in the provision of international communications services; "create or expand markets in new areas, such as customized, data and video



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Washington Watch

Market enlarged. FCC has amended Fresno, Calif., market to include Visalia, Hanford and Clovis, all California, for must-carry rules. Pappas Telecasting, licensee of KMPH(TV) Visalia, had originally requested inclusion of Visalia. Spanish International Communications Corp., licensee of KFTV(TV) Hanford, and North Star Communications, permittee for UHF at Clovis, subsequently asked that their cities be added as well. Commissioner Dennis Patrick, who dissented from commission's decision to amend Orlando-Daytona Beach, Fla., market to include Melbourne and Cocoa (BROADCASTING, Jan. 21), dissented to this decision as well.

Action denied. FCC has denied petition for rulemaking by Action for Children's Television and California public interest law firm, Public Advocates Inc., seeking rule requiring television stations and cable operators to insert inaudible electronic signals before and after commercials directed at children (BROADCASTING, June 20, 1983). Signals would have permitted use of devices to delete ads electronically. FCC said probable effect of proposal would be to eliminate or substantially reduce economic base and incentive for children's programs "and likely would result in a significant curtailment of broadcasters' efforts to program for the child audience." FCC added that parents could exert control over amount and type of television their children watch without rule requested.

Ku-band ranks thinned. FCC has revoked authorization for Advanced Business Communications to construct and launch Ku-band satellite system. FCC said company had failed to satisfy financial conditions placed on its authorization.

Microwave for money. FCC has authorized private operational-fixed microwave service licensees to lease excess capacity for profit. After Aug. 1, licensees at 2.5 ghz will be permitted to lease excess capacity for provision of video entertainment services to homes, FCC staffer said.

Nip it in the bud. American Civil Liberties Union has asked FCC for declaratory ruling that "all government agencies are prohibited from filing complaints with the commission under the fairness doctrine or its news distortion policy."

services"; "provide incentives for Intelsat and its signatories to be more efficient and innovative; and, permit outside financial sources to undertake high-risk, speculative ventures, thereby enabling Intelsat to concentrate its resources on further extending basic services through prudent financial management."

For all of the paper's emphasis on the U.S.'s commitment to Intelsat, it makes two points that may cause some uneasiness among Intelsat members. One, made on more than one occasion, is that the preamble to the Intelsat Agreement refers to the establishment not of a unique global system but to "a single global commercial telecommunications satellite system as part of an improved global telecommunications network..." It also says that although the U.S. will consult with Intelsat on the coordination of separate systems, the recommendations of the Assembly of Parties—the organization's highest policy-making body—"are not binding on the United States."

The paper notes that the applications for separate systems now being considered in the U.S. represent only a "possible incremental—not fundamental"—change in the competitive environment. Several dozen transborder systems are or soon will be operating in the western hemisphere. Six substantial regional satellite systems, in addition to the Soviet Union's Intersputnik, are operating or are under construction in various areas of the world. And perhaps more important, the paper cites the growing presence of undersea cables owned by terrestrial carriers—particularly fiber optic cables. The trans-Atlantic cable (TAT-8) planned for 1988 will have a capacity equivalent to about 38,000 telephone circuits, and will nearly quadruple the current submarine cable capacity across the North Atlantic.

Despite that kind of competition, much of the paper is devoted to the argument that separate systems, properly restricted, will not threaten Intelsat's economic health. It says those systems will offer "sophisticated business service customers" satellite communications options "which are more closely tailored to their special needs." Intelsat, it adds, "is not configured to provide every important customized business service efficiently." But the ban on the provision of public-switched services will protect Intelsat, the paper says.

Although it contends that limiting new entrants to customized services reduces the likelihood of "significant" economic harm to Intelsat, the paper says that Intelsat's economic well-being would be furthered if those services were allowed "cost-based" access to Intelsat.

Even under existing conditions, the paper says, Intelsat "should enjoy some competitive advantages with respect" to new systems offering customized service. It notes that Intelsat "may enjoy economies of scale and scope; Intelsat enjoys a breadth of coverage today that new satellite systems could not easily replicate." What's more—and somewhat surprisingly—the paper says Intelsat enjoys pricing "flexibility," in that the agreement permits it "to offer new services, to take advantage of new technologies, and to price new services as close as practicable

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to cost, including direct as well as indirect costs."

Intelsat Director General Richard Colino has maintained that, because of the global price averaging mandated by the agreement—a system designed to ease price burdens for developing countries—Intelsat lacks the pricing flexibility needed to compete with other systems. Accordingly, he says the Intelsat Agreement should be changed. But to some U.S. officials, Colino is suggesting that Intelsat wants the authority to offer services below cost—in short, to engage in "predatory pricing."

The paper, without reference to Colino's call for greater pricing flexibility for the organization, says that "too flexible [pricing] obviously could permit a firm with substantial market power to reduce price below actual cost and thus damage or inhibit competition." The paper expresses the view that concern about "possible predatory pricing may be premature." It notes that there is little evidence such pricing has ever occurred. But it also issues something of a warning. It says Intelsat's ability to engage in predatory pricing depends in large part on U.S. willingness to overlook such conduct. That would not happen: "If it were shown that... Intelsat was charging rates for customized offerings which it could not cost-justify and which were significantly injuring U.S. competitors, the government would necessarily re-examine the restrictions placed on U.S. entrants pursuant to the President's national interest determination and take appropriate remedial actions." □

tion of Consumers Unions, United Nations; Mario Obledo, League of United Latin American Citizens; Dorothy Ridings, League of Women Voters, and Mary Futrell, National Education Association.

Dingell called the FCC plans to "curtail" the fairness doctrine "terribly unwise." And, he stressed that the FCC "should have recognized long ago that it is an independent regulatory agency accountable to the Congress and as such, it should adhere to the intention of the Congress and protect and cherish the basic purposes not only of the Congress in enacting legislation but also the basic purposes of the Constitution." He maintained that the FCC's interest is "all part of the ongoing desire by the administration to cater to its business cronies—in this case, broadcasters—at the expense of the public."

The chairman predicted that if the FCC "fails to see the wisdom of the fairness doctrine, there will surely be litigation, and the courts' long history of support stands us in good stead. There also will be congressional action of an appropriate character."

On the other hand, Dingell added, if the administration and FCC "recognize that the appropriate avenue for trying to make inroads on the fairness doctrine is through legislation, I stand ready to do what little the chairman of the Committee on Energy and Commerce can do to defeat that kind of an undertaking. I might also add that the notion of fairness-doctrine bashing didn't do so well in the Senate last year we can certainly hold the line again this year."

He argued that the doctrine has been effective in protecting the public interest for 50 years and that it is "absolutely fundamental to the protection of our First Amendment free speech rights." Dingell said: "It would be a disaster if this administration and the FCC cannot see through ideological blinders and protect one of the absolutely essential bullworks of American freedom."

Peterson and Griswold also spoke during the conference in defense of the doctrine. "Opponents of the fairness doctrine, be they broadcasters or FCC Chairman Mark Fowler, have offered no justification... which was not considered—and rejected—by the Supreme Court in *Red Lion*," Griswold said. He asserted that "many more persons seek to be broadcasters than there are frequencies for them to use. Government can, and indeed must, insure that these scarce frequencies are used in the public interest. The fairness doctrine is a time tested means of doing just that."

Among the 17 organizations participating in the coalition are: the Telecommunications Research and Action Center, the Media Access Project, the American Civil Liberties Union, the American Lung Association, Black Citizens for a Fair Media, Consumers Union, the Consumer Federation of America, the National Organization for Women Legal Defense and Educational Fund, People for the American Way, the United Auto Workers, the United Church of Christ and the United States Public Interest Research Group. □

Coalition formed to fight for retention of fairness doctrine

Dingell leads testimonials of those who vow to keep doctrine unaltered

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) last week warned the FCC not to tamper with the fairness doctrine and he pledged to fight any efforts by the commission to weaken it. Dingell's remarks were made during a press conference sponsored by the Campaign for Free Speech, a coalition of organizations that have banded together to fight for preservation of the fairness doctrine.

Details of the campaign were also revealed during the press conference which was held the day before the FCC began its en banc hearing to re-examine the doctrine (see "Top of the Week"). Dingell is one of several influential members serving on the campaign's "leadership committee," which also includes: Norman Lear, Embassy Television; Erwin Griswold, (who as U.S. solicitor general successfully defended the fairness doctrine when it was challenged before the Supreme Court in 1969 in *Red Lion Broadcasting Co. vs. FCC*) currently with Jones, Day, Reavis & Pogue; Esther Peterson, representative, International Organiza-



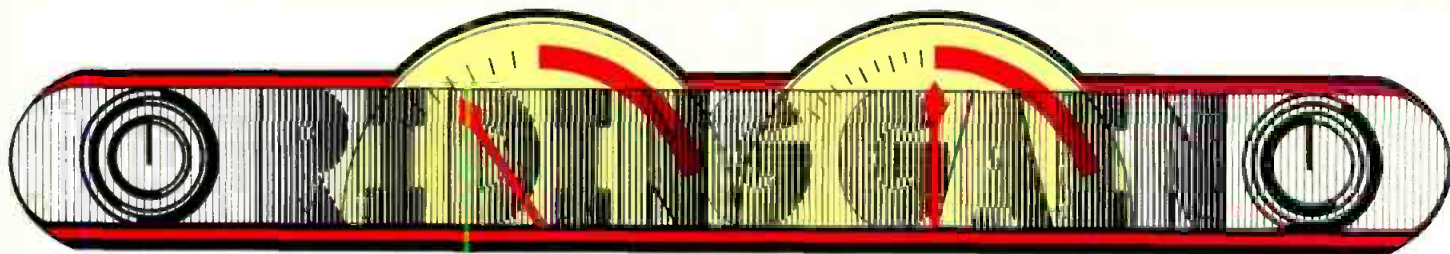
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The week's worth of news and comment about radio

Discount pricing

Arbitron Ratings announced last week that beginning July 1 it will offer radio clients located in markets that are measured four times a year (winter, spring, summer and fall) a 25% discount on the fourth market report when a four-report contract is purchased. The move is designed to bolster sales of the summer market report, the one many subscribers have traditionally not bought.

The discount will be done through a change in Arbitron's pricing structure, which is based on a multiple of the price of a single market report. Currently, two reports can be bought for twice the price of one report, three for 2.8 times the price of one and four for 3.6 times the price of one. But starting in July, the fourth market report in the contract will be priced at a multiplier of 3.4, a 25% discount. However, Arbitron cautioned that as of July, any Arbitron report purchased on a one-time-only basis will be at the one-report price and not the multiplier value.

The markets surveyed four times a year are: New York, Chicago, Los Angeles, San Francisco, Detroit, Washington, Houston-Galveston, San Diego, Seattle-Tacoma, Philadelphia, Boston and Cleveland.

Computer stats

A Radio Advertising Bureau analysis of national spot data produced by Radio Expenditure Reports, Larchmont, N.Y., shows an increased use of radio by major computer companies, software firms and retailers during the first nine months of 1984.

Six major companies in the computer category that were not national spot radio advertisers during 1983 began advertising on radio during the first three quarters of last year, said Ken Costa, RAB's vice president for marketing information.

According to Costa, the biggest newcomer was Fujitsu—Japan's largest computer manufacturer which markets hardware under its own name and license. Fujitsu spent \$1.58 million in radio in the first three quarters of 1984. Following Fujitsu was Coleco, which spent \$989,000 to sell its "Adam"

computer, and ITT, which unveiled its "XTRA" model and spent \$680,000 in radio. Rounding out the remaining six companies were: Compushop (\$241,000), Hesware Computers (\$239,000) and Genra Group (\$209,000).

Many established computer-related national spot radio advertisers increased their buys in the first nine months of 1984. RAB's analysis reveals Apple's ad expenditures soared from \$78,000 during the first nine months of 1983 to \$5.3 million for the comparable period last year when it introduced its new Macintosh line. Other computer companies that increased spot advertising last year included Automatic Data Processing (ADP), whose expenditures rose 30% over the first three quarters of 1983 to \$1.27 million, and Digital Equipment Co., which posted an 18% gain to \$461,000.

35-64 competition

The 35-64 Committee, a group formed three years ago at the Radio Advertising Bureau Managing Sales Conference in Dallas with the goal of promoting the 35-to-64-year-old age bracket as a prime target demographic for advertisers, announced at this year's MSC (BROADCASTING, Feb. 4) that it is launching a contest for best station-produced sales presentation highlighting the 35-64 group.

According to the committee's marketing director, Maurie Webster, the winning station will receive \$1,000. "This event will allow us to collect a lot of ideas and share them with other participating [committee member] stations," said Webster. The first round of the contest will be for presentations designed for the automotive industry, he said. April 30 is the deadline for submissions, which should be sent either to Webster or Dean Landsman at the 35-64 Marketing Center, 575 Lexington Avenue, New York 10022.

Webster also announced that the 35-64 Committee has formed a strategy subcommittee, headed by ABC Radio President Ben Hoberman.

Radio pushes 'Vice'

NBC has reached out to the radio medium in promoting its television network's prime time detective series, *Miami Vice*.

Between Jan. 20 and Feb. 2, NBC sponsored a national radio promotion for the show—targeted for the 18-40-year-old audience. Participating stations in 12 markets either ran a *Miami Vice* call-in "trivia question" contest or asked listeners to be the first to call whenever they heard the station play a portion of the series' theme music. Each



Hard rockers. Pictured just after the premiere of NBC Radio Entertainment's *Live from the Hard Rock Cafe* monthly variety series on Jan. 27 are (front row, l-r): NBC rock reporter Rona Elliott and singer Joan Jett. (Standing, l-r): guest host comedian Billy Crystal along with scheduled guests, Little Richard and David Byrne of the Talking Heads.

Jett, who was a surprise guest, donated a pair of her high-top red sneakers (a Jett trademark) to the New York club, adding to its collection of memorabilia of rock stars. In return, the Hard Rock Cafe, according to NBC, is making a "substantial" contribution on Jett's behalf to Ethiopian famine relief. *Live from the Hard Rock Cafe* is aired on the last Sunday of every month from 9 to 10 p.m. NYT.

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*Transtar's adult contemporary format is available on a market-exclusive basis.

market selected 48 winners. Of that figure, one listener from each market and a guest, along with the disk jockey whose program was broadcast at the time of the call, are to be flown to Miami next week to appear in specially written, nonspeaking roles on the show. The remaining winners will be given *Miami Vice* T-shirts.

Participating radio stations, which were not necessarily NBC Radio affiliates, were: WBSB(FM) Baltimore; KUBE(FM) Seattle; WMMS(FM) Cleveland; KMEL(FM) San Francisco; KISS(FM) Boston; WKTU(FM) New York; WHYI(FM) Miami-Fort Lauderdale; KKBO-FM Houston; WKQX(FM) Chicago; WNIC-AM-FM Detroit; KVIL-FM Dallas, and KSHE(FM) St. Louis. The one-hour NBC television series is seen each Friday night from 10 to 11 p.m. NYT.

Different approach

The American Comedy Network, a subsidiary of Katz Broadcasting, Bridgeport, Conn., has launched the "Think Before You Drink" campaign—a series of four, 55-second, radio public service announcements (five seconds for a local tag) on drunk driving. "We recognize that this is an extremely serious issue, but we also see that too many drunk-driving commercials are so solemn or downright horrifying that they end up being a turn-off and their message is lost," said Andrew Goodman, ACN president and general manager. With these spots, ACN hopes to capture the listener's attention through a "lighter approach" and make him more receptive to the message, he added. The PSA's are being offered to stations at no

Year-end jump

National spot radio expenditures for December 1984 totaled \$69,142,500, an increase of 23.8% over the previous December. For the year, rep-placed national spot business was up 15.3% over 1983, reaching \$818,009,200, according to Radio Expenditure Reports, Larchmont, N.Y., which confidentially collects financial information from 15 rep companies each month.

charge. Call or write ACN at Park City Plaza, Bridgeport, Conn. 06604; (203) 384-9443.

Playback

In recognition of Black History Month this month, ABC Radio News has produced a 28-part series, *Black America: A Living History*, which it is currently feeding to affiliates of its six "full-service" networks (Contemporary, Direction, Entertainment, FM, Information and Rock Radio). ABC News correspondents Herbert Kaplow, Carole Simpson, Marcia Salter and Dean Reynolds will each anchor seven reports which ABC says "focus on living black American leaders and opinion-makers who contribute to the positive images and advancement of blacks." Among those profiled are Jesse Jackson, Bill Cosby, Sugar Ray Leonard, Andrew Young and Wilma Rudolph.

American Public Radio said it will air the first live trans-Atlantic radio concert broadcast from Eastern Europe when it presents Johann Sebastian Bach's "St. Matthew Passion," performed by the Geivandhaus Orchestra and Children's Choir and the Chamber Choir of the Franz Liszt School, all located in Leipzig, East Germany. The concert will be part of American Public Radio's special day-long programming honoring Bach's 300th birthday on March 21 (BROADCASTING, Jan. 7).

And four days prior to that event (March 17), the network has scheduled a live performance of Bach's recently discovered 33 organ chorales by organists Charles Krigbaum

and John Ferris from Yale University in New Haven, Conn. The broadcast, which is being produced by Connecticut Public Radio, will air at 2 p.m. NYT and will run approximately two hours. Both programs will be satellite-delivered to American Public Radio affiliates.

The ABC Rock Radio Network will air a live news conference Thursday (Feb. 14) at 3 p.m. NYT from Abbey Road Studios in London featuring rock guitarist Jimmy Page and singer Paul Rodgers, two members of the newly formed The Firm. Page and Rodgers will discuss the group and its upcoming North American tour. The event is expected to last approximately one hour. Additionally, the group's first album was fed to affiliates of the ABC Radio Networks last Friday (Feb. 8) via ABC's digital satellite delivery album service.

Coming unplugged

Station manager Marty Rowe and sportscaster Brett Buckwalter were in for a rude awakening when they reported for work at KBAE(AM) in Everett, Wash., early on the morning of Jan. 28. Someone had made off with most of their radio station overnight.

"We had to hustle, but we got back on [the air]," Rowe told a local newspaper reporter, explaining the theft of about \$80,000 worth of electronic equipment from the facility. KBAE, which had signed off at midnight Sunday, returned to the air only 82 minutes late, utilizing a mobile broadcast studio left untouched in the intrusion. Later, KWTZ(AM) Everett loaned some studio equipment to the station. KBAE recently changed its call letters from KRKO(AM) and had planned to replace much of its old equipment when it moved to new studios in downtown Everett next month. However, Rowe said the theft included much of the \$35,000 worth of new gear being stored in anticipation of the move. The main studio, newsroom, and production booth were described as "left practically bare" by the burglary, which Everett police are investigating.

"It wasn't done by 12- or 13-year-olds," Buckwalter summed up. "They knew what they were doing."

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Year-end results. Highlighted below are the final monthly tallies for network radio advertising expenditures in 1984, prepared for BROADCASTING by the Radio Network Association. The group relies on data supplied by the accounting firm of Ernst & Whinney, which confidentially collects financial information each month from ABC, CBS, NBC, RKO, Mutual and Sheridan. The data shows January as the worst month last year for network billings and October as the best. Network executives report business maintaining a brisk pace through January of 1985 (BROADCASTING, Jan. 28).

Month	1984	1983	% change
January	\$14,570,780	\$16,407,771	-11.2%
February	\$17,861,189	\$16,954,074	+ 5.3%
March	\$19,691,155	\$19,765,992	+ 0.4%
April	\$21,694,091	\$21,577,038	+ 0.5%
May	\$27,595,625	\$25,993,287	+ 6.1%
June	\$25,703,921	\$22,671,887	+13.3%
July	\$21,973,440	\$22,546,741	- 2.5%
August	\$23,470,489	\$20,475,602	+14.6%
September	\$23,549,792	\$24,311,922	- 3.1%
October	\$28,826,996	\$26,812,993	+ 7.5%
November	\$23,032,352	\$20,060,763	+14.8%
December	\$19,469,225	\$15,914,617	+22.3%
TOTALS	\$267,439,055	\$253,492,687	+ 5.5%

TRANSTAR #2 In Jacksonville

In its third book, running Transtar's adult contemporary format 20 hours a day (and all weekend) via satellite, 97 WAIV-FM in Jacksonville is stronger than ever:

Jacksonville, Florida
Arbitron AQH Share
Fall 1984, M-S, 6A-Mid.

#2 Adults 25-54	14.0
#1 Women 25-54	17.3

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TRANSTAR
The Quality Satellite Network

*Transtar's adult contemporary format is available on a market-exclusive basis.



TELECASTINGS



Getting the call

Call to Glory, the ABC-TV drama series launched immediately after last year's summer Olympics, will have its last regular telecast tomorrow, Feb. 12, a victim of what the producers called "continually eroding ratings." A special two-hour episode, concerning the assassination of President John F. Kennedy, will be broadcast during April. No replacement programing has been announced for the Tuesday, 10-11 p.m. NYT slot being vacated by the show.

In an uncharacteristic cancellation announcement, ABC Entertainment President Lewis H. Ehrlich praised the series for its achievement of "the superb production and quality of performance we anticipated. Unfortunately, it is not attracting the level of audience support necessary to sustain the show in a severely competitive environment." For the week ending Feb. 3, *Call to Glory* was 63d in Nielsen rankings among 64 network programs, with a 9.6 rating and 16 share.

The series, a Tisch-Avnet Production in association with Paramount Television, en-

joyed a 24.8 rating and 44 share in its Aug. 20 premiere, which followed extensive promotion during ABC's summer Olympics coverage.

Selling out

After months of on-again, off-again negotiations, Oak Industries and SelecTV last Monday announced they have finalized an agreement whereby SelecTV will acquire the subscribers and unspecified financial liabilities of Oak's ON TV subscription television service in Los Angeles. The announcement preceded by three days the disclosure that Oak has sold its KBSC-TV Guasti, Calif. (Los Angeles), which carries ON TV, to Estrela Communications for \$30 million cash (see page 71). It's expected that STV programing over KBSC-TV will be phased out during the coming year, although no date has been specified. SelecTV, which reaches about 50,000 subscribers on a leased-time basis over KWHY-TV Los Angeles, will inherit approximately 175,000 subscribers from ON TV. SelecTV and ON TV peaked at about 120,000 and 385,000 sub-

scribers, respectively, several years ago. Talks between the two companies broke down last October after an agreement-in-principle had been announced in August. Oak's remaining STV operations include a 70,000-subscriber Chicago UHF operation and a 140,000-subscriber satellite-distributed programing service.

In the marketplace

Warner Bros. Television Distribution has cleared its limited episode (39) series, *Private Benjamin*, in 45 markets, including KPX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia and WXNE-TV Boston.

□

Group W Productions has sold its *Music Of Your Life* special to 105 markets representing 80% coverage, and all national spots in the special are sold out. Home Savings of America/Savings of America is a charter sponsor with two minutes of commercial time. Other national advertisers include Bristol-Myers, Nabisco, Lever Bros., S.C. Johnson and American Home Products. The

The Rockefeller Group

has acquired

WATL-TV
(Atlanta, Georgia)

*The undersigned acted as financial advisor to The Rockefeller Group
and assisted in the negotiations leading to this transaction.*

Lehman Brothers
Shearson Lehman/American Express Inc.

January 25, 1985

special will air during a two-week window, Jan. 26-Feb. 10.

□

New York-based Muller Media Inc. sold its new "Warriors" movie package of 12 action-adventure titles to 22 markets at the conclusion of NATPE, including WOR-TV New York, KHJ-TV Los Angeles and ABC-owned WLS-TV Chicago. Titles in MMI's "Warriors" package include "Deathstalker," "She," "Ninja Wars" and "Warriors of The Lost World." The "Warriors" package is distributed in association with Salt Lake City-based American National Enterprises Inc.

□

Beverly Hills, Calif.-based C.B. Distribution Co. has sold *Carol Burnett and Friends* to 10 stations, including WWJG-TV Philadelphia; WQTV(TV) Boston; WUAB(TV) Cleveland; KDTU-TV Tucson, Ariz.; KEKR-TV Kansas City, Mo., and KSTU(TV) Salt Lake City. In addition, renewals have been signed with stations in San Antonio, Tex.; Birmingham, Ala.; Beaumont, Tex., and Corpus Christi, Tex.

