

Broadcasting Jul 1

You'll find more women watching Good Company than all other programs combined.*



**Monday - Friday
3-4 PM
60% Women 18-49
55% Total Women*

*Nielsen, DMA, May, 1985
Subject to limitations of survey*



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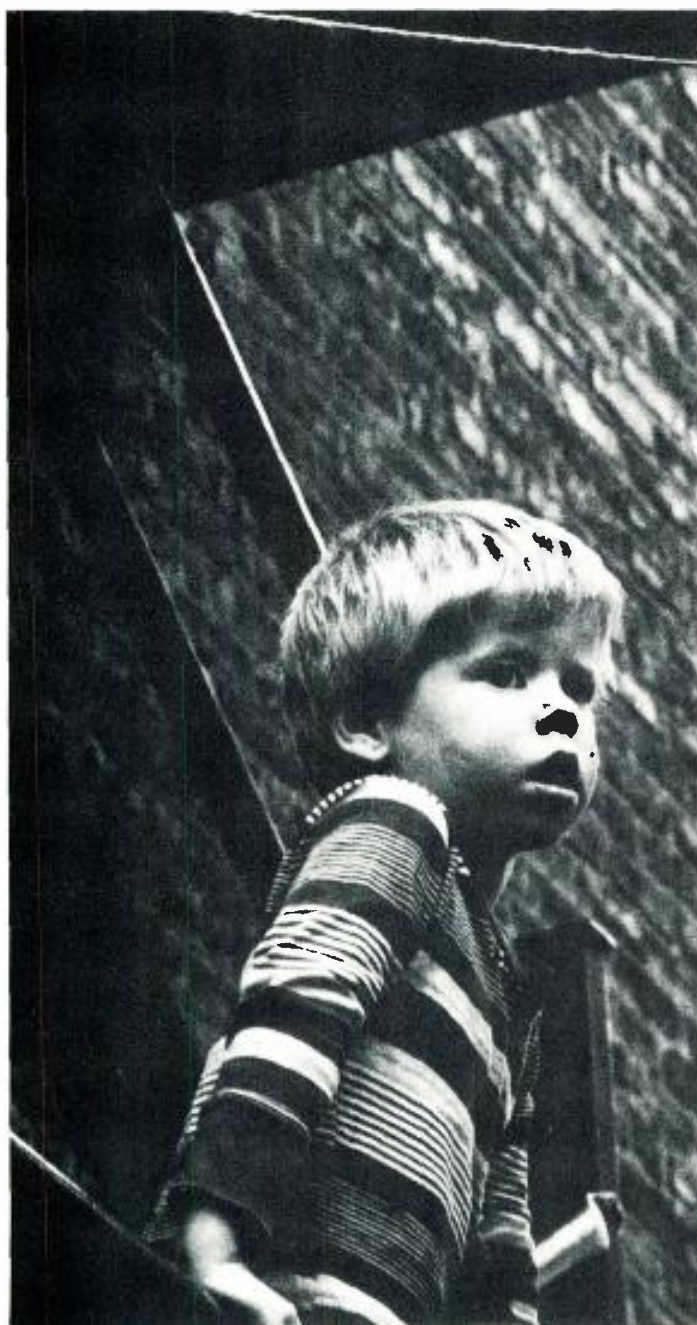
54th Year 1985

UPFRONT:
The buying begins

MMDS:

The first grants

It's hours past dinner and
 a young child hasn't been seen since
 he left the playground around noon.
 Because this nightmare
 is a very real problem . . .



When a child is missing, it is the most emotionally exhausting experience a family may ever face. To help parents take action if this tragedy should ever occur, WKJF-AM and WKJF-FM organized a program to provide the most precise child identification possible.

These Fetzer radio stations contacted a local video movie dealer and the Cadillac area Jaycees to create video prints of each participating child as the youngster talked and moved. Afterwards, area law enforcement agencies were given the video tape for their permanent files.

WKJF-AM/FM organized and publicized the program, the Jaycees donated manpower, and the video movie dealer donated the taping services—all absolutely free to the families. The child video print program enjoyed area-wide participation and is scheduled for an update.

Providing records that give parents a fighting chance in the search for missing youngsters is all a part of the Fetzer tradition of total community involvement.

... WKJF-AM/FM
 helped prepare
 for the search.



The Fetzer Stations

WKZO Kalamazoo, Michigan	WKZO-TV Kalamazoo- Grand Rapids	KOLN-TV Lincoln, Nebraska	KGIN-TV Grand Island, Nebraska
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WJFM Grand Rapids, Michigan	WKJF Cadillac, Michigan	WKJF-FM Cadillac, Michigan	KMEG-TV Sioux City, Iowa
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Broadcasting Jul 1

BROADCASTING's annual compilation of Fifth Estate honors □ Media eye still on hostages Court puts kibosh on FCC's MMDS lotteries

Best laid plans. The cover of this week's BROADCASTING—which went to press last Thursday—promises a story on "MMDS: The First Grants." As it turned out, the D.C. Court of Appeals issued an 11th-hour stay of the FCC's planned MMDS lottery, and the story was moot by the time our reporters arrived at the scene Friday. The editors regret that circumstances forced our performance to fall short of promise.

CRISIS COVERAGE □ Role of media coverage in hostage situation is examined. The Beirut beat continues to be focus of attention. **PAGE 27-28.**

THEY'RE OFF □ Networks' upfront sales began last week with C-P-M increases anticipated in medium-to-high single digits. **PAGE 29.**

ON HOLD □ Court of Appeals in Washington halts FCC's planned MMDS lotteries until issue of women receiving minority preference is resolved. **PAGE 29**

ALL SYSTEMS GO □ ABC and Capcities shareholders give collective—and enthusiastic—nod to proposed sale/merger. **PAGE 30**

TROUBLED WATERS □ Supreme court libel ruling stuns media and threatens what had been steady expansion of First Amendment protections. **PAGE 31.**

STATING THEIR CASES □ Beleaguered Copyright Royalty Tribunal begins hearings on distribution of almost \$80 million royalty pool. **PAGE 33**

BMI BATTLE □ New York federal judge rejects BMI's attempt to block special meeting called by broadcasters to consider changes in bylaws. **PAGE 33**

THE BEST AND BRIGHTEST □ BROADCASTING's annual look at who won what where in the Fifth Estate, featuring a list of the winners of major awards competitions. **PAGES 36-63.**

IN TRANSITION □ The message from Videotex '85 conference in New York last week was that conference's theme, Entering the Mainstream, will take some time. **PAGE 64.**

MEGAMERGER □ Called the largest advertising agency merger in history, Benton & Bowles and D'Arcy MacManus Masius Worldwide are joining forces. **Page 74.**

STEREO TV □ While number of stereo receivers remains small, number of stations converting to stereo continues to grow, with stereo broadcasts now reaching over one-half the households in top 200 markets. **PAGE 80.**

OFFICIAL REQUEST □ Rupert Murdoch asks FCC to OK his acquisition of Metromedia television stations. Marvin Davis bows out of deal. **PAGE 82**

WHERE THINGS STAND □ BROADCASTING's quarterly update on major issues affecting the Fifth Estate begins on **PAGE 18.**

BUYOUT □ MCI will purchase most of Satellite Business Systems from IBM for \$400 million. IBM will become principal shareholder in MCI. **PAGE 85.**

KASEY AT THE MIKE □ Kasey Kasem, one of the busiest voices around, is driving force behind newest old-timer of countdown shows, *American Top 40*. **PAGE 111.**

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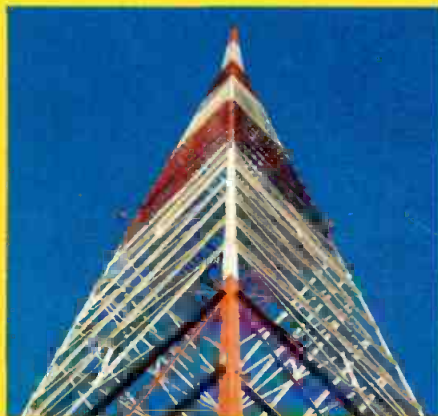
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Closed Circuit

Mañana

Negotiations with Mexico on new AM agreement, which were supposed to commence July 8, have been postponed. Source said Mexico isn't ready and wants more time to prepare. Source said no new date for negotiations had been scheduled, "but we expect to firm up a date soon." Without new agreement, AM daytimers can't operate past 6 p.m. Agreement is also needed to permit full-time AM operations on Mexican clears.

Lengthening list

Heading into at least fifth month of his search for another job, FCC Commissioner Henry Rivera has recused himself from participating in commission proceedings involving still another law firm, this one Schnader, Harrison, Segal & Lewis. He is still recused from items involving firms of Fisher, Wayland, Cooper & Leader; Gardner, Carton & Douglas, and Paul, Hastings, Janofsky & Walker.

Since word of search was first made public ("Closed Circuit," March 4), Rivera has stayed away from more than dozen items before commission, including implementation of Cable Communications Policy Act of 1984, proposal to beef up financial-qualifications showing that must be made by domestic satellite applicants and adoption of eligibility and comparative criteria for instructional television fixed service licensees.

Beirut Nielsens

Current hostage crisis is drawing smaller television audience than Iranian seizure of American captives drew in 1979. Combined national early evening news rating stood at 32.4 for first week of TWA hostage crisis (June 17-21). That was up from 30.4 for week before hijacking (June 10-14). At outset of Iranian hostage crisis, ratings were 41.8 (Nov. 4-9, 1979), compared to 36.7 week before (Oct. 28-Nov. 1, 1979). Differences are due in part to differences in viewing between summer and fall

Knocking on doors

National Association of Broadcasters has made overture to Motion Picture Association of America to join discussions MPAA is holding with National Cable Television Association on

proposal for revising compulsory copyright license fees (BROADCASTING, June 24). "Any time changes are being proposed to the structure of copyright that involves broadcast signals, NAB wants to be at table," says NAB President Eddie Fritts, who has contacted MPAA president, Jack Valenti, and intends to approach NCTA president, James Mooney. In other copyright news, NAB has been attempting to negotiate deal with MPAA on distribution of 1983 cable royalty pool, but to no avail (see "Top of the Week").

Stereo start

Dress rehearsal for launch of NBC stereo network program feeds starts next Tuesday, with tests of two-channel stereo audio satellite transmissions. Main purpose of tests: to verify that monaural station affiliates currently being fed two mono channels will have no problems transforming new stereo feed back to mono. Network now claims 13 stereo affiliates and three stereo owned-and-operated stations, with more expected by July 16 go-ahead date.

Still on top

John Kluge will still be able to watch WNEW-TV New York employees every day as they arrive for work, even though station itself is being sold. Apartment being built for Kluge on top of WNEW-TV's East 67th Street complex is not included in real estate going to Rupert Murdoch's News America Television.

Slow off mark

Using combination of MDS and ITFS channels, three single-channel MDS operators in New York, San Francisco and Milwaukee were poised early this spring to launch "wireless cable" services by May 1. As of this writing, however, only one—Premier Communications Networks Inc. in San Francisco—is offering multichannel business. For past month, Premier has been converting Bay Area customers, mostly multiunit buildings that buy in bulk, from standard single-channel HBO service to five-channel service featuring HBO as well as superstations WOR-TV New York and WTBS(TV) Atlanta, CNN and ESPN. It will expand service to six channels as soon as it concludes deal with another pay cable programmer.

In New York, plans of Pay TV of Greater New York Inc. to go from single-channel MDS to five-channel service have

been delayed by technical problems (setting up cross-town link between satellite downlink and transmitters, for instance) and difficulty in striking deals with cable programmers, which, according to Pay TV executive, want to charge it more they do cable operators. Movie Systems Inc. in Milwaukee is still bogged down in unspecified hardware and software problems, will no longer venture guess as to when it will launch its six-channel service.

Drop-outs

FCC has yet to issue further notice of proposed rulemaking on VHF drop-ins looking toward providing additional protection to existing television service, even though it has been more than year since Chairman Mark Fowler directed staff to start down that path ("Closed Circuit," June 18, 1984). James McKinney, Mass Media Bureau chief, last week said bureau has "outline" of proposal on hand and expects proposal itself to be ready before year's end. But McKinney concedes that nobody's been holding flame to bureau's hindquarters.

Going home

IDB Communications, Los Angeles, which has agreement with 19 Major League Baseball radio rights holders to provide satellite-delivered, backhaul service of away games ("Riding Gain," Feb. 18), is signing up National Football League rights holders for same service. IDB President Jeff Sudikoff reports that, thus far, 17 NFL radio rights holders have signed at \$1,000 per game for away contests during upcoming 1985 season. Next task, according to Sudikoff, is to provide backhaul radio service for National Basketball Association games. New IDB service is known as "Sports Satellite Interconnect."

Hard times in House

Odds are weighing heavily against House passage of authorization for Corporation for Public Broadcasting in fiscal 1987, 1988, 1989 and 1990. Concern among public broadcasters and their congressional supporters is that authorization would again be target for presidential veto as was case in last Congress. Instead, focus is on obtaining funds through annual appropriations measure, which would improve chance of higher funding level.

PPV believer

Jeffrey Reiss has it all figured out: The cause of cable's pay television ills is the home video explosion; the cure is pay-per-view.

Consumers are turning away from cable's pay-per-channel services such as HBO and Showtime, said Reiss, the former head of Showtime and the Cable Health Network who is putting together a satellite-delivered PPV service, The Exchange, because they have discovered videocassette recorders and tape rentals, which permit them "to see what they want to see when they want to see it."

Addressing members of the Washington Metropolitan Cable Club last week, Reiss said PPV will enable the cable industry to "recapture the momentum" it has lost to the home video industry over the past few years. PPV offered by cable systems will generate gross revenues of \$1 billion by 1990 and \$2 billion by 1993, he predicted.

Reiss described The Exchange as the "nonmiddleman middleman," providing the satellite conduit between program suppliers and cable systems as well as marketing and administrative support. Under the plan, the suppliers would pay for space in the conduit, he said. Revenues from the sale of the movies or events would be split between the suppliers and the operators, he said, and the operators could demand at least 50% of the take. From the cable operator's perspective, he said, The Exchange will be like a stand-alone PPV service "without the hassles."

The Exchange plan gives program suppliers a real incentive to promote their events. If they offer an event over the Exchange and it doesn't sell, he said, they lose money because they have to pay for distribution.

That risk of losing money, Reiss said, has made some suppliers "leery" and "uncertain" of the Exchange plan. "Nobody has asked them to pay for distribution before," he said. Nonetheless, he said, he has signed agreements with some suppliers. He added he will not identify any of them until he has signed most of them.

He said cable operators and programers will have to learn how to price the individual PPV movies. He feels the right price is \$3 or \$4, he said, but the suppliers favor \$4 or \$5 and are likely to experiment with prices as high as \$7.

In dealing with the program suppliers, Reiss said, the cable operator will find he has a great deal of leverage. The supplier will be more dependent on the cable operator than the operator will be on the supplier, he said. The operator will become the supplier's largest exhibitor in the market.

The suppliers will release movies through The Exchange at the same time they release them to the home video market—between three and five months after theatrical runs. But from the perspective of most consumers, he said, The Exchange will offer them first. That's because consumers often have to sign a waiting list and wait several weeks before they can rent the latest tapes from the home video stores, he said.



Reiss

Reiss does not foresee simultaneous release of movies to theaters and to PPV. He sees no advantage for the suppliers to "intrude on the theatrical gross" that can reach as high as \$200 million. He added that he no longer thinks it is possible for pay-per-channel services like HBO or Showtime to get movies earlier than the video stores. The obstacle is the "tremendous revenues" now produced by the home video market, he said.

PPV could be the "forerunner" for electronic banking and shopping, Reiss said. Because PPV requires cable operators to set up some kind of mechanism for electronically taking PPV orders, he said, cable systems that gear up for PPV will have the capability to offer transactional services.

Copyright on the northern frontier

Canadian cable television operators have made clear their opposition to the adoption of legislation that would subject them to copyright liability for the programing they transmit. They say the imposition of a compulsory license—of the kind now imposed on cable systems in the U.S.—could cost consumers as much as \$80 million (Canadian) annually, with most of the funds flowing south to American interests.

The president of the Canadian Cable Television Association, Michael Hind-Smith, in an appearance before the Parliamentary Subcommittee on the Revision of Copyright, in Montreal, said, "If U.S. copyright owners are successful in bringing retransmission liability to Canada, based on a system comparable to the U.S. copyright fee system, at least 80% of the funds generated by imposing fees on Canadian cable companies would go to U.S. interests. It is Americans, not Canadians, who would benefit from Canadian cable subscriber money." Canada, he reminded the subcommittee, is "a net importer of programing."

Hind-Smith said that, "in the worst hy-

pothesis, cable would have to pay for all U.S. signals and Canadian distant signals under a retransmission fee system." In such a case, he added, the copyright fees imposed on subscribers could top \$80 million. "At best," he said, "compulsory copyright licensing could cost the industry \$35 million a year, more than cable's after-tax profit last year."

Hind-Smith foresaw two possible consequences for cable companies flowing from a retransmission system. Cable companies would drop some distant signals because of the expense or would increase subscriber rates to cover the cost of cable liability. "Either way," he added, "the Canadian cable subscribers would end up paying to the benefit of U.S. producers."

For their part, private broadcasters in Canada support the concept of "fair copyright payments" by anyone who earns revenue from the intellectual property of others. Michael Arpin, chairman of the Canadian Association of Broadcasters, told the subcommittee that broadcasters, as both owners and users of copyright material, favor amending Canada's Copyright Act, which they regard as outdated, to reflect the changes brought about by changes in technology. He proposed that all broadcast material be "presumed protected by copyright" so broadcasters can control retransmission of their signals by others and restrict the importation of identical programing in their licensed markets.

No dice

Federal District Court Judge Scott O. Wright in Kansas City, Mo., has turned down Telecommunications Inc.'s motions for a new trial and reversal of a jury's \$32-million verdict against TCI in an antitrust suit brought by a rival applicant for a TCI cable franchise. The case stems from a 1982 suit brought by Central Telecommunications against TCI after the city council of Jefferson City, Mo., renewed TCI's cable franchise for that community. Central Telecommunications, which had hoped to win the franchise, alleged that TCI had "monopolized" cable television in Jefferson City in violation of antitrust laws and had unlawfully interfered with Central's business expectancies.

The jury verdict in favor of Central was handed down last January. In the latest ruling, Wright rebuked TCI's counsel, Harold Farrow of Farrow, Schildhause, Wilson & Rains, who has attracted attention in the past few years by using the courts to wrest regulatory concessions from cities. In dismissing TCI's charge of judicial bias during the two-month trial, the judge said: "The [procedural] rulings which were allegedly the result of the court's partiality were in fact the result of the incompetence of the defendants' trial attorneys... Similarly, the court's comments during the trial, which were allegedly motivated by bias, were in fact attributable to the discourteous and belligerent manner in which defendants' trial

attorneys conducted themselves."

Wright also called into question Farrow's professional ethics, saying that Farrow "was so intimately involved in the events leading up to this litigation that he should have appeared as a witness, not as an attorney."

TCI is expected to appeal.

Interpretation

The U.S. Court of Appeals' *Preferred* decision, which said the First Amendment prohibits a city from using the franchising process to deny a cable system access to public utility facilities capable of accommodating it, is "an assault" on the Cable Communications Policy Act of 1984, said Daniel Brenner, senior adviser to FCC Chairman Mark Fowler, at the Albany Law School in Albany, N.Y. "*Preferred* may mean that even with a showing of economic scarcity, cities are powerless to deny anybody access to poles and ducts if there's room," Brenner said.

Temporary stop

Group W Cable and Viacom Cablevision announced they have obtained a preliminary injunction against more than a dozen defendants they accused of selling illegal descramblers in their franchise areas in Seattle.

The injunction, which is in effect while the two cable operators pursue their lawsuit, prevents the defendants from "manufacturing, purchasing, importing, marketing, advertising, offering to sell, selling, installing, modifying, possessing or using any 'converter,' 'decoder,' 'descrambler' or any similar device capable of intercepting, receiving or divulging premium television programming from plaintiffs' cable television systems."

Together, Group W Cable and Viacom Cablevision serve more than 185,000 customers in the Seattle area. They obtained the preliminary injunction from Judge John C. Coughenour of the U.S. district court in Seattle, who said that they "have shown a substantial likelihood of success on the merits" in their lawsuit.

He also held that such violations "have caused and will continue to cause irreparable injury to plaintiffs by denying them the opportunity to sell such premium programming to cable television subscribers who have purchased descramblers from defendants, and by denying plaintiffs the revenues to which they are rightfully entitled."

Laura Liswood, district manager for Group W Cable's Seattle area operation, said Judge Coughenour's decision "recognizes the impact of the recently implemented Cable Communications Policy Act of 1984." Arden Tyler, general manager of the Viacom Cablevision system in Redmond, Wash., said Viacom will continue to work with area law enforcement officials to combat theft of service and will also "begin an educational campaign to inform residents that theft of service is a crime in the state of Washington, effective July 28." On that date the state will put into effect a new "Theft of Cable Television Service" law. The legislation, passed with the support of the Washington State Cable Television Association and cable operators throughout the state, makes cable theft a gross misdemeanor.

United for scrambling

United Video, satellite carrier of several cable program services including superstation WGN-TV Chicago, is moving toward scrambling its signals. Roy Bliss, executive vice president and chief operating officer, said "it became obvious" at the National Cable Television Association convention (BROADCASTING, June 10) that "cable operators were willing to purchase decoders if that would speed up the scrambling process... The purchase of the decoders by the industry reduces our costs from almost \$4 million to about \$600,000, and certainly eases the bite on us in scrambling."

Bliss said United has asked for bids on equipment from M/A-Com and Scientific-



Bliss

Atlanta and hopes to begin scrambling tests "this month or next." He said the company's target dates will depend on many technical and market factors but it hopes to have encoders in place at the uplinks by the end of this year.

United also faces other obstacles in preparing for scrambling, Bliss said, "because United utilizes more subcarrier space than any other program service. Because of our heavy use of subcarriers on the WGN transponder [Galaxy I, transponder 3] we'll probably need more research, development and testing than most other program services," he said. "Because we don't know how the subcarrier transmissions will affect the scrambled video, we're unsure at this point just what this factor will do to our costs. It could mean a substantial increase in our costs for providing our distant signals."

Jeff Treeman, United vice president for marketing/sales, said scrambling and service of the home earth station market "are two distinct issues."

"While we may have a legal obligation to serve the home dish market with scrambled signals," Treeman said, "we're really committed to doing that as part of a third-party package of services. The current proposals to serve home TVRO's have two kinds of antitrust problems—the legal kind and the fact that it's natural for competitors not to trust each other."

"The marketing problems posed by selling our services to home dish users will be overcome most readily by a third party without a vested interest in programming or cable

systems—a company which will arrange a consortium of program services for sale to home dishes. Unfortunately, that's probably at least several months away and the cable industry needs to scramble sooner," Treeman said.

Too much music

New stereo music video station, WWHT-TV Newark, N.J., may not be carried on New York cable TV systems if a request made by MTV Networks for a waiver of the must-carry rules is granted by the FCC. In its filing, MTVN argued that the new format of WWHT-TV and its satellite station, WSNL-TV Smithtown, N.Y., on the air since June 1, was competitive with its MTV, VH-1 and Nickelodeon programming, so an application of the must-carry rules would grant it an "unfair" advantage.

Disney push

The Disney Channel has opened a two-stage advertising campaign to promote its "Summer Animation Festival" and at the same time help prospective subscribers find the cable company offering The Disney Channel in their areas.

The campaign, budgeted at \$750,000 and created in-house, uses spot TV commercials and print ads in 14 markets with high levels of Disney Channel access. The TV commercials direct the viewer to the print ads, which identify cable systems by home zip codes.

"We discovered that in cities with multiple cable systems, a large segment of our target audience is confused as to which cable system services their area," said Skip Harris, director of affiliate marketing for the Disney Channel. "In Columbus, Ohio, for example, there are 20 different cable operators with 13 systems carrying the Disney Channel. The print ads are specifically tailored to make it easier for customers to fulfill their potential to buy."

Harris said the markets selected for the campaign were those that "were Disney friendly, as far as favorable pricing, packaging and positioning were concerned," and in which "almost 100% of the cable systems were participating in our Summer Animation Festival promotion."

The festival is a June-August promotion featuring the TV premieres of two Disney classics, "Robin Hood" and "The Sword in the Stone," and a repeat performance of "Alice in Wonderland."

The first stage of the ad campaign runs from June 10 to July 7, the second stage from mid-July to mid-August.

Disney is also celebrating the 30th anniversary of Disneyland park in July with two special programs, *Dateline Disneyland* and *Disney Family Album—the Golden Horseshoe Revue*. On July 17, when the park celebrates its anniversary, the Disney Channel will rebroadcast the park's original, 1955 opening-day special, at 5:30-7 p.m. NYT. Hosts at the opening-day celebration were three personalities of the day: Art Linkletter, Bob Cummings and then-actor Ronald Reagan. The new episode of *Disney Family Album*, dedicated to the cast of Disneyland's Golden Horseshoe Revue, will have its debut July 1 at 12:30 p.m.

Business Briefly

TV ONLY

Brookwood Lodges □ Alcohol and drug dependency centers will begin nine-week flight in early July in eight markets. Commercials will be scheduled in daytime, fringe and sports periods. Targets: adults, 25-54. Agency: Burton Campbell, Atlanta.

Field Meat Packing □ Four-week flight will begin in three markets in late July, supplementing campaign in two other markets that began earlier in summer and will continue to end of August. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Patrick Nugent & Co., New York.

RADIO ONLY

Burmah Castrol Motor Oil □ Four-week flight is being scheduled to run in about three to four markets, starting in late August. Commercials will run in drive times. Target: men, 18-49. Agency: Scali, McCabe & Sloves, New York.

First Jersey Securities □ Investment banking firm will launch four-week flight in early August in 23 markets, including Boston, Chicago, Houston, San Francisco and Washington. Commercials will run in all dayparts. Target: men, 35-64. Agency: Fisher Feld, New York.

Jerdon Corp. □ Worth and Je Reviens perfumes will be spotlighted in four-week flight to begin in late August in five markets including Chicago and Washington. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: McCaffery & Ratner, New York.

Brach Candy □ Eight-week flight will begin in early July in six markets, including Milwaukee, Minneapolis and Madison, Wis. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: BBDM/Cunningham & Walsh, Chicago.

RADIO AND TV

The Gap □ Retail chain of leisure clothes will start two-week flight in August in

about 30 markets, including Detroit, Washington, Los Angeles, Dallas and Denver. Commercials will be slotted in all dayparts. Target: adults, 18-34. Agency: KSL Media, New York.

Connecticut Trust & Bank Co. □ As part of \$4-million advertising campaign, sponsor has begun four-week effort on radio and television in New York and Hartford, Conn., until July 22 and



thereafter will conduct flighted campaign until late November. Commercials on television will run in New York and Hartford and on radio in large number of stations in Connecticut. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: HCM, New York.

UNICEF □ Public service campaign to benefit UNICEF's United Nations

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

THE BIGGEST NAMES IN THE GREATEST GAMES — July 8 — AP showcases the greatest moments and players from baseball's most exciting All Star games. Five 60-second scripts feature the most dramatic plays from baseball's mid-summer classic.

THE AFTERSHOCK OF HIROSHIMA — August 2 — On the 40th anniversary of Hiroshima, AP recounts the events that led up to that terrible occasion, and looks at how it has changed the course of U.S.-Japan relations forever. Scripts run on August 2.

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

AIRCHECK: AP RADIO NETWORK

JAPAN'S DARKEST HOUR — August 2 — AP features eyewitness accounts of the destruction of Hiroshima on the 40th anniversary of that event. And we chronicle the development of U.S. relations with a country that has risen to become one of the most advanced industrial nations on earth. Five 60-second shows will be fed 8/2 and re-fed 8/5 at 1:32 p.m. ET.