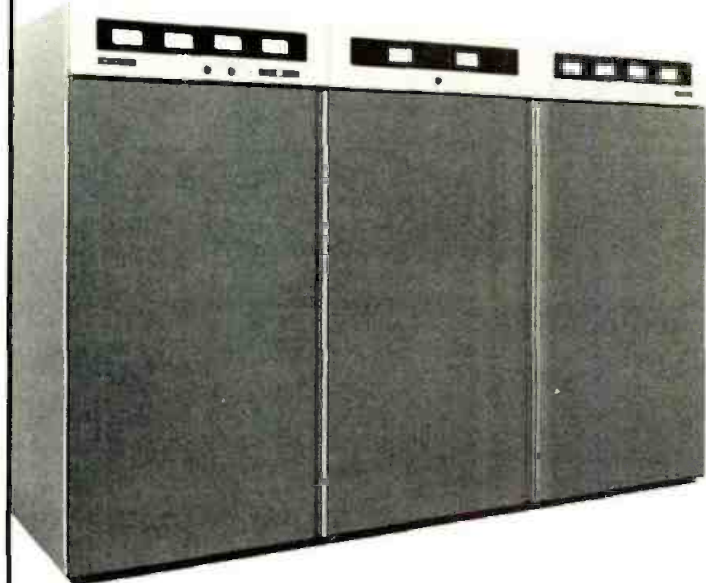
□

LBS Communications has cleared more than 100 stations, including the five CBS-owned stations, for a half-hour special, *The Sex I.Q. Test*. LBS distributes the *Test* specials—all featuring host Dr. Frank Field, senior science editor for WCBS-TV New York—on a quarterly basis. Although past specials have touched upon everything from cancer prevention to weight loss, this special will cover such questions as "Is fantasy normal while you're having sex with your partner?" and "Does scheduled sex usually create stress?"



Back in the saddle again. Gene Autry, former owner of and performer on KTLA(TV) Los Angeles (now owned by Wometco Broadcasting), stands in front of a poster for a special exhibit on the station at Museum of Broadcasting in New York. Autry attended a special opening of the exhibit which was also attended by Wometco Broadcasting president, Tony Cassara; Wometco director, Henry Kravis; RCA president, Robert Frederick, and CBS news correspondent, Bill Moyers, who recounted in his speech how President Johnson kept in touch with events during the Watts riots in Los Angeles by talking on the phone with someone who was watching KTLA. Also praising the station was President Reagan, who sent a message on opening night that he appreciated the "dedication of the staff and management" of the station, "as one who has hosted programs" on KTLA.

TV stereo - whose transmitters let you make the switch today?



The demand for TV stereo programming is here. A considerable amount of programming is already being produced in stereo, and viewers and advertisers are clamoring for this new application of technology.

That's why all Harris TV transmitters are delivered stereo-ready. No costly modifications. No awkward retrofits. When you own a Harris transmitter, going stereo depends only on your executive decision.

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Anatomy of a buyout

Multimedia management waited until interest rates dropped before making leveraged buyout move

The decision by Multimedia managers and owners to proceed with an \$825-million leveraged buyout of the company (BROADCASTING, Feb. 4) was made in the past several months, primarily in response to declining interest rates. The company has no plans at present to divest any of its newspaper, broadcast or cable properties and has guarded against further losses from its partnership in the cable channel, Sports Time. Multimedia management is now waiting to see whether any counterbids will be made to better the estimated \$49.50 per share offer it made on Feb. 1 to shareholders.

"I guess that when other media companies started doing leveraged buyouts a couple of years ago, the idea came up," Donald Barhyte, treasurer and chief financial officer and president of the newspaper division, told BROADCASTING. "And when the cost of money started going down over last couple of months it became more immediate," he said. The company was working as fast as possible to make the announcement, he said, but it's hand may have been forced early because the stock price was rising two weeks ago "on fairly low volume," and management was worried that the news might leak.

Barhyte, company Chairman Wilson C. Wearn and President and Chief Executive Officer Walter E. Bartlett are among the management involved in the proposal. Also participating are members of the Peace, Jolley, Sisk and Furman families, whose newspaper and broadcasting properties originally were joined to create the company in 1968. Under the proposed new ownership, that group would have about 40% of the company's shares with an option to purchase additional interest in the company. A group of private investors, to be organized by Goldman Sachs & Co., would also participate in the buyout. Multimedia had long ties with the New York-based investment banking firm and a Goldman Sachs partner, William Stutt, sat on the company's board.

The chief financial officer said there are no plans to dispose of any properties—that include five AM's, five FM's, five TV's and cable systems serving 260,000 subscribers—to pay off debt incurred by the transaction, if it is approved: "Our cash-flow projections show that our operating companies would service the debt." While the Multimedia's partnership in Sports Time last year cost the company an estimated \$6 million dollars and kept its net earnings 4% below that of 1983, the company has protected itself against any possible further losses, both by taking an advance writeoff against ex-

pected 1985 losses, and by negotiating with co-partners Anheuser Busch and Tele-Communications Inc. to put a cap on Multimedia's share of future losses. Barhyte said the new agreement would also possibly limit participation in some future profits.

Leveraged buyouts of communications companies have typically been met with shareholder suits which raise slightly the price per share—one, in fact, was filed last week by a Multimedia shareholder. But they have not been subject to counterbids, as has

happened in some other industries. One securities analyst, Bonnie M. Cook, a vice president with J.C. Bradford & Co., called last week's offer "on the low side of reasonable." She estimated the company's value at \$57 and suggested there might be other bids. But management and the four families already control about 40% of the outstanding stock, and Barhyte said, "we have pretty good assurance that we have their [the families] backing." Another 40% or so is controlled by institutional investors. □

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Capital Cities	Fourth	\$259,509	21	\$38,179	10	\$2.94
	Year	\$939,722	21	\$135,193	18	\$10.40
Cetec	Fourth	\$17,083	-9	\$401	2	\$0.18
	Year	\$75,663	4	\$1,961	39	\$0.86
Chyron	Second	\$7,298	41	\$1,407	15	\$0.15
Dun & Bradstreet	Fourth	\$658,961	20	\$62,572	15	\$0.83
	Year	\$2,397,333	16	\$521,561	139	\$6.86
Josephson	Second	\$84,501	54	(\$413)	NM	(\$0.09)
King World	First	\$16,901	415	\$1,785	220	\$0.43
Knight-Ridder	Fourth	\$451,679	11	\$46,184	15	\$0.70
	Year	\$1,664,679	13	\$140,810	18	\$2.15
Lee Enterprises	First	\$54,824	12	\$7,713	22	\$0.56
MacLean Hunter	Fourth	\$248,589	27	\$17,422	45	\$0.48
	Year	\$902,656	42	\$49,205	60	\$1.37
McGraw Hill Ltd.	Fourth	\$401,803	10	\$40,587	11	\$0.81
	Year	\$1,401,778	8	\$144,171	14	\$2.86
Media General	Fourth	\$143,408	7	\$10,435	15	\$1.47
	Year	\$547,661	8	\$39,760	11	\$5.60
MTV Networks	Fourth	\$34,515	108	\$4,542	NM	\$0.29
	Year	\$109,543	120	\$11,907	NM	\$0.78
Playboy	Second	\$53,454	3	\$4,271	253	\$0.45
Reeves	Second	\$62,756	7	(\$269)	NM	(\$0.02)
Rogers Cable.	First	\$84,062	20	(\$5,463)	NM	(\$0.28)
Signal Co.'s	Fourth	\$1,551,000	3	\$68,000	26	\$0.60
	Year	\$5,920,000	-1	\$285,000	177	\$2.50
Tribune Co.	Fourth	\$501,437	14	\$35,968	6	\$0.89
	Year	\$1,794,436	13	\$103,043	49	\$2.55
Washington Post	Fourth	\$283,609	12	\$34,620	21	\$2.47
	Year	\$984,303	12	\$85,886	26	\$6.11

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Broadcasting revenue of **Capital Cities** increased 15% for year to \$271.8 million, and 12% for quarter to \$76.9 million. Cable revenue increased 14% for year to \$76.3 million. Operating income for broadcasting increased 15% in year to \$141.6 million, and 7% in quarter to \$39.8 million. Cable operating income for year increased 24% to \$2.5 million. ■ **Josephson** posted earnings in second quarter of last year of \$1.3 million. Company's directors announced omission of quarterly dividend. ■ **MacLean Hunter Ltd.** results stated in Canadian dollars. ■ **MTV Networks** said Nickelodeon reached 24.2 million households as of Dec. 31, 1984, while MTV reached 25.4 million. Company's operating income, before interest expense and tax, was \$7.8 million for fourth quarter, \$25.4 million for year. ■ **Playboy** net income includes \$1.8 million tax-loss carry-forward. ■ Second-quarter loss for **Reeves** compares to income of \$2.6 million in second quarter of previous year. ■ **Rogers Cablesystems** loss for first period of last year was \$5.8 million (Canadian). Operating cash flow in first period of this year was \$37.1 million, up 80%. Total basic subscribers number 1,951,000. ■ **Washington Post's** broadcasting division had operating income for 1984 of \$50.8 million, 29% increase over 1983. Revenue for division was \$136 million, 14% increase. Fourth quarter revenue was up 13.7%. Company also said equity in losses from SportsChannel cable television operations increased by approximately \$7.5 million.

SFN Companies, Inc.

has been acquired by

venture banking affiliates of

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and

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*The undersigned acted as financial advisor to
SFN Companies, Inc. in this transaction.*

MORGAN STANLEY & CO.
Incorporated

February 1, 1985

NPR restructures funding mechanism

Board approves new five-year plan that would send federal radio money directly to stations which, in turn, would pay membership fee to NPR

National Public Radio last week embarked on a major overhaul of its funding system. At a Feb. 6 board meeting, its directors passed a proposal for a new, five-year business plan that would take NPR out of direct competition for federal funds from the Corporation for Public Broadcasting and require it to rely on its member stations for financial support.

The plan, presented by NPR Board Chairman Donald P. Mullally, would begin in fiscal 1987 and proposes that all federal radio funds be sent directly by CPB to noncommercial stations. They, in turn, would pay NPR an annual membership fee—for such NPR services as programing, representation, development, legal and engineering support—that would be based on a fixed percentage of the station's revenues. The annual fee in 1987, NPR estimated, would be 9%-10% of the sum of a station's federal income

and nonfederal funds and would not change during the plan's five-year duration.

Mullally, who called the plan a "fairly radical departure from the past," said the initiative was prompted by the fact that, while federal funds for public radio have increased in recent years, CPB support of NPR-produced national programing has declined. Hence, "NPR cannot predict the level of composition of CPB funding from year to year," he said. The new initiative, NPR said, would assure predictable funding levels and stability in the noncommercial radio system.

Under existing law, public radio stations receive at least 50% of the federal appropriations earmarked to support public radio, while the rest goes for national radio program production—which, until recently, traditionally went to NPR. In fiscal 1985, CPB gave NPR \$10.3 million of the network's \$22-million operating budget, with additional financial support for NPR coming from station membership fees, foundation grants and individual contributions.

The NPR board passed the proposal

unanimously, with characterizations of it ranging from "a bold new initiative," to one that was "certain to be controversial." NPR Director Ernest Sanchez, a Washington attorney with Arter & Hadden, said the plan tests whether NPR member stations believe in the public radio network as a membership organization and are willing to "put money behind it."

The 251 NPR member stations were briefed on the plan during a live closed-circuit satellite interconnect after last week's board meeting, and will vote on the proposal at their annual convention in Denver, May 19-23. In addition, NPR President Douglas Bennet said NPR would be "in close consultation" with members of Congress and CPB as well.

In a statement issued last week, Representative James Broyhill (R-N.C.) said that he commended the NPR board "for proposing to restructure the way that federal funds for public radio are distributed. If implemented, the plan will provide substantially more financial support for all public radio stations," he said, adding that "it is more democratic because it gives stations additional opportunities than exist today to select programing that is of particular interest to their communities. For several years I have proposed implementation of the financing system that the NPR board has now recommended. In fact, last year I introduced a bill to fund public radio in precisely this manner [BROADCASTING, March 19, 1984]."

In other action, the NPR board voted to cut back its fiscal 1985 budget to make up for \$686,000 in unexpected loss of revenue and new expenses. The revised budget (cut from \$22 million to \$21.3 million) reflected the loss of \$331,000 in anticipated revenue from CPB; a loss of \$232,000 resulting from a decision last August to cancel NPR Plus, a 24-hour classical music service, and a \$125,000 increase in distribution costs for NPR's National Program Service. □

Holder Communications Corp.

(Bruce E. Singleton, President)

has purchased

WHBB (AM) & WTUN (FM)

Selma, Alabama

from

Talton Broadcasting Co.

(Julius E. Talton, President)

for

\$1,450,000

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2/11/85

Strike talk. The national boards of the Screen Actors Guild and the American Federation of Television & Radio Artists voted last week to seek authorization from their members to call a work stoppage, if necessary, in the production of television and radio commercials.

Union and management representatives have held discussions since early January to frame a new contract to replace the one that expired on Feb. 6 (BROADCASTING, Jan. 21 et seq.). The unions said they would seek strike authorization through a mail referendum but will continue negotiations with the advertising industry on a day-to-day basis. The talks involve only those performers appearing in radio and television commercials.

Changing Hands

PROPOSED

KBSC-TV Corona [Los Angeles], Calif. □ Sold by Oak Industries Inc. to Estrella Communications Inc. for \$30 million cash. **Seller** is publicly traded, Rancho Bernardo, Calif.-based cable and satellite decoder manufacturer headed by E.L. McNelly, chairman and CEO. It owns 49% of WSNS(TV) Chicago and sold WKID(TV) Fort Lauderdale last year to Blair Broadcasting for \$17,750,000 ("Changing Hands," Aug. 6, 1984). **Buyer** was said to be closely held corporation headed by Joseph Wallach, former executive director of Globo TV Network of Brazil. No other information about buyer was given last week, and Wallach was said to be in Brazil. STV operation now on KBSC-TV will be phased out, and rights to subscribers will be sold to SelectTV. KBSC-TV is on channel 52 with 2,630 kw visual, 262 kw aural and antenna 2,890 feet above average terrain. **Broker:** Howard E. Stark.

KMTC(TV) Springfield, Mo. □ Sold by Midland Television Corp. to Charles Wood Broadcasting for \$13 million. **Seller** is principally owned by Meyer Communications Inc., Springfield, Mo.-based group of three AM's and four FM's owned by Kenneth E. Meyer. It sold KARD(TV) West Monroe, La., last year, to same buyer for \$5.2 million ("Changing Hands," Sept. 17, 1984). **Buyer** is owned by Charles Woods, who owns KARD; WTVW(TV) Evansville, Ind.; KLBK(TV) Lubbock, Tex., and WTVY-FM-TV Dothan, Ala. He also owns low-power television stations in Chicago and Milwaukee and is applicant for 20 other low-power television stations. KMTC is ABC affiliate on channel 27 with 1,580 kw visual, 126 kw aural and antenna 1,690 feet above average terrain. **Broker:** Cecil L. Richards Inc.

WHYN-AM-FM Springfield, Mass. □ Sold by Affiliated Broadcasting Inc. to R&R Broadcasting for \$7.8 million. **Seller** is subsidiary of Affiliated Publications Inc., publicly traded, Boston-based publisher of *Boston Globe*, headed by John A. Winkle, CEO. It owns six AM's and six FM's. **Buyer** is subsidiary of New York-based holding company, Robbins & Ries Inc., owned by Sherman M. Robbins and Thomas Ries. It also owns Robbins & Ries Advertising Inc., New York-based advertising agency, and R&R Syndications, New York-based producer of television and radio programs, including *Business Week*. R&R Broadcasting is headed by John Goodwill, former vice president and general manager of WPIX-FM New York. This is its first broadcast acquisition. WHYN is on 560 khz with 5 kw day and 1 kw night. WHYN-FM is on 93.1 mhz with 8.9 kw and antenna 1,000 feet above average terrain. **Broker:** Robert Chaisson.

WCRJ-AM-FM Jacksonville, Fla. □ Sold by S&F Communications Corp. to JBC-Jacksonville Inc. for \$4 million cash. **Seller** is owned by Stephen D. Seymour (60%) and Stuart D. Frankle (40%). It recently purchased station for same price in acquisition of Abell Communications broadcast proper-

ties (BROADCASTING, Sept. 24, 1984, and "For the Record, Feb. 4). S&F also owns one AM, three FM's and one TV. **Buyer** is owned by Lawrence K. Justice, who also owns WCIB(FM) Falmouth, Mass. WCRJ is daytimer on 1530 khz with 50 kw. WCRJ-FM is on 107.3 mhz with 100 kw and antenna 350 feet above average terrain. **Broker:** Chapman Associates.

WPTM(FM) Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and WGAF(AM) Valdosta and WTGQ(FM) Cairo, both Georgia. □ Sold by Woodall Stations to Faver Broadcasting Group Ltd. for \$2,650,000, including noncompete agreement, comprising \$24,273 cash, and remainder in note. **Seller** is principally owned by William O. Woodall and his brother, Allen Hardy Woodall. Allen Woodall is also general partner of WSLE(AM) Bremen, Ga. **Buyer** is owned by Ronald J. Verlander and seller, William O. Woodall (general partners), with 33 limited partners. Faver Communications is newly formed, Atlanta-based investment firm specializing in forming limited partnerships for acquisition of radio properties. Verlander, president, is also administrative general partner of applicant for assignment of license of WWWN(AM) Vienna, Ga. ("For the Record," Dec. 17, 1984). His father, Ronald J. Verlander Sr., is general partner in KBSI-TV Cape Girardeau, Mo. WPTM is on 102.3 mhz with 3 kw and antenna 300 feet above

average terrain. WSMY is on 1400 khz with 1 kw day and 250 w night. WTGQ is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. WGAF is on 910 khz full time with 5 kw.

CABLE

Eighty percent of system serving Fort Wayne, Ind. □ Sold by Cox Cable Communications Inc. to Citizen's Cable Communications Inc. for \$9,750,000. **Seller** is subsidiary of Cox Communications Inc., publicly traded, Atlanta-based publisher, cable MSO and station group of five AM's, seven FM's and seven TV's, headed by William A. Schwartz, president and CEO. It owns 53 cable systems and 21 daily newspapers in Ohio, Florida, Texas and Arizona. Cable division is headed by David Van Valkenburg, president. **Buyer** is subsidiary of Citizens Cable Communications Inc., publicly traded, New Haven, Ind.-based operator of nine cable systems with approximately 16,500 subscribers in Indiana and Ohio. Fort Wayne system passes 61,124 homes with 31,034 subscribers and 520 miles of plant.

System serving Grayling, Mich. □ Sold by Grayling Cable Services Inc. to Centel Corp. for undisclosed price. **Seller** is owned by G.E. Baldwin who has no other cable interests. **Buyer** is publicly traded, Chicago-based telephone company and cable MSO headed by John P. Frazee, president. It owns cable systems in eight states serving over 275,000 subscribers. System passes 1,800 homes with 1,200 subscribers and 25 miles of plant.

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Figures revised upward in Hubbard trade

Switch of noncommercial VHF for Hubbard's UHF plus cash could amount to \$50 million, filing states

Hubbard Broadcasting's proposed trade of its commercial UHF, WTOG(TV) Tampa, Fla., for noncommercial VHF WEDU(TV) turns out to be a bigger deal than originally reported (BROADCASTING, Dec. 3, 1984). In a filing last week at the FCC, the aspiring traders said that the \$25 million first stated as the bonus offered by Hubbard in the deal represents only part of an inducement worth as much as \$50 million to the noncommercial station. The parties said the filing served "formal notice" of their intention to seek FCC approval of the deal.

According to last week's advisory, Florida West Coast Public Broadcasting would be paid: \$5 million in cash and \$4 million a year for five years plus 8% interest that would elevate the total to about \$30 million. In addition to the cash consideration, the public station would receive other benefits:

- The agreement would allow WEDU to lease the channel 44 tower from WTOG for up to 50 years at \$100 a month, with WTOG picking up the tab for all maintenance, repairs and replacement of equipment.

- WTOG would pay for a second transmitter, antenna and all necessary transmission equipment to improve the WEDU signal with circular polarization or increased radiated power.

- Hubbard would also pay to modify WEDU's transmitter and studio-transmitter links to provide multichannel sound. The transmission modifications have been valued at about \$5 million.

- The commercial station would also pay for the electricity to operate the transmitters for five years and half the cost for five years more. The electricity would be worth about \$1.5 million, based on 1985 rates.

- WTOG would underwrite \$650,000 worth of marketing, promotion and public relations in connection with the channel ex-

change.

If WTOG were sold within three years after the sale, WEDU would receive 25% of the gross compensation over \$33.5 million.

Mark Damen, president of Florida West Coast Public Broadcasting, said that when all things are totalled, the trade is worth about \$45 million to \$50 million. He said, "We calculate that at the end of five years our resulting cash from the exchange will amount to around \$40 million." He added that the public station will consider the mon-

ey "almost an endowment. In the future we will have a pool of funds available to buy the programming we cannot afford today." He also said the station might attempt to buy equipment to originate live broadcasts from the Tampa area for national distribution.

David Olmstead, vice president and general manager of WTOG, said Hubbard Broadcasting was pursuing the trade to "overcome unfounded advertiser bias against the UHF band, and we hope to realize increased revenues as a result of the move." □

Religious broadcasters commune in capital

Those attending annual NRB conclave are praised by Reagan and Bush; Falwell-Kennedy debate gets wide press coverage; exhibit floor is largest in association's history

This may be the year of the evangelical—or so it seemed in Washington last week. The estimated 4,000 people attending the National Religious Broadcasters convention presented themselves as a unified force to be reckoned with, as they sang together, prayed together and received the blessing of both the President and Vice President of the United States.

The tone of the meeting was described as "upbeat" by NRB Executive Director Ben Armstrong, who told BROADCASTING that this year's four-day event (Feb. 3-6) at the Sheraton Washington hotel, "turned the corner" from last year's conference. It was significant, he said, because President Reagan and Vice President George Bush both addressed the attendees, praising the religious broadcasters—whose ranks are growing—for their work. (According to the NRB, there are now 1,043 religious-formatted radio stations and 85 television stations.)

Armstrong also said, NRB '85 was the "first time a major spokesman for the liberal position"—Senator Edward Kennedy (D-Mass.)—was invited to appear, an event that was "an all-time high" in terms of media coverage, Armstrong said.

Additionally, more than 240 companies, using 337 spaces, were represented at the Media Expo '85 exhibit of broadcast equipment manufacturers, program suppliers and related communications services, making this year's Expo the "first sellout" for the



President Reagan

NRB, according to exhibition director Michael Glenn. The NRB expected to obtain some \$200,000 in exhibit revenue.

□ Kennedy's remarks were made Tuesday morning at the NRB's congressional breakfast, in what was billed as "a debate on religion and politics" between the senator and Moral Majority leader, the Rev. Jerry Falwell. Kennedy and Falwell (who were introduced as "the traveling road show of *The Odd Couple*") held more of a friendly presentation than a debate, as each presented his views on such volatile issues as abortion and American relations with South Africa. For his part, Falwell rallied the religious broadcasters to, among other things, support the administration's efforts abroad; to "press the battle for judicial and legislative reform" against abortion, and to "put our money where our mouths are" and establish "full service maternity residence homes, crisis pregnancy centers and adoption agencies to accommodate [the] one and one-half million women each year who will be needing our services when abortion is no longer legal in this country." Kennedy said that the conservatives had not "set a coherent standard for the relation between church and state. Depth of feeling or clarity of scriptural command cannot be the determining factor," he said. Both called for civility and tolerance, rather

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than animosity, in discussing America's political issues. (Among those present to cover the event, according to Armstrong, were CBS's *60 Minutes*, the Public Broadcasting Service, the Cable News Network and C-SPAN.)

□

President Reagan was greeted with a thunderous ovation as he addressed the group Feb. 4. His eight-and-a-half-minute speech was interrupted seven times by applause; shouts of "Amen" were interjected frequently as he lauded the religious broadcasters for their work and asked for their continued support. He told the crowd that he had "been thinking very much about Divine Providence, and turning to our Lord and asking for his guidance. You have fought the good fight," he said, "for prayer in the schools and against abortion and for freedom in the world. You know that better than I do that you have never let us down."

The President (who has spoken at the NRB's last three conventions) reversed an earlier decision not to attend this year's event after a direct request was made to him by NRB officials on Feb. 2. Of the change in plans, Reagan told the convention attendees that because of a heavy schedule, he "had to reverse myself and say no to a few things that I enjoy." However, he said, he "didn't learn to like [the decision], so the other day I reversed myself . . . I was so mad, I almost fired myself . . . I decided to give myself another chance."

The Reagan address was followed later in the afternoon by one given by Vice President George Bush, who praised the representatives of what he called "the electric church," as "a tremendous force for good over the years."

□

Also on Monday, outgoing NRB President E. Brandt Gustavson said that the NRB was continuing to be "on the go and on the grow." Since 1980, Gustavson said, the NRB's income from membership dues has grown to \$246,561 in 1984. He added, however: "It isn't enough, I tell you . . . We need to support the organization with membership support to the best of our ability." In 1980, NRB's total annual income was \$527,000, which rose to \$1,110,000 in 1984. And this year's approved budget was \$1,273,910 through Sept. 30, 1985, Armstrong said.

Gustavson, who steps down after three years at the NRB helm, will be replaced by Robert Cook, president of The King's College in Briarcliff Manor, N.Y., who also has a national radio program, *The King's Hour*.

□

At the FCC luncheon Tuesday, at which FCC Chairman Mark Fowler received the NRB's Distinguished Service Award for his role in deregulating the industry, Commissioner James Quello told the religious broadcasters that he was "impressed with the positive power of persuasion of the electronic church with its inspirational home delivery service" (which he credited as having made "a believer" out of his formerly agnostic son.) "You can count on the FCC to be prime protectors for the constitutional guarantees of freedom of speech and religion," he said, adding that "religious broadcasters have the responsibility



Falwell and Kennedy

of maintaining the highest professional standards to merit continued respect and support. Unfortunately," he said, "you, too, must self-regulate and guard against the greedy, the unethical, the intolerant, the cultists and the fiscally careless . . ."

On another note, the commissioner pointed to the more than 1,165,200 letters the FCC had received in 1984 in opposition to atheism, and he pleaded "generally for religious freedom on the air" as "an overwhelming display of the power and influence of religion—electronic and mainline." The mail was initially generated by a petition requesting a freeze on applications by religious institutions for television or FM channels reserved for educational stations which was denied on Aug. 1, 1975. He asked that the letters be stopped. "You won the war over nine years ago. But the letters still keep

pouring in because the petition has somehow become misconstrued as an atheistic plot to keep God and religion off the air," he told the broadcasters.

□

In addition, the NRB convention provided a forum for evangelists Billy Graham, Jimmy Swaggart and E.V. Hill, as well as Equal Rights Amendment opponent Phyllis Schlafly and Donald Wildmon, the executive director of the National Federation of Decency.

Also featured at the conference was an exchange on Monday, live via satellite, between Israeli President Chaim Herzog; Teddy Kollek, the mayor of Jerusalem, and NRB's Gustavson, on Christian-Jewish relations.

□

On February 1, 1985

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Buchanan returns to White House

Former speechwriter for Nixon and Agnew tapped by Reagan as director of communications

Patrick Buchanan was home again last week, a top White House adviser in a Republican administration. And this time, the former speech writer for President Richard Nixon and Vice President Spiro Agnew (he is said to have written some of Agnew's speeches that skewered the media, particularly television) is director of communications.

Buchanan's appointment was announced on Tuesday (Feb. 5) by the White House's new chief of staff, Donald Regan. Buchanan, who has been a syndicated columnist and regular participant on radio and television talk shows, will fill the job left vacant in December 1983 by the resignation of David Gergen. Gergen, now a syndicated columnist himself and a fellow at the conservatively oriented American Enterprise Institute, was considered a member in good standing with the moderate wing of the White House staff, but Buchanan is considered a member of the slash-and-cut school of Republican conservatism.

He made his partisanship clear in his final live appearance on Cable News Network's *Crossfire*, on which he has appeared with liberal Tom Braden. Why do it? Braden asked, after Buchanan had let it be known he was headed back to the White House. Why give up the column, the CNN program, a panelist role on *The McLaughlin Group*, a weekly public affairs program carried on 135 commercial and public broadcasting television stations, and the lecture circuit? He is estimated to be earning upwards of \$250,000 annually; the White House job pays \$75,100. "I believe in a cause," Buchanan said. "There's a cause going on in this country and a movement. . . . If the leader of the cause calls you up and asks you to help him out in a cause you've been a part of for 25 years, what do you do?"

Buchanan, who is 46, met Nixon in 1965, when Buchanan was an editorial writer for the *St. Louis Globe-Democrat*, and promptly signed on for what both knew would be Nixon's run for the Presidency in 1968. Buchanan, a nonlawyer, became a full-time staff member of the New York law firm of Nixon, Mudge, Rose, Guthrie, Alexander & Mitchell, in which Nixon was a partner. And for the next three years, he served as press aide, executive assistant and speech writer and traveled with Nixon as he campaigned for other Republicans, during the 1966 campaign, and for himself in 1968. Buchanan was named special assistant to the new President on the first day of his first term, on Jan. 20, 1969, and remained on the White House staff until he resigned in November 1974, during the Presidency of Gerald Ford.

Besides serving as one of the architects of the Nixon-Agnew antimedia campaign—he regarded network news operations and national newspapers like *The New York Times* and *The Washington Post* as the enemy—he developed political strategy, published the President's *Daily News Summary*, and prepared foreign and domestic briefing books for presidential news conferences. But Regan said deputy White House press secretary Larry Speakes will continue as the day-to-day contact with reporters.

As director of communications, Buchanan is expected to play a role in shaping major presidential statements and messages. He will also brief the President in advance of press conferences, and will handle long-range media planning. He will have a wider area in which to operate when White House deputy chief of staff Mike Deaver leaves in the spring to return to public relations work. Deaver had shared with Gergen long-range media planning duties. Whether Buchanan will take a confrontational position with the media remains to be seen. John McLaughlin, who runs the *McLaughlin Group* and has known Buchanan for years, does not think

Buchanan will become "a media basher." He said: "You won't find that strong feeling between him and the press, even with his combativeness."

But the precise nature of the job probably cannot be captured on a management chart. He is expected to be a vocal and articulate spokesman for the hard-right wing of the Republican party—the type of spokesman that wing of the party has felt it has been denied in the White House—on major foreign policy and domestic issues.

"He's not there just to be a flack," McLaughlin said. "He has keen political insight, and he's usually accurate." The "danger" McLaughlin and others see confronting Buchanan, a man of strong views, is that he may involve himself in policy clashes with the so-called "pragmatists" of the Reagan administration, including Secretary of State George Shultz.

Buchanan's return to the White House means the breakup, at least temporarily, of an odd-couple-of-the-media team that has been a fixture in Washington since 1977—Braden and Buchanan, the liberal vs. the conservative. It began with a daily, two-minute series on NBC Radio that lasted for a year. Then the pair moved to WRC(AM) Washington for a daily, three-hour talk show that went off the air in August, when WRC gave up the talk-show format. But by then, Braden and Buchanan were co-hosts of CNN's nightly interview program, *Crossfire*, which had begun two years earlier.

Braden last week said he was "sorry" to see Buchanan go back to the White House—but not, apparently, because he will miss him personally. "We're hostile colleagues," he said. But he said, "We had two very successful, extraordinarily successful programs together."

Another of Buchanan's colleagues at CNN, Daniel Schorr, was not sorry to see Buchanan depart. "I'm more comfortable with him in the White House than as a journalist here," he said.

Buchanan's appointment, perhaps inevitably, was not without a bit of controversy. Schorr had called CNN headquarters in Atlanta on Tuesday morning to oppose plans to present a *Crossfire* segment that evening that had been taped on Monday. He thought it "inappropriate" for CNN to present a program after the White House had already announced one of the co-hosts had been named a presidential assistant. But his argument did not prevail. So Schorr decided to forgo his nightly commentary that night. "I was upset at the thought that we were going on the air with a taped show co-hosted by someone in the White House and who knew he was going to the White House when he did it," Schorr said. The *Crossfire* producer, Randy Douthit, disagreed: There was "no reason not to run it."

That may be the last controversy involving Buchanan and his White House job that he does not trigger. □

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Stock Index

Closing Wed Feb 6
Closing Wed Jan 30
Net Change
Percent change
P/E Ratio
Market Capitalization (000,000)

BROADCASTING										
N	ABC	70	65	1/2	4	1/2	6.87	11	2,024	
N	Capital Cities	166	178		- 12		6.74	17	2,132	
N	CBS	75	74	3/4		1/4	0.33	9	2,229	
O	Clear Channel	17	1/2	17	1/4	1/4	1.45	20	51	
N	Cox	51	54	1/2	- 3	1/2	- 6.42	17	1,440	
A	Gross Telecast	30	1/2	29	1/8	1	3/8	4.72	7	24
O	Gulf Broadcasting	14	7/8	14	3/4	1/8	0.85	62	652	
O	LIN	25	5/8	24	3/4	7/8	3.54	22	539	
O	Mairite Commun.	12	1/2	12	3/4	-	1/4	- 1.96	15	104
O	Orion Broadcast		1/32		1/32					2
O	Price Commun.	14	5/8	15		- 3/8	- 2.50			73
O	Scripps-Howard	29	1/2	29	1/2			18		305
N	Storer	50	5/8	51	7/8	- 1	1/4	- 2.41	30	830
O	Sungroup Inc.	6	3/4	7		- 1/4	- 3.57			5
N	Taft	61	3/4	62	1/4	-	1/2	- 0.80	13	559
O	United Television	16	3/8	17	5/8	- 1	1/4	- 7.09	27	180

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	27	26	1/4		3/4	2.86	21	165	
A Affiliated Pubs	38	39	1/4	- 1	1/4 -	3.18	12	309	
N American Family	27	1/2	26	3/8	1 1/8	4.27	14	542	
O Assoc. Commun.	18	3/4	20	- 1	1/4 -	6.25		89	
N A.H. Belo	47	49	- 2	-		4.08	17	543	
N John Blair	16	7/8	19	3/8	- 2 1/2 -	12.90	10	135	
N Chris-Craft	38	3/8	40	- 1	5/8 -	4.06		246	
N Gannett Co.	54	1/8	55	3/4	- 1 5/8 -	2.91	21	4,338	
N GenCorp	38	1/2	37	1/4	1 1/4	3.36	10	826	
O General Commun.	71	71					15	35	
N Jefferson-Pilot	39	3/4	39	3/4			11	1,272	
O Josephson Int'l.	9	1/8	9	1/4	- 1/8 -	1.35	70	45	
N Knight-Ridder	31	7/8	33	- 1	1/8 -	3.41	16	2,063	
N Lee Enterprises	30	3/4	33	1/8	- 2 3/8 -	7.17	17	409	
N Liberty	27	7/8	29	1/8	- 1 1/4 -	4.29	13	280	
N McGraw-Hill	45	3/4	45	1/8		5/8	1.39	17	2,296
A Media General	68	71	- 3	-		4.23	13	474	
N Meredith	55	1/4	62	- 6	3/4 -	10.89	14	520	
O Multimedia	41	3/4	44	- 2	1/4 -	5.11	18	697	
A New York Times	38	1/4	41	3/4	- 3 1/2 -	8.38	17	1,511	
O Park Commun.	27	3/4	29	- 1	1/4 -	4.31	20	255	
N Rollins	19	5/8	21	- 1	3/8 -	6.55	29	287	
T Selkirk	19	7/8	20	-	1/8 -	0.63	43	161	
O Stauffer Commun.	52	52					13	52	
A Tech Operations	53	3/4	58	1/8	- 4 3/8 -	7.53	18	49	
N Times Mirror	45	3/4	46	1/2	- 3/4 -	1.61	14	3,143	
N Tribune	35	3/8	37	1/4	- 1 7/8 -	5.03	16	1,429	
O Turner Bcstg.	19	1/2	18	3/8	1 1/8	6.12	390	397	
A Washington Post	84	3/4	85	7/8	- 1 1/8 -	1.31	16	1,186	

SERVICE

O BBDO Inc.	46	48	3/4	- 2	3/4	- 5.64	13	290	
O Compact Video	4	5/8	4		5/8	15.63		20	
N Comsat	29	29	7/8	-	7/8	- 2.93	12	524	
O Doyle Dane B.	19	1/2	19	3/4	-	1/4	- 1.27	16	104
N Foote Cone & B.	47	3/4	51	-	3	1/4	- 6.37	9	164
O Grey Advertising	145	140		5		3.57	10	86	
N Interpublic Group	34	1/4	34	1/8		1/8	0.37	12	370
N JWT Group	25	7/8	25	5/8		1/4	0.98	8	155
A MovieLab	5	3/8	5	1/2	-	1/8	- 2.27		9
O Ogilvy & Mather	35	3/4	38	3/4	- 3		7.74	15	327
O Sat. Syn. Syst.	7	1/4	7	1/4				11	41
O Telemation	5	3/4	5	1/2		1/4	4.55	6	7
O TPC Commun.		3/8	1/16		5/16	495.24		1	
A Unitel Video	6	7/8	7	-	1/8	- 1.79	13	15	
N Western Union	9	7/8	9	7/8				238	

Closing Wed Feb 6
Closing Wed Jan 30
Net Change
Percent change
P/E Ratio
Market Capitalization (000,000)

PROGRAMING											
O Barris Indus	10		11	-	1	-	9.09	167	57		
N Coca-Cola.	63	1/8	60	3/8	2	3/4	4.55	14	8,359		
N Disney.	68	7/8	73	1/2	-	4	5/8	-	6.29	113	2,323
N Dow Jones & Co.	42	5/8	46	1/2	-	3	7/8	-	8.33	21	2,740
O Four Star	4	1/4	4	3/8	-		1/8	-	2.86	4	3
A Fries Entertain.	7	1/2	7	5/8	-		1/8	-	1.64	14	25
N Gulf + Western	30	3/4	32	3/8	-	1	5/8	-	5.02	9	2,151
O Robert Halmi	1	1/4	1	1/2	-		1/4	-	16.67	25	21
A Lorimar	30	1/2	35	1/2	-	5	-	-	14.08	15	216
N MCA	41		44	1/4	-	3	1/4	-	7.34	18	1,987
N MGM/UA.	12	1/2	12	3/8			1/8		1.01	15	621
N Mizlou	2	19/32	2	1/2			3/32		3.76		12
N Orion	9	5/8	11		-	1	3/8	-	12.50	21	91
O Reeves Commun.	6	3/4	7	3/4	-	1	-	-	12.90	25	84
O Sat. Music Net.	6	3/4	6	1/2			1/4		3.85		46
O Telepictures.	19		20	3/4	-	1	3/4	-	8.43	17	146
O Video Corp.	19	5/8	19	5/8						13	33
N Warner	23	5/8	24	7/8	-	1	1/4	-	5.03		1,432
A Wrather	18	3/8	18	1/2	-		1/8	-	0.68		126

CABLE

A Acton Corp.	4	7/8	4	5/8		1/4	5.41		29
O AM Cable TV	2	5/8	2	5/8					9
N American Express	38	1/2	42	1/2	- 4	-	9.41	20	8,292
N Anixter Brothers	18	3/8	18	5/8	-	1/4	- 1.34	22	334
O Burnup & Sims	8	1/2	9	5/8	- 1	1/8	- 11.69	121	76
O Cardiff Commun.		5/8		5/8				63	3
O Comcast	22	1/2	23	1/2	- 1	-	4.26	26	277
N Gen. Instrument	18	3/4	19	3/8	-	5/8	- 3.23	19	607
N Heritage Commun.	20	1/2	19	5/8		7/8	4.46	39	155
T Maclean Hunter X	25	5/8	25	1/4		3/8	1.49	36	944
A Pico Products	4	1/2	4	1/8		3/8	9.09	20	16
O Rogers Cable	6	1/2	6	5/8	-	1/8	- 1.89		146
O TCA Cable TV	16		17	1/4	- 1	1/4	- 7.25	31	107
O Tele-Commun.	24	3/4	26	1/8	- 1	3/8	- 5.26	80	1,035
N Time Inc.	45	3/8	48	-	2	5/8	- 5.47	16	2,753
N United Cable TV	33	3/8	33	1/8		1/4	0.75	56	367
N Viacom	37	1/4	39	1/8	- 1	7/8	- 4.79	15	504

ELECTRONICS/MANUFACTURING

N Arvin Industries	21	3/8	22	3/4	- 1	3/8	- 6.04	6	161
O C-Cor Electronics	9		8	1/4		3/4	9.09	129	27
O Cable TV Indus.	3	7/8	3	7/8				23	12
A Cetec	8	1/8	8	3/8	-	1/4	- 2.99	10	18
O Chyron	10	3/4	12	1/4	- 1	1/2	- 12.24	20	99
A Cohu	8	3/8	8	7/8	-	1/2	- 5.63	9	15
N Conrac	13	3/4	14	3/8	-	5/8	- 4.35	13	84
N Eastman Kodak	71	1/4	73	1/2	- 2	1/4	- 3.06	14	11,746
O Elec Mfg & Comm.	5	1/4	5	1/4					15
N General Electric	62	5/8	63	7/8	- 1	1/4	- 1.96	13	28,350
O Geotell-Teletel		5/8		11/16	-	1/16	- 9.16	7	2
N Harris Corp.	31		32	3/8	- 1	3/8	- 4.25	15	1,238
N M/A Com. Inc.	21	7/8	21	7/8				27	947
O Microdyne	5	5/8	5	7/8	-	1/4	- 4.26	16	26
N 3M	83	1/2	84	1/4	-	3/4	- 0.89	14	9,774
N Motorola	37	3/4	38		-	1/4	- 0.66	13	4,469
N N.A. Philips	40	1/8	40	1/4	-	1/8	- 0.31	10	1,152
N Oak Industries	2	3/4	3		-	1/4	- 8.33		45
O Orox Corp.	2	3/4	3		-	1/4	- 8.33		6
N RCA	38	1/2	38	1/4		1/4	0.65	12	3,154
N Rockwell Intl.	32	3/4	35	3/8	- 2	5/8	- 7.42	11	4,871
N Sci-Atlanta	12		13	1/4	- 1	1/4	- 9.43	24	279
N Signal Co.s	35	5/8	34	7/8		3/4	2.15	15	3,885
N Sony Corp.	15	5/8	16		-	3/8	- 2.34	15	3,608
N Tektronix	60	1/2	65	1/2	- 5	-	7.63	10	1,164
A Texscan	5	3/8	5	1/2	-	1/8	- 2.27	8	36
N Varian Assoc.	39	1/2	39			1/2	1.28	15	852
N Westinghouse	29	7/8	30	5/8	-	3/4	- 2.45	11	5,230
N Zenith	23	5/8	24	1/2	-	7/8	- 3.57	9	522

Standard & Poor's 400 201.65 200.75 0.90 0.45

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.

For the Record

As compiled by BROADCASTING, Jan. 30 through Feb. 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WRYO(AM) Crystal River, Fla. (98.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Cape Christian Broadcasters of Florida Inc. to Comco Inc. of Florida for \$1,400,000 cash. Price excludes sale of real estate and tower. Seller is principally owned by William C. Lamont, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%); Joel H. Sharp (4%); David W. Herdick (8%); and 21 others owning less than 4%. One, Walter M. Windsor, is chairman of SFN Communications of Florida, owner of WFTV(TV) Orlando, where Windsor is also general manager. He will resign position and become consultant to WFTV and will provide consulting services to Sharp and Robinson. owners of WAMR-(AM)-WRAV(FM). for 1/26th of total shares of stock, payable in five yearly installments. Comco is also applying to purchase WFIX(AM) Huntsville, WAJF(AM) Decatur, WSHF(AM) Sheffield and WRAB(AM) Arab, all Alabama. Filed Jan. 28.

■ WLXI-TV Greensboro, N.C. (ch. 61; independent; 500 kw vis.; 50 kw aur.; HAAT: 573 ft.; ant. height above ground: 499 ft.)—Seeks transfer of control of Consolidated Broadcasting Corp. from Gary A. Smithwick (25.5% before; none after) and Harry Powell (25.5% before; none after) to Billy R. Satterfield (49% before; 100% after) for \$40,000, comprising \$10,000 cash and remainder note paid in three monthly installments of \$10,000 with no interest. Neither sellers nor buyers have no other broadcast interests. Filed Jan. 28.

■ WPTM-FM Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and WGAF(AM) Valdosta and WTGQ-FM Cairo, both Georgia. WPTM: 102.3 mhz; 3 kw; HAAT: 300 ft. WSMY: 1400 khz; 1 kw-D; 500 w-N. WTGQ: 102.3 mhz; 3 kw; HAAT: 300 ft. WGAF: 910 khz; 5 kw-U.—Seeks assignment of license from, respectively, Halifax County

Broadcasting, Smiles of North Carolina Inc., WGAF Inc. and Cairo Broadcasting Co. to Faver Broadcasting Group Ltd. for \$2,650,000, including noncompete agreement, comprising \$24,273 cash, and remaining \$2,625,727 in two promissory notes of \$975,727, payable in bi-annual payments for three years at 15%, and \$1.65 million, payable in monthly installments for 20 years at 12%. Seller of WGAF is owned by William O. Woodall, who also owns 41% of WTGQ-FM and one third of WSMY and WPTM-FM. Woodall's brother, Allen Hardy Woodall, owns 29% of WTGQ-FM, is general partner of WSLE(AM) Bremen, Ga., and owns one third of WSMY and WPTM-FM. Remaining third is owned by Timothy W. Moran. Buyer is owned by Ronald J. Verlander and seller, William O. Woodall (.005% general partners), and 33 other limited partners. Verlander is also administrative general partner of app. for assignment of license of WWWN(AM) Vienna, Ga. His father, Ronald J. Verlander Sr., is general partner of KBSI-TV Cape Girardeau, Mo. Filed Jan. 29.

and make changes in ant. sys. App. Jan. 29.

■ WYKZ (98.7 mhz) Beaufort, S.C.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Jan. 30.

Accepted

■ WVRT (101.7 mhz) Reform & Gordo, Ala.—Seeks mod. of CP to change SL from Reform & Gordo to Gordo. App. Feb. 4.

■ WBIL-FM (95.9 mhz) Tuskegee, Ala.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 316.848 ft.

■ KPFM (105.5 mhz) Mountain Home, Ark.—Seeks mod. of CP to change TL; change ERP to 1.3 kw, and change HAAT to 474 ft. App. Feb. 4.

■ KIQQ (100.3 mhz) Los Angeles—Seeks CP to change lower main ant. by 55 ft.; change ERP to 5.3 kw, and change HAAT to 3,004 ft. In separate app, seeks CP to install 60 DBU contour aux. ant. not to exceed 60 DBU contour of main ant. at ERP 5.6 kw and HAAT 2,829 ft. App. Feb. 4.

■ KSJQ (96.7 mhz) Manteca, Calif.—Seeks CP to change HAAT to 328 ft. App. Jan. 30.

■ KFAC-FM (92.3 mhz) Los Angeles—Seeks CP to change ERP to 39 kw and change HAAT to 2,910 ft. App. Jan. 30.

■ KBRQ-FM (105.1 mhz) Denver—Seeks CP to change TL and change HAAT to 1,328.9 ft. App. Jan. 29.

■ WINZ-FM (94.9 mhz) Miami—Seeks mod. of CP to supply measured radiation pattern to replace calculated pattern. App. Jan. 29.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Seeks mod. of CP to change ERP to 2.12 kw. App. Jan. 30.

■ WBYG (99.9 mhz) Kankakee, Ill.—Seeks CP to change 8-bay DA with slightly different 4-bay DA. App. Jan. 29.

■ WNVI-FM (106.1 mhz) North Vernon, Ind.—Seeks CP to change TL and change HAAT to 486 ft. App. Jan. 30.

■ WNCW (96.7 mhz) Paris, Ky.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

■ *WFXM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL. App. Jan. 30.

Facilities Changes

Applications

AM's

Tendered

■ KFRN (1280 khz) Long Beach, Calif.—Seeks CP to increase day power to 5 kw; increase night power to 1 kw, and change to DA-2. App. Jan. 31.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change freq. to 880 khz; add night service with 250 w; increase day power to 5 kw; change TL, and make changes in ant. sys. App. Jan. 29.

■ WCGC (1270 khz) Belmont, N.C.—Seeks CP to increase day power to 5 kw and change to DA-2. App. Jan. 31.

■ KSHY (1370 khz) Cheyenne, Wyo.—Seeks CP to change freq. 1530 khz; change city of lic. to Fox Farm, Wyo.; add night service with 1 kw; increase day power to 10 kw; install DA-2; change TL, and make changes in ant. sys. App. Jan. 29.

Accepted

■ WTAN (1340 khz) Clearwater, Fla.—Seeks CP to make changes in ant. sys. App. Jan. 30.

■ WJDM (1530 khz) Elizabeth, N.J.—Seeks CP to construct new ant. and change TL. App. Jan. 31.

■ WNJR (1430 khz) Newark, N.J.—Seeks CP to change TL and make changes in ant. sys. App. Jan. 31.

FM's

Tendered

■ WHUH (97.7 mhz) Houghton, Mich.—Seeks CP to change freq. to 96.3 mhz; change TL; change ERP to 100 kw; change HAAT to 984 ft.; change class of station to "A",

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
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.

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■ **WXJY** (96.3 mhz) Nantucket, Mass.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Feb. 4.

■ **WMMQ** (92.7 mhz) Charlotte, Mich.—Seeks mod. of CP to reduce supporting tower height; change ERP to 1.48 kw, and change HAAT to 142 ft. App. Feb. 4.