CHIP TALK — Monday-Friday — Computers play a central role in every one's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk." Features are 90 seconds each.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

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□

KTRH(AM)-KLOL(FM) Houston: To CBS Radio Representatives from Christal.

□

KQKT(FM) Seattle: To Blair/RAR (no previous rep).

□

Kizz(FM) Minot, N.D.: To Blair Radio from Masla Radio.

□

WRDW-AM-FM Augusta, Ga.: To Masla Radio from Hillier, Newmark, Wechsler & Howard.

□

KMGZ(FM) Lawton, Okla.: To Masla Radio from Roslin Radio.

□

Smithers Spot Radio: To Masla Radio from Selcom.

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Children's Fund and its greeting cards has been prepared to begin in mid-July and continue throughout year in virtually all markets in country. Commercial focuses on problems faced by millions of children in developing countries and urges audience to buy greeting cards. Commercials are aimed for all dayparts. Target: children and adults. Agency: TBWA, New York.

L. Fish Furniture Co. □ One-week flight is scheduled to start in Chicago and Indianapolis in mid-July. Commercials will be carried in all dayparts. Target:

women, 25-54. Agency: Smith, Radofsky & Raffel, Chicago.

Bell Atlantic □ Campaign to encourage customers to choose primary long-distance company was launched last week for three weeks in Washington, Baltimore, Philadelphia, Pittsburgh and Newark, N.J., and will resume in late fall and next year in same cities to reach other potential clients. Commercials will be carried in all dayparts. Target: adult customers. Agency Lewis, Gilman & Kynett, Philadelphia.

AdVantage

Sales power assistance. SoftPedal Inc., Atlanta, is offering to television stations beginning today (July 1) "interactive package editing" as part of new enhancement package to \$EL-A-VISION, computerized productivity system for television sales. Interactive package editing permits account executives at TV stations to change spot frequency, program mix and rates on computer screen and see effect on bottom line instantly. \$EL-A-VISION has 45 subscribers, including TV stations primarily and some national representatives. Spokesman for SoftPedal said \$EL-A-VISION is available for license fee of \$8,500 to \$12,000, depending on market size, plus monthly maintenance fee. Shown in picture in discussion of interactive package editing are (l-r) Ginny Griffin, account executive of wxIA-TV Atlanta, Ken Klein, vice president of research and sales development of SoftPedal, and Ken Tanning, local sales manager, wxIA-TV.



Soft Pedal



Harrods

British teamwork. Harrods, famed London-based department store, and British Airways have teamed up to produce and sponsor first TV commercial for store to be carried on American television. Spot will stimulate interest in Harrods July sales, starting on July 12. Commercial will be shown in Boston, New York and Washington for five days, starting today (July 1). Commercial was produced in-house and placed via Harrods.

Fast-food finances. Fast-food chain and restaurants increased their expenditures in television advertising in first quarter of 1985 by 18% to \$203.1 million, according to Television Bureau of Advertising. Spot TV amounted to \$131.2 million and network TV \$71.9 million. Leading spenders in first quarter were McDonald's, up 23% to \$55.4 million, Burger King, up 21% to \$24.4 million and Wendy's, up 14% to \$17.5 million. Figures were compiled from data supplied by Broadcast Advertisers Reports.

Blair moves. In growth move in its Chicago office, Blair Television has formed two new sales teams and created 16 new positions in that city. Blair has split ABC and NBC sales teams into four, from two. Blair's CBS and Independent teams remain unchanged. New team designations will be Chicago ABC/Red, ABC/Blue and Chicago NBC/Red and NBC/Blue. Walter A. Schwartz, Blair TV's president, said that in 1985, company will add 28 new staff positions in Dallas, Detroit, Los Angeles and New York, in addition to Chicago.

Expanding coverage. Weiss & Powell has opened new offices in Seattle and Portland, Ore. Mick Tacher will manage W&P's office at 200 First Avenue West, suite 302, Seattle, Wash., 98119 (206) 283-0405. Dick Gohlman has been named manager of Portland office at 1512 S.W. 18th Street, Portland, Ore., 97201. Phone (503) 226-1282.

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Wisconsin, Madison, Wis. Information: (202) 797-8911.

July 23-25—Fifth annual WOSU Broadcast Engineering Conference, sponsored by *WOSU-AM-FM-TV, noncommercial stations of Ohio State University*. Fawcett Center, OSU campus, Columbus, Ohio. Information: (614) 422-9678.

July 23-26—*Florida Cable Television Association* annual convention. Amelia Island Resort, Fla.

July 25-28—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

July 28-30—*California Broadcasters Association* summer convention. Speakers include: Paul Kagan, Kagan & Associates; John DeLuca, The Wine Institute; and Donald B. Shea, U.S. Brewers Association. Hyatt Regency Del Monte hotel, Monterey, Calif. Information: (916) 444-2237.

July 31—Deadline for entries in World Hunger Media Awards, created and sponsored by entertainers *Kenny and Marianne Rogers*. Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 4—*National Association of Black Journalists* convention. Baltimore Convention Center, Baltimore.

August

Aug 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Theme: "Bridging the Gap: From Strategy to Reality." Fairmont hotel, San Francisco.

Aug. 7—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 7-8—*Wisconsin Broadcasters Association* annual summer convention. Pioneer Inn, Oshkosh, Wis.

Aug. 8-18—38th International Film Festival of Locarno, Switzerland, including category for television movies. Locarno, Switzerland. Information: 093-31-02-32.

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. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 9-16—Directors' Guild Hollywood workshop, sponsored by *American Film Institute*. Directors' Guild headquarters, Los Angeles.

Aug. 12-14—*Television Bureau of Advertising/Ster-*

ling Institute managing sales performance program for sales managers. Georgetown Inn, Washington.

Aug. 13—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston.

Aug. 15—Deadline for entries in Women at Work 1985 Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

Aug. 20—*Southern California Cable Association* seminar on systems operation and management. Marina Marriott hotel, Marina del Rey, Calif.

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 6—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: ay Cormier, Merrimack College, North Andover, Mass.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 13-15—Latin American conference for Journalists, co-sponsored by *Foundation for American Communications, Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western chapter meeting. Los Angeles Marriott, Los Angeles.

Sept. 17—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

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

Sept. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—*Institute of Electrical and Electronics*

Stay Tuned

A professional's guide to the intermedia week (July 1-7)

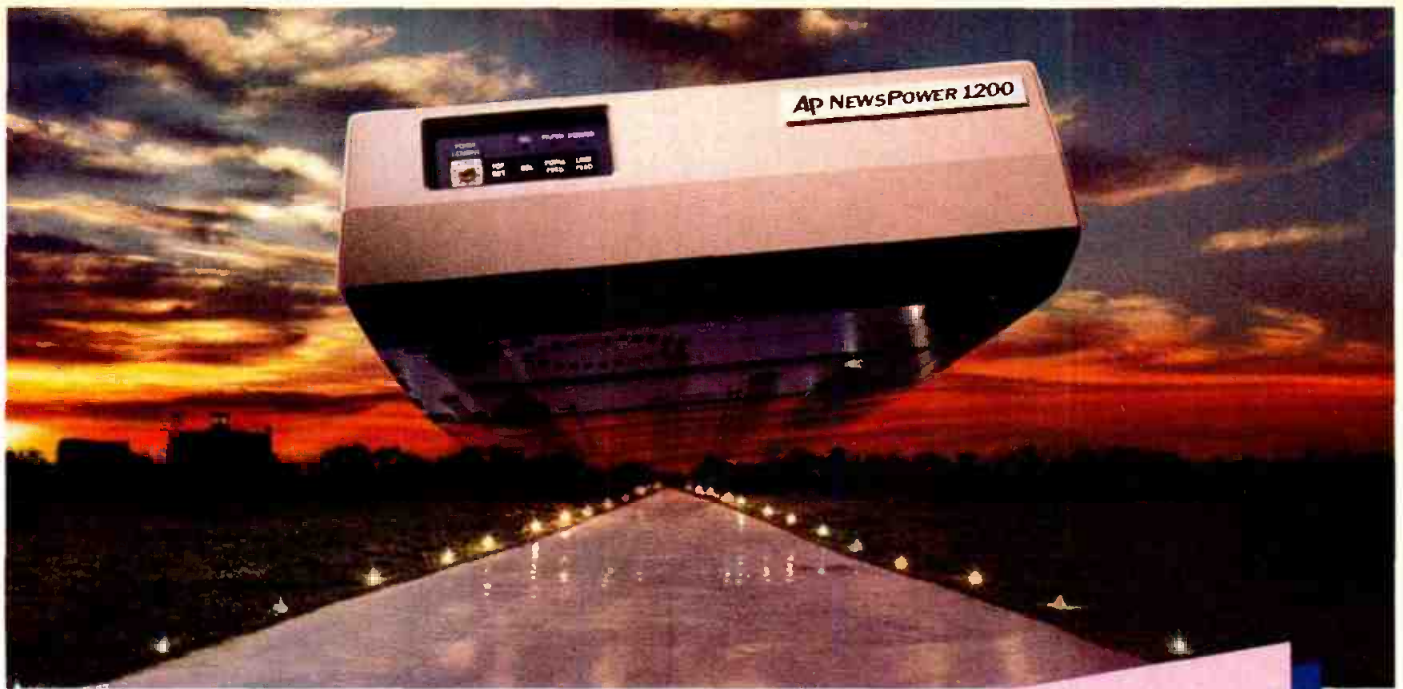
Network television □ **ABC:** *The Flight of Dragons* (animated fantasy), Sunday 7-9 p.m. **NBC:** *All England Tennis Championships* (live Wimbledon singles finals), Saturday 9 a.m.-2 p.m. and Sunday 9 a.m.-3 p.m. **PBS** (check local times): *Alive From Off Center** (lively arts magazine), Monday 10-10:30 p.m.; *The Compleat Gilbert and Sullivan: "Patience"* (light opera), Wednesday 9-11 p.m.; *A Capitol Fourth—1985* (concert), Thursday 8-9:30 p.m.; *Our Sacred Land* (documentary), Friday 10:30-11 p.m.

Network radio □ **American Public Radio:** *Ring of the Nibelung: "Das Rheingold"* (first of four operas), Saturday 2-4:30 p.m. (check local times). **CBS News:** *Tax Reform Update** (three-minute broadcasts), Fridays at 3:25 p.m. until issue is decided. **CBS RadioRadio:** *Spirit of Summer* (three-hour special edition of 15-week series), Saturday or Sunday (check local listings). **NBC Radio Entertainment:** *The Rock of Your Life* (30-hour anniversary program), Thursday-Sunday (check local times). **National Public Radio:** *A Capitol Fourth—1985* (concert), Thursday 8-9:30 p.m.

Cable □ **Arts & Entertainment Network:** *The Classiest Juke-Box in the World: The Story of the Boston Pops* (anniversary performance), Thursday 8:30-9:20 p.m.; *The Last Night of the Proms* (concert), Thursday 9:30-11 p.m.; *The United Nations Gala* (benefit music performance), Friday 9-10 p.m. **Cinemax:** *Al Jarreau in Concert*, Wednesday 10-11 p.m.; *Martin Mull Presents the History of White People in America, Part II* (satire), Thursday 10-10:30 p.m. **ESPN:** *Spirit of Excellence: The 1984 Los Angeles Olympic Games* (175-hour commemorative), approximately 11 hours per day, through July 14. **HBO:** *Wimbledon '85* (27 hours of tennis coverage), continuing Monday-Wednesday 5-8 p.m. and concluding Thursday 9 a.m.-noon; "Conan the Destroyer" (action fantasy), Monday 8-9:45 p.m. **Satellite Program Network:** *Japan Profile** (documentary series), Friday 2-2:30 p.m.; *Robert M. Taylor Special** (religious series), Friday 1-1:30 p.m. **The Disney Channel:** *Ben and Me* (animated special), Monday 2:35-3 p.m.; *Westward Ho the Wagons!* (western), Tuesday 7-8:35 p.m.; *American Folk Heroes* (animated special), Thursday 7-8 p.m.; *Wapatula* (comedy special), Thursday 8-8:30 p.m.; *The Million Dollar Dixie Delverance* (drama), 9-10:35 p.m.; *Stars and Stripes Forever* (fictionalized biography of John Phillips Sousa), Thursday 11 p.m.-12:30 a.m. **The Learning Channel:** *Images in Watercolor** (art series), Monday 1-1:30 p.m. **The Movie Channel:** "Racing With the Moon" (drama), Thursday 8-9:45 p.m. **The Nashville Network:** *Washington Celebrates Country Style* (patriotic gala), Sunday 12:30-1:30 p.m., 5:30-6:30 p.m. or 11 p.m.-midnight.

Museum of Broadcasting (1 East 53d Street, New York) □ *Before Music Video*, three musical series episodes, "Highlights of The Beatles and Elvis Presley on *The Ed Sullivan Show*," *Hullabaloo* and *The Monkees*, Tuesday-Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m. and Tuesday at 5:30 p.m. *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

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Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Teletext Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association of Broadcasters* fall meeting. Sheraton Inn, Tacoma, Wash.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk

Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 6-8—*Pennsylvania Association of Broadcasters* fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—*Kentucky CATV Association* annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—*National Broadcast Association for Community Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—*MIPCOM '85*, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—*National Religious Broadcasters* Midwest conference, "Building Relationships." Midland hotel, Chicago. Information: (312) 668-5300.

Oct. 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

Oct. 11-12—*Friends of Old Time Radio* 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 11-13—*Illinois News Broadcasters Association* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—*Women in Cable* national management skills conference, "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—*Nevada Broadcasters Association* annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—*National Religious Broadcasters Association* Southwestern conference. Holiday Inn, Dallas.

Oct. 13-16—*Women in Cable* fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-19—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—*American Women in Radio and Television* Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Chicago Tribune*. Chicago. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*, supported by grants from *John and Mary Markle Foundation*, *Lloyd Fry Foundation* and *Coleman Foundation*. Drake hotel, Chicago. Information: (315) 545-7500 or (312) 583-5000.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association*. Georgia World Congress Center, Atlanta.

Oct. 22-24—*New York State Broadcasters Association* 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 22-26—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

Oct. 24-26—*National Religious Broadcasters Association* Eastern area conference. Marriott Airport, Philadelphia.

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

November

Nov. 1-3—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Nov. 3-6—*Missouri Broadcasters Association* fall meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

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

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.

Nov. 13—*Ohio Association of Broadcasters* financial managers' meeting. Holiday Inn East, Columbus, Ohio.

Don't forget radio

EDITOR: Mr. Eger's comments on global marketing ("Monday Memo," June 17) ring true, but I found mention of radio conspicuously absent. Worldwide radio networks are as feasible as worldwide television networks and are far less costly to develop and maintain.

The foundation of global radio is music, and music programming is more readily acceptable in foreign markets than diverse television programs. There are many more radios in use worldwide than televisions and advertising costs would be considerably less for global radio.

Of course, it isn't as easy to develop a worldwide marketing strategy for an audio only medium as it is for a visual one, but it can be done effectively.

Radio will be competitive with television in the coming global marketplace and should not be overlooked.—*Richard Fusco, program director, WDST(FM) Woodstock, N.Y.*

Captioning supporter

EDITOR: The National Captioning Institute appreciates the coverage given in the June 10 issue of BROADCASTING to the fifth anniversary of the closed-captioning service. However, there is a concern at NCI that the readers might draw the wrong conclusion from the brief mention of Capital Cities Communications as to its long-standing sup-

port of closed captioning.

Capital Cities Communications through its syndicated division was one of the first to support closed captioning in 1980—the first year of "CC" television. Since then, Capital Cities has had all of its specials and documentaries closed captioned. Additionally, Capital Cities has volunteered considerable administrative time to NCI's Corporate Advisory Council which meets periodically to offer advice to NCI on how to obtain more private sector support of closed captioning.—*Don Thieme, director, public affairs and development, National Captioning Institute, Falls Church, Va.*

Being realistic

EDITOR: After reading the comments of a previous writer about the salaries in the broadcasting industry, I would like to comment that after 22 years in radio and TV I would never advise any educated person to enter the field in search of riches.

Salaries are low because of the oversupply of young talent coming out of universities and broadcast schools. History has shown that only a small percentage will end up with stable employment and decent earnings.

I would advise young people interested in broadcasting as a career to put aside their romantic notions and concentrate on the business end of the business.—*Thomas E. Laque, Hollywood, Fla.*

The logo for "Open Mike" features the words "Open Mike" in a stylized, outlined font. A lightning bolt symbol is positioned between the two words. The entire logo is enclosed within a rounded rectangular border.

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Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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AM-FM allocations. FCC has detailed how it will go about accepting applications for more than 1,000 new commercial FM stations that could result from its Docket 80-90 proceeding, giving AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing "windows." First window, which opened on June 13 (and will close on July 12), will be for 152 vacant commercial channel allotments currently lying fallow on commission's FM table. (Applications for modifications of existing FM licenses and construction permits also may be filed.) Windows subsequently will be opened for FCC's 689 Docket 80-90 allotments. Also, any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—will get same treatment.

FCC will stagger acceptance of applications for Docket 80-90 allotments, accepting those in windows assigned to one channel number at a time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13). Commission also has opted to use comparative hearings, not lotteries, to award grants.

United States has signed agreement with Canada enabling countries to establish new AM radio stations and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada would, among other things, permit qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In addition, agreement would permit, for first time, U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC has amended rules to permit full-time operations on 14 Canadian, Mexican and Bahamian AM clear channels (BROADCASTING, April 29). FCC hopes to be able to notify daytimers on Canadian clears of their nighttime power authorizations by end of summer (agreement with Canada has already been reached). AM daytimers operating on Bahamian and Mexican clears will have to wait until negotiations are completed with those countries.

Another agreement with Mexico last year permitted U.S. Class IV AM stations to quadruple nighttime power. Yet another permitted expanded use of FM baseband.

FCC has amended rules to permit applications for new and improved daytime-only stations within nighttime service area of Class I-A

stations on clear channels.

FCC also has announced tentative agreement with Canadians on new FM broadcasting agreement and implemented working arrangement updating technical standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24, 1984).

On another front, FCC has adopted new post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association, and Mass Media Bureau has mailed out authorizations to all 2,560 Class II and III daytimers. Those specify post-sunset power and permitted operation as of Dec. 10 last year (BROADCASTING, Dec. 10, 1984).

□

AM stereo. With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems.

Motorola's position in marketplace was strengthened in December 1984 when Harris announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Most, if not all, Harris stations may move into Motorola camp. Systems proposed by Belar and North American Philips had fallen by way-side long ago.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems (proposed by Motorola, Kahn, Harris, North American Philips and Belar Electronics) should be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

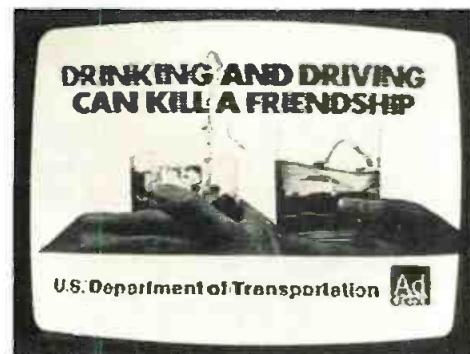
Kahn system, first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and K TSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

□

Beer-wine advertising ban. Attempts by citizen groups to obtain legislative ban on beer and wine commercials on radio, television and cable

have made little progress in 99th Congress. Group pushing for ban or counteradvertising, Project SMART (Stop Marketing Alcohol on Radio and Television), coalition of citizen groups including National PTA, has not been successful in finding congressional support for ban and has switched focus of its campaign toward achieving equal time for counteradvertising messages. Bill calling for mandatory counteradvertising was introduced in House by Representative John Seiberling (D-Ohio) but has failed to attract much support (BROADCASTING, May 20).

National Association of Broadcasters has made beer and wine ban its top legislative priority and has joined with advertising and beer and wine industries to block SMART's efforts. Broadcasters have also launched national public service campaign to combat drunk driving. Campaign includes broadcasts of numerous PSAs (BROADCASTING, July 2, Oct. 29, 1984). At present, Congress seems satisfied with broadcasters' public service campaign. House Telecommunications Subcommittee hearing in May seemed to reinforce that view as lawmakers voiced little enthusiasm for mandatory counter-



Anti drunk driving PSA

advertising but also warned broadcasters not to slack off in their PSA campaigns (BROADCASTING, May 27).

Legislation was introduced earlier this year by Representative Howard Nielson (R-Utah) calling for year-long study by Bureau of Alcohol, Tobacco and Firearms to determine if there is any relationship between alcohol abuse and promotion and advertising of beer and wine. Study would take broad look at issue and include all advertising in all media. Also, during first major airing of issue in Senate in February by Senator Paula Hawkins (R-Fla.), chairman of Subcommittee on Alcohol and Drug Abuse, little evidence of link between advertising and alcohol abuse was unearthed. Moreover, Senate Commerce Committee Chairman John Danforth (R-Mo.) released statement at that time stating his objections to ban (BROADCASTING, Feb. 11). Any legislation that would ban beer and wine commercials would be referred to Danforth's committee.

Furthermore, Federal Trade Commission Chairman James Miller testified his agency has no intentions of addressing issue of ban. Media's efforts to deglamourize drug and alcohol abuse on television programs were subject of

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"DALLAS" DO
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RUN?

OUTSTANDING



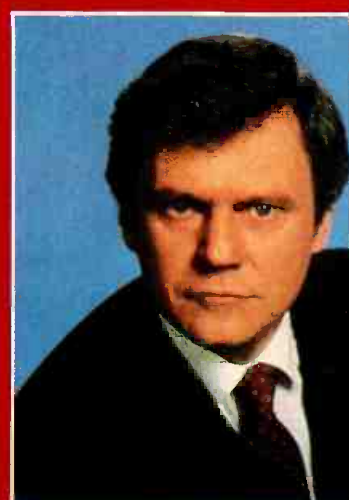
DETROIT

- Increased its own February share by 20%
- Up over the prior year in HH share, W18-49, W25-54, M18-49 & M25-54



RALEIGH

- Increased its own February '85 shares in W18-49, W25-54, M18-49 & M25-54
- Up over the prior year in homes and every adult category



NASHVILLE

- #1 in W18-49, W25-54 and adult 18-49
- Increased its own February '85 shares in homes and every adult category



TAMPA

- #1 in W18-49 and M18-49
- Increased its own share of homes and women demos from February '85



WICHITA

- #1 in rating, share, homes and all women and adult demos
- Increased its own February '85 share of homes, W18+, W18-49 & W25-54

ENDING!



HOPEKA

#1 in rating, share, homes and every adult demo
Up over the prior year in every category



RICHMOND

- #1 in rating, share and every adult demo
- Increased its own February '85 share of adult 18-49 and adult 25-54



MIAMI

- Increased its lead-in in rating, share and every adult demo
- Up over the prior year in rating, share and every adult demo



TULSA

#1 in rating, share, homes, M18+ and M25-54
Up over the prior year in rating, share, and all key demos

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SUCCESS STORIES...
STILL IN FIRST RUN.

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Senate hearing in April. Senate Permanent Subcommittee on Investigations held hearing during which subcommittee chairman and members made clear their view that whatever networks do should be voluntary rather than mandated by government.

□

Cable copyright. Cable copyright legislation has started to attract congressional attention. Indeed, major reform of Copyright Royalty Tribunal has become high legislative priority for 99th Congress. Movement to overhaul agency was sparked by resignation of CRT Chairman Marianne Mele Hall after it was publicized she was co-author of book that some members of Congress considered racist (BROADCASTING, April 29 et seq.). Two bills have emerged in House calling for major revamping of CRT. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), introduced H.R. 2784 that would substitute federal judges for CRT commissioners, creating Copyright Royalty Court to replace CRT (BROADCASTING, June 24). Kastenmeier held first of two CRT oversight hearings two weeks ago.

Under provisions of measure, Chief Justice would designate three district or circuit court judges to sit on CRC for six-year terms, tapping one to be chief judge for two years. Administrative Office of U.S. courts would take care of CRC's administrative needs. Bill would allow CRC to hire attorney and whatever other help it felt it would require. Bill would also permit parties to appeal CRC decisions to U.S. Court of Appeals for District of Columbia—same place CRT appeals are heard. It also would require disputing parties to try to settle their differences before coming to CRC through "mediation, negotiation, arbitration, appointment of special master or otherwise." If parties couldn't agree on procedure, CRC would mandate one. Parties would have six months to settle out of court.

Bill, H.R. 2752, offered by Representatives Mike Synar (D-Okla.) and Patricia Schroeder (D-Colo.), who sit on Copyright Subcommittee, would eliminate tribunal and freeze cable royalty rates until 1988 (BROADCASTING, June 17). Bill gives Congress until Jan. 1, 1988, to come up with another process for determining royalty rates. If Congress failed to act, entire system would cease to exist.

In addition to CRT reform legislation, cable industry and Kastenmeier are interested in overall reform of copyright law. National Cable Television Association and Motion Picture Association of America have already begun discussing ways to improve method by which cable operators determine compulsory license royalties. Under discussion is proposal for fixed per-subscriber, per-month payment to replace current percentage system (BROADCASTING, June 24). Final outcome of CRT legislation may depend on outcome of industry's discussions.

Among other copyright activities under review at CRT is distribution of 1983 cable royalty pool among copyright holders. CRT also has been asked to act on Turner Broadcasting System petition to reconsider CRT's 3.75% royalty rate decision.

On Senate side, Copyright Subcommittee Chairman Charles McC. Mathias (R-Md.) is equally concerned about future of CRT. Subcommittee is particularly concerned about three vacancies at tribunal (only two of five commission seats are filled). However, Senate won't move on any CRT nominations until White House sends all three nominations down, so legislators may act at once.

Senator Paul Trible (R-Va.), introduced measure that would codify FCC's must-carry rules,

but no action is planned (BROADCASTING, March 11).

□

Cable regulation. Cable Communications Policy Act of 1984 went into effect Dec. 29, 1984. Legislation establishes national regulatory policy for cable TV, pre-empting patchwork regulation of municipalities in many areas.

Act provides, after two years, for deregulation of rates for basic cable service in markets that are "effectively competitive." Legislation primarily weakens regulatory grip cities hold over cable franchises. It requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15). Standard should result in fewer than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

Still pending is FCC rulemaking proposing to implement equal employment opportunity aspects of cable act (see "EEO" entry below).

□

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 25).

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, who introduced bill (H.R. 4097) last year that would have required commercial television stations to carry quota of educational programming for children, criticized court decision as assuming "very theoretical world." Aide said Congress will revisit issue if commission and courts do not act.

□

Communications Act. Broadcasting deregulation legislation resurfaced in 99th Congress. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) introduced bill that would eliminate comparative renewal process among other things (BROADCASTING, April 1). Measure is identical to bill (H.R. 2182) offered in previous Congress.

Broadcasting industry's drive to achieve regu-

latory relief came to standstill last year after hearing before House Telecommunications Subcommittee (BROADCASTING, Sept. 24, 1984) laid issue to rest. Broadcasting industry made it clear that proposed legislation offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell (D-Mich.), chairman of Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.), was unacceptable.

During hearing, National Association of Broadcasters, which dropped its drive for regulatory relief in House of Representatives months before, called for enactment of broadcasting deregulation bill restricted to radio. But members failed to respond to request.

□

Crossownership (network-cable television). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. But FCC is not expected to address rule-making any time soon.

Co-located broadcast and telephone crossownerships of cable have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

□

Direct broadcast satellites. Future of DBS medium is much in doubt these days as two DBS forerunners have faltered badly. After planning for five and a half years and spending \$140 million, Comsat's Satellite Television Corp. announced in late November 1984 it would move ahead with its plans for six-channel national ser-



Home DBS antenna

vice. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, has filed for Chapter 11 bankruptcy protection.

The last blow for both ventures came in November 1984 when Comsat and Prudential, US-CT's principal backer, could not come to terms on proposed merger.