■ ***WCSG** (91.3 mhz) Grand Rapids, Mich.—Seeks CP to change TL and change HAAT to 570 ft. App. Feb. 4.

■ **WILS-FM** (101.7 mhz) Lansing, Mich.—Seeks CP to change TL; change ERP to 2.09 kw, and change HAAT to 3,781.84 ft. App. Jan. 29.

■ **KTCZ-FM** (97.1 mhz) Minneapolis—Seeks mod. of CP to change ERP to 71 kw. App. Jan. 29.

■ **WCGC** (1270 khz) Belmont, N.C.—Seeks CP to increase day power to 5 kw and change to DA-2. App. Jan. 31.

■ **WHAY** (105.5 mhz) Aberdeen, Miss.—Seeks CP to change TL and change HAAT to 300 ft. App. Jan. 31.

■ **WKYV-FM** (106.7 mhz) Vicksburg, Miss.—Seeks mod. of CP to change HAAT to 1,064 ft. App. Jan. 29.

■ **KBEQ** (104.3 mhz) Kansas City, Mo.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 986 ft.; change transmitter; change transmission line, and change ant. App. Jan. 30.

■ **KATM** (95.3 mhz) Hardin, Mont.—Seeks CP to change TL. App. Feb. 4.

■ **KMTX-FM** (105.3 mhz) Helena, Mont.—Seeks mod. of CP to 100 kw and change HAAT to 1,905 ft. App. Jan. 29.

■ **New** (92.7 mhz) Albion, Neb.—Seeks CP to change TL and change HAAT to 245 ft. App. Jan. 30.

■ **WHBI** (105.9 mhz) Newark, N.J.—Seeks CP to change ERP to 3.4 kw and change HAAT to 652.064 ft. App. Jan. 29.

■ **KGVM** (99.3 mhz) Gardnerville-Minden, Nev.—Seeks mod. of CP to change TL and change HAAT to minus 816 ft. App. Jan. 29.

■ **WZFM** (107.1 mhz) Briarcliff Manor, N.Y.—Seeks CP to change ERP to 3 kw. App. Jan. 29.

■ **KNDR** (104.9 mhz) Mandan, N.D.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 852.8 ft. App. Feb. 4.

■ **WNIR** (100.1 mhz) Kent, Ohio—Seeks CP to change ERP to 3 kw. App. Jan. 29.

■ **KSLE** (105.5 mhz) Seminole, Okla.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 360 ft. App. Jan. 29.

■ **WSCQ** (100.1 mhz) West Columbia, S.C.—Seeks CP to change ERP to 2.95 kw. App. Jan. 30.

■ ***WSMS** (91.7 mhz) Memphis—Seeks CP to change ERP to 12 kw and change HAAT to 269 ft. App. Feb. 4.

■ **WLFE** (102.3 mhz) St. Albans, Vt.—Seeks CP to change ERP to 0.44 kw and change HAAT to 800 ft. App. Feb. 4.

TV's

Accepted

■ ***KLCS** (ch. 58) Los Angeles—Seeks CP to install aux. ant. App. Jan. 31.

■ ***KVIE** (ch. 6) Sacramento, Calif.—Seeks CP to change ERP to vis. 100 kw, aur. 10 kw; change transmitter, and make changes in ant. sys. App. Jan. 31.

■ **KLJB** (ch. 18) Davenport, Iowa—Seeks MP to change ERP to vis. 2,880 kw, aur. 288 kw; change HAAT to 1,080 ft.; change ant., and change TL. App. Jan. 31.

■ ***WUNI-TV** (ch. 39) Wilmington, N.C.—Seeks CP to change ERP to vis. 4,592 kw, aur. 459 kw and change TL. App. Jan. 29.

■ **WLWT** (ch. 5) Cincinnati—Seeks CP to make changes in ant. sys. App. Feb. 1.

■ **KUEC** (ch. 24) Ogden, Utah—Seeks MP to change ERP to vis. 4,900 kw, aur. 490 kw; change HAAT to 780 ft., and change TL. App. Jan. 29.

■ **KMTB** (ch. 24) Anacortes, Wash.—Seeks MP to change ERP to vis. 3,631 kw, aur. 363 kw; change HAAT to 2,430 ft., and change TL.

Actions

AM's

■ **WTAY** (1570 khz) Robinson, Ill.—Granted app. to make changes in ant. sys. Action Jan. 22.

■ **WBCE** (1010 khz) Wickliffe, Ky.—Granted app. to change freq. to 1200 khz; increase power to 1 kw, and change to non-DA. Action Jan. 29.

■ **WMLI** (1250 khz) Brewer, Me.—Granted app. to change freq. to 1200 khz. Action Jan. 24.

■ **WLVC** (1340 khz) Fort Kent, Me.—Granted app. to increase night power to 1 kw. Action Jan. 25.

■ **WBRB** (1160 khz) Mt. Clemens, Mich.—Dismissed app. to change freq. to 1160 khz. Action Oct. 31, 1984.

■ **KPRM** (870 khz) Park Rapids, Minn.—Granted app. for reconsideration and reinstatement nunc pro tunc and to increase day power to 5 kw. Action Jan. 29.

■ **WCSP** (1520 khz) Crystal Springs, Miss.—Dismissed app. to change freq. to 890 khz and increase power to 1 kw. Action Jan. 24.

■ **WQIS** (1260 khz) Laurel, Miss.—Granted app. to change freq. to 890 khz; increase power to 10 kw; change TL, and make changes in ant. sys. Action Jan. 22.

■ **KYOO** (1130 khz) Bolivar, Mo.—Granted app. to change freq. to 1200 khz; increase power to 50 kw, and change TL. Action Jan. 29.

■ **KJPW** (1390 khz) Waynesville, Mo.—Dismissed app. to change SL & TL to 800 Zeigenbein Rd., Waynesville, Mo. Action Jan. 24.

■ **KHUB** (1340 khz) Fremont, Neb.—Granted app. to increase night power to 1 kw. Action Jan. 22.

■ **WJIC** (1510 khz) Salem, N.J.—Granted app. to make changes in ant. sys. Action Jan. 22.

■ **WCRV** (1580 khz) Washington, N.J.—Granted app. to change power to 2.5 kw; install DA-D, and make changes in ant. sys. Action Jan. 29.

■ **WAAY** (980 khz) Leland, N.C.—Denied app. to change SL to 211 Second St., Wilmington, N.C. Action Jan. 18.

■ **WOKG** (1570 khz) Warren, Ohio—Dismissed app. to change freq. to 830 khz; change power to 5 kw, and make changes in ant. sys. Action Nov. 19, 1984.

■ **WGSF** (1220 khz) Arlington, Tenn.—Granted app. to change freq. to 1210 khz; add night service with 250 w; increase day power to 10 kw; change TL, and make changes in ant. sys. Action Jan. 29.

■ **WSTA** (1340 khz) Charlotte Amalie, V.I.—Granted app. to increase day power to 1 kw. Action Jan. 24.

FM's

■ ***WVAS** (90.7 mhz) Montgomery, Ala.—Granted app. to change ERP to 25 kw and change HAAT to 608 ft. Action Jan. 10.

■ **KTCN** (100.9 mhz) Eureka Springs, Ark.—Granted app. to change TL; change ERP to 1.08 kw, and change HAAT to 533 ft. Action Jan. 11.

■ **KWFM** (92.9 mhz) Tuscon, Ariz.—Granted app. to change ERP to 86.9 kw and change HAAT to 2,036 ft. Action Jan. 23.

■ **KWAV** (96.9 mhz) Monterey, Calif.—Granted app. to change HAAT to 2,450 ft. and correct overall height above ground to 226 ft. Action Jan. 14.

■ **WQXM-FM** (107.1 mhz) Gordon, Ga.—Granted app. to change ERP to 1.07 kw. Action Jan. 14.

■ **WDDD-FM** (017.3 mhz) Marion, Ill.—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Action Jan. 23.

■ **WLFQ** (103.9 mhz) Crawfordsville, Ind.—Granted app. to change ERP to 1.35 kw and change HAAT to 494 ft. Action Jan. 18.

■ **WCAK** (92.7 mhz) Catlettsburg, Ky.—Granted app. to change SL to 1737 Carter Ave., Ashland, Ky. Action Jan. 17.

■ ***WNMH** (91.5 mhz) Northfield, Mass.—Granted app. to change ERP to 0.237 kw; change HAAT to minus 307 ft., and change transmission line. Action Jan. 22.

■ **WKJF-FM** (92.9 mhz) Cadillac, Mich.—Granted app. to change HAAT to 1,020 ft. Action Jan. 14.

■ **KEZZ** (94.3 mhz) Aitkin, Minn.—Granted app. to change HAAT to 328 ft. Action Jan. 17.

■ **KTOZ** (104.9 mhz) Marshfield, Mo.—Granted app. to change ERP to 2.4 kw and change HAAT to 360 ft. Action Jan. 8.

■ **KEZK** (102.5 mhz) St. Louis—Granted app. to change TL and change HAAT to 1,009 ft. Action Jan. 22.

■ **WMDK** (92.1 mhz) Peterborough, N.H.—Granted app. to change ERP to 0.25 kw. Action Jan. 24.

■ **KNFB** (94.3 mhz) Nowata, Okla.—Granted app. to change TL; change ERP to 1.7 kw, and change HAAT to 400 ft. Action Jan. 23.

■ **KPNW-FM** (99.1 mhz) Eugene, Ore.—Granted app. to change HAAT to 1,630 ft. Action Jan. 10, 1984.

■ ***KNTU** (88.1 mhz) Denton, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 402 ft.;

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change type transmitter, and make changes in ant. sys. Action July 13, 1983.

■ KYKR-FM (93.3 mhz) Port Arthur, Tex.—Granted app. to change TL; change HAAT to 1,089 ft., and make changes in ant. sys. Action Jan. 23.

■ WIZN (106.3 mhz) Vergennes, Vt.—Granted app. to change ERP to 1.05 kw. Action Jan. 10.

■ KHIT (106.9 mhz) Bremerton, Wash.—Granted app. to change ERP to 100 kw and change HAAT to 1,494 ft. Action Jan. 18.

■ KXLY-FM (99.9 mhz) Spokane, Wash.—Granted app. to change ERP to 36.7 kw and change HAAT to 2,998 ft. Action Jan. 24.

TV

■ KCVT (ch. 30) Shawnee, Okla.—Granted app. to change HAAT to 753 ft. and change TL. Action Jan. 22.

Call Letters

Applications

Call Sought by

New FM's

*KFMP Prunedale Educational Association, Prunedale, Calif.
KZKQ James R. Galbreath, Mangum, Okla.
*KCOO Patricia Ann Silva Educational Broadcasting Foundation, Coos Bay, Ore.
WVVF Hanahan Communications Inc., Hanahan, S.C.

KPLO-FM Midcontinent Broadcasting Co., Reliance, S.D.

New TV's

KPST-TV Bay Area Community Television Inc., Vallejo, Calif.

WTLH Bainbridge Communications Ltd., Bainbridge, Ga.

Existing FM's

KONC KHEP-FM Affiliated Broadcasting Inc., Phoenix
KHGN KLPO Signal Media Corp., Little Rock, Ark.
KKTU KXUU Broadcasting Inc., Emmett, Idaho
WZKC WHFM Ontario Shore Communications Inc., Rochester, N.Y.
KQKT KKMI Seattle Radio Limited Partnership, Seattle

Grants

Call Assigned to

New FM's

*KSLP Pacific States Education Foundation, San Luis Obispo, Calif.
*WYFB Bible Broadcasting Network Inc., Gainesville, Fla.
WLWV Bay Media Inc., Panama City, Fla.
WVOD Women In Technical Communications, Manteno, N.C.
KBUS Lamar County Broadcasting, Paris, Tex.

New TV's

KAGL Angeles Broadcasting Network, San Bernardino, Calif.
WCVX Cape Video Network Inc., Vineyard Haven, Mass.
WNTZ MSLA Broadcasting Inc., Natchez, Miss.
*KHBU-TV Educational Television of Houston Inc., Houston

Existing AM's

KDJC KIEL Fort Washington Broadcasting Co., Jacksonville, Ark.
KBCO KADE Centennial Wireless Inc., Boulder, Colo.
WYAM WJDQ Broadcasters & Publishers Inc., Meridian, Miss.
WQXJ WGSW Radio Greenwood Inc., Greenwood, S.C.
KKAP KFBA Robert L. Alldridge & Charlene Alldridge, Floydada, Tex.
WZUU WLZZ Mairite of Wisconsin Inc., Greenfield, Wis.

Existing FM's

KBCO-FM KBCQ Centennial Wireless Inc., Boulder, Colo.
WJDQ WJDQ-FM Broadcasters & Publishers Inc., Meridian, Miss.
WRXY-FM WLYK Cincinnati Broadcasting Corp., Milford, Ohio
WMXX WGMB Winyah Bay Broadcasting Co., Georgetown, S.C.
KKAP-FM KLLP Robert L. Alldridge & Charlene Alldridge, Floydada, Tex.
WZUU-FM WZUU Mairite of Wisconsin, Milwaukee

Existing TV

*KYVE KYVE-TV Central Washington Association for Public Telecommunications, Yakima, Wash.

Professional Cards (continued)

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RADIO

HELP WANTED MANAGEMENT

Growing south Texas group looking for experienced general manager with proven sales background, & understanding of successful programming concepts. Results are the name of the game with excellent rewards & outstanding potential for selected candidate. Must be available first quarter '85. Send resume, track record, references to Box E-91. EOE.

Orlando's top-rated 100,000 watt Hot Rockin' Y106 seeks high energy, creative motivator to lead our professional sales staff as general sales manager. Person we are looking for makes a lot of money and wants to make a lot more. Resume now to Alan Rock, General Manager, WHLY, 233 North Lake Blvd., Altamonte Springs, FL 32701. Equal opportunity employer.

Station manager for FM power, medium growth market, (Midwest). Group owner looking for team player with sales, marketing, programming, people skills. Reply in confidence to Box G-20. EOE.

Help! Are you a top sales manager? Handle local sales staff & carry preferred local accounts list plus all agencies. Medium-sized market, in garden district, Southwest. If you are the person we're looking for, there is generous override and commission. If you are a pro, let us hear from you. Perhaps you'll be the one to take over this sweet deal. Box G-29.

General manager. FM/AM, Oregon metro market. Great facilities. Large group operator needs strong, sales-oriented professional with good people skills. Excellent compensation package. Resume to Box G-39.

General manager. Northeast New Jersey AM radio station has immediate opening for experienced general manager. Applicants must have strong background in aggressive sales promotions and programming. Position calls for bottom line responsibility for entire station operation. Salary and bonus structure, plus benefit package. Resume to Box G-49.

Salesperson/manager. Small Illinois group recently acquired additional station. 5 years' experience minimum. Must have street sales track record, ability to motivate people. Send resume; why you are qualified: Box G-56.

Experienced sales manager. Well-established AM/100KW FM, central Minnesota. Present sales manager promoted within our broadcast group. Applicants should have strong background in sales, training, & promotion. Will pay top dollar for right person. Strong retail and lake vacation area. EOE. Include experience, salary requirements, references to KWAD/KKWS, P.O. Box 551, Wadena, MN 56482.

Sales manager. Southern California. Energetic, creative, & ambitious? Sell along with the team you recruit & train. Match our sales to the potential in this rapidly growing small market AM, and advance as we grow. EOE. Letter/resume: Box G-73.

HELP WANTED SALES

Southeast, capital city, top 100 market, seeks sales manager and account executive. New station, established company needs self-motivated achiever. Desirable benefit & incentive package. One of America's great places to live. Resume, references, track record to SouthCom, 2334 Bay Woods Ct., Bay City, MI 48706.

Starke, FL, WPXE AM, FM small market growing area. Strong sales record necessary. Salary plus commission negotiable. Ruth Dickerson, 904-964-5001.

Regional network offers excellent sales opportunity. Resume to Joel Jackson, GM, Mountaintop, 201 West Washington, Lewisburg, WV 24901.

Sales. Successful AM/FM combo, Twin Falls, Idaho, needs experienced sales representative with skills/proven performance record. Excellent support system. Applicants should have solid radio background, with sales management potential. KLIX/KMTW Radio, Charlie Tuma, 208-733-1310.

#1 AM station, Piedmont North Carolina, now searching for experienced account executives with people-oriented, aggressive and motivated desire to succeed. Verifiable proof of performance, resume, salary history should be sent to: AM Sales, P.O. Box 3018, Winston-Salem, NC 27102.

Our new sales manager can earn \$40-\$60,000 per year! New FM, Medford, Oregon market, looking for experienced, aggressive manager who knows selling & can teach others to sell better. Growth to GM position very possible. Jeff Salgo, KIVR/KBGG, 503-592-4422. EOE.

Sales manager. Group-owned class C radio station, large city, Iowa. Must have proven sales ability. Excellent commission plan. Resume/billing records to Box G-59.

Radio sales. Minneapolis/St. Paul. KSTP Talkradio seeking experienced account executive with strong and creative sales skills. If you have excellent work record & can provide references stating success in radio sales of no less than 5 years, we have career opportunity for you of \$40,000+ and exceptional company benefits. Contact Rosemary Lamont, 612-481-9333. Equal opportunity employer, M/F.

Regional account executive. Fortune 500 company subsidiary. Leader in the industry, producing station IDs, sales and production libraries, promotional services & station formats, has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/salary history to Jack Adkins, Media General Broadcast Services, Inc., Director Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

Sales and promotion director. Small, non-commercial FM station, limited market area, needs aggressive salesperson. Salary plus commission. Ability to work with others. Good communication skills. Proven performance record. Resume to Bill Fellows, 169 Eileen Dr., Rochester, NY 14616.

Powerhouse FM, beautiful upstate New York, seeks aggressive salesperson to join rapidly growing corporation. Excellent account list and benefits for person with sales experience. Letter/resume to Sales Manager, WKXZ-FM, Norwich, NY 13815. EOE.

Sales manager. Competitive market, Midwest. Hot class C FM making excellent progress. Good salary, great opportunity. Herb Hobler, 609-921-3800.

Account executive. Local agency and direct account calling in top 50 market. Experience in radio or TV required. Opportunity 30K+. Tom Shiptenko, WPTV/WFLY, P.O. Box 12279, Albany, NY 12212, 518-456-1144.

Central Florida. Exciting opportunity as sales manager for aggressive experienced rising star at turnaround suburban Orlando station where new format is the talk of the market. Resume to Box G-65. EOE.

Sales manager. Western PA AM/FM. Prove your ability, become GM in one year. Must carry list. Golden opportunity for aggressive, highly-motivated person. Absentee owner. Resume/income requirements to Box G-71. EOE.

Top-rated South Florida FM needs hardworking street fighter. Retail and light agency experience preferred. Sell me! Box G-77.

HELP WANTED ANNOUNCERS

Radio talk hosts. Three major and medium market stations need outstanding talk hosts. Your tape & resume will be sent to each, so they cannot be returned. Bruce Marr and Associates, Broadcast Consultants, 1855 Del Monte La., Reno, NV 89511.

Immediate opening for humorous, articulate morning host at America's A/C ratings leader. Best pay/benefits for right professional. T/R to: George Neher, PD, WTNV, 134 Mullin Street, Watertown, NY 13601. EOE.

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.

Gospel, bluegrass, country, adult contemporary block programming. 4 professional announcers who'll also sell. Excellent opp'ty. for ownership. Chattanooga area. 615-756-7635.

Exceptional creative director needed at hot A/C, air-shift included. We have the tools, facilities, and atmosphere to help you be at your creative best. Aircheck, production sampler, resume to Ray Reynolds, PD, WDFB, Box 10,000, Marion, OH 43302.

HELP WANTED TECHNICAL

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

Delightful area to enjoy life & have a good position with growing Co., NJ seashore. AM-FM operation wants experienced radio engineer. Resume to Box G-21.

Chief engineer. Western Pennsylvania class 4 AM. Must be aggressive, love radio, know your stuff, & want to win. Position could grow to chief of corporation and acquisition. Box G-35.

The Caribbean Beacon needs chief engineer with management skills. Religious format. 50KW AM/FM. Beautiful West Indies Island, new equipment. Bill Kitchen, 404-324-1271.

Chief engineer. Illinois group. Background needed in AM directionals, FM, automation, ICR, audio equipment. Must also have management ability. Resume and why you are qualified: Box G-57.

Maintenance engineer, KZEW-FM. Educational background in electronics, 2 years' radio engineering preferred. Resume, references, salary requirements to Personnel Department, Belo Broadcasting Corp., Communications Center, Dallas, TX 75202. EOE.

Engineer/technician. Mostly studio maintenance, some transmitter. No operation. Min. 2 years' experience maintenance. Must be familiar with state-of-the-art studio equipment. Work closely with programming personnel. Good pay, benefits, working conditions. Send resume: John Morris, C.E., WGBS/WLYF, 20450 NW 2nd Ave., Miami, FL 33169.

Radio engineer. Responsible for repair, installation, & maintenance of audio recorders, consoles, satellite, & transmitting equipment. Some lifting required. Driver's license and car required. AAS degree, digital background, previous experience, SBE certification preferred. Salary to \$20,000, commensurate with experience. EOE/AA. Send application, resume, 3 references to Edward Wright, WRVO, Oswego, NY 13126. Open until filled.

HELP WANTED NEWS

News reporter. Aspen, CO. Previous experience helpful. Should be self starter & comfortable generating local news in sophisticated community. Send resume, tape, writing samples to KSNO, 620 E. Hopkins, Aspen, CO 81611, Attn: Pat Bingham.

Anchor/reporter. Aggressive small-market AM/FM, New York state. Proven reporting abilities/excellent voice are musts for this award-winning news department. Paul Lester, 914-856-5185, mornings EST.

Energetic general news reporter. Traffic reports, meetings, initiative follow-ups, features. At least one year experience. Aircheck/resume to News Director, WIRL Radio, P.O. Box 3335, West Glen Station, Peoria, IL 61614. EOE.

News director. Florida capital city FM seeks experienced news director for 4-person local news staff. Good on-air & writing skills essential. State-of-the-art equipment, good benefits. Bachelor's degree with major in communication or English & 1 yr. experience in commercial or public broadcasting required. Salary negotiable with experience, minimum \$14,261. Deadline Feb. 28. Send nonreturnable tape, writing samples, resume, references to Caroline Austin, WFSU-FM, 2561 Pottsdamer, Tallahassee, FL 32304. 904-487-3086. Order Florida employment application for "Radio/TV Specialist," #62133, (News Director), from Lenora Penney, Personnel Division, FSU, Tallahassee, FL 32306. AA/EOE.

Director of news and public affairs. Resp. for overseeing daily news operation for public broadcasting radio station, KUNR-FM; gathering/editing news and public affairs programs, coordination and supervision of UNR journalism students, submitting locally produced material to NPR. MA in broadcast journalism, broadcasting, or communications preferred, or BA, 3 yrs' exp. in broadcast journalism. Salary: DOQ. App. by Mar. 11 to Kathy Nollet, UNR, OCB, 102 EB, Reno, NV 89557. AA/EOE.

News director. Will co-host AM "magazine;" write, edit, deliver news; organize, manage, budget for 3-person (plus stringers) department. Tremendous management opportunity for working newperson at Vermont's "station of the year," WCFR! Cassette/resume to WCFR, Box 800, Springfield, VT 05156. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Take charge operations manager/morning personality. Must be people oriented, motivational self-starter. Must be creative and promotion minded. This is once in a lifetime opportunity. State of the art facilities, #1 rated Midwest class C powerhouse, top compensation package, and opportunity to grow and develop can be yours if you qualify. Absolutely no air check now, but rush full, complete resume along with detailed written statement of your management/motivation philosophies to Box E-112. EOE/MF.

Program director-NYC vicinity A/C seeks PD with major market experience. Strong music & research background and ability to motivate essential. Replies held in strict confidence. Resumes to Box E-153. EOE, MF.

Major Northwest country station has opening for PD. Minimum two years programming history of success. Resume to Box G-31. EOE/MF.

Graduate assistants. Miami University, 1985-'86 academic year, four graduate assistant positions, 20 hr./wk. Duties: WMUB, NPR affiliate, work toward Master's degree, mass communication. Need operations, production, promotion, newspeople. Bachelor's degree, 2.5 GPA required. Stipend \$3,900 plus fee waiver. Additional \$1,000 summer '86 stipend probable. Qualified only. No phone calls. Contact William L. Utter, GM, WMUB, Miami University, Oxford, OH 45056.

Radio curator. Museum of Broadcasting seeks assoc. curator for radio. Duties: acquisition, research & negotiation, & quality control. Knowledge of radio history essential. Museum background preferred. Letter & resume: Douglas Gibbons, Museum of Broadcasting, 1 E. 53 St., New York, NY 10022. 212-752-4690.