STC and USCI are not only players in DBS game. Hubbard Broadcasting's United States Satellite Broadcasting, Direct Broadcast Satellite Corp., Dominion Video Satellite, all among first group to receive high-power DBS permits in 1982, are moving ahead with plans to build and launch DBS system in 1987 or 1988. All have same problem: financing.

And last March, FCC granted permits to second group of would-be DBS operators: Satellite

"Where Things Stand" continues on page 87.

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KNOTS
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A compulsory license commentary from Preston Padden, president, INTV, Washington

Some caveats for Congress on a compulsory license

"...The Cable Act is premised in large part on the understanding that cable is a direct competitor to broadcasting."—James P. Mooney, president, National Cable Television Association, April 17, 1985.

"...Rooftop antennas will become as extinct as the dodo bird."—Edward M. Allen, NCTA chairman, 1985 NCTA convention, Las Vegas, June 8.

Both of these statements were made while broadcasters and cable operators were awaiting a decision by the U.S. Court of Appeals regarding the future of the FCC's must-carry rules. At the same time, legislation to abolish or reform the Copyright Royalty Tribunal was being debated, and the trade associations for motion pictures and cable were discussing a new approach to cable copyright. Against all this activity, we need to review the underlying relationships among the public interest, the television marketplace and the parties competing in that marketplace.

Broadcasters prosper or wither on their ability to render service to their local communities. The growth of new independent stations is providing important program diversity and advertising alternatives. All broadcasters must negotiate in the marketplace for the rights to all of the programs they broadcast; this is very expensive, usually consuming one-third to one-half of an independent station's revenue.

By contrast, cable has evolved as a natural local monopoly, rendering a service that charges the consumer. Congress has conferred on the cable industry a great gift, called a compulsory license, for the retransmission of *broadcasters'* programming. The compulsory license insulates cable operators from the forces of the marketplace, providing free use of local broadcast programs and small costs for the importation of distant signals. If Mr. Mooney is correct in contending that cable is the "direct competitor of broadcasting," why should Congress confer on it the privilege of being subsidized by its competitor? Certainly, the compulsory license lowers—remarkably—the program expenses of the cable industry.

And, more important, the compulsory license applies only to programming created by, or purchased by, broadcasters. Programs still in the vaults of film producers can't be had for nothing. Hollywood producers, for their part, can still collect twice when distant signals are imported. The producer sells programs to broadcasters and later collects a royalty when cable takes a signal from far away. Convenient this may be for producers



Preston Padden is president of the Association of Independent Television Stations, Washington. Before joining INTV in May, he was assistant general counsel at Metromedia's Washington office, where he worked for the past 12 years.

and cable operators, but one will search in vain for any similar arrangement among broadcast competitors.

In light of this cozy arrangement, it would not be surprising if the cable and motion picture industries could succeed in reaching easy agreement on a new compulsory licensing scheme. This is not a case of "let's you and him fight" but of "let's you and I divide up what belongs to him." A question quickly arises: Is there a public policy basis for Congress to wade into the television marketplace and confer a compulsory license upon one party—cable—to use the product of a second party—broadcasters?

Cable's current compulsory license was adopted in 1976. According to the legislative history, Congress firmly concluded that cable systems are commercial enterprises that should pay copyright royalties for the retransmission of program material. Congress also concluded, however, that it would be "burdensome" to require cable, then perceived as a "mom-and-pop" industry, to negotiate for program rights. In opting for the compulsory license, Congress also took into account the FCC's "intricate and complicated" cable rules, as they existed in 1976.

The marketplace has changed greatly during the last decade. Cable has come of age. According to NCTA estimates, cable revenue totaled \$8.4 billion in 1984 and is expected to grow to \$16.5 billion by 1990. Does a mature industry of that magnitude really require the continued subsidy of a compulsory license?

If a compulsory license is, nonetheless, deemed appropriate for cable, what provisions should be made to take into account the impact that such government intervention has upon the others who are left to compete

in the program marketplace?

■ First, cable should not be permitted to use its compulsory license to discriminate among local broadcast stations. It is manifestly unfair for cable to use its compulsory license for broadcast programming to influence the competition among local stations by "cherry picking"—the carrying of some stations and the exclusion of others. The impact upon emerging new independent stations could be particularly severe.

■ Second, cable's compulsory license should yield whenever it conflicts with an actual negotiated exclusive license for the same program in the same market. If a broadcaster has successfully negotiated in the open market for an exclusive license for a program (and paid dearly for it), cable's compulsory license simply cannot be allowed to override that negotiated license.

Mr. Allen's prediction that rooftop antennas will be as extinct as dodo birds is enlightening in view of cable's continuing argument that all problems can be solved by a "simple A/B switch" that allows a viewer to choose between (A) over-the-air programs and (B) cable programs. The dodo bird couldn't fly and became extinct. The argument about the "simple A/B switch" has earned similar extinction.

Finally, we have one further example of the reasoning used by George Orwell's pigs in his celebrated allegory, "Animal Farm," that declares, "All animals are equal—but some are more equal than others." In June 1985, a UHF station in Newark, N.J., WWHT (channel 68), decided to switch from subscription programming to an evening schedule of music video programming. Attorneys for three different cable companies immediately petitioned the FCC for must-carry waivers, and attorneys for MTV Networks Inc. filed a 50-page argument with the commission. In essence, they contended that while cable is free to filch programming from broadcasters, local broadcasters must not compete with a cable service. They complained that "WHBT now programs a format which, during the primary viewing hours, is directly competitive with MTV and VH-1." The most interesting reasons turned up on pages 46 and 47:

"Cable carriage of WHBT throughout the New York, Linden-Paterson-Newark, N.J., market will undoubtedly facilitate the sale of advertising by WWHT, but none of this revenue will inure to the benefit of cable operators who could otherwise utilize the affected channel for more valuable purposes."

In other words, the cable interests are clearly positioning themselves to use their monopoly power to select what broadcast signals help them attract viewers while blacking out local stations they regard as direct competitors to themselves. I don't think this is what Congress had in mind. ■

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TEENAGE SUICIDE DR

Broadcasting Jul 1

Vol. 109 No. 1

TOP OF THE WEEK

The media: hindrance or help to hostages?

As crisis of Flight 847 continues, role of media, especially TV, questioned; are they patsies for terrorists or serving journalistic purpose?

For more than two weeks, it had been going on, the daily drumbeat of television news bulletins and specials and regularly scheduled newscasts bringing to the American people the story of the hijacking of TWA Flight 847 and the taking of American hostages whose number as of last Friday had dwindled to 39. The morning news programs, with their 90 minutes of time, were full of the subject, and when news was lacking, there was never a shortage of "experts" to interview. As is always the case in such situations, the media—generally meaning network television—became part of the story. The media, as Ted Koppel put it on a *Nightline* program devoted largely to the subject, were "on trial once again."

Were they being used by the terrorists? Were they damaging America's interests by excessive coverage that so disturbs viewers as to weaken the government's ability to deal with the crisis? Were the network stars crossing the line separating journalism from diplomacy? And to what degree does competition among the networks affect the story?

The questions have been asked before, during the Vietnam war and, more to the point, during the last major taking and holding of American hostages, in Teheran, Iran, in 1979-81. And, if things break wrong for the U.S. again, they will probably be asked again.

Former Secretary of State Henry Kissinger has been among the more prominent critics of the manner in which the American press—again meaning principally network television—has been covering the crisis. Two weeks ago, he called the (literally) riotous press conference held by the terrorists to show off the hostages a "humiliation" for America, and suggested that the media deny terrorists such a forum. In the absence of American press attention, he said, "there would be fewer dog and pony shows like this." Without endorsing such a suggestion, Senator John Glenn (D-Ohio), in an appearance on the *Today* show, indicated he knew what was troubling Kissinger: "International publicity is the mother's milk of terrorism."

Still, it's not only those sensitive to the needs of policy makers for freedom of action who are concerned about what they see as excessive coverage and the perceived advantage it gives the hostage-takers. Stephen Klaidman, a senior research fellow at the Kennedy Institute of Ethics at Georgetown University, last week wrote a column for *The New York Times* op-ed page saying the gunmen who seized the TWA plane and "their patron," Nabih Berri, "have proved once again how easy it is for terrorists to make television their accomplice." Journalists, he said, "pump up the story daily," insuring that it dominates the news, thereby "playing right into [the terrorists'] hands."

Michael Robinson, director of the Media Analysis Project at George Washington University, does not seem as angry. But he, too, regards the coverage as "excessive." He noted that ABC, CBS and NBC were devoting all of the first half-hour of their morning shows—except for the time devoted to weather reports and bumpers—to the story. "Very few things" are worth that much attention, he said. "And this is not one of them." What's more, he saw an "unnerv-

ing" difference between the coverage of the hostage situation in Teheran and the one that was still unfolding in Beirut last week. Six years ago, Robinson said, "most of the media were egged on" by the Carter White House. "This time... the networks, *The Washington Post* and *The New York Times* have been egging the President on, to become more involved in the news."

Have the media gone off on a wild, irresponsible jag in their coverage of the story? Without having been in the trenches—or at least in a control booth—during the coverage of such a story, making a fair judgment may be difficult. For those directly involved, such complaints appear to be incomprehensible. NBC News President Larry Grossman last week noted that "40 Americans [Jimmy Dell Palmer was yet to be released]" are being held. The Syrians, Russians, Iranians and Israelis are involved. "Escalation is a prospect; the President has canceled his vacation." In short, the story was a major—even frightening—one. He called Kissinger's statement "outrageous"—and surprising, "coming from one of his background who has appeared on every television network."

To Hodding Carter, now host of the public broadcasting program, *Capitol Journal*, but who during the Carter administration was the State Department spokesman, much of the criticism of the media's alleged hype of the hostage story is off the mark. For it is not, in his view, the media that control the agenda. "The government is not without resources to hold off or encourage a media presence." Carter spoke from experience. He recalled that during one 10-day period of quiet negotiations with South American countries aimed at freeing the American hostages in Teheran, he was ordered to stop talking about the issue—"and the story all but vanished." The Reagan administration, he suggested, was not trying to turn down the volume of the media's coverage when it announced the cancellation of the President's vacation and assigned presidential spokesman Larry Speakes the job of telling reporters—and through them the world, includ-

ing that part of Beirut inhabited by Shiite Moslems—that the President was pondering a blockade of Lebanon or perhaps a shutting down of the Beirut airport. A signal was being sent.

And no one was complaining about the media transmitting it. But the drive to be first with information—combined with the remarkable technology available and the adeptness of those holding the Americans to take advantage of it—made for some extraordinary—and to some, disturbing—viewing. The *New York Times*'s John Corry, for instance, sees anchors sliding out of their role as journalists and into those of diplomats to "negotiate" with what might be called "the other side." On CBS there was Dan Rather's interview last week with Nabih Berri, the Shiite leader, during which viewers heard Berri say that if Israel transported its 700-plus Lebanese prisoners to a neutral country, he was ready to send all the Americans held in Beirut to the same country, "to make the exchange." Rather and CBS undoubtedly saw the piece as providing viewers with important information. But Rather, Corry commented, "was not a reporter; celebrity status made him a policy maker. The policy was that Israel had to behave sensibly and release its detainees." Clearly, that was the kind of piece Kissinger would prefer to see not broadcast.

When the history of the journalism of the story of TWA Flight 847



is written, there may be several reasons cited for the intense coverage given the story from almost the first report of trouble. ABC News's Sam Donaldson offered one in remarking, "We have an institutional memory." The press, he said, remembers 1979 and the conviction that, although the taking of the American embassy in Teheran was a major story, it was not one likely to last more than a few days. "When this one occurred, and the plane was flying back and forth between Beirut and Algiers, we came up to speed fast."

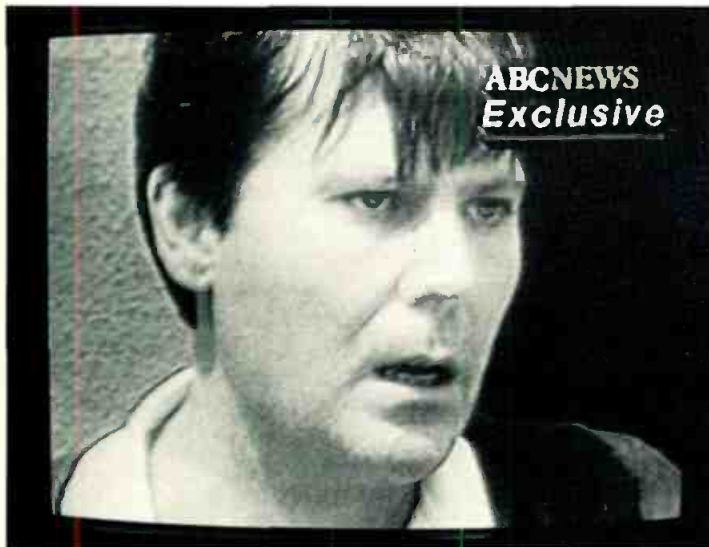
Then, too, of course, there is the matter of competition—and the fact that the network news operations are operating with a different cast of characters from those at work in 1979. Walter Cronkite and John Chancellor have left the anchor booths at CBS and NBC and the three-anchor experiment is now only a dim memory at ABC. "The competition among the anchors was not as keen as it is now," Donaldson said. Each of the news departments, he noted, is attempting to outshine the competition.

NBC has been in an awkward position in that regard. While CBS

and ABC have been served by their new-generation anchors—Rather and Peter Jennings—NBC's Tom Brokaw for the first 10 days of the story was in Africa, on safari with his family. It wasn't until Monday that he emerged from the bush, called his boss, Grossman, and said he was ready to get back to work. The decision was to send him to Beirut and keep Roger Mudd in the anchor slot in New York. "It gives us a one-two punch," said Grossman. But Donaldson, noting that Brokaw had been out of the story for a week and a half, couldn't suppress a note of skepticism. "Do we have a reporter who wants to cover the story, or a reporter who wants to catch up in terms of public relations. Brokaw is a little late."

So much for camaraderie among network journalists.

As the ordeal of the hostages continued, so did the increasingly close scrutiny being given the media's coverage. It's not new, of course, this coverage of the coverage. The media have become too big to ignore, their potential influence too great. Whether it's an election or a hostage taking, they have become part of the story. □



Hostage Conwell



Correspondent Brokaw

Networks on the Beirut beat: Keeping up with the crises

The networks maintained their vigils again last week as the Beirut hostage crisis wore on. It was a waiting game, with journalists jumping on such breaking developments as the release of one additional passenger because of his poor health or the proposal by Nabih Berri, the Shiite leader, to transfer the hostages to a Western embassy either in Beirut or Syria. Otherwise, the focus was sidebar stories—backgrounders on the Shiite religion, international terrorism, airport security and interviews with friends and relatives of the hostages.

ABC's Charles Glass scored another reporting coup last week, with an exclusive interview with three hostages at an unnamed seaside restaurant south of Beirut. Glass spent about two hours with the hostages, under armed guard at all times, and conducted a 45-minute interview, a tightly edited version of which first aired between 11:08 a.m. and 11:28 a.m. last Thursday (July 27). Viewers heard hostage spokesman Allyn Conwell proclaim that Israel's detention of more than 700 Shiite Lebanese was "contrary to the Geneva accords," and that those not considered prisoners of war or criminals should be let go.

At one point in the interview, Glass told Conwell, "I didn't want you to do [the interview] if you felt it would be done for propa-

ganda purposes." Conwell acknowledged that the hostages were concerned about being used in a propaganda war. "We are realists," he said. "They are utilizing this situation to their own best means." He added that "fortunately or unfortunately, many in our group have a profound sympathy for the cause [of the Shiites] in saying to Israel, 'free my people.'" But of the Amal group's involvement in the crisis, Conwell added, "Certainly I do not exonerate them from blame."

ABC News made the interview available to other news organizations on two conditions: first, that ABC be credited, and second, that the interview be embargoed until 6:30 p.m. Thursday (June 27). Both NBC and CBS picked up the Glass interview for their evening newscasts that night.

In a separate development, NBC anchor Tom Brokaw cut short a vacation to Kenya last Tuesday (June 25), 12 days into the crisis, and flew to Beirut to cover the story. When the crisis first began, NBC News President Larry Grossman rejected the idea of recalling Brokaw. But last week, with no end to the crisis in sight, Brokaw recalled himself. "This was not a ratings ploy," said a network news spokesman. During the first week of the hostage crisis the average ratings of the network evening newscasts (June

17-21) were: CBS, 12.3/26; ABC, 10.2/21, and NBC, 9.9/21. The week prior to that, ending June 14, the tallies were: CBS, 11.1/23; NBC, 9.8/21, and ABC, 9.5/20. (For the morning news shows during the week ended June 21, *Today* squeaked by *Good Morning America* with a 4.8/23, compared to *GMA's* 4.7/23 and *CBS Morning News's* 2.9/14.)

Brokaw's first report—which an NBC insider described as containing "nothing terribly earth-shattering"—came last Wednesday. On Thursday he interviewed Nabih Berri, who for the first time suggested that the ordeal was at the point where if things went well it could all be resolved within "72 hours." And the networks were preparing for such an outcome last week. Network pool coverage operations were set up at Weisbaden hospital (by CNN) and Lindsey Air Force Base (CBS), both in Frankfurt, West Germany, where it is expected the hostages will be taken for medical checkups and debriefings when released.

CNN deployed reporters and crews to Beirut after a week of hesitation out of concern that radical Shiite groups might retaliate in response to the escape (or release, as some believe) earlier this year of former CNN Beirut bureau chief Jeremy Levin, who was held hostage for 11 months. □

Networks' upfront sales off and running

CPM increases likely to be a high, single-digit number; NBC leads in sales of spots in prime time; ABC most active seller in daytime; news market most advanced of three upfront markets

Deal-making began last week for the three television networks and advertising agencies that negotiate the "upfront" network sales. It started on Thursday and Friday (June 27-28), and by next week, several billion dollars worth of network time orders or holds (the latter an agreement by a network to reserve certain advertising spots pending approval by the advertiser) should be completed.

In the \$2-billion-plus, prime time, upfront market, NBC was closing the most deals while ABC, by most accounts, was the most active in the \$1-billion daytime market. The news market was the most advanced of the three adult upfront markets and was well over half written last week. At present, it appears that cost-per-thousand increases will average out to a high, single-digit number.

Larry Hoffner, vice president of national sales for NBC, said last Thursday (June 27), "We have written a few hundred million dollars in prime time so far... There may be some activity late tonight and some tomorrow. By the middle of next week it should really be going full blast."

Concurring that same day was William Croasdale, senior vice president and director of network TV and programming at BBDO: "I think the networks will write a lot tomorrow. My gut feeling is that the bulk will be done before the July 4th weekend."

It was generally agreed by both agency and network officials that NBC was obtaining cost-per-thousand percentage increases in the low teens. Combined with improved delivery of households and demographics, spots on many NBC shows were registering unit price increases of 20% or more, in many cases. That network's *Cosby Show* more than doubled its price, from \$115,000 last season to an estimated \$275,000 per 30-second spot next fall.

ABC and CBS will, of course, have a harder time obtaining CPM increases, but both are expected to hold back more inventory than last year, which saw an unusually high percentage of availabilities sold in the upfront market. It is estimated that ABC sold 75% of its prime time inventory in the 1984-85 upfront market and 70% of its daytime inventory. The percentages this year may be more like 70% and 65%, respectively.

On the demand side, most advertisers are expected to hold back a higher percentage of their advertising dollars to use in the scatter market, rather than committing as much upfront (BROADCASTING, June 3). But Jake Keever, vice president in charge of sales, ABC, and Jerry Dominus, vice president, sales, CBS Television Network, agreed total dollars committed to prime time would be very close to last year's \$2.4 billion and daytime should be just below last year's \$1 bil-

1985-86 30-second prices: estimates and guesstimates

Good Morning America	\$15,000
Nightline	\$35,000
CBS Evening News	\$60,000
Twilight Zone	\$90,000
Monday Night Football	\$175,000
60 Minutes	\$210,000
Cosby Show*	\$275,000-\$300,000
Super Bowl	\$550,000

*Believed to be highest unit price for regularly scheduled show.

lion. Said Dominus: "We keep close track of each of the 151 players in prime time and 113 players in daytime so it's not just a guessing game."

There are opinions as to how the NBC pricing will affect the other two networks. One is that a high price increase by the RCA subsidiary will make it easier to justify increases by the other two networks. The opposite point of view is that agency negotia-

tors would want to pay less to ABC and CBS, to the extent that they pay more to NBC.

Specific numbers in network negotiations are hard to come by and harder to confirm. But for the roughly \$300-million news upfront market, it was generally agreed that cost-per-thousand increases for evening news programs were in the upper single-digit range. Several sources tried to explain the increase, saying that it might have been higher but for some weakness in the third-quarter scatter market and noting that it follows strong increases in previous years.

In daytime, ABC's Keever said, "Of our goal we have probably written 25% to 30% of orders and holds. By the time your article appears, it may be up to 40%."

The larger question this week's activity may answer is how each network will fare in total revenue for the year. Overall estimates for the three networks are that they will post a low single-digit percentage gain in total dollars over the previous year. If last year's Olympics are subtracted from the equation, the increase is expected to be a high single-digit number. □

Court ruling halts MMDS grants

Day before lotteries were scheduled to award major-market licenses, appeals court grants stay by applicant objecting to FCC's failure to give women minority preference

The Court of Appeals in Washington decried the FCC's plans to hold its first lotteries last Friday morning (June 28) to award major-market grants for multichannel multi-point distribution service.

In an order issued late Thursday, a three-member panel of the court—Judges J. Skelly Wright, Patricia M. Wald and Harry T. Edwards—directed the FCC either to postpone the lotteries until the commission resolves its pending rulemaking proposing to give women lottery preferences or to modify its lottery procedures to protect women MMDS applicants until the preference issue is resolved.

The FCC opted for the postponement. FCC officials said it didn't make sense to try to modify the procedures. There are more than 1,200 applications pending in the nine markets up for grabs—Boston, New York, Chicago, Cleveland, Denver, Dallas, Detroit, Houston and Kansas City, Mo. So there was no fast way for the FCC to figure out which of those applicants were deserving of protection.

As it stands, FCC officials said the commission is planning to resolve its rulemaking proposing lottery preferences for women before the August recess (which begins Aug. 9). If the FCC rejects the preference as expected (Commissioner Mimi Dawson is believed to be the only sure vote for the preference), the commission would be able to reschedule the lotteries soon thereafter and hold them as originally planned. If the FCC

adopts the preference, it was being speculated that it might take the commission another three or four months to get its more than 16,000 MMDS applications in order.

Stella Pappas, who filed MMDS applications in 105 markets, challenged the FCC's decision not to award women preferences and asked the court to protect her applications until the issue is resolved (BROADCASTING, June 17). In her court brief, Pappas—the wife of broadcast group owner Harry Pappas—contended that the history of legislation authorizing lotteries "clearly" expressed Congress's intention that women be granted a preference.

In its order last week, the appellate court said it had not had enough time to weigh every aspect of Pappas's case. "The question posed is a difficult one, but petitioner's claim is far from frivolous," the court said. "We are satisfied, however, that action by the court is justified to avoid the irreparable injury that would arise from conducting a lottery without determining how the outcome might be altered if the principle that petitioner seeks to establish were applied."

Jack Smith, FCC general counsel, told BROADCASTING he didn't receive word of the court's action until after 5 p.m. Thursday (June 27). "We were somewhat surprised," Smith said. "We thought they [Pappas] didn't have any case whatsoever for a stay."

Smith also said the commission had no plans to appeal the court's ruling "at this time."

Mark Foster, chairman of Microband Corp. of America and long-time proponent of MMDS, said he was disappointed by the delay. "The power of minorities in this world is stronger than you think," Foster said. □



On the dais. Capcities executives awaiting shareholder approval of the merger with ABC are (l-r): Joseph Dougherty, John Sias, Gerald Dickler, Thomas Murphy, Daniel Burke, Ron Doerfler and William James.

Capcities/ABC merger gets OK's

Shareholders of both companies show enthusiastic support for buyout

Shareholders of both American Broadcasting Companies Inc. and Capital Cities Communications gave overwhelming approval to the proposed sale/merger of the two companies that was first announced March 18 (BROADCASTING, March 25). The go-ahead came last Tuesday morning (June 25) at shareholders' meetings held simultaneously in New York. Following the ABC meeting, that company's board of directors authorized the purchase of up to \$300-million worth of ABC common shares, which could realize an extra cash gain for ABC shareholders after Capital Cities completes its acquisition of ABC.

At the ABC meeting, shareholders also re-elected the company's board of directors and ratified the selection of accounting firm Peat, Marwick, Mitchell & Co. as independent auditors. Defeated by shareholders were a proposal to limit the terms of outside directors to seven years and a resolution that would establish a panel of independent scientists to approve all ABC News documentaries and broadcasts that reported on scientific and technical matters.

ABC Chairman Leonard H. Goldenson, presiding at his last meeting, noted that the equity of ABC shareholders at the end of ABC's first year in 1953 (after it merged with United Paramount Theaters) totaled \$79 million; in 1984 it approached \$1.4 billion—an increase of 1,800%. Goldenson also noted that a shareholder who bought one share of American Broadcasting-Paramount Theaters—as the company was then called—in 1953 for 14¢, today, after stock splits and market appreciation, owns a share valued at \$589. "Those who had faith in our company were rewarded with a cumulative return of just under 4,000%, exclusive of dividends, over 32 years," he said.

Of ABC's 29,064,103 shares of common stock, owners of 25,703,840 were present or represented by proxy at the stockholders meeting. Among them, 23,109,659 were voted in favor of the merger, 2,489,029 were not voted, and 105,152 were voted against.

Stockholders representing 3,360,263

shares did not return a ballot.

The official vote on shareholder approval at the more-than-two-hour ABC shareholders meeting took a relatively short time. Most of the meeting was taken up by questions and comments from shareholders. When shareholder Evelyn Davis, a consistent presence at all kinds of shareholder meetings, protested that she thought it was wrong that both ABC and Capital Cities were holding their meetings simultaneously—and thereby preventing her from attending both—Goldenson replied: "When we have our next merger we'll do it the way you suggest."

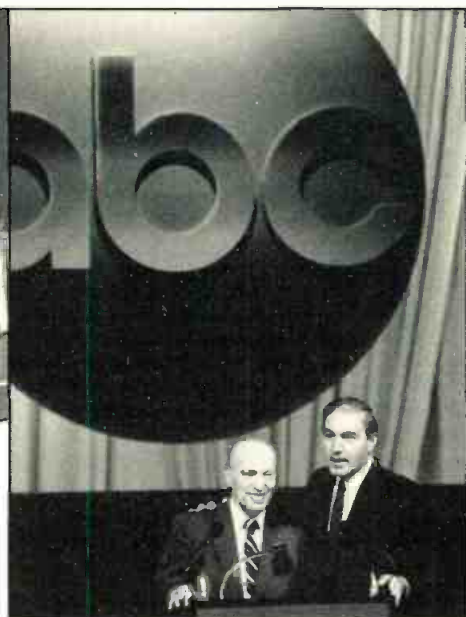
Across town at the Grand Hyatt Hotel, Thomas S. Murphy, chairman of Capital Cities, ran a businesslike but relaxed meeting where the merger agreement was approved by more than 96% of the shares counted (less than 1% were voted against the merger, with the remainder not voted).

The 50-minute meeting was one of congratulations and nostalgia, with Capcities president, Daniel B. Burke, saying there was a bittersweet aspect to the changes that are to take place because it would break up the "organizational and structural continuity" of the company.

The compliments came in remarks Burke made about Murphy—"We wouldn't be here today considering these opportunities without his leadership"—and in an apparently spontaneous shareholders' resolution thanking Capcities management for its leadership.