Assistant producer for WHA Radio. Strong writer with well-rounded background in broadcast interviewing, news reporting and production. Responsible for final preparation of issue-oriented morning news magazine. Heavy emphasis on live interviews, conversational style. Assist in setting up, scripting interviews to be done by program host. Will write billboard/continuity copy and edit/script tape commentaries and reports. Some work with music fill. Qualifications: degree in journalism or related field, plus three years' varied news reporting/production experience or one year directly related experience. Attention to detail, conversational writing style, previous experience setting up live interviews essential. Must be able to edit reel-to-reel tape, handle both issue-oriented and feature topics. Salary \$18,000 annual rate. Application deadline, Mar. 8, 1985. For application information, write Susan Oman, WHA Radio, 821 University Ave., Madison, WI 53706. Equal opportunity employer.

Southeast major market seeking creative, stable, talented pro to program personality country. New station, great place to live. Resume/tape to SouthCom, 2334 Bay Woods Ct., Bay City, MI 48706. EOE.

SITUATIONS WANTED MANAGEMENT

Attention group owners, presidents, vice presidents. Are you looking for a GM who's very strong in sales, has run successful radio stations in top ten markets, & has experience in these formats: CHR, A/C, AOR, country, news/talk. I would like to hear more about your opportunity. Write Box E-101.

Results-oriented, experienced, general manager available mid-February. Will consider all markets west of Rockies. George Caraway, 702-883-2027.

High performing general manager. 17 years' managing AM/FM. Expertise includes sales and profits, programming, superior leader/motivator. Looking for station owner/group owner who wants quality. Dedicated professional with all the tools. Box G-25.

One man band! Salesman, 1st ticket technician, DJ/programmer. Seeking take charge position, small market. D.W., Box 1617, Telluride, CO 81435.

Qualified. Former top 5 market PD., sales innovator with track record to show. Engineer, 17 years' experience. Married, stable. Group owners: I'm a licensed pilot, too. Reply in confidence to Box G-47.

GM, dedicated, hardworking professional seeks Midwest only opportunity. Strong operator with emphasis in marketing, organization, and motivation, with proven record of success. Let my abilities, experience, and desire make a difference for you. Pat, 816-259-2098.

Seeking position as general manager with small/medium mkt., with full or part ownership. Young, energetic, experienced in all size mkts. Ted, 914-356-7060; evs. 914-357-9425.

SITUATIONS WANTED ANNOUNCERS

Enthusiastic, versatile beginner. Professional attitude. Will relocate. Any shift. Mike, 414-483-6345.

Major market talk host looking. Serious inquiries only. 412-331-0995, after six EST, Jon.

Available now! Prefer evenings/overnight shifts. Prefer Ohio, nearby state, Alaska. C/W, rock oldies, talk formats. Doug, 419-387-7761, evenings EST.

Professional attitude & sound. 18 months' experience. Now seeking career advancement. Bill Whetzel, Dardanelle, AR. Leave messages: 501-229-3576.

Veteran announcer with good (some say great) production plus sports and copywriting seeks work in Wisconsin, Iowa, Minnesota, Illinois, or South. Take a chance! Box G-42.

11 year radio pro. Experience in most every phase. Limited TV. Play-by-play over 100 games in 1984. College and high school basketball, college baseball, high school football, even international boxing. Looking for Division One opportunity, minor league baseball, sports talk. Will consider all offers. Steve, 803-293-7309.

SITUATIONS WANTED TECHNICAL

Chief engineer looking for similar position, Eastern market. 15 years' experience includes FM, AM, DA, studio, transmitter, installation, repair, and maintenance. 804-233-1545.

Chief engineer/assistant available now. Many years extensive experience preventive maintenance, troubleshooting, studios, proofs, high power transmitters, directional antenna pattern corrections at consultant level, some cases. Serious to relocate by March. Sunbelt. 305-786-0127.

Audio fanatic seeks bigger challenges and warmer winters. Experience includes compact disc, competitive audio processing, FM stereo, digital logic, automation, high-quality audio with intensive troubleshooting & maintenance, and more. Currently large-market FM chief. Desire technical operations management position with company having demonstrated commitment to excellence. Prefer Sunbelt AC/CHR; all inquiries welcome. Box G-74.

SITUATIONS WANTED NEWS

National award-winning sportscaster looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

Dynamic female news/sportscaster. Looking for position, medium to large market, West Coast. Tracy, 805-546-9188.

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Award winning news director wants to settle in or near Pennsylvania with news position. BA communications. Three years' experience. Nice references. Jeff, 601-445-2281, before noon CST.

Husband-wife radio news team. She: reporter for O&O's in top 5 market. He: major network editor and sometimes correspondent. Both have small market news director/anchor experience. Wanted: station that does real news, not fluff; that goes after news instead of waiting for it to cross the wire. Will consider reasonable offers from any size market. Box G-11.

Open-line talk show host/newsman. Lively, exciting, friendly. Experienced interviewer. Mike Gray, 303-759-8854.

Entry level. Ready now. PBP, news, production. The Web, days, 319-355-4212; nights, 309-764-8150.

Sports-news director or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B. A. communications. 419-865-0765.

Wanted: high profile sports position. Top notch station with commitment to local sports and community. Excellent PBP, anchor, public speaking. Looking to settle and be the sports voice in your market. Currently doing professional baseball PBP. Call soon. Roy, 818-980-6149.

Black male journalist. 7 yrs.' medium mkt. experience. Bachelor's degree. Reporter/anchor; excellent voice, writing, & technical skills. Presently employed, but looking. Want a hardworking pro? Don't hesitate — call Greg, 401-351-8455. Have typewriter, will travel.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Allow me to PD your FM. I'll guarantee you #1 spot in the market. 13 years' experience. Michael, 904-752-7254.

Fifteen years announcing/production/operations/ 1st ticket. Seeking stable, adult operation. Box G-30.

TELEVISION

HELP WANTED MANAGEMENT

Director of programming and production (program manager). Mid-sized public TV station with 5-year-old broadcast center, impressive Nielsen figures, and award winning production department searching for candidate who has successful track record in public TV programming and production to manage staff of 18. Should have experience establishing, justifying, and executing long range programming goals; performing program scheduling using modern research techniques; interpreting national and regional trends in public broadcasting and determining their impact on local service; providing leadership to department and integrating with other departments. Bachelor's degree, prior supervisory production and programming experience required. Starting salary \$24-27,000, plus good fringe benefits. Resumes to Ken Jarvis, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507. Deadline Feb. 15, 1985. AA/EOE.

Creative services manager. ABC affiliate. Must be knowledgeable all phases of advertising and promotions. Resume to Personnel Manager, WPEC TV-12, Fairfield Dr., W. Palm Beach, FL 33407.

Executive director of South Dakota educational/public TV & radio networks. Requires: college degree, ten years' progressively responsible administrative and management experience in complex broadcast organization; budgeting and financial background; significant knowledge of educational/public broadcasting programming, development, and network operations; demonstrated ability to communicate effectively with subordinates, peers & superiors; and proven effectiveness in dealing with leaders in education, government and community. Salary range \$38,500-\$48,500. Deadline for applications: Mar. 8, 1985, or until filled. Send letter of application including resume/three references to Screening Committee, S.D. ETV Board, 414 E. Clark St., Vermillion, SD 57069. State of South Dakota, an equal opportunity/affirmative action employer.

General manager. Group ownership seeking aggressive individual to manage one of its national VHF properties. Station located in north central United States. Ideal community for raising family. Excellent school system. Easy access to many recreational and social advantages. EOE. Send resume to Box G-34.

Assistant business manager. KITSN-TV, Minneapolis, MN independent. Must have accounting degree, accounting, budget, computer experience. Resume with salary requirements to Treasurer, KITSN-TV, 7325 Aspen Lane N., Minneapolis, MN 55428. EOE.

Accounting supervisor. KTXA, Channel 21, aggressive independent in exciting/fast growing Dallas/Ft. Worth market, looking for accounting supervisor. Accounting degree and broadcast experience preferred. Excellent salary and fringe benefits. Send resumes to KTXA, Dept. B., 1712 E. Randol Mill Rd., Arlington, TX 76011. Equal opportunity employer.

Traffic manager. Fast growing independent looking for experienced, self-starting individual to manage busy department. Resume/salary requirements to Box G-70.

HELP WANTED SALES

General sales manager. KTVN, group-owned CBS affiliate, Reno, NV. Qualifications must include local and national TV experience. Individual must be good leader, self-starter, have experience in marketing, pricing, inventory control. Additionally, person must show very successful background in sales achievements & present ideas for sales development. Resume to Dennis Siewert, General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89505. Equal opportunity employer.

Florida growth market needs talented, professional salesperson. Person must be willing and capable of developing new accounts. No list sitters need apply. Send resume; tell why I should hire you; to Box G-15.

National sales manager. Coordinate national sales with rep. Successful candidate should have college degree, minimum 2 years national TV rep sales or previous NSM experience and local sales experience helpful. Please send resume to Howard Zeiden, GSM, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE/M/F.

General sales manager's position created by promotion within our corporation. Seeking creative, intelligent person with experience in local and national sales management to supervise dynamic department. Will also work closely with GM in station management. Excellent future for right person. Contact Dennis West, GM, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Broadcast sales specialist. Unique opportunity. Consulting division of top cable MSO has exciting opportunity for broadcast sales professional. Minimum five years' radio or TV ad sales required; experience in cable advertising preferred. Individual will act as a consultant, training salespeople, developing rate cards and sales strategies throughout the U.S. Competitive compensation package, excellent company benefits, travel required. Join the industry's leading ad sales team. Resume/salary history in confidence to Box G-69. EOE.

Vice President & general sales manager. Above average compensation package in this outstanding medium market. Network affiliate. Resumes to Box G-72. EOE, M/F.

HELP WANTED TECHNICAL

TV maintenance engineer. 1 of the nation's leading TV production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of TV camera, VTR, switching, audio, digital effects, computer editing, terminal systems. Secure future with tremendous growth potential for right candidate. Resume to Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, Chief Engineer.

Maintenance engineer. CMX-edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Good salary and benefits with established company. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

CMX editor for post-production facility. Good salary and benefits with established company. Experience required. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

Engineering position. Hipower top 30 #1 UHF indie, pleasant mid-South. Small technical staff, big opportunity. Your experience in transmitters, microwave, RCs, etc., invaluable. Call now, CE, 615-329-1717.

Maintenance engineers. One" videotape, RCA TR800's & Ampex VPR 80's, all new. Transmitter, NEC 160KW, 2 years old. Studio Ikegami HL79E's new. Qualified for one or more. Some travel. Contact General Manager, Christian Television, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Southern California post production facility looking for chief engineer. Successful candidate will have extensive experience with sophisticated post-production systems including design and hands-on maintenance skills. Direct experience with Sony 1" VTRs, ADO, or Quantel digital effects, and computer hardware and/or software background are big pluses. Position includes supervision of eight-person operating & maintenance staff, and important role in company management. Some hands-on maintenance also required. Company offers excellent salary and benefits, and energetic informal working environment. Please respond to Peter Kirby, Video Transitions, 910 No. Citrus Ave., Hollywood, CA 90038, 213-465-3333.

Operations technician. Progressive ABC affiliate, heavy emphasis in production, has immediate openings for master control and videotape operator. 1-2 years' experience required. General class license preferred. EOE. Contact Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. 401-438-7200.

WVUT-TV/WVUB-FM have immediate opening for broadcast maintenance engineer. Successful applicant must be experienced in all areas of TV & FM operations; able to work with students as well as staff professionals. Vincennes University invites interested persons to submit resumes to Jack Eads, Public Service Division Chairman, Vincennes University, Vincennes, IN 47591, Before Mar. 1, 1985. EOE/AA.

HELP WANTED NEWS

News reporter. Resume/tape to Bill Overman, News Director, KFDX-TV, Box 4000, Wichita Falls, TX 76308. Equal opportunity employer.

Photographer. Part-time position available. KFDX-TV, Box 4000, Wichita Falls, TX 76308. Resumes/tapes to News Director, Bill Overman. Equal opportunity employer.

News director. Trainer, motivator, leader. Direct super staff through our second year of tremendous growth. Resumes, tapes, etc., to Mark Keown, GM, WTXL-TV, Box 13899, Tallahassee, FL 32317.

ENG news photographer/editor. Applicant must have minimum two years' experience as ENG photographer/editor. Resume/tape to Terry Lorch, WTVD News, P.O. Box 2009, Durham, NC 27702. EOE.

Midwest NBC affiliate looking for dynamic, experienced reporter. Needed for weekend anchor, general assignment news, sports backup. EOE. Resume only to John Baumgartner, WTOV-TV, Box 470, Rockford, IL 61105.

Tired of the search? Let us do the legwork. APR-Broadcast Placement, 803-651-0550, a service of American Professional Relations. News, weather, sports, off-air. Southeastern specialists.

If you're serious about finding a better job, send tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Documentary producer. Established, award-winning, large market documentary unit needs experienced writer/producer to make long form documentaries. Minimum three years' producing experience required. Resumes only to Box G-54. EOE.

Troubleshooter. Well-staffed, well-equipped, medium market CBS affiliate that has had long, successful history with the feature. Looking for strong personality, preferably with experience doing consumer or advocate reporting. Tape/resume to News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702.

Environmental reporter responsible for weeknight 6 & 11 weathercasts, plus environmental stories. Experienced only—no beginners. Tape, resume, salary requirements to Harvey Cox, News Director, WSLN-TV, Box 2161, Roanoke, VA 24009. Application deadline: Feb. 22. No phone calls. EOE/M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Writer/producer wanted by Midwest video production company. 2 years' experience required. Salary \$12-\$15K. Resume/salary history to Box G-28.

Promotion manager. Top 35 Midwestern market. Looking for experienced, talented, imaginative person to be responsible for our station's promotion, advertising, & publicity. Resume to Box G-1. EOE.

Major market south Florida VHF seeks experienced graphic designer with strong electronic graphic skills. Must also have experience preparing comps and mechanicals for print ads & sales pieces. Design degree & three years broadcast design experience preferred. Resume and salary requirements to Box G-22. EOE.

Director-TD. Need hands-on ability in news/production. Live ENG/DVE. Heavy into local programming. We won't train. Must have experience. Contact Steven Eyrse, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83651. EOE.

Soundperson/photographer. South Florida production facility seeks versatile assistant for field production. Sound and lighting #1 priority. Also, work as second unit photographer and field producer. Must have creative eye, easygoing personality. Magazine-style experience preferred. Resume/tape/salary history: Video Ventures, 17221 NE 13th Ave., N. Miami Beach, FL 33162.

Director—NBC affiliate, medium sized Midwestern market, seeking highly motivated, creative person to direct/switch weekend newscasts, promotional production, and special events programming. Experience directing evening newscasts required. Resume to Production Manager, WHO-TV, 1801 Grand, Des Moines, IA 50308. Equal opportunity employer.

Good producers are a rare breed. We want someone with newscast experience who's creative and works well with people. Produce M-F early and late news. Strong, medium market station, SE. Resume, salary history, brief written news philosophy to Box G-43. EOE.

Top notch production manager for TV station with brand new production facility, Pacific Northwest. We're a small market, 100 plus, with latest equipment and great staff looking for a leader. Must have previous production manager experience and able to deal in a constructive manner with staff and clients. If you're dead-ended where you are, this may be just what you're looking for. Competitive salary, good benefits, great place to live. Send resume/salary requirements to Box G-44. Equal opportunity employer.

Senior producer. Kelly & Company. WXYZ-TV, ABC owned station, Detroit, has immediate opening for senior producer on Kelly & Company. This daily live program is the highest rated locally aired morning show in the country. Your background should include minimum five years' experience in production of a live, talk/variety program and/or field production of weekly or daily magazine program. Knowledge of production, editing & all phases of final production essential. Responsibilities include, but not limited to, determining program content, selecting program participants, creating audio and visual program elements, and directing technical crews. In addition, you will administer program budgets and manage program staff. If qualified send resume to Personnel Dept., ABC, Inc., 20777 V Ten Mile Rd., Southfield, MI 48037. Equal opportunity employer, M/F/H/V.

Art director with college degree in fine arts or comparable. At least three years' experience in TV art department. Heavy print production, layout, design for TV Guide and newspaper ads, sales promotion, on-air graphics, commercial production. Ability to interface well with suppliers & clients. Capable of handling rush assignments and meeting deadlines under pressure. Management capabilities. Photography & copywriting skills a plus. EOE. Resume to Box G-66.

SITUATIONS WANTED MANAGEMENT

News director—small market or assistant ND, medium market. Nine years' radio, newspaper, TV news experience. Former SNC bureau chief. Dedicated journalist. Excellent manager. Box G-32.

Top 25 market program/operations manager seek station manager position. Proven program knowledge versed in marketing/sales; tight budget control; production/promotion excellence. Box G-51.

SITUATIONS WANTED NEWS

Meteorologist. 5 years TV experience. Colorgraphic: AMS sel. Personable, understandable style. Looking to move up. Box E-116.

Devastate your competition with new face that seduces and news delivery that produces. Potential anchorwoman with 18 months on-air employment as newscaster, writer, reporter. Box E-118.

Looking for sports anchor/reporter who can deliver the day's events in enlightening manner unlike the competition? Knowledge is key. Here's your ticket. 912—681-6535.

Enterprising black male seeks anchor/reporter or news magazine position. Early 30's. Degree and experience. Strong writing/producing skills. 504—766-5808.

Business/finance/economics/consumer reporter; network syndicated, MBA- business & finance. Seven years' TV experience. Box G-18.

Assignments editor medium market ready to move to larger market in same capacity or as assistant news director. John Morvant, 318—981-1383.

Weathercaster/communicator, medium market experience. Asian male. Ready to work now. For tape call Bob, 501—851-1921; 501—753-1449.

Experienced meteorologist looking to enter TV. Five years' live radio & national forecasting experience. Tape available. Looking forward to hearing from you. Jeff, 814—234-6240.

Meteorologist looking for right beginning. Creative forecaster, TV/radio background. Seeks fulltime, stable start. Computer graphics, AMS, NWA. Professional tape available. Ronn, 303—399-4615.

Veteran sportscaster, 34, whose special blend of sparkle and pizzazz can establish credibility and produce "thriller" of a show without any Michael Jackson glitter-glove gimmickry. Available immediately. 203—673-2231.

Personable meteorologist with decade of experience forecasting & communicating the weather. Desire stable position at well-equipped station. Warm, professional video tape. Box G-45.

Anchor. Major market number 2 anchor, Emmy winning reporter, seeks primary anchor job in medium market. Box G-46.

Actress turned attorney seeks reporter/anchor opportunity. Attractive, articulate, assertive. Minimal experience maximum potential. T & R on request. Box G-55.

Award winning medium market investigative reporter/anchor. Management experience, six years in business. Seeking news management position, medium or medium-small market. Consider number 1, 2, or 3 position. Box G-58.

Broadcast meteorologist—could your station benefit from a credible, pleasant meteorologist who can make a difference in your weather presentation? Tim, 312—894-6349, evenings, CST.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

FCC 1st. Naber certified. 6 months' TV experience. Seeking operations or production position. Summer relief OK. Bill, 516—674-4134.

Entry level TV help. School of Communication Arts prepares our graduates for ENG/EFP, as well as for on-air talent. Laurie Constance, 800—328-5893; 612—721-5357.

Eleven years in nationally syndicated magazine and talk show production. Strong manager, producer, director seeks position as executive producer with West Coast station. Reply to Box G-53.

All dressed up and no place to go. Almost five years general broadcast experience. Seeking entry level producer/director position. Box G-60.

Communications graduate with experience in video scripting, camera, & editing seeks entry level position in video production. Will relocate. Jeff Briskin, 150 Newtonville Ave., Newton, MA 02158.

Talented O&O writer/producer, 7 yrs. exper., seeks on-air arts/entertainment opp'ty., Northeast. Box G-75.

Would you hire Goliath if you knew David was looking for work? Two-year ENG photographer looking for move into feature producing. Write Box G-76; you'll be pleased.

ALLIED FIELDS

HELP WANTED SALES

Regional account executive. Fortune 500 company subsidiary, leader in the industry, producing station IDs, sales and production libraries, promotional services & station formats, has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/ salary history to Jack Adkins, Media General Broadcast Services, Inc., Director of Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

HELP WANTED INSTRUCTION

University of Central Florida, in Orlando, seeking chairman for dept. of Communication. Dept. has 20 full-time faculty members and about 800 majors. It includes areas of journalism, radio-TV, speech, and film. Applicants should have Ph.D., university teaching & administrative experience, and qualifications necessary for tenure appointment to rank of professor in one of the academic areas of the department. Strong research record and/or professional media experience desirable. Experience with several of the department's areas preferred. A 12-month appointment; will become effective beginning Fall semester, 1985. Salary commensurate with experience and qualifications. Applicants should have their resumes and minimum of 3 letters of recommendation sent directly to Search Committee Chair, Department of Communication, University of Central Florida, Orlando, FL 32816. Deadline for applications: Mar. 1. The university, an equal opportunity employer, strongly encourages minority candidates to apply.

Assistant professor. Teach courses in area of radio/TV. Ph. D. or near required; teaching experience desirable. Tenure track. Salary entry level. Deadline for application: Feb. 15, 1985. Effective date: Sept. 1, 1985. Resume/three letters of recommendation to Rev. William J. Hagerty, S.J., Chair, Communication Arts Department, Xavier University, Cincinnati, OH 45207. Xavier University, an equal opportunity/affirmative action employer.

Broadcast faculty position open Aug. 16, 1985, for teaching in broadcasting major. Tenure track. Several years recent, relevant media experience. Ph. D. or near preferred; Master's required. Salary competitive. Equal opportunity employer. Contact Search Committee (85-2), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications March 1.

Communication. Anticipated position as assistant professor of communication, starting date Aug., 1985. Teach beginning and advanced courses in communication theory and broadcast media journalism, including radio production and videotape production and editing, in new communication program. Secondary interest in speech/rhetoric an advantage. Requirements include Master's or Ph. D. in communication, strong interest in teaching, some broadcast media experience. Responsibilities also include curriculum development, establishing media laboratory, and academic advising. Resume/names of 3 references to Dr. Vincent Kohler, Chairman, Humanities Division, University of Pittsburgh at Bradford, Bradford PA 16701. Application deadline: Feb. 22, 1985. Affirmative action/equal opportunity employer.

Instructor/assistant professor, tenure track. Joint appointment to faculties of journalism and telecommunications; begin Sept. 1985. Master's degree or equivalent professional experience required. Responsibilities: teach courses in electronic journalism, oversee nightly cable TV newscast, supervising student editorial and production staffs; advising, committee duties. Successful applicant will be in expanding program in electronic journalism, expected to develop new courses & professional opportunities. Competitive salary. Schools of journalism and telecommunications are largest academic programs at Ohio University, offering baccalaureate, Master's, doctoral programs to more than 1,700 majors. Equal opportunity/affirmative action employer. Write Norman H. Dohn, Chair, Search Committee, 119 Lasher, Ohio University, Athens, OH 45701.

Broadcast production and direction. Tenure track position. Ph. D. preferred. Experience in TV production. Must show potential as successful teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application: Mar. 1, 1985. Letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Dept. of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Mass communication faculty position, tenure track. Begin Aug. 16, 1985. Salary and rank negotiable according to experience. Coordinate print & broadcast journalism sequence in mass communication program. Teaching responsibilities include instruction in news writing, editing, reporting, & broadcast production. Experience in video and audio production, though not essential, should be valuable. Ph. D. in mass communication or related field preferred. M.A. with outstanding credentials and firm commitment to completion of terminal degree considered. Closing date: Mar. 15, 1985, or until suitable list of candidates is obtained. Send vita/letters of recommendation to Leonard Lee, Chair, Mass Communication, Telecommunications Center, University of South Dakota, Vermillion, SD 57069. Equal opportunity/affirmative action employer.

Dean, school of communication. University of Miami invites applications and nominations for position of dean of its newly established school of communication. Dean will be chief academic officer for the school and will report to the executive vice president and provost. Appointment planned for Summer, 1985. The school will be formed from existing department of communication and will become operational June 1, 1985. The school of communication is to be departmentalized and will offer courses leading to the Bachelor of Science, Bachelor of Fine Arts, & Master of Arts degrees. Majors include advertising communication, public relations, news-editorial journalism, photocommunication, motion pictures, video-film, speech communication, organizational communication, broadcast journalism, and telecommunication. The University, a well-established teaching/research organization, is largest private institution of higher education in the Southeast, with enrollment of 13,700 students and faculty of 1,300. There are 28 full-time and 20 part-time faculty members in the school of communication. Many of the part-time faculty are local professionals. There are 550 undergraduate students. The University is seeking person who will provide vigorous leadership, strong commitment to liberal arts education, and a vision of the future of communication education in establishing internationally recognized school. Successful applicant is expected to have an earned doctorate, distinguished record of scholarship and teaching, familiarity with various disciplines represented in the school & strong administrative skills. Applications from outstanding communication professionals also encouraged. University expects the dean to take leadership role in fundraising for the school of communication. University encourages applications from women and minorities and is an equal opportunity/affirmative action employer. Applications/nominations will be accepted until Mar. 4, 1985, or until position is filled. Candidates should submit letter, vita, names of references to Dr. William Hipp, Dean, School of Music, Chairman, Search Committee for Dean of School of Communication, P.O. Box 248165, Coral Gables, FL 33124.