After the business of the meeting was done, Murphy took questions from the floor. One shareholder asked about minority representation on the board of directors—currently all 11 directors are white males—to which Murphy responded that because the board of the merged company would increase to accommodate Warren Buffet and seven ABC directors, it was unlikely that the board would be further enlarged to accommodate minority or female representation (after the merger the company plans to amend its charter to allow for up to 21 directors).

The Capcities chairman also said he had no further news about any asset dispositions but he said the newly merged company would not attempt to keep a minority owner-



At the podium. Leonard Goldenson (l) and Frederick Pierce receive ABC stockholder approval of the merger with Capital Cities Communications.

ship in WXYZ-TV Detroit, as had been suggested in recent articles: "We have too much on our plate already." Murphy also said that as for any decision on radio, "We plan to continue operating the radio networks." He said the company had received more than 400 inquiries about the assets to be sold.

The decision by ABC's board to buy back up to \$300 million of stock came as no surprise. According to the merger agreement with Capital Cities announced March 18 (BROADCASTING, March 25), ABC is permitted to spend up to \$1.1 billion to buy ABC common stock prior to the closing of the merger. ABC said it could finance the authorized purchase of shares from an existing \$350-million credit line.

The purchase of its own common shares will increase the final value ABC shareholders realize from the merger by taking advantage of the "spread" between the trading price at purchase and the final agreement by Capital Cities to offer \$118 per common share plus one-tenth of a warrant to buy Capital Cities common stock. (One whole warrant lets an ABC shareholder buy one share of Capital Cities common stock for \$250 per share for a period of two-and-a-half years following the closing.) Warrant holders also have 90 days in which to accept an offer by Capital Cities to buy each whole warrant for \$30, which boosts the total value to ABC shareholders to at least \$121 per share—there's an added stipulation that if the deal does not close on or before Jan. 6, 1986, the purchase price per share increases at least 6%.

ABC's stock has traded between \$83 and \$115 per share since the March 18 merger announcement, and on the day of the shareholder meeting it closed at \$113.50 per share, up 50 cents. Also, since under the buyback program there would be fewer ABC common shares outstanding, each share would be worth more than one-tenth of a warrant for Capital Cities stock. □

Supreme Court reverses course on libel protection

Decision in Dun & Bradstreet case finds no protection for matters found to be not of 'public concern'

The Supreme Court last week stunned members of the media and libel and First Amendment lawyers with a decision that halted and even reversed what had been a steady expansion of First Amendment protection in the face of libel suits. The case at issue was not expected to produce such a result—it involved a suit brought by a construction contractor against the credit-reporting service, Dun & Bradstreet Inc., for an erroneous report to five clients that the contractor had filed for bankruptcy. The question presumably at issue was whether credit-reporting firms were entitled to the same First Amendment protection as newspapers and broadcasters. But the court, though divided on some of the issues, used the case as a vehicle for holding that the First Amendment does not protect libelous statements in cases that do not deal with matters of "public concern"—a holding that could apply to newspapers and broadcast companies.

Media lawyers expressed concern that the ruling could lead to an increase in the number of libel suits brought by private parties, as well as to an increase in the complexity of defending them. For judges will be required to determine whether a statement is a matter of public or only private concern. If it is a matter of private concern, the plaintiff could be awarded presumed and punitive damages as well compensatory damages. Nor was that the only element in the opinions issued by the court that disturbed the First Amendment lawyers. Justice Byron White, in a concurring opinion in which Chief Justice Burger joined, said he favored a re-examination of the landmark 1964 *New York Times v. Sullivan* decision that gave the media considerable protection against suits by public officials, a protection later extended to public figures.

The Dun & Bradstreet case had given the court considerable difficulty. It required two oral arguments on the issues—the first in March, in the last term, the second, in October, during the current term—and produced four opinions, none with the backing of a majority. But five of the justices in three opinions upheld the verdict of a jury in Vermont that awarded Greenmoss Builders Inc., of Waitsfield, Vt., \$50,000 in compensatory damages and \$300,000 in punitive damages. The libel grew out of the work of a 17-year-old part-time employee who in checking bankruptcy filings mistook the record of an employe of Greenmoss for that of the company itself. The report went to five Dun & Bradstreet clients. The company later issued a correction, but refused to tell Greenmoss which clients received the original report.

Principally at issue in the court's opinions was a ruling issued in 1974—*Gertz v. Welch*—that a private party who claimed to have been libeled could not collect presumed and punitive damages for false statements

unless the party showed "actual malice," that is, knowledge of falsity or reckless disregard of the truth. The court did not specify whether that holding was restricted to libels involving matters of public interest, and over the years state and federal courts differed on whether it applied to matters of private concern. Last week, a majority of the Supreme Court said it did not.

Justice Lewis Powell, who wrote the plurality opinion, said: "We have long recognized that not all speech is of equal First Amendment importance. It is speech on 'matters of public concern' that is at the heart of the First Amendment's protection. . . . In contrast, speech on matters of purely private concern is of less First Amendment concern." And Powell said there was "no credible argument" that the Dun & Bradstreet type of reporting requires special protection to insure robust and wide-open debate. Justices William Rehnquist and Sandra Day O'Connor joined Powell in the opinion, and White and Burger endorsed the conclusion in concurring opinions.

Justice William Brennan, in a dissenting opinion in which he was joined by Justices Thurgood Marshall, Harry Blackmun and John Paul Stevens, argued that the five jus-

lecting presumed or punitive damages.

The case was decided on Wednesday, June 26, a day before a long-scheduled hearing of a House Judiciary subcommittee on libel law and the First Amendment. The timing offered the lead-off witness, Floyd Abrams, a leading First Amendment lawyer, a forum for expressing his concern about the court's action. "It's a terribly disturbing opinion. . . . The court has plunged into the area of determining what sort of speech is important. . . . If speech is not of public importance, only private, it receives no First Amendment protection. It opens up a wide range of questions I thought had been closed in *Gertz*." He predicted the decision will lead to additional libel litigation, with plaintiffs' lawyers arguing that the matters involved in the suit are "not of public importance." But Abrams expressed long-term optimism. He said he does not think the court intended "to open the door that wide"—that he expects the court "in the next few years to say the case 'was only a credit-rating case.'"

Another witness who had a different point of view was Michael P. McDonald, general counsel for the American Legal Foundation, which was established to aid libel plaintiffs—it believes existing law affords too



Learned witnesses. Among the participants at a House Judiciary Subcommittee hearing last Thursday on libel law and the First Amendment were (l to r) Richard Schmidt, counsel to the American Society of Newspaper Editors; Bruce Sanford and Floyd Abrams, media lawyers; Gene Roberts, executive editor of the *Philadelphia Inquirer*; Michael P. McDonald, general counsel of the American Legal Foundation, and Representative Patricia Schroeder (D-Colo.).

times in the majority "have provided no guidance as to what constitutes a protected 'matter of concern.'" More than that, Brennan said the majority had gone against precedent in its main holding. "This court has consistently rejected the argument that speech is entitled to diminished First Amendment protection simply because it concerns economic matters or is in the economic interest of the speaker or the audience." Accordingly, while Greenmoss is entitled to compensatory damages, Brennan said, it should be required to show "actual malice" before col-

much protection to media's First Amendment rights and not enough protection to the reputations and privacy interest of private and public figures. Following the hearing, he said he had been "startled" by the decision. But he welcomed it as "a significant case—a turning point in the Supreme Court's liberal jurisprudence." He also saw the decision as a sign ALF's arguments "are gaining credibility." He saw the decision as heralding "a new sense of federalism" in the matter of libel law, an area the Supreme Court had, until last week, placed increasingly under

federal control.

McDonald was particularly pleased also—as First Amendment lawyers were not—by the fact two of the justices appear receptive to a re-examination of *Times v. Sullivan*.

For 21 years it has required public officials who sue the media to prove “malice,” that the libelous statement was published in the knowledge it was false or with reckless disregard as to whether it was false. White said he now finds that opinion—in which he had joined—as constituting “overkill,” in “escalating the plaintiff’s burden of proof to an almost impossible level.” He offered an alternative solution to the problem of protecting publications and broadcasters against

crushing damage awards that would have a chilling effect on the media generally. He said the court could limit the recoverable damages to a level that would not “unduly threaten the press.”

But Abrams and Gene Roberts, executive editor of *The Philadelphia Inquirer*, who also testified before the subcommittee, clearly do not feel media are overly protected under present law. They say media are still subjected to libel suits and that while the media usually win, ultimately, the cost in legal fees is high. And some publications lose libel suits because of what Abrams said is a failure of courts to apply the *Sullivan* rule.

“What is needed is not a reversal of the

‘actual malice’ rule. . . but more vigilant enforcement of that rule.” Roberts said what is needed is a return to “the First Amendment, which says quite simply, and absolutely, that speech is free.” Speaking from the experience of *The Inquirer*—which faces libel suits from members of the Pennsylvania judiciary as well as the Philadelphia police department and which has also won Pulitzer prizes for photography and investigative reporting—society has delivered into the hands of government officials an effective weapon against freedom of expression: “the capability of using protracted litigation to harass, intimidate and punish the press and private citizens alike for views and reportage that officials do not like.” □

AFTER THE HONEYMOON, THE RECKONING

CBS Records first to charge for music videos

Action angers many broadcasters, program producers who object to paying for what they see as promotional items; company says production costs make move necessary

Television stations, syndicators and cable networks are protesting a recent CBS Records decision to start charging for its music videos. CBS Records, whose labels include Columbia, Epic and Portrait, notified users that effective June 15 they would be charged a monthly fee for the use of videos that include such artists as Bruce Springsteen, Cyndi Lauper and Culture Club.

Although there has been periodic speculation that a major distributor would begin charging for videos, it is the first time a supplier has instituted an across-the-board policy covering all outlets. Until now most outlets have been receiving the videos free because they have been regarded as part of the promotional efforts for the companies’ artists. The only major outlets that have been paying for videos are NBC’s *Friday Night Videos* and MTV, the latter through exclusive rights arrangements that give it sole access to videos for a limited period of time.

“This should not come as a surprise to anyone,” said Robert Altshuler, a spokesman for CBS Records. “We have been alerting users the time would come” when CBS would stop supplying videos for free. While Altshuler acknowledged that videos are a “promotional tool” for the record companies and artists, he also said they “provide very important programming content which has attracted a substantial audience of viewers and, I gather, advertising support at the station level.”

Nonetheless, a number of outlets have announced that they won’t carry CBS videos, feeling it would set a bad precedent for other suppliers who might want to start charging. And some outlets are incensed that they are being required to pay for something they essentially view as a promotional item to boost record sales—similar to the records supplied for free to radio stations.

Among the all-music video TV stations

that have dropped CBS videos from their rotation are WLXI-TV Greensboro, S.C.; KRLR-TV Las Vegas, and WVEU(TV) Atlanta. In addition, the syndicated *New York Hot Tracks* produced by WABC-TV New York will no longer carry CBS videos. Nor will Cocoa, Fla.-based Odyssey Music Network, a 24-hour video music network that serves both TV stations and cable systems.

There were early signs that not all outlets would resist the new CBS Records policy. Arnold Ginsburg, partner and general manager of all music video WJTV-TV Marlborough, Mass. (Boston), said that he was negotiating with CBS for a license agreement. “We have historically never objected to the principle of helping to defray the cost of making available promotional videos.” ATI Video, which produces three programs for the USA Network that contain music videos, said it had “no comment” about whether it planned to pay or not. And Tom Lynch, a producer for WTBS-TV Atlanta’s *Night Tracks*, said his program is currently carrying CBS videos and he is “confident” that an agreement will be reached to continue carrying CBS videos. He said *Night Tracks* has been trying to structure a deal with CBS for some time “because we knew this thing was coming up.” Lynch contended that music videos can no longer be classified as promotional since most music video shows stick to playing the top-10 hits and are not really offering exposure to new artists. He said the protesting arguments were “two years too late.”

Television broadcasters said that they received letters from CBS informing them that effective June 15 stations would have to pay to air music videos, with the monthly fee varying according to the size of the station and its market, but several broadcasters said CBS was asking for between \$1,000 and \$2,000 per month. Most said that CBS also indicated the rates were “negotiable.”

Another stipulation in the sample contracts CBS sent out required that the programming in which CBS videos are used “shall not contain any material which promotes the sale or use of blank recording

tape, or tape recording equipment.” Some broadcasters thought that requirement, which essentially bars advertising of blank recording tape in programs which include CBS videos, constitutes restraint of trade.

Vance Eckersley, vice president and general manager of WVEU(TV) Atlanta, an all video music station, echoed the sentiment of other users when he explained he would not pay for music videos because “in my opinion if there’s any payment to be made it should be the other way around. These things were produced originally to promote records and albums.” Rick Scott, general manager of KRLR(TV) Las Vegas, also pointed out that if his station started paying for CBS videos it would trigger a clause in the station’s contracts with other suppliers that requires equal compensation if the station begins paying any video supplier. “We would have to pay some 25 record companies we deal with,” Scott said. “It is simply not economically feasible at this time.”

But economics, argues CBS’s Altshuler, is what charging for music videos is all about. He said CBS annually spends “millions” making videos at costs of anywhere between \$50,000 and \$500,000, and such costs can no longer be considered just promotional expenses. Altshuler also ventured that other suppliers would also begin charging for the use of music videos and that the days of free product supply are on the way out. “When you give away something for free and now charge for it there is bound to be a reaction,” he said. “But as stations begin to adjust to the fact that they have to pay for videos then the whole area of the use of videos will be on course under a new set of operating lines.”

That adjustment, however, may be further away than suppliers hope. After executives at WLXI-TV went to New York to meet with representatives from CBS Records and failed to persuade them to change their minds, according to station manager Herb Rossin, station employees took CBS videos out to stations’ parking lot on midnight of June 15 and set fire to them in protest of the new policy. □

Claimants state their cases for '83 cable royalties

CRT begins summer-long hearings on how to distribute \$80 million; broadcasters, MPAA and sports interests are seeking major portions

The battle among copyright holders over 1983 cable television royalties intensified last week as Hollywood argued for its share of the fees before the Copyright Royalty Tribunal. The tribunal began hearings on the distribution of the nearly \$80-million cable royalty pool June 19 and is expected to continue throughout the summer.

The Motion Picture Association of America is being joined by nine other parties in the distribution proceeding and each has laid claim to a larger portion of the pool than it received from the 1982 fees (BROADCASTING, May 20). They are: The National Association of Broadcasters, joint sports claimants, the American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, the Public Broadcasting Service, National Public Radio, religious programmers and Canadian broadcasters.

This proceeding is more complex than its predecessors, due to the establishment of three discrete royalty pools: the basic royalties (about \$51.4 million for signals paid for at the basic or normal rates); the 3.75% royalties (roughly \$12.6 million for the carriage of signals paid for at the 3.75% rate adopted in 1982), and the syndicated exclusivity royalties (syndex—some \$16 million representing the surcharge payment the tribunal adopted in 1982 for cable systems in the top-100 markets to reflect the repeal of the FCC's syndicated exclusivity rules).

The MPAA, professional sports and NAB are asking for major portions of the funds. MPAA is seeking 80% of the basic fund, 85% of the 3.75% fund and 100% of the syndex pool. NAB is requesting 97% of the syndex fund and 19.4% of both the basic and 3.75% funds. Both parties are maintaining that as a "matter of law" they are entitled to the syndex fund.

Originally MPAA and the professional sports groups filed a joint claim (sports, however, is asking for none of the syndex fund). The parties had reached a confidential agreement on the division of the royalties and also recently announced that PBS would be joining them.

The tribunal, however, asked the parties to file their claims separately, and the joint sports interests, representing Major League Baseball, the National Basketball Association, the National Hockey League, the North American Soccer League and the National Collegiate Athletic Association, filed for 20% of the basic fund and 30% of the 3.75% fund. PBS requested 8% of the entire fund. Despite those individual requests, the parties are still in agreement and will not contest one another's claims.

The real battle is shaping up between MPAA and NAB. Much of the hearing will focus on their presentations. At issue is how the CRT will determine the value of distant signal programming to cable operators as the

basis for distributing the royalties. MPAA argues that viewership is an appropriate guide for the tribunal to judge the value of programs in the cable marketplace.

To back up its argument on viewership, MPAA used a study conducted by A.C. Nielsen on "the viewing of all nonnetwork programs as distant signals in cable households."

NAB, on the other hand, questioned whether the Nielsen study accurately reports viewership of distant signals. It said the Nielsen study only measured viewership of 117 of the 622 stations listed as being carried by cable systems full time as distant signals. Additionally, broadcasters maintained that the value of programming should be based on how "cable subscribers and operators value the programs," not on viewership.

MPAA's case was made by several witnesses including MPAA President Jack Valenti who said he is representing not only the nine MPAA members, but a total of 79 program syndicators who feel that cable viewing is the "only reliable and equitable basis upon which to divide royalties among individual claimants." And he pointed out that the tribunal previously found that the Nielsen viewing data constituted the "most important single piece of evidence to be placed before it."

Valenti argued that the data revealed significant characteristics that distinguish syndicated programs from one another. Movies and series, he said, have enduring value. There are some series, he continued, "that were produced 30 to 40 years ago that still attract large audiences." Syndicated programs are designed for the widest demographic use and have the highest production values, he added.

He also contended that the broadcasters' interest, "was not related, really, to compensation for copyrighted works." He cited testimony before Congress by a "former NAB president," who "disavowed any direct interest in cable royalty fees, and acknowledged that program syndicators and sports interests would logically be the beneficiaries of cable royalty payments."

Allen Cooper, MPAA's vice president for technology, evaluation and planning, presented the Nielsen figures. He said that cable systems carry the distant signals with pro-

grams that are most attractive to their subscribers. "Thus the distant-signal cable household viewing data reported in the Nielsen studies should properly be evaluated as an objective indication of benefit obtained by cable system operators and their subscribers."

He said that the study is based on data from 117 stations including 16 noncommercial stations, unlike MPAA's 1979 study which was based on data for 50 commercial stations only. And Cooper pointed out that the data was gathered not only for the four national sweeps but for an additional four weeks from the Nielsen Station Index "partial sweeps" in January and October.

According to the study, viewership of all nonnetwork programs broadcast by the 117 stations via distant signals totaled over 2.9 billion hours. Of this total, 42 commercial independent stations accounted for 91.2% of the household viewing hours; the 56 network affiliate stations were credited with 5.3%, and the 16 public broadcasting stations for 2.6%. The study categorized each program into six groups: local, syndicated series, nonnetwork movies, nonnetwork major sports, nonnetwork minor sports and devotional series.

It found that "local programs, primarily news and public affairs, accounted for only 2.9% of the total viewing hours of the 42 independents, 33.7% of the total accounted for by the 56 network affiliates, and 4.5% of the distant signal viewing on all 98 stations."

MPAA underscored that the viewership of syndicated series and movies, was the "dominant category." The study showed that "83.2% of the 2.8 billion hours was attributed to this category, which accounted for 84.3% of the total hours of independent station viewing and 63.8% of the total on the network affiliates." Major sports and minor sports programs "accounted for over 11.5% of the 2.8 billion hours." Together, MPAA noted, syndicated series and movies and sports, "accounted for 2.7 billion household viewing hours."

Devotional series, the data found, accounted for "less than seven-tenths of 1%" of the total viewing hours. And the total number of viewing hours on the 16 PBS stations totaled less than 77 million hours or 2.6% of the total. □

BMI loses latest round

Judge denies its attempt to stop special shareholders meeting called by broadcasters to consider amendments to organization's bylaws; music licensing group and committee are said to be negotiating again

A New York federal judge has rejected Broadcast Music Inc.'s request to block a special call for a shareholders meeting and instead ordered BMI to set a meeting date. U.S. District Court Judge Edward Weinfeld also denied a counter-claim filed by the All-

Industry Television Station Music License Committee and five dissident BMI shareholders that sought to force BMI to refrain from negotiating directly with individual television stations instead of the committee. Interim BMI licenses that had been in effect expired yesterday (June 30).

The decisions came in response to counter-suits each party filed in New York federal court after five BMI shareholders—King Broadcasting, Taft Broadcasting, WGN Continental Broadcasting, Meredith Corp. and Stauffer Communications—requested a

special shareholders meetings to vote on three amendments to BMI's by-laws and two shareholder resolutions. The request for the special shareholders meeting came after negotiations between the committee and BMI broke down in late May.

BMI's lawsuit claimed that the proposed meeting would violate antitrust laws because the dissident shareholders sought to dictate terms to the BMI board and management as part of a "conspiracy" to hold down the price of music licenses and thus put BMI in con-

flict with its affiliates—the writers and publishers of music for whose representation BMI competes with the American Society of Composers, Authors and Publishers.

Judge Weinfeld wrote: "Other than the conjectures of BMI's counsel and president as to the motives of the defendants in the call for the meeting and the action that may be taken on the matters to be presented to the shareholders, there is not the slightest evidential support for plaintiff's charges and concern for resulting antitrust conduct."

Toward the end of last week there appeared to be signs that the committee and BMI may have been making another attempt to bridge their differences. Although Cramer declined to say whether the committee and BMI had started talking again, the committee sent out a terse Mailgram reporting that "discussions have resumed with BMI concerning your new license agreements." The statement added that the committee hoped it would have "further word" on those discussions before July 1. □

CBS says FCC must hold hearing on Turner takeover

It tells commission that Communications Act demands complete review; it also disputes TBS financial predictions

CBS is as convinced as ever that the FCC must hold an evidentiary hearing on Ted Turner's proposed leveraged buyout of the network. And in a filing at the FCC last week, CBS indicated it's also convinced the commission is obliged to hold such hearings under the Communications Act.

Indeed, according to CBS, the Communications Act calls for hearings when "substantial and material questions of fact" are in dispute, or when the commission is otherwise unable to conclude that a grant of application would serve the public interest. Both conditions apply to the Turner Broadcasting System proposal, CBS said.

CBS again took issue with TBS's financial qualifications (BROADCASTING, June 24). And the network contended the "wide range of factual disputes" over projections concerning the financial viability of the network added fodder to its argument for evidentiary hearings.

CBS said that TBS projected, for instance, that after the proposed merger, CBS/Broadcast Group earnings would grow at an annual rate of 8% for nine years. But CBS said it has stated it unlikely that the merged entity could maintain the network's "pre-eminent ratings position" in the industry, and that, as a result, TBS's projected earnings for CBS are "highly unrealistic." Then, while CBS said that TBS projected that TBS/CBS earnings would grow at a compounded rate of 34% from 1984 to 1990, CBS has asserted that TBS earnings would rise at a compound rate of 48% from 1984 to 1986 and at an 11% compound rate from 1986 to 1994. In addition, while TBS projected that TBS/CBS capital expenditures for the remaining CBS assets would total \$404.6 million from 1986 to 1994, CBS has stated that capital expenditures over that time would total \$826 million. "On the basis of the current record, it would be arbitrary for the FCC to rule in TBS's favor on the financial qualifications issue," CBS said. "To do so would require the commission to credit a series of TBS assumptions regarding the future performance of a combined CBS/TBS entity in face of CBS's evidence to the contrary as well as TBS's representations to the Securities and Exchange Commission that there are substantial risks that the

merged entity would not be viable. In light of the enormous value of CBS network services to hundreds of affiliated stations and millions of viewers, the FCC cannot responsibly assume that TBS's financial projections should be accepted without examining the basis of these assertions in an evidentiary hearing." CBS said.

CBS also contended the FCC would be required to hold a hearing because the TBS applications, "in critical respects," are "prima facie" inconsistent with public interest. "For example, the loss of the independence of CBS News through its merger with CNN presents an unprecedented threat to fundamental diversity principles," it said.

Among other things, CBS alleged that

TBS has used "factual material in ways that tend to be misleading." For instance, CBS said TBS, in its FCC filing (where CBS alleged TBS was trying to show a respectable cash position), assumed that it would make a particular election under the tax laws to avoid substantial capital gains taxes and to get higher depreciation tax deductions. "In contrast, at the SEC (where it was in TBS's interest to minimize the losses of the combined entity), its computations assumed that such an election would not be made." CBS said. "The effect of the decision to make this tax election, for purposes of its showing before the FCC, is to overstate TBS's projected cash flow for the four years following the merger by more than \$600 million." □

New York passes antitakeover bill

The struggle between CBS and Ted Turner spilled over to a new forum last week as both sides attempted to change New York state legislation before it was passed last Friday (June 28). The bill would require those making a non-cash tender offer for more than 20% of certain companies—the Turner offer meets that criteria—to receive approval by a majority of those board members not party to the takeover. Assuming that the board would reject the offer, an almost certain outcome in Turner's case, it would then require a vote of approval by a majority of those shareholders not involved in the takeover and by two-thirds of all shareholders. The Turner prospectus mailed last week to CBS shareholders said that the bid would take effect only on acceptance by two-thirds of the shareholders and should therefore be able to meet the legal test. However, George A. Vandeman, a partner with Turner's outside counsel, Latham & Watkins, said the legislation would require a costly and time-consuming proxy contest. He disagreed with the statement of Ed Margolis, counsel to the majority of the New York assembly, who said the bill is unclear whether it would apply retroactively to the Turner bid: "The bill does not apply to anybody that has an outstanding definitive agreement. The question is whether Turner's mailing of the tender offer to shareholders constitutes a definitive agreement. We believe we have a jump ball and will leave it to the courts to decide." Vandeman countered that the bill's language makes clear that the term "definitive agreement" requires the shareholders to have already committed themselves. CBS nonetheless had lobbyists in Albany (the state capital) trying to make the bill's language stronger, and Turner lobbyists were also trying to change the bill. The New York Business Council, which originated the legislation, sought to emphasize it was not taking sides in the matter. Ray Schuler, the council's president—and part-owner of WXXA-TV Albany (an independent)—told BROADCASTING that CBS is not one of the 3,900 corporate members of the council. He also noted that the legislation's current language was in place by March 26 (the Turner bid was not announced until April 18) and that he had not heard from CBS lobbyists on the bill until the week before last. Vandeman was not convinced: "We do not know for sure but it is our understanding that CBS or its representatives participated in the drafting of the original bill." The Turner counsel said, "It is an absolute certainty that we will challenge this in the courts." The investment community may have assessed the bill as another arrow in CBS's defensive quiver as the company's stock dropped almost \$5 to \$115 in the two days following the first published accounts of the legislation.

Special Report



THE ANNUAL FIFTH ESTATE AWARDS ISSUE



BROADCASTING magazine's ninth annual
compilation of national awards
in radio, TV and cable

*BROADCASTING's annual bringing together of the best performances
among all the arts and disciplines of the Fifth Estate media,
as discovered and certified by the major national award competitions.*

Action for Children's Television Awards

13th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution toward improving children's television" and "continuing excellence."

PBS and **Bank Street College of Education** □ *Voyage of the Mimi*.

Children's Television Workshop □ *3-2-1 Contact*.

KCTA-TV Minneapolis □ *Newton's Apple*.

WQED(TV) Pittsburgh □ *Wonderworks*.

CBS Entertainment □ *CBS School Specials* and *Pryor's Place*.

WCCO-TV Minneapolis □ *High School Yearbook Special*.

WNEV-TV Boston □ *The Story Lady*.

The Disney Channel □ *The Edison Twins*.

Home Box Office □ *Braingames* and *Fraggle Rock*.

Nickelodeon □ *Belle and Sebastian*.

Samaritan Health Services □ *Just for Kids*.

Family Radio Programing □ *New Waves*.

WNYC(AM) New York □ *Small Things Considered*.

WUNC(FM) Chapel Hill, N.C. □ *East of the Sun—West of the Moon*.

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Radio

Walker Sever Productions, Lubbock, Tex. □ *Ski Lubbock Sports* (local, less than 30 seconds).

Frankenberry, Laughlin & Constable, Milwaukee □ *Sentry Insurance* (regional, less than 30 seconds).

Frankenberry, Laughlin & Constable, Milwaukee □ *Oshkosh B'Gosh* (national, less than 30 seconds).

KMOX-TV St. Louis □ *Getting Away with Murder* (local, more than 30 seconds).

Cargill, Wilson & Acree, Atlanta □ *Alabama Power* (regional, more than 30 seconds).

Eisner & Associates, Baltimore □ *Skall of Sete France*, Cluster de France Wines (national, more than 30 seconds).

DeLeeuw Hill & Associates, Southfield, Mich. □ *Metropolitan Detroit* (local campaign).

Young & Rubicam, Chicago □ *Pabst Brewing/Olympia Beer* (regional campaign).

D'Arcy MacManus Masius, St. Louis □ *Anheuser-Busch/Budweiser* (national campaign).

Television

Smith Burke & Azzam, Baltimore □ *Baltimore Orioles* (local, less than \$10,000, 30 seconds or less).

Benton & Bowles, New York □ *Procter & Gamble/Scope Mouthwash* (local, more than \$10,000, 30 seconds or less).

D'Arcy MacManus Masius, St. Louis □ *Colonial Bread* (regional, 30 seconds or less).

BBDO, New York □ *Pepsi Cola* (national, 30 seconds or less).

Smith Burke & Azzam, Baltimore □ *Maryland State Council on Developmental Disabilities* (local, less than \$10,000, 30 seconds or more).

BBDO, New York □ *Mountain Dew* (local, more than \$10,000, 30 seconds or more).

Foote, Cone & Belding, San Francisco □ *Pacific Bell* (regional, 30 seconds or more).

BBDO, New York □ *Pepsi Cola* (national, 30 seconds or more).

Smith Burke & Azzam, Baltimore □ *Maryland State Council on Developmental Disabilities* (local campaign, less than \$10,000).

Smith Burke & Azzam, Baltimore □ *Baltimore Orioles* (local campaign, more than \$10,000).

Ogilvy & Mather, San Francisco □ *E&J Gallo Winery, Bartles & Jaymes Campaign* (regional campaign).

Bonneville Media Communications, Salt Lake City □ *The Church of Jesus Christ of Latter-Day Saints* (national campaign).

Complete campaigns

Needham Harper Worldwide, McLean, Va. □ *Cellular One Phone Systems* (local).

Bozell & Jacobs, Atlanta □ *Citizen & Southern National Bank* (regional).

D'Arcy MacManus Masius, St. Louis □ *Anheuser-Busch/Budweiser* (national).

Public service

The Marschalk, Houston □ *Cystic Fibrosis* (television, local).

Rives Smith Baldwin Carlberg + Y&R, Houston □ (television, regional).

J. Walter Thompson, Washington □ *United States Marine Corps* (television national).

Beber Silverstein & Partners, Miami □ *Greater Miami United Way* (radio, local).

Hoyt & Walker, Little Rock □ *American Cancer Society* (radio, regional and national).

American Chiropractic Association

Presented by the American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting."

David Rummel, Geraldo Rivera, 20/20 (ABC) □ "The Elderly: Pills and Problems" (gold award).

Lee Ann Soowal, WYFF-TV Greenville, S.C. □ *The Hidden Handicap* (bronze award).

Abby Melamed, KGO-TV San Francisco □ *Medical Myth-Buster* (bronze award).

Radio

Joan Beuckman, Margie Manning and Steve Shomaker, KMOX(AM) St. Louis □ *A Message of Hope, Eating for a Healthy Heart, Hearts Rebirth and Saving a Broken Heart* (gold award).

Jan Sherbin, WFWO(FM) Fort Wayne, Ind. □ *The Story We Don't Tell* (bronze award).

Marti Emerald, KSDO(AM) San Diego □ *Diet and Fitness* (bronze award).

Andy Awards

Presented by the Advertising Club of New York for creative excellence in advertising.

Chiat/Day □ *Apple Computer*.

Ogilvy & Mather □ *American Express*.

Needham Harper Steers □ *General Mills*.

The Tuesday Team □ *Reagan/Bush '84*.

Ogilvy & Mather □ *Blitz-Weinhard Brewing*.

BBDO □ *Pepsi-Cola* (3).

Needham Harper Worldwide □ *Sears*.

Needham Harper Worldwide □ *Anheuser-Busch* (2).

Biederman & Co. □ *ITT Corp.*

Needham Harper Worldwide □ *General Mills/Wheaties*.

Colenso Communications □ *Toyota New Zealand*.

Radio

Levine, Huntley, Schmidt and Beaver □ *Kronenberg Beer* (3).

Doyle Dane Bernbach □ *iBM*.

Lawler Ballard Advertising □ *Jung Products*.

Connaghan & May Ayer □ *Fountain*.

Ketchum Communications □ *Spoons Restaurants*.

Drossman Lehmann Marino Revele □ *Airwick Industries*.

DeLeeuw Hill & Associates □ *Metropolitan Detroit Magazine*.

Armstrong Awards

20th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but have been opened up to AM stations as well.

John Diliberto and Kimberly Haas, independent producers □ *Totally Wired: Artists in Electronic Sound* (music).

Jim Laurie, ABC News □ *Benigno Aquino Assassination* (news).

KMOX(AM) St. Louis □ *The Hidden Poison... Times Beach: Born 1925, Died 1983... Beyond Times Beach* (news documentary).

KHJ(AM)-KRTH(FM) Los Angeles □ *8.9-A Simulated Earthquake* (public or community service).

Sonic Images Productions □ *The Magnetism of Cults* (education).

Thomas Looker, independent producer □ *New England Almanac: Snow Drifts* (creative use of the medium).

Associated Press Broadcasters Award

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

KNUU(AM) Las Vegas □ Overall member cooperation.

KWMT(AM) Fort Dodge, Iowa □ Spot news contribution.

KGBX(AM) Springfield, Mo. □ Enterprise award.

KCRF-FM Lincoln City, Ore. □ Weekend coverage.

Bob Moon and Candy Crowley □ Best live AP Network programming.

Candy Crowley and Sam Litzinger □ Best AP Network enterprise.

Mike Hammer □ Best national wire summary.

Rich Garcia □ Jo-Ann Paige Award.

Susan Price Wilson, Raleigh, N.C. □ Best bureau wire summary.

Debra Hale, Chicago □ Best bureau spot news.

Dave Wysocki, Concord, N.H. □ Best bureau enterprise.

AWRT Awards

Presented by American Women in Radio and Television for presenting positive women's images.

Television

WCCO-TV Minneapolis, I Team: Minority Contractors □ Pro-

It has been a very awarding year.



In fact, during 1985 Channel 2 has been honored more than any other television station in Chicago.

Take a look at the breadth of our awards. Five out of six news Emmys. Four out of seven Peter Lisagor awards from Sigma Delta Chi. Five out of seven

UPI awards, including "1985 Station of the Year." A National Association of Television Program Executives Iris award. The RTNDA Regional Edward R. Murrow award for overall news coverage. A Dartmouth College Champion-Tuck award. And a National Investigative Reporters and Editors award.

It's this kind of award-winning reporting that makes more viewers tune in to Channel 2 than any other news in town. And winning their respect is most important of all.

CBS **CHANNEL 2**
WBBM-TV CHICAGO



AP winners: KNUU(AM) Las Vegas General Manager Joe McMurray, morning news anchor Steve Kindred and news director Dennis Mitchell

gram segment.

Backer & Spielvogel for Campbell Soup Co. □ *Runner* (commercial).

WCBS-TV New York, *Comparable Worth*, and **KOMO-TV Seattle** *Ferraro* □ Editorials.

WJBK-TV Detroit and **Zechman & Associates** □ *Kathy Adams—Eyewitness News* (promotional announcement).

KTBC-TV Austin, Tex., *Who's Minding the Children?*; **WAGA-TV Atlanta**, *Sexual Harassment*, and **KCTS(TV) Seattle**, *Green River—The Victims* □ News series/features.

CBS News, *60 Minutes: Til Death Do Us Part*, and **NBC News**, *NBC Nightly News: The Face of Poverty* □ News stories.

KNBC(TV) Los Angeles, *Silent Crime*; **WBZ-TV Boston**, *Rape: An Act of Hate*, and **WPHL-TV Philadelphia**, *Sexual Harassment on the Job* □ Documentaries/portraits.

Dancer, Fitzgerald, Sample, Nell Carter—Breast Examination Center of Harlem, and **KNBC(TV) Los Angeles**, *Black, Hispanic and Asian Vignettes* □ Public service announcements.

KTCA-TV St. Paul, *Scheherazade*; **Tisch/Avnet Productions Inc.** and **NBC-TV**, *The Burning Bed*; **ABC Theater**, *The Dollmaker*, and **Daniel L. Paulson/Loehr Spivey Production**, *Orion Television* and **NBC-TV**, *Victim for Victims: The Theresa Saldana Story* □ Entertainment programs.

Radio

WHA(AM) Madison, Wis., *The Object of Law is Justice: Women in the Judiciary*, and **The Source**, *NBC Radio News, The Second Rape*, New York □ Documentaries/portraits.

WLAD-AM-FM Danbury, Conn., *Women as Imposters* □ Program segment.

WMRY(FM) East St. Louis, *Second Thoughts: Old Woman Lovelock* □ Public service announcement.

Reel Women Productions, *Portraits of Working Women's History* □ News series/feature.

Banff Awards

Presented by the Banff Television Festival.

London Weekend □ *David Lean: A Life in Film*.

WGBH(TV) Boston and **Goldcrest** □ *American Playhouse: Concealed Enemies*.

ABC News □ *To Save Our Schools*.

National Geographic Society and **WQED(TV) Pittsburgh** □ *Land of the Tiger*.

Wonderworks and **WQED(TV) Pittsburgh** □ *Booker*.

MTM Enterprises □ *Hill Street Blues*.

RTE and **Channel Four** □ *Lovers of the Lake*.

Central Productions □ *The Very Best of Spitting Image*.

Canamedia Productions □ *The King of Friday Night*.

London Weekend □ *Blue Money*.

CBS □ *Other Kingdom*.

BBC and **ABC** □ *Natural World: On the Eighth Day*.

Allegro Films □ *Jean Sibelius*.

Metromedia and **TVS** □ *Square the Circle*.

Best Money □ Best of festival award.

Howard W. Blakeslee Award

32d annual. Presented by the American Heart Association in memory of the late Associated Press science editor, for "outstanding reporting on heart and blood vessel diseases."

1985 winners

Carolyn Monteilh and **Carolyn O'Neil**, Cable News Network □ For series on research trends in food and nutrition.

Monica Morris, **KMA(AM) Shenandoah, Iowa** □ "Reducing the Risk of Heart Attack" and "Medical Advancements in Heart Surgery" series.

Deborah Know, **David Overton** and **William Fisher**, **WISH-TV Indianapolis** □ *Roger 9*.

1984 winners

ABC News □ For six news reports and commentary by Patricia Neal.

Dennis Johnson, **WFAA-TV Dallas** □ For medical news reports.

Carol Colman, **WRFM(FM) New York** □ "Food For Life" series.

Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design. Gold winners are listed.

Print

Andy Zito, **Gary Norman**, **Ed Scarisbrick**, **Ray Jacobs**, **Dana Veirs**, **KCBS-TV Los Angeles**, *We Still Treat News...* □ *TV Guide* Advertising: local or regional.

Tim McDonald, **KMTV(TV) Omaha**, *Find Me Ad* □ Small space newspaper: local or regional.

Jean Segers, **Radio-Quebec**, *Cine/Repertoire* □ Large space newspaper: local or regional.

George Pierson, **David Wojdyla**, **Alan Zitko**, **HBO Creative Services**, *HBO Wimbledon Coverage* □ Trade publication advertising: national.

Maria Sun Shih, **Cathy Gerrard**, **Marc Feldman**, **Jack Apodaca**, **KCBS-TV Los Angeles**, *Top Rams Receiver* □ Trade publication advertising: local or regional.

David Hedrick, **WFMY-TV Greensboro, N.C.**, *Sales Stationery* □ Stationery.

Marlene Adlerblum, **NBC**, *Roland Garros* □ Releases, invitations and flyers: national.

Steve Hill, **ABC**, *Sports Fact Sheet Series* □ Brochures: national.

Sandra Blake, **LMC Productions**, *LMC Productions Brochure* □ Brochures: local or regional.

Ted Matsuura, **NBC**, *NBC... More Than a Network* □ Booklets: national.

Laura McGannon, **Rita Valencia**, **NBC**, *Let's All Be There Kit* □ Press, promotional and sales kits: national.

David Hedrick, **WFMY-TV Greensboro, N.C.**, *Sales Kit* □ Press, promotional and sales kits: local or regional.

Tom Mares, **KCNC-TV Denver**, *Colorado Heritage Month* □ Posters: local or regional.

John Weber, **Cranston/Csuri Productions**, *Baseball Promotion* □ Illustrations for print.

Steve Hill, **ABC**, *ABC Theater* □ All other print.

Scenic

David Joeris, **Phelan/Schreiner Productions**, *Living Out of a Suitcase* □ One-time-only production sets.

Animation

Richard Blair, **Colossal Pictures**, *Knock-Knock Nickelodeon* □ Animation \$2,000-\$10,000.

Kirk Henderson, **Colossal Pictures**, *M. Art History* □ Animation \$2,000-\$10,000.

Bruce Lindgren, **Paul Boyington**, **KRON-TV San Francisco**, *When You Need News* □ Animation \$10,000 and up.

Andrea Quinn, **Ron Tsang**, **Cranston/Csuri Productions**, *WABC* □ Animation \$10,000 and up.

Harry Marks, **Carl Rosendahl**, **Marks Communications**, *NBC Monday Night at the Movies* □ Promotional animation.

George Evelyn, **Tim Boxell**, **Richard Blair**, **Colossal Pictures**, *Nickelodeon Campaign* □ Promotional animation.

Kirk Henderson, **Colossal Pictures**, *Levi's Collage* □ Commercial animation.

Courtroom sketching

Scott Snow, **KSL-TV Salt Lake City**, *Japanese Investor* □ News courtroom sketching.

Graphics

Jim Schwering, **KGO-TV San Francisco**, *Democratic Convention* □ Video-generated animated graphics: news.

Ellen Ditmanson, **KING-TV Seattle**, *Wrestling Hold of the Week* □ Video-generated still graphics: news.

Ellen Ditmanson, **KING-TV Seattle**, *The Forever Decision* □ Video-generated still graphics: news.

Mike Saz, **Compugraph Designs**, *CBS News: Star Wars* □ Video-generated animated graphics: news.

Kevin Hamilton, **The Weather Channel**, *Weekend Weather* □ Video-generated still graphics: non-news.

David A. Jewell, **WLKY-TV Lexington, Ky.**, *The Louie Awards* □ Video-generated still graphics: non-news.

M. Grana, **C. Fata**, **WCVB-TV Boston**, *Modern Man Quiz* and *Women in Art* □ Video-generated animated graphics: non-news.

Carl Rosendahl, **Pacific Data Images**, *KUSA-TV Station ID*, (Denver) □ Station identification graphics: animated and still.

Dick Derhodge, **TV Ontario**, *L'Enfant et Les Sortileges* □ Title still graphics.

Catherine Bubert, **Maryland Public Television**, *All At Sea* □ Promotional and commercial still graphics.

Henry Schmidt, **WKBW-TV Buffalo, N.Y.**, *Technical Difficulties* □ Public service, editorial and operational still graphics.

Broadcasters Promotion & Marketing Executives Association Awards

23d annual. Presented by the BPME to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

TV—Campaign using more than one medium

WFLD-TV Chicago □ Large market.

TV—TV campaign for news

KRON-TV San Francisco □ Large market.

WITI-TV Milwaukee □ Medium market.

WNDU-TV South Bend, Ind. □ Small market.

TV—TV campaign for programing/image

WXYZ-TV Detroit □ Large market.

WLWT(TV) Cincinnati □ Medium market.

KGUN-TV Tucson, Ariz. □ Small market.

on Howard Gay Raymond Gary L. R
 Marty Bass George Baumann B
 Kurtze Koch Frank Liber Ann Kellan Chris O'Donoghue Sandra Pin
 Scott Dr. Johanna Shaw Richard Sher Deborah Stone Bob Ti
 an Williams Deborah Wright Lay Tilley Keith Mills Paul Shi
 Michael Pappo Frank Barranco Wayne Butrow Bob Bergschneit
 Hampton Bill Harris Carol Kummer Chuck Law Carline Lisciandrell
 Whitney George Mills Harriet Morganstein Bob Mohan Russ Mos
 ede Wilkin Rich Sayers Bob Shaffer Norm Vogel Jonathan Wilk
 Commadore Hill Steve Jones Rosalyn Stroble Brent Myers Chris
 Lawrence Daly Steve Dorsey Tom Kiel Joe Grabowski Mark Nels
 Alan Ball Fred Getz Lori Scarano John/Mark Stewart Nick B
 Sakolis Harry Floyd Pat Forestell Vince Yarnuzzi Maria Zien
 Cunen Bob McMahon Jerry Wiener Skip Ball Tom Brown Jim Carde
 George Goodman Charlie Hughart Joanne Lawler Gene Matthe
 Todd Jim Decker Dana Eaton Bill Kavalsky Janice Dyer Jorge Gera
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OUTSTANDING NEWS OPERATION
OUTSTANDING YEAR-ROUND LOCAL SPORTS COVERAGE
OUTSTANDING PUBLIC AFFAIRS PROGRAM
OUTSTANDING ENTERPRISE REPORTING
BEST FEATURE OR HUMAN INTEREST STORY

WJZ-TV Eyewitness News has just won five of a possible seven Associated Press Awards.

Each year, the awards we win would be meaningless and empty if it weren't for the people who put so much of themselves into their work each day. We thank them. One and all.



Represented Nationally By GWTS

TV—Radio campaign

KYW-TV Philadelphia □ Large market.
KCST-TV San Diego □ Medium market.
WMTV(TV) Madison, Wis. □ Small market.

TV—Print campaign

Cossette Communications-Marketing □ Large market.
TV-24, Milwaukee □ Medium market.

TV—Generic TV announcement for news

WJZ-TV Baltimore □ Large market.
WGRZ-TV Buffalo, N.Y. □ Medium market.
WNDU-TV South Bend, Ind. □ Small market.

TV—Episodic TV announcement for news

KYW-TV Philadelphia □ Large market.
KSL-TV Salt Lake City □ Medium market.

TV—Radio announcement for news

KMOX-TV St. Louis □ Large market.
KTVX(TV) Salt Lake City □ Medium market.
WMTV(TV) Madison, Wis. □ Small market.

TV—Print ad for news

WTCN-TV Minneapolis □ Large market.
WAVY-TV Portsmouth, Va. □ Medium market.
WMTV(TV) Madison, Wis. □ Small market.

TV—Generic TV announcement for programming/image

WSVN(TV) Miami □ Large market.
WLWT(TV) Cincinnati □ Medium market.

TV—Episodic TV announcement for programming/image

WCIX-TV Miami □ Large market.
WSTM-TV Syracuse, N.Y. □ Medium market.
WCJB(TV) Gainesville, Fla. □ Small market.

TV—Radio announcement for programming/image

KYW-TV Philadelphia □ Large market.
WPQC-TV Charlotte, N.C. □ Medium market.
WAGT(TV) Augusta, Ga. □ Small market.

TV—Print ad for programming/image

KOMO-TV Seattle □ Large market.
KCBS-TV Los Angeles □ Large market.
TV-24, Milwaukee □ Medium market.

TV—Promotional animation

National Nine Network, Australia □ Large market.
KATV(TV) Little Rock, Ark. □ Medium market.
KVUE-TV Austin, Tex. □ Small market.

TV—Non-promotional "image" animation

WGN-TV Chicago □ Large market.
Pinnacle Productions □ Medium market.
CKVR-TV Barrie, Ont. □ Small market.

TV—Outdoor/transit advertisement

WJKW-TV Cleveland □ Large market.
KETV(TV) Omaha, Neb. □ Medium market.
WLFI-TV Lafayette, Ind. □ Small market.

TV—Promotion, sales and press kits

WFLD-TV Chicago □ Large market.
UNC Center for Public Television, Chapel Hill, N.C. □ Medium market.
Britain & Rappaport, Laurel-Hattiesburg, Miss. □ Small market.

TV—Flyer, brochure, guide, book

WISH-TV Indianapolis □ Large market.
KSL-TV Salt Lake City □ Medium market.
KSBY-TV San Luis Obispo, Calif. □ Small market.

TV—Sales presentation on tape or film

KCPQ-TV Tacoma, Wash. □ Large market.
WOTV(TV) Grand Rapids, Mich. □ Medium market.

WMTV(TV) Madison, Wis. □ Small market.

TV—Specialty promotion

KSTW-TV Tacoma, Wash. □ Large market.
TV-24 Milwaukee □ Medium market.

TV—Special project

WDIV Detroit □ Large market.
KMTV(TV)/WOWT(TV)/KETV(TV) Omaha □ Medium market.
KRGV-TV Westaco, Tex. □ Small market.

TV—In-house campaign using more than one medium

KYW-TV Philadelphia □ Large market.
WVL-TV New Orleans □ Medium market.
KNTV(TV) Salinas-Monterey, Calif. □ Small market.

TV—In-house TV campaign for news

KTTV(TV) Los Angeles □ Large market.
WDSU-TV New Orleans □ Medium market.
KTBC-TV Austin, Tex. □ Small market.

TV—In-house campaign for programming/image

KABC-TV Los Angeles □ Large market.
KCST-TV San Diego □ Medium market.

TV—In-house generic TV announcement for news

KNBC-TV Los Angeles □ Large market.
WIS-TV Columbia, S.C. □ Small market.

TV—In-house episodic TV announcement for news

KUSA-TV Denver □ Large market.
KTVX(TV) Salt Lake City □ Medium market.

TV—In-house generic TV announcement for programming/image

KABC-TV Los Angeles □ Large market.
KTUL-TV Tulsa, Okla. □ Medium market.
KERO-TV Bakersfield, Calif. □ Small market.

TV—In-house episodic TV announcement for programming/image

WCVB-TV Boston □ Large market.

Radio—Campaign using one or more media

WLVE-FM Miami □ Large market.
KSL(AM) Salt Lake City □ Medium market.
KTRV-TV Production Department, Boise, Idaho □ Small market.

Radio—TV announcement

WGN(AM) Chicago □ Large market.
KEX(AM) Portland, Ore. □ Medium market.

Radio—Radio announcement

FM 97 Radio Vancouver, B.C. □ Large market.
WHWH(AM)-WPST(FM) Trenton, N.J. □ Small market.

Radio—Print ad

KLOL-FM Houston □ Large market.
WMHT-FM Schenectady, N.Y. □ Medium market.
WELI(AM) New Haven-West Haven, Conn. □ Small market.

Radio—Outdoor/transit

Ensstlin & Hall Advertising, St. Petersburg, Fla. □ Large market.
KGON-FM Portland, Ore. □ Medium market.
WKZQ(AM) Kalamazoo, Mich. □ Small market.

Radio—Sales promotion

WKQX-FM Chicago □ Large market.
Radio New Zealand Sales & Marketing, Wellington, New Zealand □ Medium market.

Radio—Audience promotion

WLIF-FM Baltimore □ Large market.
KUER-FM Salt Lake City □ Medium market.

Radio—Special project

KFMB(AM) San Diego □ Large market.

WOSU-FM Columbus, Ohio □ Medium market.

WGCH(AM) Greenwich, Conn. □ Small market.

Cable

MTV Networks □ Campaign using one or more media.
Home Box Office □ National generic TV announcement.
The Disney Channel □ Local and regional TV announcement.
USA Network □ Radio announcement.
The Weather Channel □ Print ad.
Turner Broadcasting System □ Cable system/channel I.D.
Storer Cable □ Marketing presentation on tape or film.
Showtime/The Movie Channel □ Marketing presentation, print/specialty.

Networks

NBC Entertainment Advertising & Promotion □ Campaign using one or more media.
CBS Inc., Entertainment Division □ Generic TV announcement.
CBS Sports □ Radio announcement.
CBS Sports, Cranston/Cauri Productions □ Nonpromotional "image" animation.
ABC-TV Station Advertising Services □ Marketing presentation, print/specialty.
NBC Entertainment Advertising & Promotion □ Marketing presentation on tape or film.

Program distributors

Telepictures Corp. □ Program/movie package marketing campaign.
Metromedia Producers Corp. □ Sales promotion, print/specialty.
Telepictures Corp. □ Marketing presentation on tape or film.
Telepictures Corp. □ Audience promotion kit.
Robert Faulk Inc. □ Generic or episodic TV announcement.
Telepictures Corp. □ Radio announcement.
Embassy Telecommunications □ Print ad.

Champion-Tuck Awards

8th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College.

Television

Barbara Baylor, Burton Benjamin, Walter Cronkite and Brian Ellis, CBS News □ *CBS Reports: 'High Tech: Dream or Nightmare?'* (first, network).

Michael Aron, Lisa Bair, Ramon Cordero, James Hamilton, Mark Helms, Joe Martin, Sharon Naeole and Hendrix Niemann, New Jersey Network □ *Breaking Up Is Hard to Do* (second, network).

Mark Bruggenjohn, Martha Casey-Philipp and Paul Schankman, KTVI-TV St. Louis □ *The Jericho Syndrome* (first, top 25 markets).

Vickie Burns and Terry Savage, WBBM-TV Chicago □ *Collapse and Rescue: The Continental* (second, top 25 markets).

Marty Blackmore, Laurel Defoe and John Masterman, KCPT(TV) Kansas City, Mo. □ *Cloud Over the Plains* (first, markets 26-100).

Bill Bartlett, M. J'Nevelyn Hough, Jeff Howard, Mark Johnson, Ann Lindstrom, Art Moreno, Rudy Norte, Wayne Sorge and Silverio Valdez, KVIA-TV El Paso □ *The Paradox of Palo Verde* (first, markets 101 and below).

Radio

Bill Abbott, Alex Chadwick, John Hockenberry and Leszek Wojcik, National Public Radio □ *Made in Tennessee: Portrait of the Nissan Truck Plant in Smyrna, Tenn.* (first, network)

Robert Forman, William Lynch, Norman Morris and Charles Reeves, CBS News □ *Defense Dollars: Easy Money?* (first, network).

Joel Bellman, KBIG(FM) Los Angeles □ *Speaking of Taxes* (first, top 50 markets).

Kathryn Aparicio, Cynthia Perry and Bernadette Tansey, California Times Radio □ *California Economy: Job Fallout* (second, top 50 markets).

Marilyn Fulper-Smith, WKVT-AM-FM Brattleboro, Vt. □ *Nickled and Dimed to Health* (first, markets 51 and below).

S. Reese Edwards and Michael Walden, North Carolina Agri-

Presenting the Winners of the 1984 UPI National Broadcast Awards

United Press International congratulates these outstanding broadcasters.

Chosen from among 100 finalists of rigorous state and regional competitions, these professionals represent the highest in broadcast standards nationwide.

The National Broadcast Awards contest is sponsored by UPI together with UPI's National Broadcast Advisory Board and UPI state broadcast groups to encourage excellence in broadcast journalism.

Our thanks to the distinguished panel of RTNDA judges, who made the national selections, and congratulations to the winners!