Director of community relations for University of Alabama TV services and instructor for department of broadcast/film communication. Responsibilities include both field and studio production and editing, supervision of all UTS promotional/community relations activities, & instruction of one course per semester in area of broadcast production. Annual salary \$20,000 plus liberal University benefits. Requirements: two years' experience in TV production or public relations, with demonstrable ability in the other area and BA degree (preferred in field of communication or equivalent). Preferred: MA and teaching experience. For further information, contact Judy Stone, 205—348-6210. To apply, send resume/references to University Employment Office, P.O. Box 6163, University, AL 35486. Application must be received no later than Feb. 18, 1985. AA/EEO. Starting date for successful applicant must be no later than 3-18-85.

**For Fast Action Use
BROADCASTING'S
Classified
Advertising**

Journalism, University of South Carolina. College of journalism has openings for two full-time, tenure-track faculty positions beginning Aug. 15, 1985. (1) Communication theory/research. Ph. D. with established research/teaching record in communication theory and methodology. Should be competent to also teach in one of following skills areas: advertising, broadcasting, communication law, news editorial, or public relations. Strong statistical and computer background required. Specific teaching duties will include graduate level research methods courses, another area, and supervising student theses & research projects. (2) Public relations. Mass communication Ph. D. with professional and teaching experience in public relations and mass communication. Should be competent to teach advanced courses in public relations (including management concepts and techniques) and support courses in advertising, writing skills, or mass communication. Teaching effectiveness in front of large classes important. Salary/rank for both positions open. Letter of application, vita, names of three references no later than Mar. 1, 1985, to Dr. Jack L. Hillwig, Search Committee Chair, College of Journalism, University of South Carolina, Columbia, SC 29208. Equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Used C-type 1" videotape. Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

16" transcriptions. Top \$\$\$ paid for old radio programs! Custom House, POB 26348, San Francisco 94126.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

JVC-JVC-JVC. Call Quality Media for fast delivery, low prices. Cameras, VTR's, switchers, monitors, etc. Bill, Wayne, or Grady, 404-324-1271.

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.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

Used TV equipment. TV production equipment including cameras. Some used only 6 months. Must sell. 50-60% of cost. 404-696-8441.

RCA film equipment, BVH-1000A, TH-200s that won't be on the market long, TK-76C triax cameras, TK-44s, Crosspoint 6112 switcher, Sony 500 portable, Hitachi HR-100 portable. Media Concepts, 919-977-3600.

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.

New and used radio broadcast and microwave towers. Complete nationwide sales, service, erection available. Bonded with 25 yrs. experience. (Turnkey operations). T.M.C.I., 402-467-3629.

Sony BVH-500A portable 1" VTR, accessories, 18 months old, \$22,500. CMX Edge editor, 3 machine interfaces, \$8,000 alone, or including two CMX-modified BVU-800's, \$24,000. Call Steve, Videosmith, Inc., 215-864-0658.

Harris 7.5 KW transmitter - used, excellent condition. Upgraded to an H series. \$10,000. 904-231-4718.

Video media edit controller. 250 event memory for interface with Hitachi 200 (modifiable). SMPTE reader, brand new. \$10,000. Walter, 313-355-2901.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Transmitter/communications building - fiberglass. With heater, air conditioner, and electrical. Never used. 8' x 10' x 8'. Rick Santich, 216-696-6900.

Videocassettes, half price! Master stock quality U-matic videotapes. Chyron evaluated, cleaned, delabeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

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.

10KW, 3KW & 2.5KW FM, RCA BTF-10E (1974) on-air w/exciter, CCA 3000DS (1974) on-air, mint cond., Harris FM 2.5K on-air, exc. cond., power increases dictate sale. Call M. Cooper/Transcom Corp., 215-379-6585.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

FM broadcast opportunity. 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Highway, Suite 404, Bethesda, MD 20814, 301-654-0777.

Great radio airchecks. Classics from '50's, '60's, '70's. Free catalog. Aircheck Archives, 18433 Hatteras #106, Tarzana, CA 91356.

RADIO PROGRAMING

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 Management

STATION MANAGER CHRISTIAN RADIO GROUP

Mid-America Gospel Radio Network now accepting applications for station manager for Denver AM Christian radio station, KQXI. Person we hire will have 2-4 years' experience in Christian radio; will have had exposure to sales, administration, accounting, logs, FCC requirements, on-air duties, general station activities.

- Should be active member of Christian community.
- Will be team player, capable of rapidly adapting to our marketing & administrative system.
- Will be self-motivated, self-starting, self-disciplined, & effective organizer.

Interested applicants should be very sales-oriented; prior management level experience helpful. Our systematized administrative system frees our local managers to devote the bulk of their work day to sales of local timestrip & spot commercials.

Outstanding sales performance by our manager will earn him/her additional income through network's profit-sharing compensation plan. Thus, acceptable applicants must be very sales-oriented. Resumes now being accepted in complete confidence. Send them to:

**GEORGE SPICER
MID-AMERICA GOSPEL RADIO NETWORK
1817 N. 3RD ST., STE. 202
PHOENIX, AZ 85004.**

VICE PRESIDENT- GENERAL MANAGER RADIO

Well-established broadcasting company seeking knowledgeable/experienced vice president - general manager for its radio operations. We offer top challenge, high growth potential; competitive compensation plan; excellent benefits. Must have proven leadership abilities in all areas of AM & FM station mgmt. South-eastern location. Resume to Box G-61. EOE.

INVESTOR/MANAGER

Seek person to invest in, build, manage fulltime AM station, Miami market. Substantial investment required. Opportunity to use own creativity in planning and operating new station and to make money. Send response/resume to 1662 Willowmont Ave., San Jose, CA 95124.

Help Wanted News

NEWS DIRECTOR

Must be personality-oriented. Become integral part of creative, entertaining morning team. Minimum three years' on-air news experience. Tape, resume, salary needs to Jim Lord Chaplin, G.M., WIRV/WOVV, Box 3032, Ft. Pierce, FL 33448. EOE.

Help Wanted News Continued

DIRECTOR NEWS & COMMUNITY AFFAIRS WNBC—NEW YORK

WNBC Radio, NY, has exceptional opportunity for aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC local news and community affairs department operations. This will include on-air newscasts, budget preparations, & management of our ongoing license retention program.

Background should include a Bachelor's degree (or equivalent), 3-5-years' directly related radio broadcast & community affairs experience, and strong leadership qualities.

WNBC offers excellent salary and benefits package, & opportunities to grow within this high visibility position. For prompt consideration, please direct your resume/audition tape to John P. Hayes, Jr., VP/GM, WNBC, Room 293, 30 Rockefeller Plaza, NY, NY 10020. NBC is an equal opportunity employer, M/F.

Help Wanted Sales

REGIONAL SALES REPRESENTATIVE

Growing division of Jefferson-Pilot Communications Co. looking for several individuals with proven track record in local direct sales, including detailed knowledge and experience in co-op/new business development. Position involves calling on management or owners of broadcast stations and CATV systems to expand our highly regarded co-op advertising sales support business. Positions offer excellent earning potential with base salary plus incentive program and comprehensive benefit program. Must be motivated, organized, self-starter, minimum 2-4 years experience, require little supervision, able to make group presentations, and close, and willing to travel. If you meet the requirements, rush confidential resume and references with first letter (no phone calls, please) to General Sales Manager, Co-Op Opportunities Division, Jefferson-Pilot Retail Services, 1 Julian Price Pl., Charlotte, NC 28208. EOE.

Help Wanted Technical

ASSISTANT ENGINEER

Metro Washington, DC FM station. FCC first, or general class radiotelephone license, solid background in electronics theory, knowledge of current FCC rules/regulations, have recent experience in repair, maintenance, operation, & installation of state of the art broadcast equipment, and have capability to become chief engineer within short period of time. Resume, references, salary history to Director of Engineering, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. No phone calls, please.

Situations Wanted Management

GENERAL MANAGER

- Experienced general manager seeking GM position in medium/large market or GSM position in large/major market.
- Strong sales and sales management background.
- Stations being sold. Buyer has management team.
- Currently employed. Excellent references from employer.
- Contact Pat Miller, 702—329-9437.

SEEKING POSITION

as general manager with small/medium mkt., with part or full ownership. Young, energetic, experienced in all size mkts. Ted, 914—356-7060; eves. 914—357-9425.

TELEVISION

Help Wanted Technical

TV MAINTENANCE TECHNICIAN

Northeast top 10 network affiliate seeks technician well versed in test equipment operation, FCC General Class license required. Operation experience helpful. Prefer BSEE, 2 years' college acceptable. Will maintain state-of-the-art television equipment. Please send resume in complete confidence to Box G-38 An Equal Opportunity Employer. Minorities and females are encouraged to apply.

Help Wanted Technical Continued

ENGINEERING SUPERVISOR

Northeast top 10 network affiliate seeks an Engineering Supervisor with minimum of 5 years' experience in TV station with aggressive news operation and 3 years of maintenance or supervisory experience. Associate's degree in Electronics and Communications preferred. Strong RF background, thorough knowledge of techniques and test equipment required for proof of performance of VHF and microwave transmitters. Please send resume, in complete confidence, to Box G-37. Equal Opportunity Employer. Minorities and females are encouraged to apply.

BROADCAST ENGINEER

Growing national TV company with emphasis in low power TV seeks FCC-type engineer to hunt spectrum holes. We have quads, VAX-11/750, & sharp pencils. Box G-79.

Help Wanted Programing, Production, Others

ART DIRECTOR

Major market, group owned CBS affiliate seeking state-of-the-art-director. Individual will be responsible for overseeing and implementing station's design needs as they pertain to news, programming, creative services, and sales. Specific responsibilities include news and on-air graphics, set design, program opens, print advertising & station collateral. Must work well with creative staff and understand deadlines. 3-5 years' experience essential. Experience with video graphics systems a must. Send resume, broadcast reel, print samples, salary requirements to (no phone calls, please):

**JOANNÉ STERN
DIRECTOR OF CREATIVE SERVICES
WJKW-TV
5800 S. MARGINAL RD.
CLEVELAND, OH 44103**

STORER COMMUNICATIONS, INC., an equal opportunity employer.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday Feb. 18, 1985, the deadline for classified advertising for the February 25 issue will be:

FRIDAY, FEBRUARY 15, 1985

**Help Wanted Programing,
Production, Others
Continued**

**ON-AIR
PROMOTION MANAGER**

Fast growing indie, in fast-growing Sunbelt market, needs experienced promotion manager who's a whiz at hands-on on-air promotion. You may be #2 in a medium market and ready to move up! Resume/salary requirements to Box G-50.

PRODUCER/DIRECTOR

Are you stimulated by challenge of local program production while living in one of the 25 most beautiful coastal environments in the world? We have opening for producer/director with minimum three years' professional experience working on studio, EFP, & mobile van production assignments. Resume to Box G-62.

PROMOTION MANAGER

Top-rated independent UHF. Ability to develop and execute marketing campaigns with demonstrated management skills a must. Resume/tape: Patrice Mohn, Program Director, WXIX-TV, 10490 Taconic Terr., Cincinnati, OH 45215. Equal opportunity employer.

Situations Wanted News

ANCHOR/TALK HOST

who can break mkt. tradition. My UHF affil. now consistently beats old VHF leader across the board. Strong "talk" writer & interviewer. Very personable. 9 yrs.' experience. Award winning-reporter. Box G-52

TRY ME!

New York City anchorman with network experience wants environmental alternative. Give me an on-air audition; see what happens! Box G-63.

**For Fast Action
Use
BROADCASTING'S
Classified Advertising**

Radio Programing



**Lum and Abner
Are Back**

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS • 401 South Main
Jonesboro, Arkansas 72401 • 501/972-5884

Public Notice

NOTICE

City of Glenwood Springs, Colorado, is soliciting letters of intent to submit a cable TV franchise proposal. Letters must be received prior to March 28, 1985. The city will respond with community survey results and final proposal deadlines. Write Cable TV Committee, 806 Cooper Ave., Glenwood Springs, CO 81601.

ALLIED FIELDS

Help Wanted Programing, Production, Others

**JOIN THE NEW
DISNEY MARKETING TEAM!**

An exciting list of future projects and fresh management direction have added to the challenge and opportunity with the marketing team of the Walt Disney World Company. You know our name and our reputation for excellence. Now we're looking to add to our list of successes by adding to our professional staff. If you're experienced in any of the following areas, you owe it to yourself to investigate the opportunities with our dynamic organization.

COPYWRITER

Besides Mickey and other Disney characters, you'll have the Magic Kingdom, EPCOT Center, resort hotels, golf courses, & the rest of the world's most popular vacation destination to write about. If you have at least five years' experience and a great TV reel, send it and your print and radio work too.

VIDEO TAPE EDITOR

Minimum three years' professional editing experience in TV, feature films, or industrial films required. Manufacturer training on Convergence ECS 104 editing system essential. BA in radio/TV, theatrical arts or film is desired; not required.

PROMOTIONS REPRESENTATIVE

You'll be promoting the most marketable product on earth. Qualified applicants will possess at least three years broadcast promotions experience. Agency knowledge and degree in media or related major essential.

If you're seeking a career that promises as much fun as challenge, as much a sense of wonder as a sense of pride, consider a position with the Walt Disney World Company. For immediate and confidential consideration, please direct your detailed resume and salary history, in confidence, to:

**WALT DISNEY WORLD CO.
Professional Staffing MA-18
P.O. Box 40
Lake Buena Vista, FL 32830**



Walt Disney World®

An Equal Opportunity Employer

Help Wanted Instruction

TECHNOLOGY & SCIENCE JOURNALISTS

Vannevar Bush Fellowships, program in science, technology & society, M.I.T., 1985-'86 academic year.

Open to writers & broadcasters, staff & freelance, with at least 3 yrs' experience in reporting technology, medicine, & science to the public. Starts Sept. 1, 1985; the 3rd group of about 8 Bush Fellows will begin 9-month residential fellowships at MIT. Stipend: \$18,000, + \$2,000 relocation allowance, with fee in lieu of tuition paid by program. Deadline for applications accompanied by professional work samples (tapes & clippings) & essays about career & main goals for study: Mar. 1, '85.

Program includes twice-weekly seminar, auditing of courses, individual research. Aims include increasing journalists' acquaintance with sources, technical background, & policy issues in such fields as basic science, advanced engineering, energy, environment, weaponry, computers, & biotechnology.

Write/call for application forms: Vannevar Bush Fellowship Program, E-51-211, M.I.T., Cambridge, MA 02139, 617-253-3442. Directed by Victor McElheny, technology reporter, NY Times, 1973-'78. MIT, an affirmative action/equal opportunity employer.

Business Opportunities

Improve your station in life.
Own your own business magazine.
Join our Network of Business Digests
8 Markets in New England
7 Years of Growth and Increasing Sales

You'll receive: Proven format • Thorough training
• Effective pricing formulas • Financial assistance
• Protected territory

DEVELOPED AND OPERATED BY BROADCASTERS

Business Digest franchises available nationwide.

For more information, contact:

Rick Snyder, Business Digest Inc., 25 Circus Time Road,
So. Portland, Me. 04106 • 207-772-1971.

For Sale Equipment

NOW AVAILABLE

Well Maintained RCA 55KW Transmitter

WBMG-TV just doubled its power. Our faithful, well maintained Channel 42 TTU-60A is now available. We also have 1100 ft. of 6 1/8 inch transmission line. Call H. Broome at (205) 322-4200 for details.

WBMG Television, P.O. Box 6146, Birmingham, Alabama 35259

Consultants

Docket 80-90 got your interest?

- Consultation & Turnkey Construction
- Cost Analysis & Feasibility Studies
 - Tower Site & Frequency Separation Surveys
- Tower Leasing & Management

Call the specialists at
TINER ASSOCIATES, INC.
8300 Douglas, Suite #612
Dallas, TX 75225
(214) 739-2828

ANCHORS/REPORTERS FIGHT BACK!

Industry professionals will critique your airchecks and provide valuable evaluations of worth in the marketplace. Finally, someone on your side to provide suggestions for improving skills. All markets! Send for details. All replies confidential.

AR EVALUATIONS
P.O. Box 143
Holliston, MA 01746

Employment Service

NATIONAL... The Radio Placement Leader

We have jobs for:

- Programmers • News People
- Announcers • Production Pros

Male & Female...All size markets...Coast-to-Coast
NATIONAL makes the presentation for you!
For complete details and registration form enclose \$1 postage & handling.



Act Now!

Let NATIONAL help you!!!
BROADCAST TALENT COORDINATORS

Dept. B, P.O. Box 20551,
Birmingham, AL 35216
(205) 822-9144

Employment Service Continued

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 weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production 1 wk computer list, \$6 Special bonus. 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET**, 6215 Don Gaspar, Las Vegas, NV 98108. Money back guarantee!

Miscellaneous

ANCHORS/REPORTERS/PRODUCERS

Do you want input on your professional performance, but can't get it? Highly experienced New York network news team will view your tape and provide detailed evaluations & recommendations. Get the critique you're missing from an Emmy award winner. Completely confidential. Call/write:

MAJOR MARKET ASSOCIATES
330 E 33 ST.
SUITE 6P
NEW YORK, NY 10016
212-484-9837

BUMPERSTICKERS

go 'out on the street' to promote & advertise for you, for pennies. Call Headline, toll-free for samples, prices,

1-800-548-7216.

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emory St., Ste. 206
Atlanta, GA 30318
404-355-6800

Radio surveys. 100 calls. \$543, \$136 down. \$37 per month. Customized. Personalized. Ask extra question free. Call Dick Warner, collect. 404-733-0642. Now in our tenth year.

S-A-M-S

Wanted To Buy Stations

BROADCASTER SEEKS RADIO STATION(S)

Interested in stand-alone FMs or combos in FL, So. New England, NY, DE, MD, VA, CA, NC, & SC. Price \$1 million - \$5 million. Ken Patch, 617-540-8216.

For Sale Stations Continued

TV			
KS		UHF (CP)	\$100,000
FL		UHF	\$1.4 MIL
NE	MAJ	\$5.9 M	TERMS
TX		VHF	\$800,000
TOP 60		UHF (CP)	\$150,000

AM			
GA	MED	DAY	\$300,000
AL	SM	DAY	\$175,000
TN	MED	FULL	\$525,000

LPTV			
FL		UHF	
SC		UHF	
WY		UHF	

Bill Kitchen / Dan Dunnigan
(404)324-1271

 **Quality Media Corporation**



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
IN	Met	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
KY	Med	AM/FM	\$1500K	Cash	Ernie Pearce	(615) 373-8315
GA	Med	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
RI	Met	AM	\$1000K	Terms	Ron Hickman	(401) 423-1271
MI	Met	FM	\$830K	Terms	Peter Stromquist	(319) 359-4768
OK	Sm	AM/FM	\$750K	\$150K	Bill Whitley	(214) 680-2807
MO	Sm	FM	\$525K	Terms	Bill Lytle	(816) 941-3733
FL	Med	AM	\$530K	\$155K	Randy Jeffery	(305) 295-2572
NC	Met	AM	\$400K	\$60K	Mitt Younts	(202) 822-8913

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

**RALPH E. MEADOR
MEDIA BROKER**

- Fulltime 5KW AM. Excellent opportunity. Real estate included. \$1,250,000.
- Class C FM/class IV AM. Excellent equipment, good medium small market. Priced to sell at \$1,250,000.
- Class C FM CP. Ready to build. 1000 ft. tower & ant. on site. Excellent small NW Kansas market. Call for details.
- Fulltime AM class IV. Suburban market. Fine for owner-owner. \$265,000.
- Class A FM. Small market. Excellent equipment with real estate. Above average small market station. \$565,000.
- Terms may be available to Qualified Buyers.

**Ralph E. Meador
Media Broker
P.O. Box 36
Lexington, MO 64067
816-259-2544**

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1953
16255 Ventura Boulevard, Suite 219
Encino, California 91436
818-986-3201

**For Fast Action Use
BROADCASTING'S
Classified
Advertising**

**RADIO
STATION
AUCTION**

Bids will be accepted for all the assets of KKER (formerly KSPO) Spokane, WA, with deadline of 5PM Friday, Mar. 1, 1985. Station is off-air, has excellent equipment with license for 1000 watts day and nights at 1230 khz. Minimum cash bid: \$100,000; minimum terms bid: \$150,000, with \$50,000 down and balance at 10% over 10 years with 5 year balloon. Andrew P. McClure, Receiver, 4340 Redwood Hwy., Suite F-121, San Rafael, CA 94903, 415-479-3483.

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.

**RECEIVER SALE
KMMZ GREYBULL, WYOMING**

10 KW AM w/500 PSA, daytime, 1140 KHZ. including FM class C CP for the AM site, 100.3 MHz. Also included is studio/xmtr. building, new in '79, plus 4 acres U.S. hwy. frontage site. Great owner-operator situation. Nice area, adjacent to Big Horn Mtns. Only station in county, signal reaches several counties Big Horn Basin. Billed over \$200M in 12 mos. ending 6-30-82. Selling by Mar. 15, 1985. Minimum bid \$125M with some terms possible for qualified buyer. Details, call 303-879-6265 (Bob), or 307-765-4437 (Ron Wright).

WANT TO OWN A STATION?

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.

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS-APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, TN 38157

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY ...**

This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Owners of this class A FM located in medium-sized Southwestern market are anxious to sell and have reduced the price to \$850,000, with \$100,000 down and liberal terms on the balance.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

CLASS A FM

Medium growing Texas market. \$1.1 million, terms available. Box G-41.

FULL POWER UHF TV CPs FOR SALE

Central KS mkt. of 50,000 - \$25,000. SE IA mkt. of 30,000 - \$20,000. Why go through the filing, the lawyers & the time, when you can buy these CPs for about the same cost. Need immediate sale. Qualified inquiries only. No brokers. Box G-48.

Dan Hayslett

A ASSOCIATES, INC.

Media Brokers
RADIO, TV, and CATV
(214) 691-2078

10509 Berry Knoll Dr., Dallas 75230

- Fulltime near Knoxville. Real estate. Super terms. \$190,000
- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs.
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.3 million. Terms.
- Daytimer Chattanooga area. Real estate \$12,000 down. Some payments traded out.
- FMs: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA

BUSINESS BROKER ASSOCIATES
615-756-7635-24 HRS.

FLORIDA

Only station in fast growing no. FL county. Profitable clear channel AM. Major network affiliated. Price \$185,000. Reply Box G-64.

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr., Suite #103, Austin, TX 78746

NORTH CAROLINA FM/AM

Only stations in town. Other interests require my time. Immediate sale. Ralph, 919-786-4498.

SALE BY OWNER

Fulltime AM-FM, absentee owner, Ready for retirement. Single station market, central PA. Improved signal available, excellent equipment, transmitter property included. \$2 million; terms. No brokers. Box G-67.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

MUST SELL PRICED RIGHT

S.C. resort station. 1,000 watt - AM/PSR. Beautiful resort fishing area, near coast. Bargain priced for less than \$90,000 cash. Wayne, 803-854-2119.

SUNBELT MARKET

5 KW fulltime AM & class C FM for sale in this economically attractive top 60 market. Principals only. Box G-68.

WESTERN MONTANA CLASS C FM

Ready to build CP in established & profitable market. Serious inquiries only. Brokers protected. Box G-23.

CHOICE TV CP

Owner will assist in constructing. Covers 800,000+ people, 15 colleges. 2nd largest city in state. 17 cables. For info packet, please call 616-363-9298 (EST).

SUNBELT - TOP 60 UHF-TV CP

Excellent coverage of growing market. Looking to co-venture or sell. Box G-78.

Media Mark Corporation

P.O. Box 1739 • Hot Springs, AR 71902

CANADIAN, TEXAS — Class A CP For Sale. Engineering prepared for upgrading. Priced at invested amount of \$17,900.

Media Brokers • 501-525-4600

DAYTIME AM

Major Louisiana market. Excellent market for Black format. \$600,000; terms negotiable. Qualified buyers only. Box G-40.