Outstanding Spot News

KFMB-AM, San Diego, CA, Division I KGTV-TV, San Diego, CA, Division I
KNND-AM, Cottage Grove, OR, Division II WBRZ-TV, Baton Rouge, LA, Division II
WXII-TV, Winston-Salem, NC, Division II

Outstanding Newscast

KOMO-AM, Seattle, WA, Division I WCBS-TV, New York, NY, Division I
KXLY-AM, Spokane, WA, Division II WIS-TV, Columbia, SC, Division II

Outstanding Feature

WCBS-AM, New York, NY, Division I KRON-TV, San Francisco, CA, Division I
KXRB-AM, Sioux Falls, SD, Division II WIS-TV, Columbia, SC, Division II

Outstanding Sports Coverage

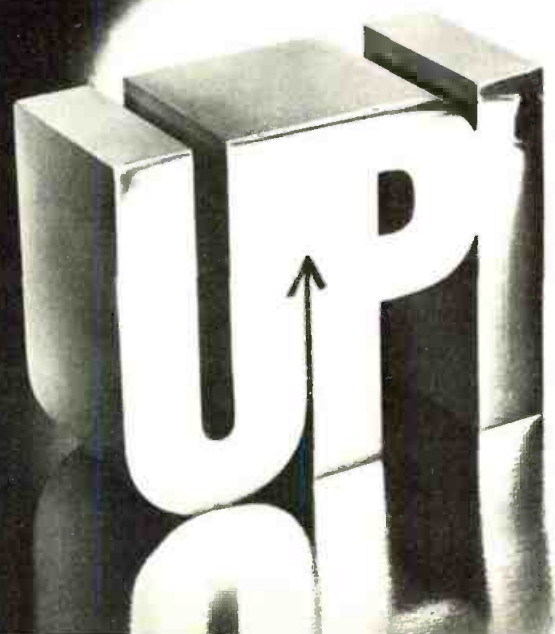
WRKO-AM, Boston, MA, Division I KCBS-TV, Los Angeles, CA, Division I
WEAN-AM, Providence, RI, Division II WIS-TV, Columbia, SC, Division II

Outstanding Documentary

WGST-FM, Atlanta, GA, Division I WBBM-TV, Chicago, IL, Division I
KJZZ-FM, Mesa, AZ, Division II WBRZ-TV, Baton Rouge, LA, Division II

Division I: Television stations in markets 1-50 or radio stations with newsrooms employing six or more people full time.

Division II: Television stations in markets 51 and up, or radio stations with newsrooms employing five or fewer people full time.



Christophers

Presented by The Christophers, ecumenical mass media organization, to producers, writers and directors for "works that embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Roone Arledge, president, ABC News and Sports □ "For creative and innovative use of television journalism."

PBS, WTTW(TV) Chicago, *Child Sexual Abuse: Program for Parents* □ Michael Hirsh, producer; Patterson Denny, director.

CBS, *A Christmas Carol* □ Robert Fuisz, executive producer; William Storke, Alfred Kelman, producers; Clive Donner, director; Roger Hirson, screenplay.

ABC, *The Dollmaker* □ Bruce Gilbert, executive producer; Bill Finnegan, producer; Daniel Petrie, director; Susan Cooper, Hume Cronyn, teleplay.

PBS, WNET(TV) New York, *Heritage: Civilization and the Jews* □ Arnold Labaton, Marc Siegel, executive producers; John Fox, series producer; Eugene Marner, Michael Joseloff, Marc Siegel, Alan Rosenthal, producers; Eugene Marner, John Lord, Julian Krainin, Michael Joseloff, Marc Siegel, Mort Silverstein, Alan Rosenthal, directors; John Sharnik, John Lord, John Fox, Marc Siegel, Michael Joseloff, Eugene Marner, Brian Winston, writers.

CBS, *License to Kill* □ Marian Rees, executive producers; Dorothea Petrie, producer; Jud Taylor, director; William Schwartz, writer.

NBC, *A Matter of Sex* □ Everett Chambers, executive producer; Mary Beth Yarrow, Joseph Feury, producers; Rob Iveson, Gwen Iveson, co-producers; Lee Grant, director; Joyce Eliason, writer.

PBS, WQED(TV) Pittsburgh, *National Geographic: Return to Everest* □ Dennis Kane, Thomas Skinner, executive producers; Theodore Strauss, producer/writer.

CBS, *Special People: Based on a True Story* □ Bruce Raymond, executive producer; Joseph Cates, producer; John Eckart, co-producer; Marc Daniels, director; Corey Blechman, writer.

NBC, *Victims for Victims: The Theresa Saldana Story* □ Daniel Paulson, Loehr Spivey, executive producers; Harry Sherman, producer; Karen Arthur, director; Arthur Heinemann, writer.

Clarion Awards

12th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Radio

Kaleka Rogers, WSB(AM) Atlanta □ *Black Farmers*.

Lori Lerner, KHJ(AM)-KRTH(FM) Los Angeles □ *8.3—A Simulated Earthquake*.

Kent Martin and David St. John, KMOX(AM) St. Louis □ *The Hidden Poison—Times Beach: Born 1925, Died 1983—Beyond Times Beach*.

Frank Florino, Scott Herman and John Russell, WINS(AM) New York □ *Growing Up on the Street—A Dangerous Game*.

Television

Pam Zekman, Andy Segal, Sandy Bergo and Jack Murphy, WBBM-TV Chicago □ *License to Deal*.

Jan D'Atri and Stephanie Harris, KTVK(TV) Phoenix □ *Make a Wish for Christmas: A Christmas Special*.

Pamela Hill, Richard Richter, Steve Singer and Judy Crichton, ABC □ *Oh Tell the World What Happened—ABC News Close-Up*.

Bill Curtis, Holly Fine, Paul Fine and Andrew Lack, CBS News □ *CBS Reports: The Plane That Fell From the Sky*.

Robert Rogers and Edwin Newman, NBC □ *NBC White Paper: Crime and Insanity*.

Dennis Johnson, Mike McEachern and Jon Rios, WFAA-TV Dallas □ *Modern Medicine: A Question of Life or Death*.

Vic Miles and James Stoltz, WCBS-TV New York □ *Our Block—43rd Street*.

Mary Muldoon, Pat Mitchell and Mary Hardwick, Golden West Broadcasting □ *'Woman to Woman' Mothers Against Toxic Waste*.

Charles Kuralt and Russ Bensley, CBS News □ *On the Road with Charles Kuralt*.

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Hall of Fame classic awards

Keep America Beautiful □ Indian (Marsteller).

Kodak Cameras □ Jennier (J. Walter Thompson).

Mobil □ 10 Story (Aaron Ehrlich Co.).

Mobil One Oil □ Cold Weather (Mathew Brady Films).

Texaco □ Taxi (Benton & Bowles).

Union Carbide □ Super Insulation (Young & Rubicam).

TV

Bud Light □ Heartland and Factory (Needham Harper Worldwide and PYTKA and Klaff/Weinstein Music).

California Broadcasters Against Drunk Driving □ The Party's Over and Let's Spend the Night Together (Griner/Cuesta & Assoc.).

Dunkin' Donuts □ My Career Is Over and Great Dane (Ally & Gargano).

Levi 501 Blues □ Bluesman (Foote, Cone & Belding).

Subaru □ Farmboy (Levine, Huntley, Schmidt & Beaver).

Minnesota Federal Savings & Loan □ Hit the Road Jack (Fallon McElligott Rice and N. Lee Lacy/Associates).

Pabst Light Beer □ Surf Girl (Young & Rubicam and Dennis, Guy & Hirsch).

Pepsi-Cola □ Sound Truck (BBDO).

Tostitos Brand Tortilla Chips □ Dragnet (Tracy-Locke/BBDO).

Bud Light □ Heartland (Needham Harper Worldwide and PYTKA).

Baltimore Orioles Baseball □ Tie-In-Beer (Smith, Burke & Az-zam).

Chiquita Banana □ She Loves Me (Apple's Eye Productions).

General Electric □ Power of Music (BBDO).

Corningware □ In-Laws (N. Lee Lacy/Associates).

Borateam □ White Clothes (Davis, Johnson, Mogul & Colom-batto).

Dunkin' Donuts □ Croissants (Ally & Gargano).

Humana Inc. □ Tap Oance (Korey, Kay & Partners).

WABC Talkradio □ Alligators (Goodby, Berlin & Silverstein).

IBM Home Computers □ Skates (Lord, Geller, Federico Einstein and H.I.S.K.).

Bud Light □ Heartland (PYTKA).

Thermos □ Hot Foot (Calet, Hirsch & Spector).

Frisken Buffet Cat Food □ Tour Guide (SSC&B Inc.).

John Kerry □ Hardware (Cinemagraphics).

California Broadcasters Against Drunk Driving □ The Party's Over (Chiat/Day).

Polaroid □ Did I Have a Day (Doyle Dane Bernbach).

Pizza Hut □ The 12 Days After Christmas (Chiat/Day Advertising).

Emery Worldwide □ It's As Good As There (J. Walter Thompson).

Canadian Tire □ Screwdriver (W.B. Doner & Co.).

Acutrini □ Nightmare/Refrigerator (Ally & Gargano).

Parker Bros. □ Pente (Production Partners).

Australian Tourist Commission □ America's Cup (Mojo Australia).

Illinois Bell □ Stormy Weather (N.W. Ayer).

Kleenex Softique Tissues □ Nose to Nose (Foote, Cone & Belding).

Canned Food Information □ Brilliance (Robert Abel & Assoc.).

Wang □ Power and Glory (NHCC and PYTKA).

W.R. Grace □ Baby (The Marschalk Co.).

IBM Home Computers □ Skates (H.I.S.K.).

Emery □ It's As Good As There (Editors Gas).

Pepsi-Cola □ Spaceship (BBDO).

TRW □ Line (Wyse Advertising).

Wendy's □ Fashion Show (Dancer Fitzgerald Sample and Sedelmaier Film Productions).

Missing Children Help Center □ Cindy (Johannesson, Kirk & McHarry).

Maryland Disabilities Council □ Debbie (Smith, Burke & Az-zam).

Bud Light □ Factory (Klaff/Weinstein Music).

Chevrolet □ Today's Chevrolet (Campbell-Ewald Co.).

IBM Home Computers □ Skates (H.I.S.K. and David Horowitz Music).

Hallmark Cards □ Mom's Birthday (Young & Rubicam).

United Virginia Bank □ Old Man (Griner/Cuesta & Associates).

Black & Decker/Heat 'n' Strip □ Mantle (BBDO).

Radio

Molson □ Wedding, Supermarket and Computer (Rumrill Hoyt/ NY Advertising).

Bumper-to-Bumper □ Gai and Guy (Craig Wiese and Co.).

Laughing Cow Cheese □ Arnold's Mom, Craving (2) and Sweet 16 (TBWA Advertising).

Levi's Winter Jeans □ Bob The Wind Sock (McCann-Erickson).

Lincoln Mercury □ Dieter (John Crawford Creative).

City National Bank □ Lighting Shirts (Sarley/Cashman Creative Services).

Kronenbourg Beer □ Wonder Beer (Levine, Huntley, Schmidt Beaver).

Pepsi □ Language Class (Dick Orkin's Radio Ranch).

The Jungle Book □ Teenager (Bert, Barz & Kirby).

Apple Computer □ Little Albert (Chiat/Day Advertising).

Adweek Magazine □ They Found Him (Dick Orkin's Radio Ranch).

Texas Safety Association □ Happy Birthday (GSD&M).

Shopwell Supermarkets □ 24 Hours (Ric Katz & Associates).



Pepsi's Spaceship commercial, a Clio and IBA winner

“THE SILENT SIN HITS OUT AT THE HORRORS CHILDREN CAN AND DO ENDURE...”

—Daily Variety
4/19/85

Incest. Nobody talks about it. Victims and abusers deny it. And for the most part, society ignores it. But that didn't stop KHJ-TV in Los Angeles from reporting on one of the most pressing problems facing today's "Changing Family."

Hosted by veteran actor Mike Farrell, "The Silent Sin" took a close look at the problem of child incest in our society. Victims and abusers told their stories, exposed their secrets, faced the brutal realities of their lives. Through their shockingly candid disclosures, viewers gained an intimate insight into a life of fear and violence.

But most importantly, the show offered hope

to those who found themselves prisoners in their own bedrooms and homes. Following the broadcast, those in search of help and information were directed to a toll-free hotline number.

As part of RKO Television's award-winning "Changing Family" series, this special documentary sought to make a change in one aspect of today's family life no one should be forced to endure. And for that reason, we're proud to have broken the silence on America's most sensitive subject.



RKO  TELEVISION
A Division of RKO General, Inc.

Where Viewers Find Answers
KHJ-TV Los Angeles • WHBQ-TV Memphis • WOR-TV Secaucus, NJ

and Appliance □ Disclaimer (W.B. Doner & Co.).

Southwest Airlines □ El Paso To Houston (Dick Orkin's Radio Ranch).

Southwestern Bell Telephone Co. □ Call Home (D'Arcy MacManus Masius).

Rueben's Restaurant □ Orson Welles Dinner (Rick Colby).

Thrifty Twin Pix □ It Was Thrifty's Idea (Chuck Blore & Don Richman).

AT&T Small Business Systems □ The Promotion (Dick Orkin's Radio Ranch).

McDonald's Gift Certificates □ Gift Certificates (Steve Sperry & Co.).

Levi's Cords □ When the Sun Goes Down (LA/NY Music).

IBM Authorized Dealer □ Range of Products (Doyle Dane Bernbach).

Jell-O Gelatin □ Salad Song (Young & Rubicam).

Carl's Jr. Breakfast □ Dick & Jane & Carl's (Chuck Blore & Don Richman).

Cable

Dr Pepper □ Space Cowboy (Young & Rubicam).

Water Country USA □ Killer (Lawler Ballard Advtg.).

WTBS(TV) Atlanta □ Network ID (Turner Broadcasting System).

Showtime □ Excitement (Michael Daniel Prods.).

CPB Awards

Presented by the Corporation for Public Broadcasting.

Ralph Lowell Award

David Ives, vice chairman. WGBH(TV) Boston.

Edward R. Murrow

Garrison Keillor, creator and host of *A Prairie Home Companion*.

Television

KTCA-TV Minneapolis-St. Paul □ *Grant Wood's America* (cultural documentary).

WNIT-TV South Bend, Ind. □ *Studebaker: Less Than They Promised* (cultural documentary).

WVIZ-TV Cleveland □ *My First Hundred Years* (information programming).

KUHT(TV) Houston □ *In the Name of God* (news).

KCET(TV) Los Angeles □ *KCET Journal: Generations of Violence* (news).

Wisconsin Educational Television Network □ *Wisconsin Magazine* (news).

KCET(TV) Los Angeles □ *Transplanting Hope* (public affairs).

WPBT(TV) Miami □ *Diva in Concert* (performance programming).

New Jersey Network □ *Keystone* (performance programming).

Radio

Independent Broadcasting Associates □ *The World of Islam*.

Resurgent Islam Today (news and public affairs).

Ellsabeth Perez-Luna □ *Latin USA: A Tale of Four Cities: San Antonio* (news and public affairs).

ZBS Foundation □ *Aura* (arts and humanities).

KCHO(FM) Chico, Calif. □ *Cultural Resistance to Genocide* (arts and humanities).

Real Women Productions □ *Daguerrotapes: Portraits of Working Women's History* (arts and humanities).

WBEZ(FM) Chicago □ *The Question Show* (target audience).

Local radio development

WGBH(FM) Boston □ *Morning Pro Musica* (promotion/advertising).

WOSU(AM) Columbus, Ohio □ Poster campaign (promotion/advertising).

KLCC(FM) Eugene, Ore. □ Drive Time is News Time (promotion/advertising).

KSJN(AM) Minnesota Public Radio □ *A Prairie Home Companion* (special events/projects).

WMAA(AM) Jackson, Miss., public radio □ *Public Radio in Mississippi* (special events/projects).

Wisconsin Public Radio □ Planned-giving campaign (listener support).

WVPR(AM)-WVRS(FM) Windsor and Burlington, Vt. □ "The Decision is Yours" fundraiser (listener support).

WEVO(FM) Concord, N.H. □ For a 26% membership gain (listener support).

WBUR(FM) Boston □ *The Best Little Radio Station in the World* (business/corporate support).

WNMU-FM Marquette, Mich. □ For creative marketing (listener support).

Directors Guild of America

Presented by the Directors Guild of America for outstanding directorial accomplishment.

Jay Sandrich □ *The Cosby Show* pilot (NBC) (comedy).

Thomas Carter □ "The Rise and Fall of Paul the Wall," *Hill Street Blues* (NBC) (prime time drama).

Joan Darling □ "Mom's on Strike," *ABC Afterschool Specials* (daytime drama).

Don Mischer and Twyla Tharp □ *Baryshnikov by Tharp With the American Ballet Theater* (PBS) (musical variety).

Sandy Grossman □ *Super Bowl XVIII* (CBS) (sports).

Daniel Petrie □ *The Dollmaker* (ABC) (drama special).

Alfred Kelman □ "The Journey Within," *The Body Human* (CBS) (documentary).

Stu Hagmann □ McDonald's commercial (commercial director).

duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

ABC News, World News Tonight, and Nightline □ U.S./USSR: a Balance of Powers.

CBS News, 60 Minutes □ Lenell Geter's in Jail.

Brian Ross and Ira Silverman, NBC News □ Outstanding investigative reporting.

KRON-TV San Francisco □ *The Climate of Death*.

WJZ-TV Baltimore □ *Baby Boom: The Pig in the Python*.



Vietnam



Keillor

WJXT-TV Jacksonville, Fla. □ *The Smell of Money*.

KOSU-FM Stillwater, Okla. □ *Selling the Public Spectrum*.

The Documentary Consortium and PBS □ *Frontline*.

PBS and WGBH-TV Boston □ *Vietnam: A Television History*.

Medvideo Ltd. and Group W □ *Whispering Hope: Unmasking the Mystery of Alzheimer's*.

Quest Productions and PBS □ *The First Fifty Years: Reflections on U.S.-Soviet Relations*.

Suburban Cablevision □ *Right to Know: Hillside: A Desegregation Story*.

Electronic Media Awards

Presented by the National Society of Professional Engineers to "recognize broadcasting excellence for programming which makes the difficult subjects of engineering and technology more comprehensible to the public."

Television

Children's TV Workshop □ "Myo Electric Arm," *Electricity Friday* (education/information).

NBC □ *The Real Star Wars: Defense in Space* (news and public affairs).

Radio

NBC Radio—The Source □ *Computer Shock* (education/information).

NBC Radio—The Source □ *Made in Space* (news and public affairs).

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Governors Award

Bob Hope □ Governor's award.

Programs

He Makes Me Feel Like Dancin' (NBC) □ Children's program.

The 6th Annual Kennedy Center Honors: A Celebration of the Performing Arts (CBS) □ Variety, music or comedy program.

Cheers (NBC) □ Comedy series.

Hill Street Blues (NBC) □ Drama series.

Something About Amelia (ABC) □ Drama special.

Concealed Enemies (PBS) □ Limited series.

Placido Domingo Celebrates Seville (PBS) □ Classical program in the performing arts.

Garfield on the Town (CBS) □ Animated program.

America Remembers John F. Kennedy (syndication) □ International special.

A Walk Through the 20th Century With Bill Moyers (PBS) □ Informational series.

Acting

Tom Selleck, Magnum, P.I. (CBS) □ Lead actor in a drama series.

Tyne Daly, Cagney & Lacey (CBS) □ Lead actress in a drama series.

John Ritter, Three's Company (ABC) □ Lead actor in a comedy series.

Jane Curtin, Kate & Allie (CBS) □ Lead actress in a comedy series.

Laurence Olivier, Laurence Olivier's King Lear (syndication) □ Lead actor in a limited series or special.

Jane Fonda, The Dollmaker (ABC) □ Lead actress in a limited series or special.

Cloris Leachman, Screen Actors Guild 50th Anniversary Celebration (CBS) □ Individual performance in a variety or music program.

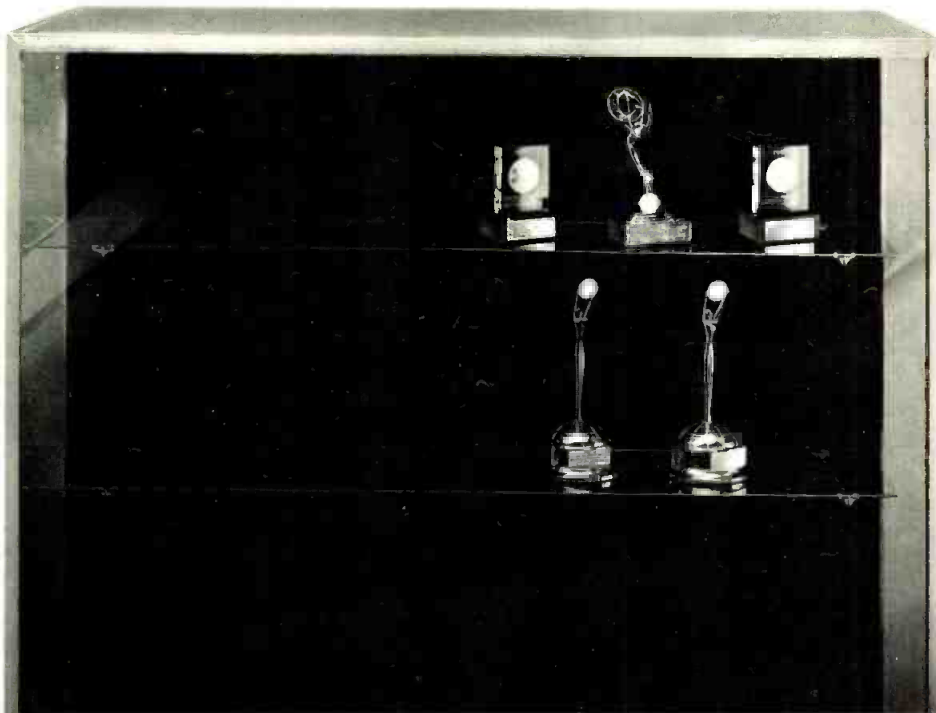
Alfre Woodard, Hill Street Blues (NBC) □ Supporting actress in a drama series.

Bruce Weitz, Hill Street Blues (NBC) □ Supporting actor in a drama series.

Roxana Zal, Something About Amelia (ABC) □ Supporting actress in a limited series or special.

TO CELEBRATE OUR LATEST ACHIEVEMENTS, WE WENT OUT AND BOUGHT A CASE.

In recent weeks, WFLD's PM Magazine won a Chicago Emmy for "Outstanding Informational Programming for a Magazine Series." And our advertising was honored with two Clios and two BPME Gold Medallions. Thanks to the entire staff for giving us the metal to compete with the networks.

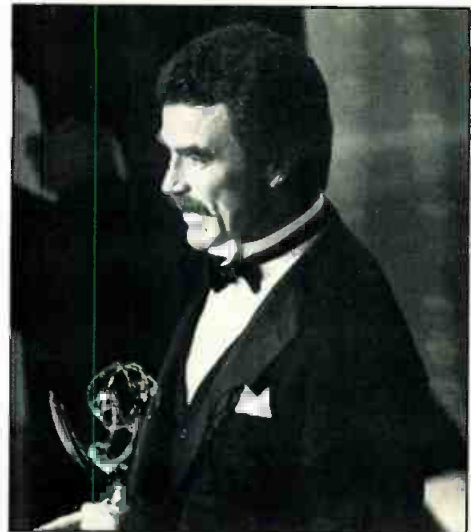




Hope



Daly



Selleck

Art Carney, *Terrible Joe Moran* (CBS) □ Supporting actor in a limited series or special.

Rhea Perlman, *Cheers* (NBC) □ Supporting actress in a comedy series.

Pat Harrington Jr., *One Day At A Time* (CBS) □ Supporting actor in a comedy series.

Directing

Corey Allen, *Hill Street Blues* (NBC) □ Drama series.

Jeff Bleckner, *Concealed Enemies* (PBS) □ Limited series or special.

Dwight Hemion, *Here's Television Entertainment* (NBC) □ Variety or music program.

Bill Persky, *Kate & Allie* (CBS) □ Comedy series.

R.O. Blechman, *The Soldier's Tale* (PBS) □ Individual achievement, animated programming.

Emile Ardolino, *He Makes Me Feel Like Dancin'* (NBC), and **Bill Moyers**, *A Walk Through the 20th Century With Bill Moyers* (PBS) □ Individual achievement, informational programming.

Writing

David Angell, *Cheers* (NBC) □ Comedy series.

Steve O'Donnell, **Gerard Mulligan**, **Sandy Frank**, **Joe Toplyn**, **Chris Elliott**, **Matt Wickline**, **Jeff Martin**, **Ted Greenberg**, **David Yazbek**, **Merrill Markoe**, **David Letterman**, *Late Night with David Letterman* (NBC) □ Variety or music program.

John Ford Noonan, **John Masius**, **Tom Fontana**, *St. Elsewhere* (NBC) □ Drama series.

William Hanley, *Something About Amelia* (ABC) □ Limited series or special.

Creative Arts

James Levine, *Live From the Met* (PBS); **Leontyne Price**, *In Performance at the White House: An Evening of Spirituals and Gospel Music* (PBS), and **Merrill Brockway**, *A Song for Dead Warriors* (PBS) □ Individual achievement in classical music/dance programming for performing or directing.

James Hulsey and **George R. Nelson**, *A Streetcar Named Desire* (ABC) □ Art direction for a limited series or special.

James Hulsey and **Bruce Kay**, *The Duck Factory*, pilot (NBC) □ Art direction for a series.

Roy Christopher, *56th Annual Academy Awards Presentation* (ABC) □ Art direction for a variety or music program.

Bob Mackie and **Ret Turner**, *Mama's Family* (NBC), and **Nolan Miller**, *Dynasty* (ABC) □ Costume design for a series.

Julie Weiss, *The Dollmaker* (ABC) □ Costume design for a limited series or special.

Ted Woolery and **Gerry Woolery**, *The Duck Factory* (NBC) □ Individual achievement—graphic design and title sequences.

Michael G. Westmore, *Why Me?* (ABC) □ Makeup.

Dino Ganziano, *The Mystic Warrior* (ABC) □ Hairstyling.

James Crabe, *Mickey Spillane's Mike Hammer* (CBS) □ Cinematography for a series.

Bill Butler, *A Streetcar Named Desire* (ABC) □ Cinematography in a limited series or special.

Gene Crowe, **Sam Drummy**, **Larry Heider**, **Dave Levisohn**, **Wayne Orr**, **Ron Sheldon**, **Mark Sanford**, *On Stage America* (syndicated) □ Technical direction and electronic camerawork

for a series.

Lou Fusari, **Les Atkinson**, **Bruce Bottone**, **George Falardeau**, **Dean Hall**, **Dave Himer**, **Roy Holm**, **David Nowell**, **Jerry Smith**, *The Magic of David Copperfield VI* (CBS) □ Technical direction and electronic camerawork for a limited series or special.

Corporate Communications Consultants □ Engineering certificate for its 60XL Color Correction System, a device that improves broadcast quality of film on television.

Robert Blalack, **Nancy Rushlow**, **Dan Pinkham**, **Chris Regan**, **Larry Stevens**, **Dan Nosenchuck**, *The Day After* (ABC), and **William M. Klages**, *The 26th Annual Grammy Awards* (CBS) □ Individual achievement, special visual effects.

Robert A. Dickinson and **Frank C. Olivas**, *Solid Gold* (syndicated) □ Lighting direction (electronic) for a series.

William M. Klages, *The 6th Annual Kennedy Center Honors: A Celebration of the Performing Arts* (CBS) □ Lighting direction (electronic) for a limited series or special.

Bruce Broughton, *Dallas* (CBS) □ Music composition for a series.

Bruce Broughton, *The First Olympics: Athens 1896, Part 1* (NBC) □ Music composition for a limited series or special.

Ian Fraser, **Billy Byers**, **Chris Boardman**, **J. Hill**, **Lenny Stack**, *The Screen Actors Guild 50th Anniversary Celebration* (CBS) □ Musical direction.

Larry Grossman and **Buz Kohan**, *Here's Television Entertainment* (NBC) □ Music and lyrics.

Andrew Chulack, *Cheers* (NBC) □ Film editing for a series.

Jerrold L. Ludwig, *A Streetcar Named Desire* (ABC) □ Film editing for a limited series or special.

Howard Brock, *Fame* (syndication) □ Videotape editing for a series.

Jim McQueen and **Catherine Shields**, *American Film Institute Salute to Lillian Gish* (CBS) □ Videotape editing for a limited series or special.