DOMINANT AM/FM FAR NORTHWEST

Unbelievable balance sheet. Excess of \$1,000,000 in annual billing on AM alone. Highly profitable. Good cash flow. Small market. Owner retiring. Manager stays, if desired. \$1,600,000. Not interested in highly leveraged deal. Replies confidential. Box G-80.

COLORADO SKI RESORT

Profitable AM/FM. \$200,000 down. Owners motivated. Call Elliot Evers, 415-387-0397.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

For Sale Stations Continued

FOR GROUP OWNERS ONLY

Due to unusual circumstances, group owner offers excellent 100,000 watt FM in leading Sunbelt city; fulltime 5,000 watt AM (day & night at 5KW) #1 facility in top 40 mkt; 10,000 watt AM powerhouse in oil rich Sunbelt city. All have valuable real estate. Will sell as group for \$2,970,000 (terms), discount for cash. **ONLY** group owners will be answered. Box E-88.

NE PENNSYLVANIA

AM/FM combo. Sep. prgs. Each profitable. Two growth stations in dynamic Poconos. \$1.1 M cash. Inquiry & credentials: Box E-137.

FM AND/OR COMBO BY OWNER

Class C Midwest FM top 30 market and successful class C FM and AM in top 100 Northwest market. Owner will sell separately or together for cash. Qualified principals reply to Box G-9.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

SEVERAL NEW LISTINGS

have been received lately. If you'd like to be kept informed on stations available, call or write to get on our mailing list.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY 207 947 6083

TOP 20 AM

Upper Midwest suburban 5KW clear channel with excellent PSA & PSSA. Awaiting uncontested CP for higher power and fulltime. Mostly new equipment; renovated studios/offices. Asking \$850,000 (\$250,000 cash for "S" corporation stock, with balance in attractive terms/debt assumption) based on '85 projections. Financially qualified only, please. Box G-2.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday Feb. 18, 1985, the deadline for classified advertising for the February 25 issue will be:

FRIDAY, FEBRUARY 15, 1985

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7:50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

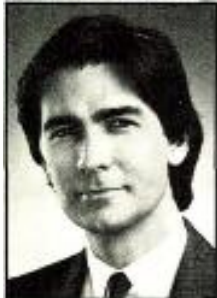
Fates & Fortunes

Media

Richard Janssen, VP, broadcasting, Scripps-Howard Broadcasting Co., Cleveland, responsible for company's seven radio stations, named VP, administration, assuming additional responsibility for company's seven



Janssen



Roddy

television stations. **Steve Roddy**, national program and marketing manager, radio stations, succeeds Janssen with new title of general manager, radio.

James Williams, sales manager, WKZU(AM)-WLNH-FM Laconia, N.H., joins KRVF(FM) Davenport, Iowa, as VP and general manager.

Gerry Liss, general sales manager, WDZL(TV) Miami, named general manager.

Thomas Kenow, VP, sales manager, KLKS(FM) Pequot Lakes, Minn., named executive VP, station manager.

Thomas Gagnon, from WOKR-TV Rochester, N.Y., joins WNHT(TV) Concord, N.H., as general manager.

Phillip Zachary, VP and general manager, WQUE(AM) New Orleans, joins WCSC(AM)-WXTG(FM) Charleston, S.C., in same capacity.

John Shepard, president and general manager, WLAU-FM Grand Rapids, Mich., resigns.

Jim Grimes, station manager and general sales manager, WHSV-TV Harrisonburg, Va., joins WBNB-TV Charlotte-Amalie, Virgin Islands, as general manager.

Bill Donahue, from WEWS(TV) Cleveland, joins KJRH(TV) Tulsa, Okla., as assistant general manager. **Tom Allen**, marketing director, KJRH, named operations manager.

Clinton Fowler, VP and general manager, KGER(AM) Long Beach, Calif., retires.

Dave Parks, operations manager, KSDO-FM San Diego, joins KKBQ-AM-FM Houston as VP, operations.

Ed Graham, from WBAL(AM) Baltimore, joins WNTR(AM) Silver Spring, Md., as operations manager and co-host, *Metro Morning*.

Bob Perry, from WAVZ(AM) New Haven, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as program-operations director.

Joseph Fitzgerald, director, investor rela-

tions, ABC, New York, named VP, investor relations.

Daniel Crowther, regional manager, affiliate relations, NBC, New York, named affiliate marketing manager, NBC-TV.

Jonathon Polier, assistant general counsel, Group W Cable, New York, joins Tribune Cable Communications, Mahwah, N.J., as VP, legal affairs.

Monica Proano, staff accountant, audit department, Deloitte Haskins & Sells, Seattle, joins King Broadcasting Co., Seattle, as internal auditor.

Ray Edwards, director, administration-finance, WEEI(AM) Boston, named director, planning.

John Burdick, director of internal audit, King Broadcasting Co., Seattle, named manager, audit and taxation, corporate accounting.

Cathryn Carlucci, from accounting firm of Pannell Kerr Forster, Phoenix, joins KLZI-FM there as accounting manager.

Susan Shapiro, production assistant, Copley/Colony Harbor Cablevision, Wilmington, Calif., named public access coordinator.

Jana Henthorn, research project manager, American Television and Communications, Denver, named manager of research.

John Bennett, controller, WAGA-TV Atlanta, joins WJBF-TV Augusta, Ga., as controller.

Ralph Steele, development director, WKBT(TV) La Crosse, Wis., retires.

Marketing

Appointments, Leo Burnett Co. Inc., Chicago: **Norman Muse**, vice chairman and chief creative officer, to chairman, succeeding **John Kinsella**, who remains president and



Muse



Fizdale

chief executive officer; **Richard Fizdale**, executive VP and deputy director of creative services, Leo Burnett USA division, named president and chief creative officer of division, succeeding **Richard Stanwood**, retired; **Wayne Wiggins**, chairman and CEO, Leo Burnett International division, to corporate vice chairman, chief administrative and financial officer of parent; **Thomas Heath**, vice chairman, Leo Burnett USA, to vice chairman, corporate development, for parent, and

John Kraft, chief financial officer and executive VP, Leo Burnett International, named corporate executive VP, administration, for parent.

Clayton Wilhite, marketing director, Young & Rubicam, London, joins D'Arcy MacManus Masius as chairman, St. Louis office. Elected VP's, D'Arcy MacManus Masius, New York: **Robert Gibralter** and **Erica Jo Mann**, account supervisors, and **Marilyn Pocius** and **Lesley Teitelbaum**, associate creative directors.

John Giesen, president and chief operating officer, Doyle Dane Bernbach, Denver, named president and chief executive officer.

Roslyn Kassen and **Richard O' Gorman**, associate media directors, Dancer Fitzgerald Sample, New York, named VP's.

Patricia Conoway, account supervisor, Needham, Harper & Steers, New York, named VP. Named VP's, Needham Harper Worldwide, New York: **Dennis Witpen**, executive director of network broadcast; **Susan Nathan**, director of media research, and **Paul Manganiello**, assistant media director. Named research account supervisors, NH&S, New York: **Stuart Goldberg**, from Leber Katz Partners; **John Green**, from Geer, DuBois, New York, and **Allan Shapiro**, from assistant research professor, Rutgers University, New Brunswick, N.J.

Anne Atkinson, VP, legal affairs, Columbia Pictures International Corp., New York, named deputy general counsel, Columbia Pictures Industries.

Gregg Cooke, from ABC Sports Worldwide Sales and Marketing, New York, joins CBS Broadcast International there as manager, international sales.

Appointments, national broadcast unit, Foote, Cone & Belding, New York: **Tony DeMauro**, senior network buyer, Grey Advertising, to broadcast supervisor; **Giles Lundberg**, from Benton & Bowles, New York, to manager of network research, and **Lisa Siewers**, from Ogilvy & Mather, New York, to network buyer. Joining creative staff of FCB, New York: **Mark Gillin**, from Grey Advertising, New York, and **Rebecca Underwood**, from Lord, Geller, Federico, Einstein, New York, to art directors; **Gary Bahl**, VP, Foote, Cone & Belding, New York, to management director; **Robert Feeney**, from Stone & Alder, New York, to account supervisor, and **Wendy Wishnie**, creative supervisor, Stone & Alder, to associate creative director.

Sean Deneny, group sales manager, Storer Television Sales, New York, named sports sales manager. **Bob Riordan**, account executive, STS, New York, named group sales manager.

Maite Saralegui, editor, *The Spanish Times*, New York, joins SIN Television Network there as director of advertising.

Deborah Hackenberry, director of marketing services, Avery-Knodel, New York, joins

Petry National Television there as director of marketing.

John Murray, station manager, WOKR-TV Rochester, N.Y., joins Harrington, Righter & Parsons, New York, as assistant director of program services.

Scott Weiss, national accounts manager, cable sales and marketing, Turner Broadcasting System, Atlanta, resigns.

Glen Woosley, account executive, Blair Radio, Atlanta, named sales manager. **Ashley Holding**, sales assistant, Blair Radio, Atlanta, named account executive.

Jeanette Honore, assistant media buyer, McDonald & Little, Atlanta, joins Cargill, Wilson & Acree there as media estimator.

Lynn Picard, media planner, HBM/Creamer, Pittsburgh, named planner/national broadcast negotiator.

Joe White, from TeleRep, New York, joins Katz Independent Television there as manager, swords sales team.

Barbara Sulcov, account executive, CBS Radio Spot Sales, New York, named account executive, CBS Radio Networks there.

Gregg Johnson, account executive, Group W Satellite Communications, Chicago, named Midwest manager, media sales, Group W Productions.

Ross Elder, national sales manager, WHDH(AM)-WZOU(FM) Boston, assumes additional responsibilities as general sales manager of WZOU. **Karen Berch**, account executive, WZOU, named national sales account executive, WHDH-WZOU.

John Hofmann, national sales manager, KKHI-AM-FM San Francisco, named VP, director of marketing, for parent, Buckley Broadcasting Corp.

Raymond Maselli, general sales manager, WGRZ-TV Buffalo, N.Y., named VP.

Bruce Raven-Stark, local sales manager, WLTW-FM New York, named general sales manager. **Betty Kobiela**, account executive, WYNY(FM) New York, joins WLTW-FM there in same capacity.

Cindy Lindsay, local sales manager and account executive, KMST(TV) Monterey, Calif., named general sales manager.

Howard Schwartz, assistant sales manager, WZKS-FM Nashville, named general sales manager.

Cy Russell, local sales manager, WDLZ(TV) Miami, named general sales manager, succeeding Gerry Liss, named general manager (see "Media," above). **Judy Moss**, account executive, WDLZ, succeeds Russell.

Howard Zelden, local and national sales manager, WMAR-TV Baltimore, named general sales manager.

Barry Martin, from Backer & Spielvogel, Dallas, joins KLUV(FM) there as sales manager.

Eric Fry, account executive, KHIT-FM Seattle, named sales manager.

Judith Brennan, account executive, WHWH(AM) Princeton, N.J.-WPST(FM) Trenton, N.J., named local sales manager.

Susan Marloff, national sales coordinator, WBCS-AM-FM Milwaukee, named national

sales manager.

Jerry Lezotte, production manager, WJBF-TV Augusta, Ga., named account executive.

Jonathan Lawhead, from WLIO-TV Lima, Ohio, joins WANE-TV Fort Wayne, Ind., as account executive.

Susan Fey, from WGRX(FM) Westminster, Md., joins WXYZ(FM) Baltimore as account executive.

Helen Ratterman, from WAMZ(FM) Louisville, Ky., joins WKJJ-FM there as account executive.

John Kardzionak, from Pioneer Press, Chicago, joins WBBM(AM) there as account executive.

Bridget Crudo, research project director, Kornhauser & Calene, New York, joins D'Arcy MacManus Masius there as research account executive.

Patricia Grande, public affairs producer, WLNE(TV) New Bedford, Mass., joins Colony Interconnects, Westerly, R.I., as account executive.

Programing

Appointments, NBC Entertainment, Burbank, Calif.: **Warren Littlefield Sr.**, VP, comedy programs, named senior vice president, series programing, succeeding Jeff Sagansky, who has joined Tri-Star Pictures as president of production; **Perry Simon**, VP, creative affairs, NBC Productions, succeeds Littlefield.



Lambert

Angeles, as manager of casting, Paramount television network production.

Mireille Soria, manager, dramatic series development, ABC-TV, joins Columbia Pictures Television, Burbank, Calif., as director of current programs.

Seth Kittay, director of national accounts, Disney Channel, Burbank, Calif., joins World Video Library, Los Angeles on-command pay-per-view service, as director of pay-per-view marketing.

John Mansfield, national sales director, ZIV International, Culver City, Calif., named VP, domestic television. **Jeri Sacks**, sales coordinator, ZIV, named director of pay cable and ancillary rights.

Temple Elliott, member of marketing staff, Time-Life Video, New York, named manager, market development.

David Liu, film and video producer-director, joins Lifetime, New York, as director of programing.

Bob Pasqualina, art director, Wells, Rich, Greene, New York, joins Myers Films, New

York, as director.

John Gilmartin, production associate, NBC Sports, New York, named associate producer, *SportsWorld*.

Alice Priest, senior writer, *Business Week*, New York, joins Business Times Inc. there as editor, Wharton/Business Times Management Report.

Joanna Lee Harbert, from Playcable, New York, joins Arts & Entertainment Network there as account representative, affiliate sales and marketing.

Carolyn Scott, from Xerox Corp., San Diego, joins Copley/Colony Harbor Cablevision, Wilmington, Calif., as program manager.

Randy West, production director, KMGG-FM Los Angeles, joins Creative Radio Network, Woodland Hills, Calif., as director of program services/marketing.

Robbie Gordon, director of documentaries and special projects, WJXT(TV) Jacksonville, Fla., named head of newly created documentary and development production arm for parent, Post-Newsweek Stations. She will be based in Jacksonville.

Pat Crummen, from KKXL(AM) Grand Forks, N.D., joins KDSR-FM Williston, N.D., as program director.

Ron Parker, assistant program director and air personality, KKBQ-FM Houston, named program director, KKBQ-AM-FM.

Drew Keller, from KATU(TV) Portland, Ore., joins KING-TV Seattle as production editor.

Rick Glowacki, freelance producer-director, Tulsa, Okla., joins KLBV(TV) Colby, Kan., as senior commercial producer-director. **Jamie Beckman**, from KSNK(TV) McCook, Neb., joins KLBV(TV) as film director.

Karen Carlson, from KMBC-TV Kansas City, Mo., joins KOLR-TV Springfield, Mo., as director.

Mike Wade, from WPIX-FM New York, joins RKO Radio Networks there as weekend host, *Night Time America*.

Walter Howard, from WJOK(AM) Gaithersburg, Md., joins WCAO(AM) Baltimore as morning drive personality.

Val McGinniss, from WBAM-FM Montgomery, Ala., joins WMYX(FM) Milwaukee as air personality.

Phil Conrad, air personality and assistant program director, KKAT-FM Salt Lake City, joins KCPX-FM there as air personality.

News and Public Affairs

Spencer Levine, news editor and producer of special series, ABC Radio, New York, joins Mutual Radio Network, Arlington, Va., as news manager.

Appointments, NBC News: **Lloyd Siegel** producer, domestic news coverage, New York, to executive producer, instant specials **Karen Curry**, special events producer, *Today* New York, to European producer and head of new London news bureau; **Janet Janjigian** producer, *NBC Nightly News*, New York, to producer for hour white paper on pension funds to air in early June, and **Brian Manion**

tape researcher, political unit, to researcher, white paper.



Napoli

Mendes Napoli, general executive, Scripps-Howard Broadcasting Co., Cleveland, named director of news and program development.

Forrest Sawyer, anchor, WAGA-TV Atlanta, and **Faith Daniels**, anchor-reporter, WTAE-TV Pittsburgh, join *CBS Early Morning*

News, CBS, New York, as co-anchors. Early morning news had previously been anchored by one of co-anchors of *CBS Morning News*.

Allen Levy, executive producer, WTCN-TV Minneapolis, joins Conus Communications, satellite interconnect/news service and subsidiary of Hubbard Broadcasting, Minneapolis, as managing editor. **Christopher Mattson**, from WXOW-TV LaCrosse, Wis., joins Conus as associate producer.

Pat Caulfield, desk assistant, *Nightline*, ABC News, named assistant to executive producer, *ABC World News Tonight with Peter Jennings*.

Bob Henry, news director, WOTV-TV Grand Rapids, Mich., named director of news special projects for parent, LIN Broadcasting. **Dan Spaulding**, assistant news director, WOTV, succeeds Henry.

King Harris, anchor, KEYT-TV Santa Barbara, Calif., assumes additional duties as news director, succeeding **Diane Cummings**, resigned.

Rosemary Haddad, reporter, KYW(AM) Philadelphia, named assistant news director.

James Walker, from KVOZ-TV Bellingham, Wash., joins KOMO-TV Seattle as assignment editor.

Carolyn Fessler, electronic information services manager, A.H. Belo Corp.'s *Dallas Morning News*, Dallas, joins co-owned WFAA-TV there as news producer.

John Kuglin, news editor, Associate Press, Helena, Mont., named chief of Helena bureau.

Ron Loggans, from WFTL(AM)-WWJF(FM) Fort Lauderdale, Fla., joins AP Broadcast News Center, Washington, as staff member.

Bob Richardson, news director, KVOA-TV Tucson, Ariz., joins KPRC-TV Houston as assistant news director.

Jeff Filnt, from WNHT-TV Concord, N.H., joins WMTW-TV Poland Spring, Me., as assignment editor. **Martin Morenz**, from WVNY-TV Burlington, Vt., joins WMTW-TV as reporter.

Robert Clinkingbeard, nightcast producer, WBRC-TV Birmingham, Ala., joins WMAR-TV Baltimore as nightside producer.

Walt Kane, evening news producer, KLBV-TV Colby, Kan., named morning news anchor-producer.

Martie Kulick, anchor-reporter, WDTV-TV Weston, W. Va., joins WIFR-TV Rockford, Ill., is reporter.

Ferry Thill, from WTOL-TV Toledo, Ohio, joins

WZZM-TV Grand Rapids, Mich., as anchor-reporter and producer, weekend news. **Clare Flannery**, reporter, WILX-TV Lansing, Mich., joins WZZM-TV as reporter.



Lagattuta

Bill Lagattuta, 5 and 11 p.m. weeknight co-anchor, KGW-TV Portland, Ore., joins KNBC-TV Los Angeles as weekend co-anchor.

Dave Stanley, news anchor, KYW-TV Philadelphia, joins WCBD-TV Charleston, S.C., as anchor.

Paul James, from WTIC-AM-FM Hartford,

Conn., and WELI(AM) New Haven, Conn., joins WPIX-FM New York as morning news anchor.

Jane Peterson, freelance reporter, Washington, joins WFAA-TV Dallas as reporter.

Phyllis Eliasberg, from WABC-TV New York, joins WNEV-TV Boston as consumer reporter.

Rebecca Pliro, desk editor, *Your Health* magazine, West Palm Beach, Fla., joins Dynamic Cablevision of Florida, Coral Gables, Fla., as reporter, *Local Cable News*.

Brad Palmer, sports director, WBBM-FM Chicago, joins WLS-TV there as sports reporter.

Bob McGuire, weekday weather anchor, KSWO-TV Lawton, Okla., joins Montana Television Network, Billings, Mont., as weather anchor.

William Elias, from WESH-TV Daytona Beach, Fla., joins The Weather Channel, Atlanta, as on-camera meteorologist.

Jimmy Stewart, part-time weather anchor, KOLD-TV Tucson, Ariz., named weather anchor.

Andrew Triplett, from WHAS-TV Louisville, Ky., joins WTMJ-TV Milwaukee as news photographer.

Technology

Steve Krampf, general manager, sales and marketing, Otari Corp., Belmont, Calif., named VP, sales and marketing. Otari manufactures broadcast audio equipment.

Craig Robin, director of sales administration, Wold Communications, Los Angeles, named VP, traffic. **Dick Marsh**, head of traffic and facilities department, named VP, facilities and network operations. Appointments follow restructuring of traffic and facilities department into two departments, traffic, and facilities/network operations.

Kevin Dauphinee, from ABC-TV, New York, joins Dolby Laboratories, San Francisco, as VP, sales and marketing. **Robert Schein**, director, motion picture division, Dolby Laboratories, named VP.

Gregory Baer, manager of solid state manufacturing, microwave products division, Hughes Aircraft Co., Torrance, Calif., named manager, microwave communications products.

Broadcasting

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Not far from the tree. The ranks of second generation Fifth Estaters were joined last week by Peter B. Kenney Jr., 33, son of NBC's retired senior vice president for government affairs, who will join the McKenna, Wilkinson & Kittner law firm in Washington as a partner on March 4. Kenney has been with the antitrust division of the Department of Justice since 1977, and was a lead attorney in the action breaking up the Bell system.

Dan McGrath, special markets manager, Tele-dyne Acoustic Research, Norwood, Mass., named director of marketing.

Gary Jack, field service manager, Mycro-Tek, Wichita, Kan., named service marketing manager.

Arthur Constantine, from Fidelipac Corp., Moorestown, N.J., joins Moseley Associates, Goleta, Calif., as manager, U.S. sales.

William Mehuron, deputy director of research and engineering organization, National Security Association, joins Ampex Corp., Redwood City, Calif., as corporate VP, engineering. **Michael Felix**, VP and general manager, advanced technology division, Ampex, assumes additional title of senior scientist.

Jerry Ringer, from Xerox Computer Services, Los Angeles, joins Gill Management Services, San Jose, Calif., as regional sales manager.

Henry Wu, senior VP, TFT Inc., Santa Clara, Calif.-based manufacturer of broadcast products, named executive VP and general manager, broadcast division.

Paula Mankoff, from RKO Radio Networks, New York, joins United Stations there as technical director, *The Great Sounds*.

Daniel Hathaway, staff attorney, Oak Communications, San Diego, named senior staff attorney.

Martin Layne, assistant chief engineer, WAWS(TV) Jacksonville, Fla., named chief engineer.

Raymond Blumenthal, from Camera Mart, New York, joins Listek Television Equipment Corp., Plainview, N.J., as marketing manager and director of product development.

Promotion and PR

Kurt Stocker, head of labor communications group and training division, Hill & Knowlton, Chicago, named senior VP.

James Gershman, director of information services, noncommercial WSBE-TV Providence, R.I., resigns to form international marketing communications consultancy, based in Tel Aviv.

Tommy Hedges, program director, KLOS(FM) Los Angeles, joins Jeff Pollack Communications, Pacific Palisades, Calif., as executive VP.

Catherine Jo Ishino, assistant art director, *MacNeil/Lehrer NewsHour*, New York, named art director.

Jeffrey Grimshaw, senior producer, TBS

Sports Promotion, Atlanta, named promotion manager for WTBS-TV there.

Andy McLinden, member of production department, WOAC-TV Canton, Ohio, named director of creative services.

Norm Woodel, creative services director, WKRN-TV Nashville, named promotion manager.

Keith Walberg, AM news producer, KLBV(TV) Colby, Kan., named promotion director.

Bob Jenkins, from own business, RLJ Promotions, Campbell, Calif., joins KRQR(FM) San Francisco as promotion director.

Jim Wagner, writer-producer, promotion department, WTMJ-TV Milwaukee, named assistant promotion manager.

Susan Weiner, research and marketing director, KYW(AM) Philadelphia named advertising and promotion manager.

Mark Davis, from WJKS-TV Jacksonville, Fla., joins WJXT(TV) there as graphic services manager.

Nancy Howard, from Robert Powell Public Relations, Los Angeles, joins noncommercial KCET(TV) there as log editor and assistant publicist.

Judi Hernandez, from WKYC-TV Cleveland, joins WLS-TV Chicago as promotion producer. **Joan Scheinbaum**, freelance writer, Chicago, joins WLS-TV as copywriter.

Phillip Arrington, from WCPQ-TV Charlotte, N.C., joins WJZ-TV Baltimore as audience promotion manager.

Nancy Howard, freelance publicist, Los Angeles, joins noncommercial KCET(TV) there as log editor-assistant publicist.

John Werner, from Rainbow Programing Services, New York, joins WDIV(TV) Detroit as promotion writer-producer.

Allied Fields

David Leach, senior policy analyst on international telecommunications issues for House Telecommunications Subcommittee since 1981, joins K. Schaefer & Associates, Washington consulting firm specializing in international and domestic telecommunications issues, effective March 1.

John Evans, president, Arlington Cable Partners, Arlington, Va., named chairman of National Cable Television Association's state-local government committee. **Robert Wussler**, executive VP, Turner Broadcasting System, named chairman of NCTA's national satellite network committee.

Lee Hall, diplomatic correspondent, State Department, Voice of America, United States Information Agency, Washington, named chief of West Coast news bureau, Los Angeles.

Mary Catherine Twiggs, from Price Waterhouse, Washington, joins Frazier, Gross & Kadlec, Washington communications consulting firm, as research assistant, market research services division.