Airwolf (CBS) □ Film sound editing for a series.

The Day After (ABC) □ Film sound editing for a limited series or special.

Edward J. Greene and **Carol Pratt**, *Anne Murray's Winter Carnival* (CBS) □ Live and tape sound mixing and sound effects for a limited series or special.

Hill Street Blues (NBC) □ Film sound mixing for a series.

A Streetcar Named Desire (ABC) □ Film sound mixing for a limited series or special.

Mark Hanes, **Stu Fox**, **Dean Okrand**, **Ed Suski**, *Real People* (NBC) □ Live and tape sound mixing and sound effects for a series.

Michael Smuin, *A Song for Dead Warriors* (PBS) □ Choreography.

daytime drama series.

The \$25,000 Pyramid (CBS), **Bob Stewart**, executive producer □ Outstanding game or audience participation show.

Woman to Woman (syndication, Golden West), **Mary Muldoon**, producer □ Outstanding talk/service series.

The Merv Griffin Show (syndication), **Bob Murphy**, executive producer, **Peter Barsocchini**, producer □ Outstanding variety series.

Captain Kangaroo (CBS), **Bob Keeshan**, **Jim Hirschfeld**, executive producers; **Bette Chichon**, **Ruth Manecke**, producers; **Smurfs**, (NBC), **William Hanna**, **Joseph Barbera**, executive producers, **Gerard Baldwin**, producer □ Outstanding children's entertainment series.

Performers

Larry Bryggman, *As The World Turns* (CBS) □ Outstanding actor in a daytime drama series.

Justin Deas, *As The World Turns* (CBS) □ Outstanding actor in a supporting role in a daytime drama series.

Erika Szek, *One Life To Live* (ABC) □ Outstanding actress in a daytime drama series.

Judi Evans, *The Guiding Light* (CBS) □ Outstanding actress in a supporting role in a daytime drama series.

Bob Barker, *The Price Is Right* (CBS) □ Outstanding host/hostess in a game or audience participation show.

Gary Collins, *Hour Magazine* (syndication) □ Outstanding host/hostess in a talk/service series.

Merv Griffin, *Merv Griffin Show* (syndication) □ Outstanding host/hostess in a variety series.

Dick Van Dyke, *The Wrong Way Kid* (CBS) □ Outstanding performer in children's programming.

Directing

Larry Auerbach, **George Keathley**, **Peter Miner**, **David Pressman**, *One Life To Live* (ABC) □ Outstanding direction for a daytime drama series.

Marc Breslow, *The Price Is Right* (CBS) □ Outstanding individual: direction of a game or audience participation show.

Ron Weiner, *Donahue* (syndication) □ Outstanding individual direction for a talk/service series.

Writing

Claire Labine, **Paul Avila Mayer**, **Mary Ryan Munisteri**, **Judith Pinsker**, **Nancy Ford**, **B.K. Perlman**, *Ryan's Hope* (ABC) □ Outstanding writing of daytime drama series.

Children's programming

The Great Love Experiment (ABC), **Jane Startz**, executive producer, **Baro Bachrach**, producer □ Outstanding children's entertainment special.

Dead Wrong: The John Evans Story (CBS), **S. Bryan Hickox**, **Jay Daniel**, executive producers □ Outstanding children's informational/instructional special.

ABC Weekend Specials (ABC) □ Outstanding children's informational/instructional series.

Robert Mandel, *Andrea's Story: The Hitchhiking Tragedy* (ABC) □ Outstanding individual direction in children's programming.

Norman Stiles, **Gary Belkin**, **Sara Compton**, **Tom Dunsmuir**,

Daytime Emmys

Presented by the National Academy of Television Arts and Sciences.

Programs

General Hospital (ABC), **Gloria Monty**, producer □ Outstanding

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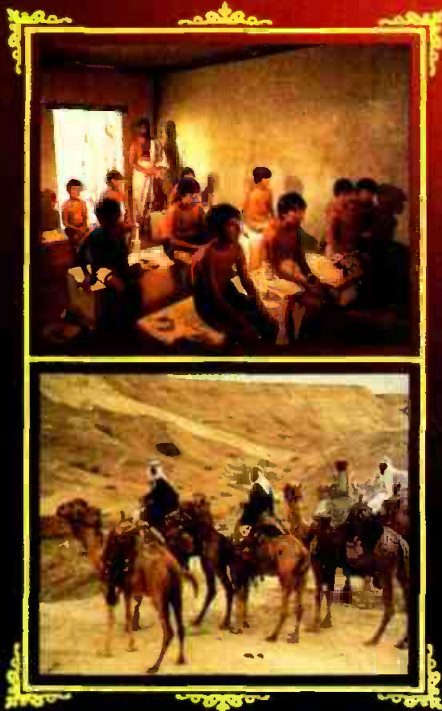
Before Bethlehem, the manger and the magi, before the creation of the Jewish nation as God's chosen people, there was only a narrow strip of land set apart by a remarkable promise from God. This is the point in history at which "Yeshua" begins.

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Lutheran Television

Lutheran Television, 2185 Hampton Ave., St. Louis, Missouri 63139-2985 In Canada call, 519-578-7420

Judy Freudberg, Tony Geiss, Emily Kingsley, David Korr, Sonia Manzano, Jeff Moss, Luis Santeiro, Sesame Street (PBS) □ Outstanding individual writing in children's programming.

Misha Segal, composer, Andrea's Story: A Hitchhiking Tragedy (ABC) □ Outstanding music composition.

Hanantha Baer, cinematographer, Andrea's Story: A Hitchhiking Tragedy (ABC) □ Outstanding cinematography.

Thomas Haneke, Charlotte Grossman, film editors, He Makes Me Feel Like Dancing (NBC) □ Outstanding film editing.

Others

Directions, Sid Darion, executive producer. (ABC); **Insight**, Ellwood Kieser, executive producer; Mike Rhodes, Terry Sweeney, producers (syndication) □ Outstanding achievement in religious programming—series.

Martin Gavrin, Louis Marchand, Charlie Henry, John Morris, Rick Schiaffro, Frank Schiraldi, Wallace Hewitt, Howie Zeidman, Herb Segall, Frank Bailey, Marianne Maltz, Susan Pomerantz, Stuart Silver, Al Forman, Leona Zeira, One Life To Live □ Outstanding technical excellence in daytime drama series.

Richard Hankins, Harry Miller, Paul Hickey, Wes Laws, Ralph Holmes, Lincoln Stulik, Robert Anton, David Dangle, Joseph Cola, Susan Saccavino, Linda Williams, Alba Samperisi, Barbara Miller, Guiding Light □ Outstanding design excellence in daytime series.

FYI, Yanna Kroyt Brandt, producer; Mary Ann Donahue, coordinating producer (ABC) □ Special classification of outstanding program achievement.

Live From the Met: Metropolitan Opera Centennial Gala, Part 1, Michael Bronson, executive producer; Clement D'Alliesio, producer □ Outstanding program achievement in the performing arts.

Carol Spinney, Sesame Street (PBS) □ Special classification of outstanding individual achievement—performers.

Hal Linden, FYI (ABC) □ Special classification of outstanding individual achievement—host/hostess.

Dorothy Hamill, Romeo & Juliet On Ice (CBS) □ Outstanding individual achievement in the performing arts—host/hostess.

Jay Sandrich, Insight: The Day Everything Went Wrong (syndication) □ Outstanding individual achievement in religious programming—directing.

Dick Schneider, Macy's Thanksgiving Day Parade (NBC) □ Outstanding individual achievement in the coverage of special events—directors.

Rob Iscove, Romeo & Juliet on Ice (CBS) □ Outstanding individual achievement in the performing arts—directing.

Technical crafts

Ralph Mensch, technical director, Sesame Street (PBS) □ Outstanding achievement in children's programming—technical direction.

Terry Rohnke, technical director; Bill Goetz, John Hillyer, Steve Gonzales, Barry Fisher, John Pinto, Don Mulvaney, Michael Bennett, Gene Martin, Karl Eckett, electronic camera, Macy's Thanksgiving Day Parade (NBC) □ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork.

William Millard III, electronic camera, Edge of Night (ABC) □ Outstanding individual achievement in electronic camerawork.

Blake Norton, audio, Sesame Street (PBS) □ Outstanding individual achievement in programming—audio.

Paul Colten, Jack Hughes, audio mixers, All My Children (ABC) □ Special classification of outstanding individual achievement—audio.

Jay David Saks, audio mixer, Live from the Met: Metropolitan Opera Centennial Gala, Part 1 (PBS) □ Outstanding achievement in the performing arts—audio.

Arthur Schneider, videotape editor, Andrea's Story: A Hitchhiking Tragedy (ABC) □ Outstanding individual achievement in children's programming—videotape editor.

James Levine, music director, Live From the Met: Centennial Gala, Part 1 (PBS) □ Outstanding individual achievement in the performing arts—music, composition/direction.

Cary White, art director, Andrea's Story: A Hitchhiking Tragedy (ABC) □ Outstanding individual achievement in children's programming—art direction.

Val Strazovec, scenic designer, Romeo & Juliet On Ice (CBS) □ Outstanding achievement in scenic design.

Randy Nodstrom, lighting director, Sesame Street (PBS) □ Outstanding individual achievement in children's programming—lighting direction.

Marie-Ange Ripka, The Great Love Experiment (ABC) □ Outstanding individual achievement in design crafts in children's programming—make-up.

Zandra Rhodes, costume design, Romeo & Juliet on Ice (CBS) □ Outstanding individual achievement in the performing arts.

International Emmys

Presented by the International Council of the National Academy of Television Arts and Sciences for outstanding achievement in international television.

The Jewel in the Crown, Granada Television □ Drama.

The Heart of the Dragon, Channel Four Television □ Documentary.

The Tragedy of Carmen, Channel Four Television □ Performing arts.

Fresh Fields, Thames Television □ Popular arts.

The Wind in the Willows, Thames Television □ Children.

News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

Outstanding coverage of a single breaking news story (segment) □ *The Assassination of Benigno Aquino*, ABC News; William Stewart, producer; Jim Laurie, correspondent. "The Grenada Coverage." *The MacNeil/Lehrer NewsHour* (PBS); Lester M. Crystal, executive producer; Dan Werner, senior producer; Robert MacNeil, Jim Lehrer and Charlayne Hunter-Gault, correspondents. "The Beirut Bombing." *CBS Evening News with Dan Rather*; Howard Stringer, executive producer; Lane Venardos, senior producer; Harry Radcliffe, Roxanne Russell, Al Ortiz, Susan Zirinsky, Phil O'Connor and Marquita Pool, producers; Tom Fenton, Bruce Morton, David Martin, Alan Pizzey, Bruce Hall and Lesley Stahl, reporter/correspondents.

Outstanding background analysis of a single current story (program) □ *A Doomsday Scenario: Banking at the Brink* (PBS); Stephen D. Atlas, executive producer; Glenda Baugh Manzi, producer; Paul Solman, correspondent. "Abortion Clinic." *Frontline* (PBS); Mark Obenhaus, producer; Rita Stern and Michael Schwarz, co-producers; Jessica Savitch, reporter/correspondent. "Nicaragua: A House Divided." *Inside Story* (PBS); Christopher Koch, executive producer; Hodding Carter, correspondent. *Crime in America: Myth and Reality* (ABC); Paul Friedman and Bob Roy, executive producers; Charles C. Stuart, producer; Richard Threlkeld, reporter/correspondent.

Outstanding background analysis of a single current story (segment) □ "USSR: A Balance of Powers." *World News Tonight* (ABC); Robert E. Frye, executive producer; David Guilbault, coordinating producer; Bob Aglow, Amy Entelis, Sally Holm, Steve Jacobs, David Kaplan, John Lower, Charles Stuart and Jonathan Talmadge, producers; Peter Jennings, John McWethy, Bob Zeinick, Sam Donaldson, Pierre Salinger, Richard Threlkeld, Rick Inderfurth and Dan Cordtz, correspondents. "The Countdown Against Cancer." *CBS Evening News with Dan Rather*; Howard Stringer, executive producer; Linda Mason, senior producer; David Browning, producer; Terry Drinkwater, reporter/correspondent. "The Computers Are Coming." *CBS Evening News with Dan Rather*; Howard Stringer, executive producer; Linda Mason, senior producer; David Browning, producer; Dan Rather, reporter/correspondent. "Marines in Beirut." *The MacNeil/Lehrer NewsHour* (PBS); Michael Joseloff, producer; Jim Webb, correspondent. "Quest for Justice." *60/60* (ABC); Janice Tomlin, producer; Tom Jarriel, reporter/correspondent.

Outstanding investigative journalism (program) □ "Uncounted Enemy, Unproven Conspiracy." *Inside Story* (PBS); Rose Economou and Joseph Russin, producers; Hodding Carter, correspondent.

Outstanding investigative journalism (segment) □ "Growing Up In Smoke." *20/20* (ABC); Alice Irene Pifer, producer; John Stossel, correspondent. "Lenell Geter's In Jail." *60 Minutes* (CBS); Suzanne St. Pierre, producer; Morley Safer, reporter/correspondent. "Poison On Your Plate." *First Camera* (NBC); Chuck Collins and Brian McTigue, producers; Mark Nykanen, correspondent.

Outstanding interview/interviewer(s) (program) □ "The Day After." *Viewpoint* (ABC); William Lord, executive producer; George Watson, William Moore, Stuart Schwartz and Robert Jordan, senior producers; Carla De Landri, producer; Ted Koppel, reporter/correspondent.

Outstanding interview/interviewer(s) (segment) □ "Michael Doyle's Camden." *60 Minutes* (CBS); Elliot Bernstein, producer; Harry Reasoner, correspondent. "Larry." *60 Minutes* (CBS); Jeanne Solomon, producer; Ed Bradley, reporter/correspondent. "There But For the Grace of God." *60/60* (ABC); Marion Goldin, producer; Barbara Walters, correspondent.

Outstanding coverage of a continuing news story (program) □ "Dateline: Moscow/Inside the USSR." *Inside Story* (PBS); Ned Schurman, executive producer; Philip Burton, Christopher Koch and Joseph Russin, producers; Hodding Carter, correspondent.

Outstanding coverage of a continuing news story (segment) □ "After the Parades." *Sunday Morning* (CBS); Kathy Sulkes, producer; David Culhane, reporter/correspondent. "Nicaragua 1983." *Today Show* (NBC); Jon Alpert, producer and reporter/correspondent.

Outstanding informational, cultural or historical programs (program) □ "Rain Forest." *A National Geographic Special* (PBS); David Hughes and Carol Hughes, producers. "America Takes Charge." *Vietnam: A Television History* (PBS); Richard Ellison, executive producer; Andrew Pearson, producer; Stanley Karnow, chief correspondent. "LBJ Goes to War." *Vietnam: A Television History* (PBS); Austin Hoyt, producer. "Peace is at Hand." *Vietnam: A Television History* (PBS); Martin Smith, producer. "Legacies." *Vietnam: A Television History* (PBS); Richard Ellison, producer. "Roots of War." *Vietnam: A Television History* (PBS); Judith Vecchione, producer. "The End of the Tunnel." *Vietnam: A Television History* (PBS); Elizabeth Deane, producer.

Outstanding informational, cultural or historical programs (segment) □ "Mel Torme." *20/20* (ABC); Joe Pfliffering, producer; Bob Brown, reporter/correspondent. "Black Family." *The CBS Evening News with Dan Rather*; Howard Stringer, executive producer; Marquita Pool and Chris Weicher, producers; Lem Tucker, reporter/correspondent. "The Mien People." *The CBS Evening News with Dan Rather*; Brian Healy, senior producer; Beth Pearlman and Charles Wolfson, producers; Bruce Morton, reporter/correspondent.

Special classification of outstanding program achievement (program) □ "The Crisis Game." *Nightline* (ABC); William Lord, executive producer; William Moore, senior producer; Ted Koppel, reporter/correspondent. *The Miracle of Life* (PBS); John Mansfield, executive producer; Bo G. Erickson and Carl O. Lofman, producers and reporters/correspondents.

Special classification of outstanding program achievement (segment) □ "A Stranger in the Home." *Monitor* (NBC); Christine Huneke, producer; Rebecca Sobel, reporter/correspondent.

Outstanding individual achievement in news and documentary programming □ Writers: Judy Crichton, Andrew Schlesinger, Steve Singer, Bill Redeker, Pamela Hill and Richard Richter, *Oh Tell the World What Happened* (ABC). Directors: Paul and Holly Fine, *The Plane That Fell From the Sky* (CBS); Jim Brown, *The Weavers: Wasn't That A Time* (PBS). Cinematographer: Gregory Andracke, *American Journey* (PBS). Electronic cameraperson/videographer: George J. Fridrich, "Repeat Offenders" segment, *First Camera* (NBC). Sound: David Clark, "Save the Panda." *National Geographic Special* (PBS). Tape editors: John J. Godfrey, Jon Alpert and John Custodio, *Nicaragua 1983, Today Show* (NBC); Wayne Dennis, "Repeat Offenders" segment, *First Camera* (NBC). Film editors: Kris Liem, James Flanagan, Ara Chekmayan, Patrick M. Cook, John Martin and Bernard Stone, *JFK* (ABC). Scenic designer: Francis Mahard, *Frontline: Crisis in Zimbabwe* (PBS).

Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming. The latest winners are listed in last year's award issue, July 2, 1984. The awards for this year will be presented in late fall or early winter.

Technical Emmys

Presented by the National Academy of Television Arts and Sciences for scientific achievement in television engineering.

RCA □ Image pickup TV devices (CCD) technology.

ABC and Sony □ Techniques in slow motion TV (Super Sto Mo).

Excellence in Consumer Journalism Awards

12th annual. Presented by the National Press Club for excellence in consumer reporting.

Television

KTVI(TV) St. Louis, Ellen Jaffe, Dennis McCarthy, reporters, and Mary Strauser, producers. *Paradise Lost* □ Networks and top 25 markets.

MBA SALUTES THE WINNERS OF ITS 1985 JANUS AWARDS FOR EXCELLENCE IN ECONOMIC & FINANCIAL NEWS BROADCASTING

★ **WINNER FOR TELEVISION DOCUMENTARY:** NBC, New York, New York; for "NBC Reports, Assault on Big Brother—Regulating the Regulators," by John Dancy and Producer James Gannon. ★ **WINNER FOR TELEVISION NEWS:** KSDK-TV, St. Louis, Missouri; for "Towns in Trouble," by Alec Sirken. ★ **WINNER FOR RADIO DOCUMENTARY:** KNX Newsradio, Los Angeles, California; for "The Immigration Problem," by the KNX News Staff. ★ **WINNER FOR RADIO NEWS:** NBC Radio Network, New York, New York; for "Change the Phone System," by David Rush. ★ **A SPECIAL RECOGNITION AWARD** was presented to KCBS Newsradio in San Francisco, California, and Brian Banmiller for "KCBS Real Estate News."

George Nicholaw,
KNX Newsradio



Alec Sirken, KSDK-TV

David Rush,
NBC Radio News



John Dancy, NBC



Brian Banmiller,
KCBS Newsradio



Pictured at the awards presentation (l-r): John Dancy, NBC; Brian Banmiller, KCBS Newsradio; George Nicholaw, KNX Newsradio; Alec Sirken, KSDK-TV; David Rush, NBC Radio News; Robert Spiller, President, Mortgage Bankers Association of America.



The Janus Awards, now in their fifteenth year, are sponsored by the **Mortgage Bankers Association of America (MBA)** to honor individual broadcasting stations and networks whose news programs have made a significant contribution toward the understanding of financial and economic issues of the day. MBA, headquartered in Washington, D.C., is the only national association devoted exclusively to the field of real estate finance and represents 2,200 member mortgage companies, commercial banks, life insurance companies, savings and loan associations, mutual savings banks, and others in the mortgage lending field. Mortgage companies comprise the second largest group of mortgage lenders.

WNEP-TV Wilkes Barre/Scranton, Pa., Gerry Gartenberg. *Water Filter Tests* □ Markets 26 and below

Radio

ABC Information Network, John Stossel, reporter, and Leslie Eisenberg, producer, *High Tech Junkies* □ Networks and top 25 markets.

WBCY-FM Charlotte, N.C., Scott Killgore. *Buying the American Dream* □ Markets 26 and below.

Edwin Hood Awards

Marvin Kalb, Anthony Potter, William Turque, NBC News □ *The Real Star Wars*.

Excellence in Journalism Awards

Presented by the Deadline Club, the New York City chapter of the Society of Professional Journalists, Sigma Delta Chi.

William Jobs and Larry Stuelpnagel, *New Jersey Nightly News* □ "A Second Chance at Life."

Dara Wells, NBC's *The Source* □ *The Life and Death of Nancy Spungen*.

Lawrence Cooke, former chief judge, state appellate division □ First Amendment award.

Freedom Foundation

36th annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for "supporting the American way of life, the dignity of the individual and his responsibility for exemplary citizenship."

George Washington Honor Medals

ABC □ *Opening Ceremonies 1984 Summer Olympics*.

CBS Entertainment and David Gerber Co. □ *George Washington*.

Disabled American Veterans □ *DAV Vietnam Veterans National Memorial*.

Group W Productions □ *Kid Saves Statue of Liberty*.

KGO-TV San Francisco □ *Mrs. Tewilliger*.

NBC □ *D-Day Plus 40 Years*.

NBC Radio News □ *Bunker Hill to Beirut*.

Ralph Edwards Productions □ *This Is Your Life... Admiral James Stockdale*.

WRBL-TV Columbus, Ga. □ *Cradle of Liberty*.

Media Study, Tom Johnson and Lance Bird □ *The World of Tomorrow*.

Honor Certificates

WVUE-TV New Orleans □ *Tuesday's Child*.

WXIA-TV Atlanta □ *Our American Heritage*.

Chamber of Commerce of U.S./BizNet □ *Ask Washington*.

CC-M Productions □ *A Good Brick Building*.

Hawaii Army Museum Society □ *Hawaii's Military Heritage*.

Home Box Office □ *Murder: No Apparent Motive*.

Honor America Incorporated □ *Let's Honor America*.

Inside Story □ *Who's News Is It?*

KARK-TV Little Rock, Ark. □ *Where Is the Arkansas Indian?*

KEFM(FM) Omaha □ *Magic Moments in American History*.

KTVI-TV St. Louis □ *The New Americans*.

KVIA-TV El Paso, Tex. □ *El Paso Schools... Pass or Fail*.

KYW(AM) Philadelphia □ *D-Day Remembered*.

Dr. Robert H. Schuller □ *America—Called to Greatness*.

Turner Broadcasting System □ *Portrait of America*.

WCAU(AM) Philadelphia □ *WCAU(AM) Neighborhood Holiday Fund*.

WETA-TV Washington, Annenberg/CPB Project American Political Science Association and Toby Levine Communications □ *Congress: We the People*.

WFVA-AM-FM Fredericksburg, Va. □ *29th Let's Go*.

WHBF-TV Rock Island, Ill. □ *Kideo Video*.

WMAR-TV Baltimore □ *An American Salute*.

WNBC-TV New York □ *Visiones: The American Dream*.

Gabriel Awards

19th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Personal achievement award

Mother Angelica



Mother Angelica and Father John Geaney

Station awards

WBZ-TV Boston and KNOM(AM) Nome, Alaska

Entertainment TV programs

ABC □ *The Dollmaker*.

Maryland Center for Public TV □ *Mr. Magister*.

CKND-TV Winnipeg, Man. □ *The Prodigal*.

Entertainment radio program

Battle Mountain Broadcasting, Hurst, Tex. □ *Gospel America*.

Educational TV programs

CBS News □ *Willy Loman Comes to China*.

KTTV(TV) Los Angeles □ *Tell Them I'm a Mermaid*.

KTVK(TV) Phoenix □ *Make a Wish for Christmas*.

Wisconsin Public TV Network, Madison, Wis. □ *Special Care*.

Educational radio programs

CBS News □ *D-Day Plus Forty Years*.

NBC Radio Network □ *Healing the Wounds/Prisoners of War*.

Religious TV programs

Church of Jesus Christ of Latter Day Saints □ *The Last Leaf*.

WCVB-TV Boston □ *Auschwitz and America*.

Religious radio programs

KGW(AM) Portland, Ore. □ *Open Door... Near Death Experience*.

WICR-FM Indianapolis □ *Lifesigns: Teen Pregnancy*.

Youth-oriented radio program

KFRC(AM) San Francisco □ *Youth on the Air: Shoplifting*.

TV PSAs

NBC-TV □ *One to Grow On*.

WLVI-TV Boston □ *Kid Tips*.

Radio PSA

KNOM(AM) Nome, Alaska □ *Your Catholic Neighbors*.

Short TV features

NBC-TV □ *The Tijuana Nun*.

WBZ-TV Boston □ *Neighbor Four Neighbor*.

WKBW-TV Buffalo, N.Y. □ *I Carry a Badge*.

Short radio features

CBC English Radio Network □ *Juluka*.

WOR(AM) New York □ *Drunk Driving Patrol*.

Gavel Awards

Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Television

Media and Society Seminars/Columbia University Graduate School of Journalism □ *Anatomy of a Libel Suit: Business vs. the Media*.

WETA-TV Washington □ *Summer of Judgment: The Impeachment Hearings*.

WNET(TV) New York/Public Policy Productions □ *Old Enough to Do Time*.

KOMO-TV Seattle □ *Suffer the Children*.

KVBC-TV Las Vegas □ *Legal Briefs*.

WXXI-TV Rochester, N.Y. □ *The 21 Report*.

Radio

WKSU-FM Kent, Ohio □ *Benchbook*.

California Times Radio □ *Starting Over*.

Golden Hammer Awards

6th annual. Presented by the National Association of Home Builders honoring excellence in housing and real estate journalism.

Radio

Marshall Loeb, Money Magazine □ "Your Dollars" series.

Leslie Eisenberg and George Engle, ABC Entertainment □ *Don't Give Up on the American Dream*.

Television

Leesa Kelly and Jim Karpelchik, WPCQ-TV Charlotte, N.C. □ *Nail By Nail*.

Robin Dorian, WDMV-TV Washington □ *To Wreck or Not...*

Golden Rose Awards

25th annual. Presented by the Golden Rose of Montreux Festival for excellence in light entertainment programming.

BBC □ *The Paul Daniels Magic Easter Show* (golden rose).

Danish Television □ *The Pallesen-Pilmark Show* (silver rose).

Central Independent Television □ *Spitting Image* (bronze rose).

United Studio of Israel □ *The Orchestra "Dance of the Hours"* (golden rose for independent production).

Don Mischer Productions □ *Baryshnikov by Tharp with the American Ballet Theater* (international press prize).

Norwegian Broadcasting □ *Diplomatix* (city of Montreux prize for humorous program).

MCA Records □ "Don't Come Around Here No More," by Tom Petty and the Heartbreakers (golden rose for best video clip).

Headliner Awards

Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.

Radio

KFNB(AM) San Diego, coverage of McDonald's massacre □ Consistently outstanding radio reporting (cities over 250,000).

WJBC(AM) Bloomington, Ill., for wide ranging coverage □ Consistently outstanding radio reporting (cities under 250,000).

KMOX(AM) St. Louis, for documentaries on behalf of children which resulted in legislative and administrative measures to make the lives of children in Missouri safer □ Outstanding public service by a radio station.

WMAQ(AM) Chicago, for the graphic portrayal of the city's gang problem □ Outstanding documentary by a radio station.

WCBS(AM) New York, for its striking investigation of changes in

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New York narcotics enforcement □ Outstanding investigative reporting by a radio station.

The Source, for *Home Sweet Homeless: The Invisible People* □ Outstanding documentary by a radio network.

NBC and The Source, for coverage exemplified by its election coverage and stories on rape □ Outstanding radio reporting by a network.

Television

WCCO-TV Minneapolis, for reports and special on nurses strike □ Consistently outstanding TV news reporting (cities over 500,000).