Susan Miller, local sales coordinator, Turner Broadcasting System, Atlanta, joins A.C.

Nielsen there as client service executive.

Bobby Baldwin, recent graduate, University of Southern California, joins Thrower & Associates, Salem, Ore.-based telecommunications consulting firm, as member of its engineering staff.

Jay Finkelman, station manager, KTVU(TV) San Francisco, joins Television Marketing Corp., Seattle communications consultant, as president.

Jeffrey Schadow, VP, marketing and research, 20th Century Fox Television, Los Angeles, joins IMC/West Marketing Group there as executive VP. IMC provides marketing, research and advertising services to communications companies.

Hilda Jannesson, meetings coordinator, National Association of Broadcasters, Washington, named assistant director, conventions and meetings department.

Ernest Steele, president, Canadian Association of Broadcasters, Ottawa, retires.

Mark Fratrik, from Federal Trade Commission, Washington, joins National Association of Broadcasters there as director, financial and economic research.

Susan Harrison, VP and director, Frazier, Gross & Kadlec, Washington, named head of new division market research services.

Deaths

Bill Gavin, 77, founder, editor and publisher of *The Gavin Report*, radio industry publication, died Jan. 27 of cancer at his home in Mill Valley, Calif. After creating *Lucky Lager Dance Time* radio series for McCann-Erickson advertising agency in 1955, Gavin published *Gavin Report* from 1958 to 1983, when he sold publication to its staff. He is survived by his wife, Josette, two daughters and one son.

Donald Hare, 79, founder of Grass Valley Group, Grass Valley, Calif., in April 1959, died of heart attack Dec. 25 at his home in Paradise Valley, Ariz. Hare founded GVG as research and development firm for audio uses of solid state devices. In 1964, GVG offered its first video equipment. In 1974, it merged with Tektronix, and Hare left company.

Brock Petersen, 55, president and general manager, WCOM-FM Urbana, Ohio, and director of parent company, WDBN Inc. (also owner of WDBN(FM) Medina, Ohio), died of heart attack Jan. 28 at Mercy Medical Center, Springfield, Ohio. He is survived by his wife, Pat, and two daughters.

Vera Brennan, 74, retired broadcast supervisor, McCaffrey & McCall, New York, died Jan. 28 at hospital in New York. She had been media executive at numerous New York advertising agencies, including Biow, Duane Jones Co., SSC&B and McCaffrey.

Jerry Baulch, 71, reporter for associated press, Washington, until his retirement in 1978, died of cancer Feb. 7 at his home in Silver Spring, Md. Baulch spent last several years of his 39-year career with news service as reporter of communications news, covering FCC, AT&T, networks and Capitol Hill. He is survived by his wife, Sadie, and three daughters.

Phyllis Tucker Vinson: teaching and delighting

"I'm from a family of teachers," says Phyllis Tucker Vinson, by way of explaining how she came to be NBC Entertainment's children's programming chief. "All my aunts are teachers, my grandmothers were teachers, and I'd always planned to be a teacher."

But a funny thing happened on her way to a teaching certificate at California State University-Los Angeles.

"I came to NBC temporarily to work as a secretary, with the intention of going to school at night and working on my [teaching] credential," Vinson recalls. "I discovered that once you get into television, you usually end up staying there. It's exciting and it gets in your blood. So I decided to apply my knowledge of child development to television."

After abandoning her teaching ambitions, Vinson joined the network's Burbank, Calif.-based research department and developed in-house testing for children's programming, a task previously assigned to an outside contractor. During her three years in research, Vinson received "on-the-job training" and took classes in statistics and methodology. Eventually, she became involved in program testing for daytime and prime time, as well as children's fare.

In 1977, Vinson segued into program management as West Coast manager of variety programs, working under Dick Ebersol, then director of comedy programming and currently producer of NBC's *Saturday Night Live*. Within the year, Vinson moved up again, to the post of manager, current drama programs. Her responsibilities included such series as *CHiPs*, *Little House on the Prairie* and *Walt Disney Presents*.

"When I started working on *CHiPs* it was doing a 27 share," she notes, again making a connection with her schooling. "We took it all the way to a 42 by choosing story lines that would attract the young audience and also bring along the adults. I got Disney to put cartoons back on, and the experience of working on *Little House* and understanding family programming was a very helpful one."

Vinson returned to children's programming as the unit's director in late 1979 and was elevated to her present position in July 1982.

"One of the things that helps me do my job right now is that prime time experience," asserts Vinson. As a result, she says, NBC's children's shows are "much more character-oriented and story-oriented than Saturday morning has ever been before." Many producers, she says, come from a strict animation background and don't understand storytelling.

"It's a difficult concept for them to grasp. What we do is pair them off with, say, younger writers who have more story orientation and then put in the gags and the physical attitudes."



PHYLLIS TUCKER VINSON—vice president, children's programs, NBC Entertainment, Burbank, Calif.; b. July 2, 1948, Los Angeles; BA, child development, California State University-Los Angeles, 1975; secretary, research department, NBC Entertainment, 1972-73; administrative specialist, 1973-76; junior research associate, 1976-77; research associate, 1977; manager, variety programs, West Coast, 1977-78; manager, current drama programs, 1978-79; director, children's programs, 1979-81; director, children's and Project Peacock programs, 1981-82; present position since 1982; m. Josef Vinson, Nov. 29, 1980; children: Nye, 16, from previous marriage; Amani Suna, 3.

The content of children's programming has evolved, Vinson believes, with the realization that young viewers become attached to favorite characters with distinct personalities. In addition, the networks have tried to reduce the amount of physical aggression in their animated programs, shifting the emphasis to story and character development. NBC's *Smurfs*, Vinson contends, became a hit primarily because it established a fantasy world inhabited by very strong personalities.

Vinson also credits her educational background, at least in part, for the decision to include "little morality tales" in the adventures of animated characters. "It's not unusual for us to have an episode where a character learns what it is to lie, or be jealous of a friend, or react to a death, or deal with a handicap," Vinson explains, adding that sometimes she uses her own children as sounding boards to be applied in the five hours her department is responsible for each week.

At NBC, children's programming executives work "extremely closely" with producers, Vinson stresses. "They don't do anything without network approval, including characters, design, music, titles, voices, strips, premises and storyboards. . . We pick the color of the character's ears, the size of its nose, what kind of clothes it has on—all

of that." Unlike prime time, pilots are not ordered, but new children's shows are tested extensively.

Vinson reacts strongly to charges that children's programming on the commercial networks is lacking in quality, contending that "most people who make general statements like that haven't seen the programs that are on NBC." The network, she rebuts, submits its children's shows to review by both staff and outside experts. Vinson says that during the past decade the content of the programs has improved, with less emphasis on aggression, particularly "imitatable" violence, and more emphasis on pro-social behavior.

"I do think that parents have a responsibility to pay attention to the television set just the way they would a bicycle or a pair of skates," she reflects. "When you give kids things you usually give them some rules." As for advertisements, Vinson is convinced that after about age 3, "children are really sophisticated television viewers and they know the difference between a TV show and a commercial. . . [But] I don't think anybody underestimates the impact of television." Vinson points out that NBC has recently started to include Saturday morning programs in its teacher assistance projects, providing advance viewer guides for key episodes.

Vinson programs primarily for 2-to-11-year-olds, and stresses the importance of reaching a broad spectrum of that audience, unlike, she says, such Public Broadcasting Service series as *Mr. Rogers Neighborhood* and *Sesame Street*.

"I don't think that those shows would get a large enough audience on Saturday morning" to justify broadcast on a commercial network. "Kids will embrace those shows at 2 or 3 years of age, but get to a point where they say, 'Those are for little kids, not for me.' All kids want to be older than they are," Vinson emphasizes.

Looking to the future, the NBC executive will oversee stepped-up production of family-oriented specials for prime time and is actively looking for such material. NBC Productions, the network's in-house production unit, will likely be involved. "It will be a while before these are on the air," she cautions, "but that's the direction we're going."

Reflecting on her success as a black female in an industry traditionally dominated by white males, Vinson praises NBC for its open support of women and ethnic minorities.

"I've been in programming meetings where it's just stated out front: We want minorities on the screen; we're looking for minority writers; we're looking for minority producers." A secretarial job can still be a viable entry route to television for many who have traditionally been denied access to the industry, Vinson contends, as can "any position that allows people to know you, see how smart you are, and learn what you have to contribute."

Des Moines Register & Tribune Co. continued divestiture of media properties last week ("In Brief," Feb. 4) with announcement that it had signed **agreement in principle to sell KHON-TV Honolulu and its satellite, KAI-TV Wailuku (Maui),** to Burnham Broadcasting Co. Sources reported sale would total **about \$50 million.** Burnham Broadcasting, which bought its first station, WLUK-TV Green Bay, Wis., last year ("Changing Hands," March 12, 1984), is limited partnership headed by Peter Desnoes, general partner and chief executive officer. Desnoes, former general manager of WLS-TV Chicago, was vice president, sales and marketing, ABC-owned TV stations prior to joining WLS-TV. Still waiting on auction block are Register's AM-FM combinations in Madison, Wis., and Portland, Ore. KHON-TV is NBC affiliate on channel 2 with 100 kw visual, 10 kw aural with antenna 61 feet above average terrain (500 feet above ground). KAI-TV is satellite on channel 7 with 29.8 kw visual, 5.9 kw aural and antenna 5,950 feet above average terrain (75 feet above ground).

Representative **Philip M. Crane (R-Ill.)** said last week he **would support campaign of Senator Jesse Helms (R-N.C.)** asking conservatives to **buy stock in CBS** in order to take control of company, saying: "It is the best chance conservatives have ever had to end liberal bias in media." Also last week, CBS Chairman and Chief Executive Officer **Thomas Wyman** said, in reference to campaign, that issue is "Who is to monitor the [new organization's] objectivity?" Speaking at Duke University colloquium, Wyman noted that **complaining about news coverage is "part of the political game."** But, frankly, it is often an attempt to manipulate the press. And sometimes it is an attempt to intimidate." Wyman added: "People also tend to have very mistaken views about the relationship of CBS corporate management to the CBS News division... Our standards dictate a 'separation of powers' when it comes to reporting the news." He concluded that Helms and his supporters would have people overlook "professional independence" of CBS News.

Baseball commissioner's office announced Friday afternoon that previously disallowed **purchase of one-third interest in Texas Rangers baseball team by Gaylord Broadcasting had been approved.** Approval was made possible when Commissioner Peter Ueberroth invoked "best interests of baseball" authority to reverse Jan. 8 denial, which occurred in 9 to 5 vote of American League owners, short of 75% required. In addition to one-third ownership, Gaylord also acquired broadcast rights to Ranger games, which will be televised over Gaylord's Fort Worth superstation, KTVY(TV).

Negotiations may lead to purchase of Continental Electronics by Varian Associates of Palo Alto, Calif., according to companies' representatives. Each makes radio broadcast transmission gear, but Varian, with 1984 sales of \$929 million, is larger of two. Continental, privately owned and based in Dallas, had 1984 sales of \$34

Westmoreland vs. CBS. Retired Army General Joseph McChristian, who headed the U.S. military intelligence gathering unit in Vietnam until mid-1967, testified on behalf of CBS last week that he believed General William Westmoreland acted "improperly" by not forwarding a cable to Washington in May of that year indicating substantially higher enemy forces. McChristian recalled that Westmoreland had said sending the cable would create a "political bombshell." Westmoreland testified earlier in the libel trial, now in its 18th week, that he did not forward the cable because he wanted more information on the higher figures, and that subsequently he informed his superiors of those figures.

Also last week, George Crile, who produced the documentary in dispute, took the stand, this time as a CBS witness. (Earlier in the trial, Crile had been called to the stand by Westmoreland attorneys as a "hostile witness.") Crile testified that his research for the documentary led him to believe that Westmoreland suppressed higher estimates of enemy troop strength during the war for "political reasons."



Overseas dealers. In a press conference at Comsat's Washington headquarters, Ted Turner (l), announced that he signed an agreement with Comsat and British Telecom International to lease a full-time trans-Atlantic satellite channel to distribute his Cable News Network throughout most of Europe beginning late next summer. With Turner was Comsat President Irving Goldstein (center) and British Telecom's Mike Ford.

million. Potential purchase price was not disclosed. Geor O'Dair, Varian executive vice president, told BROADCASTING that serious talks on purchase of essentially all Continental assets have been held over several months, although complementary product for radio market have been used together for years. Varian diversified high-technology firm with 21 divisions producing systems and components for communications, defense, scientific medical and industrial applications.

Aaron Spelling Productions announced last Thursday (Feb. 7) it has signed actress **Loretta Young** to star in **two-hour made-for-television motion picture and "projected series" for ABC-TV, Dark Mansions,** air during 1985-86 season. Aaron Spelling and Douglas S. Cram are executive producers of "contemporary Gothic drama," which will cast Young as matriarch presiding over Seattle shipping family. Actress, star of 94 movies and *Loretta Young Show* on CBS at NBC, is ending self-imposed, 20-year retirement to accept role. During news conference at Spelling office announcing project, Young told BROADCASTING she is "sick of dirty, slutty, foul-mouthed and violent" performances on television and is confident new project will have no such problems. "Aaron Spelling has better taste than that," she explained.

Viacom Enterprises announced that it will **co-produce with Jack Gleason estimated 75 new half-hour episodes** of *The Honeymooners*. New episodes will be put together from original *Honeymooners* sketches that were part of *Jackie Gleason Show*, which ran on CBS from 1952 to 1957, and have been kept in storage since that time. Pay cable network Showtime will get new episodes first, with kickoff of two-hour special next summer, and then begin playing 52 half-hour segments on weekly basis. After Showtime run, Viacom is expected to syndicate to broadcast stations new *Honeymooners* episodes.

King World, distributor of *Wheel of Fortune*, *Jeopardy* and *Heavenly Creatures*, has formed **new division called King World Enterprises** to develop joint programming ventures with station groups and advertisers. In addition, new division will acquire programming to handle clearances for Camelot Entertainment Sales—King World advertiser-supported programming arm—and handle all foreign distribution of King World and Camelot product. David F. Sifford, president of Nashville, Tenn.-based Centerpoint Distribution Inc., has been named president of King World Enterprises.

House Republicans are **protesting new ratio of Democrats to Republicans on Energy and Commerce subcommittees.** Republicans are refusing to make assignments to subcommittees unless they get additional seat on every subcommittee. They are specifically displeased with new ratio of Telecommunications Subcommittee, which Republicans, who had five seats, gained four more, making ratio of 15 (Democrats) to 9 (Republicans). Decision on matter not likely to be settled until after recess.

Beach Boys and Pointer Sisters are slated to be top **entertainment at National Association of Broadcasters annual convention** in Las Vegas (April 14-17). Beach Boys will perform at opening general session April 14 and Pointer Sisters will appear during brunch at the convention April 17. Other convention activities include a radio and TV session, scheduled April 15, featuring Candy Lightner of Mothers Against Drunk Driving. Among other things, NAB President Eddie Fritts is planning to meet with Las Vegas Convention Bureau officials to discuss inconvenience caused by scheduling of Hearn-Hagler fight during NAB convention. Fight, which has not been rescheduled, has caused some major hotels to cancel NAB's room reservations. Fritts originally planned to meet with officials last week, but they were unable to make it. NAB is asking for number of things to compensate, including arrangements for transportation to convention center from hotels and providing opportunity for broadcasters to see fight either live or on closed circuit television. In addition, NAB is asking for monetary compensation (possibly \$100 in chips) for anyone who doesn't get in.

A federal grand jury in Atlanta has handed down **30-count indictment alleging that Clifford J. Bond III, former FCC attorney**, had been **issuing fraudulent commission construction permits**, licenses and other authorizations to variety of clients. Identified as targets of Bond's alleged schemes were Harold Bledsoe, general manager of WNCN(AM) Hartsville, S.C.; High Point College, licensee of noncommercial WWH(AM) High Point, N.C.; Northeast Florida Telephone Co., MacClenny, Fla.; Camden Telephone & Telegraph Co., Milledgeville, Ga.; Empire Radio Ltd., licensee of WYXC(AM) Cartersville, Ga.; Charles A. McClure, president of WAGQ(AM) Athens, Ga.; Line Edward Beck and Spacefone Corp., Newnan, Ga.; Thomas J. Ryd, president and general manager, WLAQ(AM) Rome, Ga.; Randolph Holder, president and general manager, WGAU(AM)-WNGC(AM) Milledgeville, Ga.

After viewing 13-and-a-half hours of **The Playboy Channel** recorded **Cox Cable's Virginia Beach** cable system, Virginia Beach grand jury **handed down seven indictments against system last week for violations of state's antiobscenity law**. Grand jury watched nine Playboy Channel movies, said Paul Sciortino, commonwealth attorney for Virginia Beach, and charged that seven violated law. He said he expects case to go to trial in late April or early May. To win his case, he said, he'll have to prove: 1) movies, when taken as a whole, appeal to prurient interest in sex; 2) movies are offensive to contemporary community standards relating to description and representation of sexual matter, and 3) movies, when taken as a whole, do not have any serious literary, artistic, political and scientific value. "In our opinion, [the movies] are not obscene," said Cox spokesman Nick Parham. "It's adult entertainment that a certain percentage of our customers have chosen to view." Movement against Cox and Playboy Channel began few weeks ago when a group of religious leaders urged city council to deny Cox's request for rate increase until Cox agreed to drop Playboy, Sciortino said. Saying it could not deny increase on basis of Playboy carriage, he said, city council passed resolution, asking his office to look into matter.

Quarton, chairman of KWMT(AM) Fort Dodge, Iowa, and former National Association of Broadcasters joint board chairman, has been named to receive **NAB's Spirit of Broadcasting award** presented during annual convention. Award is in recognition of outstanding contribution to industry. Quarton is also former president of WMT-TV Cedar Rapids (now KGAN-TV) and chairman of ABC Radio Inc.

Lawford Rice has announced that he will **leave his position as executive VP of Dallas-based Gaylord Broadcasting no later than March 30**. Rice, member of NAB board, has been with Gaylord for 30 years in various news, sales, programming and management positions. He has directed operations of its television properties from Dallas headquarters since 1981. Rice, in prepared statement Tuesday, Feb. 7, said he plans to "pursue other interests in the broadcasting field," and while not expanding on that explanation,



Hold tight. The United Jewish Appeal Federation honored Julius Barnathan (l), president of ABC Broadcast Operations and Engineering, for his achievements in broadcasting and for his work on behalf of the UJA, at a reception at New York's Tavern on the Green. Among those present was Leonard Goldenson (r), ABC chairman and chief executive officer. Barnathan was presented an earthenware water jug excavated in Israel and dating from the Hellenistic period (330-63 BC).

he added that there was "no ill feeling." William Banowsky, newly named president of Gaylord Broadcasting ("In Brief," Feb. 4), said he "regretted very much" Rice's departure. While he said Rice's decision did not come as surprise to him, he described their relationship over past several weeks as "warm personal friendship and professional rapport," and said that upon his assumption of presidency he had "heartily invited Rice to continue on as executive VP."

H.R. 824, House bill introduced two weeks ago by Representative Howard Nielson (R-Utah) calling for study to determine if there is link between beer and wine commercials and alcohol abuse, picked up **three co-sponsors** last week: Michael Oxley (R-Ohio), Timothy Penny (D-Minn.) and Joe Kolter (D-Pa.).

Senator **Alfonse D'Amato** (R-N.Y.) has introduced **measure, S. 312, that would establish office of Ethnic and Minority Affairs within FCC** to serve as "clearinghouse for complaints and suggestions regarding radio and television broadcasting which affects ethnic and racial minorities." Same legislation was introduced in last Congress, but failed to go anywhere.

Canada is moving on effort to revise its 60-year-old Copyright Act and, in process, U.S. program producers hope, protect them against what they consider theft of their property. Communications Minister Marcel Masse and Michel Côté, minister of consumer and corporate affairs, reintroduced in House of Commons white paper proposing revisions of Copyright Act, and Committee on Communications and Culture is expected to hold hearings on it in spring. White paper was originally introduced by previous Liberal government, in May 1984, but was not reviewed by committee before dissolution of House and parliamentary elections, which Liberals lost to Progressive Conservatives. Masse said referring white paper to committee will enable government "to consult the wide variety of interest groups that have a stake in copyright revision," and said process demonstrates intention "to meet the challenge of creating an appropriate and balanced copyright environment."

Editorials

Light in the tunnel

Defenders of beer and wine advertising on radio and television came out ahead of the antiadvertising forces on Capitol Hill last week as the emptiness of the case against such advertising became more and more apparent.

Not the least important development was the assertion by the chairman of the Senate Commerce Committee, John C. Danforth (R-Mo.), that "a ban on beer and wine advertising or government mandated counteradvertising would have no substantial impact on the problem of alcohol abuse." That just about closed the key Senate committee to the antiadvertising crowd.

Nothing said at the hearings conducted last Thursday by Senator Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcohol and Drug Abuse, would have changed Danforth's mind. Such research as was presented, most of it conflicting, fell far short of establishing linkage between broadcast advertising and excessive consumption of alcohol. The rest of the testimony could have been predicted—well, most of it. Although he was careful to avoid a commitment of the agency to a course of action, the chairman of the Federal Trade Commission, James C. Miller III, all but wrote off the petition filed in November 1983 by the coalition of citizen groups known as SMART. The petition wants the FTC to declare broadcast advertising illegal for beer or wine or to demand counteradvertising.

So far, said Chairman Miller at the Hawkins hearing, "there would appear to be little evidence demonstrating either a significant incidence of law violations or that an advertising-related remedy would likely be effective in reducing alcohol abuse." Not much hope for SMART in that appraisal.

Despite the signs that SMART's influence is withering, broadcasters and their advertisers have no reason to drop their guards. "I would note," said Miller, "that the petitioners themselves appear to agree there is little reliable evidence on how consumers respond to alcohol advertising—or whether advertising-related remedies would be effective." He was saying in a nice way what SMART said in its FTC petition: "When there is a close association between advertising and the use of a product that ravages the public health, legislative and regulatory bodies may justifiably take actions that advance the public health, even absent a showing of cause and effect."

Any organization that thinks like that is too dumb to give up after a week like the last one. The end is not in sight.

One way out

Just about everything that can be said on the subject was said about the fairness doctrine last week. The discussion started with a lecture by John Dingell (D-Mich.), chairman of the House Commerce Committee, who started James Madison spinning in his grave by asserting that the doctrine was a First Amendment right. Fortunately, in the interest of coherent dialogue, the FCC proceeded with two days of hearings that included presentations by students of the Constitution. On the abundance of evidence now at hand, the FCC could rationally denounce the fairness doctrine as an impermissible intrusion into the private editorial process and an inhibitor rather than promoter of controversial expression.

It is obvious, however, that the FCC can take no substantive action to repeal or significantly modify the doctrine without encountering massive and probably decisive reaction on Capitol Hill. Reason and a decent understanding of the law will make no

convert of a John Dingell who once told interviewers from this magazine to inspect a painting of the signing of the Constitution "and then come back and tell me how many television cameras and how many radio microphones you find in it." To a man like that there is no point in mentioning the absence in the painting of rotary presses or computer-driven typesetting machines or the basic irrelevance of the depicted event which antedated by four years the ratification of the First Amendment.

There may, however, be a way for this FCC to leave a progressive mark on history. Its cue was contained in last summer's Supreme Court decision that declared unconstitutional the law prohibiting noncommercial broadcasters from editorializing.

Two footnotes in that decision, this page noted at the time, implied that the court was willing to review its *Red Lion* decision of 1969, which overturned an appellate ruling that the fairness doctrine was unconstitutional, upon a showing that times had changed. One footnote said, in effect, that the court would listen to evidence that the so-called "spectrum scarcity" that has been "the prevailing rationale for broadcast regulation" no longer exists. The other said that the court would take another look at *Red Lion* if the fairness doctrine could be proved to have inhibited the presentation of controversy.

Both points can be proved from the testimony in the FCC's possession. It will be interesting to see whether the commission can find a way to get the evidence before the courts without provoking another losing battle in the Congress.

As first advertised. *The first major television-station acquisition to take advantage of the FCC's liberalized multiple-ownership rules suggests that the marketplace is more restrictive than the FCC. With its purchase of the Gulf Stations, Taft Broadcasting will own 12 television properties, the numerical limit to be allowed under the rules that become effective April 2. The total potential reach of the stations will be 11.25% of U.S. television homes—far short of the 25% the FCC will allow.*

The guess here is that in the first couple of years after the new rules are operating it will become evident that entry to the major markets where the reach mounts up will be the exception rather than the rule. The FCC will be proved right in its original assumption that all rules could be removed in a few years and the marketplace trusted to prevent destructive concentrations of power.



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