WDBJ-TV Roanoke, Va., for business and economics reporting □ Consistently outstanding TV news reporting (cities under 500,000).

WDIV(TV) Detroit, for programming dealing with rape and shield law improvements □ Outstanding public service by a TV station.

WCCO-TV Minneapolis, *Project Abuse: The Betrayal* □ Outstanding documentary by a TV station.

WMAQ-TV Chicago, for series of reports on widespread waste and corruption within the Illinois state legislature □ Outstanding investigative reporting by a TV station.

NBC, BBC and Vnews for their broadcasting of the Ethiopian famine □ Outstanding news reporting by a TV network.

ABC News, for "What Happened to the Children," a 20/20 segment following up on Operation Babylift in 1975 □ Outstanding investigative reporting by a TV network.

Group W Broadcasting, for *Whispering Hope*, which dealt with Alzheimer's disease □ Outstanding public service by a TV network.

ABC News, for *To Save Our Schools to Save Our Children* □ Outstanding documentary by a TV network.

ABC News □ Special citation for *Nightline*.

Sidney Hillman Foundation Awards

35th annual. Presented by the Sidney Hillman Foundation to recognize achievements in newspapers and magazine reportage, books and radio and television.

KMOX(AM) St. Louis □ Child welfare reports.

Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

WBRZ(TV) Baton Rouge and **KPFA(FM) Berkeley, Calif.** □ Overall winners.

WCCO-TV Minneapolis □ Television winner.

Humanitas Awards

Presented by the Human Family Institute to writers of television programs that most effectively communicate "enriching human values."

Gary David Goldberg and **Ruth Bennett** □ "Not an Affair to Remember," *Family Ties*.

Peter Silverman (teleplay) and **Steven Bocho, Jeffrey Lewis** and **David Milch** (story) □ "Doris in Wonderland," *Hill Street Blues*.

John Pielmeier □ *Choices of the Heart*.

International Broadcasting Awards

24th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes advertising agency, commercial, company and production company).

BBDO International, Pepsi Cola series, Pepsi Cola, Fairbanks

Films, Iris Films □ Sweepstakes winner and series winner.

BBDO International, Spaceship, Pepsi Cola, Fairbanks Films □ Live action, 60 seconds, English language.

MPM, Catch It If You Can, Fiat, TVC □ Live action, 60 seconds, non-English language.

Tucker Wayne & Co., Howard, Conwood Corp., Eggers Films □ Live action, 30 seconds, English, produced in U.S.

U.K. Ltd., Statman, Rank Xerox, Barrie Joll Associates □ Live action, 30 seconds, produced outside U.S.

Dal-ichi Kikaku, Synchronized Swimming, Nisshin Oil Mills, Tanaka Promotion □ Live action 30 seconds, non-English language.

USP Needham Melbourne, Fascinating Reading, The Age Newspaper, Zap Productions □ Animation.

Doyle Dane Bernbach, Invisible Copier, IBM Copiers, R/Greenberg Associates □ Combination.

Young & Rubicam, Hunchback, Dr. Pepper, Filmfair □ Humorous.

Philips-Ramsey Advertising, Orangutan, San Diego Zoo, Plum Productions □ IDs, 10 seconds or less.

American Cancer Society, Smoking Baby, Joseph Vogt Productions □ Public service.

Deila Femina Travisano & Partners, Teenager, Alcoholism Rehabilitation, DFT & WE □ Local.

Radio

Dick Orkin's Radio Ranch, Comings and Goings/Mr. Fauz Pas/They Found Him, *Adweek* □ Sweepstakes winner and series winner.

D'Arcy MacManus Maslus, Earl Thomas Conley, Budweiser Beer, Milsap/Williams □ Musical, 60 seconds.

Hayhurst Advertising, It's a Blast, Wintario Lottery, Trudel Productions □ Musical, 30 seconds.

Dick Orkin's Radio Ranch, Comings and Goings, *Adweek* □ Humorous, 60 seconds.

Young & Rubicam, Test, Jell-o Pudding □ Humorous, 30 seconds.

Dalley & Associates, The Date, McKesson Corp., L.A. Studios □ Open, 60 seconds.

Radio New Zealand, Body Glitter, Pharmaceutical Sales, Radio Station 3ZB, Christchurch □ Open, 30 seconds.

The Rub Group, Lighting Shirts, City National Bank, Sarley/Cashman Creative Services □ Local.

John Brown & Partners, Mr. Bear, Poison Control, Steve Lawson □ Public service.

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

Ralph Baruch, Viacom International □ Gold medal.

Ted Koppel, ABC News □ Broadcaster of the Year award.



Baruch

International Radio Festival of New York

4th annual. Presented by the International Radio Festival of New York for outstanding radio programming, advertising and promotion.

KNX(AM) Los Angeles □ *KNX Afternoon News* (best news program).

Australian Broadcasting Corp. □ *The Outback Suburb* (best entertainment program).

ABC □ *The Athlete's Influential Role* (best information program).

WTVN(AM) Columbus, Ohio □ *Full Service Promos* (best promotional announcements).

Ogilvy & Mather □ *Memoirs of an Ex-Nerd* (best commercial).

Craig Wiese & Co. □ *Pearson's Peanut Nut Roll* (best campaign).

TBWA Advertising □ *Sweet 16/Hot Tub/Valley Girl* (best creative achievement).

Radio New Zealand □ *Ping Pong/Campers/Sunset* (best PSA).

International Film & TV Festival of New York

28th annual. Presented by the International Film & TV Festival of New York for outstanding television programs and commercials.

Grand awards

Something About Amelia (The Leonard Goldberg Co.) □ Best entertainment special.

Vietnam: A Television History (WGBH Educational Foundation) □ Best news program.

Natural World: Secret Weapons (The British Broadcasting Corp.) □ Best entertainment program.

Tell Them I'm A Mermaid (KTTV[TV] Los Angeles, Embassy Television, and the Mark Taper Forum) □ Best public service program.

1984 We've Got the Touch Campaign (CBS Entertainment and Ogilvy & Mather) □ Best promotional announcements.

Iris Awards

18th annual. Presented by NATPE International for outstanding local TV programming.

Iris of the Year

Alan Alda

President's Award

Robert Bennett, president, Metromedia, and FCC Commissioner **James Quello**.

Markets 1-20

KGO-TV San Francisco □ *The Fog Never Comes to Chinatown* (public affairs).

WVTJ(TV) Miami □ *Pickup* (program segments).

WBZ-TV Boston □ *The Profit Play* (sports).

KYW-TV Philadelphia □ *People Are Talking/White Collar Cocaine Addicts* (talk/service/information).

KGO-TV San Francisco □ *Front Row Video* (magazine format).

WCVB-TV Boston □ *Christmas in the Colonies* (children's).

WBBM-TV Chicago □ *The Jacksons Are Coming! The Jacksons Are Coming!* (entertainment).

KQED(TV) San Francisco □ *The People Versus Dan White* (other).

WNEW-TV New York □ *Big Apple Minutes* (short subjects).

Markets 21-50

KSL-TV Salt Lake City □ *Utah's Favorite Things* (public affairs).

KGTV(TV) San Diego □ *Trivial Pursuit* (program segments).

KATU(TV) Portland, Ore. □ *The Wacky World of Sports* (sports).

KCST-TV San Diego □ *Weekend Magazine* (magazine).

WRAL-TV Raleigh, N.C. □ *Frog Hollow* (children's).

KOIN-TV Portland, Ore. □ *Pillars of Portland* (entertainment).



WTTW/Chicago Sweeps 15 Emmys

Chicago Tonight

John Callaway
Jim Trengrove
Bruce DuMont

You Can Make It

Bob Lorentzen

Kup's Show

Irv Kupcinet
Todd Whitman

Time Out

Tom Weinberg

Arctic Window

Dugan Rosalini

Cinematography

Bob Seaman
Arctic Window

On Camera Talent

Suzanne Farrell
The Chicago City Ballet

Set Design

Mary Margaret Bartley
The Frugal Gourmet

Cinematography

Jerry Pantzer
Arctic Window

Director

Tim Ward
WTTW Productions

Lighting

Dan Rozkuszka
Passport: Pullman

Graphic Artist

Sharon Hoogstraten
Chicago Tonight

Independent Producer

Stephen Roszell
Image Union

Cinematography

Charlie Lieberman
Arctic Window

Lighting

Jim Gedwellas
WTTW Productions

WTTW would like to thank our viewers and the Chicago Chapter of the National Academy of Television Arts and Sciences for their recognition.

11

WWL-TV New Orleans □ *The Sun King* (other).

WAVE-TV Louisville, Ky. □ *The House with a Heart* (talk/service/information).

KATU(TV) Portland, Ore. □ *The New Oregon Drunk Driving Law* (short subjects).

Markets 51-211

WOKR(TV) Rochester, N.Y. □ *The Riots: 20 Years Later* (public affairs).

WHA-TV Madison, Wis. □ *Vietnam Afterimage: A Madison Portrait* (short subjects).

WMTV(TV) Madison, Wis. □ *PM Magazine: Herman the Worm* (program segments).

WTVQ(TV) Lexington, Ky. □ *The Roses of May* (sports).

KITV(TV) Honolulu □ *Island Life With Emme Tomimbang* (magazine).

KGMB(TV) Honolulu □ *Best of Hawaii's Superkids* (children's).

WOKR(TV) Rochester, N.Y. □ *Merrill Lynch/RPA Television Series Concert* (entertainment).

KYTV(TV) Springfield, Mo. □ *Annie Special* (other).

Louisiana Public Broadcasting □ *Louisiana: The State We're In* (talk/service/information).

International

CITY-TV Toronto □ *I Am a Hotel*.

Cable

Connection Communications Corp., Newark, N.J. □ *Lonnie Liston Smith/Teruo Nakamura Jazz Concert*.

IRE Awards

Presented by the Investigative Reporters/Editors in conjunction with the University of Missouri.

KPRC-TV Houston (Rick Nelson, Joe Collum, Bob Franklin, Peter Roets and Carrie Glasser) □ *Deadly Mistakes and Stolen Dreams*.

WBBM-TV Chicago (Pam Zekman, Andy Segal, Sandy Bergo

and Jack Murphy) □ *Dead Wrong*.

WSMV-TV Nashville (Steve Eckart) □ *The Shell Game*.

WZZM-TV Grand Rapids, Mich. (Mark Lagerkvist) □ For series on local sheriffs.

WGST(AM) Atlanta (Harry Beadle)

Robert F. Kennedy Journalism Awards

17th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

Frontline, PBS □ *Living Below the Line*.

Frontline, PBS □ *Bread, Butter and Politics*.

HBO □ *Soldiers in Hiding* (honorable mention).

WHAS(AM) Louisville, Ky. □ *Go Tell Sgt. Shriver—The Life and Death of the War on Poverty in Eastern Kentucky* (honorable mention).

Janus Awards

Presented by the Mortgage Bankers Association of America for excellence in financial news broadcasting.

NBC, NBC Reports: *Assault on Big Brother—Regulating the Regulators*, John Dancy and James Gannon □ Television documentary.

KSDK-TV St. Louis, *Towns in Trouble*, Alec Sirken □ Television news.

KNX(AM) Los Angeles, *The Immigration Problem* □ Radio documentary.

NBC Radio Network, *Change the Phone Systems*, David Rust □ Radio news.

KCBS(AM) San Francisco and Brian Banmiller, *KCBS Real Estate News* □ Special recognition award.

Abe Lincoln Awards

16th annual. Presented by the Southern Baptist Radio and Television Commission to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America."

Top Abe Lincoln Awards

Stan Cramer, community affairs director, KCTV-TV Kansas City □ Television award.

Gaylon Christie, owner and general manager, KOOV(FM) Cooperas Cove, Tex. □ Radio award.

Lincoln Merit Awards

Rena Blumberg, community relations director, WWWE(AM)-WDOK(FM) Cleveland.

Jerry Dahmen, news director, KXRB(AM)-KIOV(FM) Sioux Falls, S.D.

Lloyd Kaiser, president, WOED(TV) Pittsburgh.

Ronald Livengood, president, general manager, WKEA-AM-

FM Scottsboro, Ala.

James Rupp, president, WCCO-TV Minneapolis.

Nina Trasoff, community relations director, KGUN-TV Tucson, Ariz.

Special Awards

Walter Cronkite, former anchorman, managing editor, CBS *Evening News* □ Distinguished Communications Medal.

Senator Mark Hatfield (R-Ore.) □ Christian Service Award.

Donald McGannon Award

The Donald McGannon Public Interest Telecommunications Award is given by the Telecommunications Research and Action Center "to an individual or company that has made a unique and outstanding contribution to the advancement of women and minorities in the media." The award is named for the late chairman and president of Westinghouse Broadcasting.

Joel Chaseman, president, Post-Newsweek Stations.



Chaseman

Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

KMOX(AM) St. Louis

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

Fred Friendly, Edward R. Murrow professor emeritus of broadcast journalism, Columbia University.

Sarah McClendon, newspaper and broadcast journalist.

Bill Bray, executive director of the Missouri Press Association.

Jo Foxworth, president, Jo Foxworth Inc.

Edward R. Murrow Brotherhood Awards

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Cramer and Christie

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Gladys Knight talks about her new TV career.

Sheila E. tells host Deborah Crable about "The Glamorous Life."

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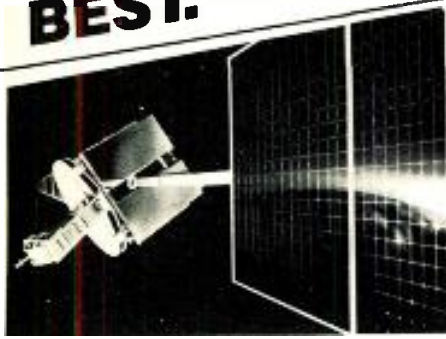
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TALES FROM THE DARK SIDE
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RITUALS
SPOTLIGHT HOLLYWOOD
FAMILY
POP! GOES THE COUNTRY
NIWS
NEWSFEED NETWORK
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promote human understanding and good relations among people."

Maryland Public TV □ *New Kids on the Block* (first, network television).

ABC News □ *International Games for the Disabled* (runnerup, network television).

NBC News □ *Prisoners of War* (first, network radio).

RKO Radio □ *Equal Time/Children War* (runnerup, network radio).

WOR-TV Secaucus, N.J. □ *Nine on N.J. Poverty* (first, New York TV station).

WOR(AM) New York □ *Sing Sing: The View from B Block* (first, New York radio station).

WPAT(AM) New York □ *Something is Burning Somewhere* (runnerup, New York radio station).

WNBC-TV New York □ *Black Citizens for a Fair Media* (first, TV PSA).

WNBC-TV □ *School Prayer* (first, TV editorial).

ABC Radio □ *Rock a Bye Baby* (first, radio PSA).

NBC Radio □ *My Brother's Keeper* (runnerup, radio PSA).

NAB Awards

Distinguished Service Award: presented to any broadcaster... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented... for engineering contributions "which measurably advance the technical state of the broadcasting art."

Wilson Wearn, chairman of Multimedia □ Distinguished Service Award.



Wearn

Richard Dudley, chairman and chief executive officer, Forward Communications □ Grover Cobb Award.

Carl Smith, founder of the Cleveland Institute of Electronics □ Engineering Achievement Award.

William Quanton, chairman of KWMT Inc., Fort Dodge, Kan. □ Spirit of Broadcasting Award.

Fred Palmer, broadcast consultant and owner, WATH(AM)-WXTQ(FM) Athens, Ohio, and **Casey Kasem**, radio and television host □ Radio hall of fame.

Thomas Bolger, president, Forward Communications □ Broadcast Education Award.

Children's Television Awards

Category 1

Music Magic, KING-TV Seattle □ Cliff Lenz.

Kids' Scene, WOWT(TV) Omaha □ Mary Ellen Rozmajzl.

Action News for Kids, WTAJ-TV Altoona, Pa. □ Karen Volpe.

Category 2

Clue You In—The Phantom Faker, KCBS-TV Los Angeles □ Mark Young.

The Snow Bird Christmas Special, WSMV(TV) Nashville □ David Van Hooser.

A Christmas Carol, WMTV(TV) Madison, Wis. □ John Wackman and Nancy Thurrow.

Play Ball—An Action News for Kids Special, WBNG-TV Binghamton, N.Y. □ Jodi Nussbaum.

Category 3

Speak Up, Say No!, KATU(TV) Portland, Ore. □ Lee Nesbit and Joella Werlin.

Kids Have Rights, Too!, WFTV(TV) Orlando, Fla. □ Trish Weaver.

For Kids Only, KALB-TV Alexandria, La. □ Babs Zimmerman.

Children's Museum of Maine, WCSH-TV Portland, Me. □ Peggy Fuller.

Category 4

Kidsfair '84, WBZ-TV Boston □ Ken Tucci.

Crimes Against Children, KGUN-TV Tucson, Ariz. □ Nina Tra-soff.

NBEA Awards

Presented by the National Broadcast Editorial Association for excellence in the writing and presentation of editorials.

Ron Sachs, WPLG-TV Miami (national award).

Steve Smith, KNX(AM) Los Angeles (national award).

Suzanne Guyette, KPX-TV San Francisco.

Beth Konrad, WDIV(TV) Detroit.

Ed Hinshaw, WTMJ(AM) Milwaukee.

Dane Topich, KDKA(AM) Pittsburgh.

Pat Polillo □ Broadcast management award.

Norman Isaacs □ Madison award.

NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in cable programming.

National Awards

John Saeman, Daniels & Associates, and Susan C. Greene, Home Box Office □ Vanguard Award.

T.W. Meadows, Decatur (Ala.) Telecable □ State/Regional Association Award.

Abe Sonnenschein, Hughes Aircraft Co. □ Science and Technology Award.

James S. Cowrie, Heritage Communications □ Challenger Award.

John H. Levergood, Scientific-Atlanta Inc. □ Associates Award.

Jerry Maglio, Daniels & Associates □ Marketing Award.

President's Awards

Ed Allen, Western Communications; **John P. Frazee**, Centel Corp.; and **Joseph Gans**, Cable TV Inc.

Excellence in a special program

HBO, Vanished: Missing Children, Terry Dunn Meurer, David Bell Associates, producers □ Documentary.

C-SPAN, March on Washington—Commemoration of Martin Luther King, Barry Katz, producers □ Current affairs of special events coverage.

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

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

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

Showtime, Superstars of Comedy Salute the Improv, Budd Friedman, Pocco Urbisci, Wild Productions □ Comedy.

Showtime, A Case of Libel, Gladys Rackmil, Nederlander TV, Film Productions, producers □ Theatrical.

The Disney Channel, Tiger Town, Susan Landau, Thompson

Street Pictures, producers □ Dramatic.

HBO, *Growing Up Stoned*, Ann Hassett, David Bell Associates □ Educational.

Universal Pay Television, *PRISM, Puss in Boots*, Richard Corey, Jonathan Stathakis, Television Theater Co., producers □ Children's programming.

Lifetime, *Video Seminar: Sexually Transmitted Disease*, Bob Considine, producer □ Targeted audience.

Excellence in a program series

WTBS, *Cousteau/Amazon*, Mose Richards, John Soh, producers □ Documentary

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

ESPN, *Business Times on ESPN*, James Crimmins, Business Times, producers □ News/public affairs.

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

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

MTV, *London Calling*, Geoff Kempin, Martin Griffith, Alasonne Lewis, Picture Music International, producers □ Music.

HBO, *Not Necessarily the News*, John Moffit, Pat Lee, Moffitt-Lee Productions, producers □ Comedy

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

Nickelodeon, *Livewire*, Alyce Myatt, producer □ Educational.

HBO, *Fraggle Rock*, Lawrence Mirkin, Henson Associates, producer □ Children's programming.

Lifetime, *Working Mother*, Madelyn Goldberg, Bread 'n Butter Productions, producers □ Targeted audience.

National performance and craft

HBO, *Billy Joel, Billy Joel in Concert: A Television First*, Jon Small, Parallel Communications, Jon Small Productions, producers □ Best actor, comedy or music

Arts & Entertainment, *Lee Remick, I Do! I Do*, Bonnie Burns, RKO Video Group, A&E, producers □ Best actress, comedy or music.

Showtime, *Steve Binder, Diana Ross Live from Central Park*, Paramount Video, producer □ Best director, comedy or music.

Showtime, *Gallagher, Gallagher: The Maddest*, Oliver Wilson, producer □ Best writer, comedy or music.

HBO, *Laurence Olivier, Laurence Olivier & Jackie Gleason as Mr. Halpern & Mr. Johnson*, Edie and Ely Landau, producers □ Best actor, drama or theater.

HBO, *Carol Burnett, Between Friends*, Jonathan Estrin, Shelley List, Robert Cooper Productions, producers □ Best actress, drama or theater.

Arts & Entertainment, *Frank Corsaro, Perry Rosemond, Cold Storage*, Perry Rosemond, RKO Netherlander, A&E, producers □ Best director, drama or theater.

HBO, *Jonathan Estrin, Shelley List, Between Friends*, Jonathan Estrin, Shelley List, Robert Cooper Productions, producers □ Best writer, drama or theater.

WTBS, *Hal Holbrook, Portrait of America*, Ira Miskin, producer □ Best program host.

USA Network, *Dr. Sonya Friedman, Sonya*, Sherry Burns, WOIV(TV) Detroit, producers □ Best program hostess.

Excellence in local programming

Continental Cablevision, Elmhurst, Ill., Joseph Willoughby, regional program manager □ Overall commitment to local programming.

Group W Cable, Santa Monica, Calif., Mike Kempf, general manager □ Programming for a special audience.

Excellence in a single program

Viacom Cablevision, San Francisco, *From the Floor of the Convention*, Berry Minott, Doug Weihnacht, producers □ Documentary

Cox Cable, El Cajon, Calif., *Speak Out! Victim Rights*, Moya Goflaher, program manager □ Public affairs.

Suburban Cablevision, East Orange, N.J., *Info, New Jersey's Newsmagazine*, Janet Shalestik, producer □ Magazine show.

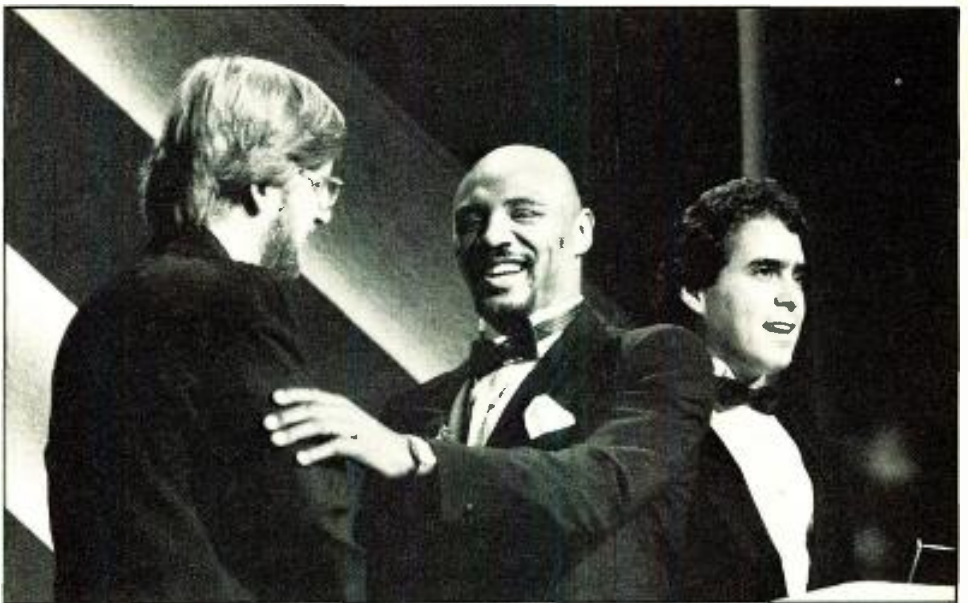
Mile Hi Cablevision, Denver, *Center Stage Breakin'*, Mile Hi Cablevision, Brad Stinsburg and Denver Center for the Performing Arts, Dirk Olsen, producers □ Community events coverage.

Cablevision of Baton Rouge, LSU Football 1984: LSU vs. Ole Miss, Brad Froman, producer □ Sports events coverage.

Group W of Buena Park, Buena Park, Calif., *The Great American Race 1984*, Lisa Yale, producer □ About sports.

Cox Cable, New Orleans, *All Alone with the Blues*, Jim Gabour, producer □ Music.

Oceanic Cablevision, Honolulu, *Break the Silence*, Sean McLaughlin, co-producer/director; Tremaine Tamayose, writer/producer □ Drama/dance.



Tim Braine, HBO Sports vice president, boxer Marvin Hagler and Ross Greenburg, HBO Sports producer.

Great Boston Cable, Woburn, Mass., *Nothing to Cheer About*, Steven Kostant, producer, and **Viacom Cablevision, San Francisco**, *Landmarks of the City: Fisherman's Wharf*, Joe Bernstein, producer □ Educational.

Times Mirror, Laguna Niguel, Calif., *Finding Home*, Maureen File, director of programming and community affairs; Michael Dixon, producer □ Children's programming.

Falcon Cable Television, Alhambra, Calif., *Vertical Interval*, Anna Marie Piersimoni, producer □ Innovative programming.

Excellence in a program series

Cablevision of Boston, *Neighborhoods*, Richard Kahn, Tug Yourgrau, Howard Husock, WGBH Boston, producers □ Public affairs.

Suburban Cablevision, East Orange, N.J., *Info, New Jersey's Newsmagazine*, Janet Shalestik, producer □ Magazine show.

UA-Columbia Cablevision of New Jersey, Oakland, N.J., *Community Mirror*, Bob Mann, Celeste Fasone, producers □ Community events coverage.

Cablevision Systems, Woodbury, N.Y., *Cablevisionews*, John Hillis, producer □ News.

Suburban Cablevision, East Orange, N.J., *Action Arena*, Matt Loughlin, producer □ Sports events coverage.

Suburban Cablevision, East Orange, N.J., *Time In*, Matt Loughlin, producer □ About sports.

Cox Cable, New Orleans, *Music City*, Jim Gabour, producer □ Music

Group W Cable, Dearborn, Mich., *Backporch Video*, Kurt Vinup, producer; Paul Strefton, co-producer □ Comedy/variety

Continental Cablevision, Springfield, Mass., *By Their Own Hands*, Claudia Ellerdink, producer □ Educational.

Syracuse NewsChannels, Syracuse, N.Y., *Kid Stuff*, Abby Lazar, producer □ Children's programming.

Excellence in promotional programming

Group W Cable Manhattan, *Cablesavers Commercial Campaign*, Neal Hecker, June Rifkin, producers □ Television commercials.

Cablevision of Long Island, Woodbury, N.Y., *Extra Help Testimonials*, Patricia Lombardi, producer □ Cable promotion (single spots/campaign).

Great Boston Cable, Woburn, Mass., *Mass Appeal*, Abby Casper, producer □ PSAs—single spots.

Falcon Cable Television, Alhambra, Calif., *Something for Everyone, Something for You*, A&G Productions, Alan McGlade, producers □ MSO promotions.

NEA Awards

Presented by the National Education Association to honor production companies and producers that "represent the best in American broadcasting."

ABC Radio News, San Francisco □ *Illiteracy*.

NBC and Alan Landsburg Productions □ *Adam*.

The Disney Channel

KTLA(TV) Los Angeles □ *East of the L.A. River*.

CBS and David Gerber Co. □ *George Washington*.

WTCC-TV Savannah, Ga. □ *Good Things Happen in Our Classrooms*.

NBC and Edgar Scherick Associates □ *He Makes Me Feel Like Dancing*.

ABC and Hightide Inc. □ *The Hero Who Couldn't Read*.

NBC Television Stations □ *Just Say No*.

King Broadcasting □ *Music Magic*.

PBS, WNED-TV Buffalo, N.Y., Lancit Media Productions and GPN/Nebraska TV Network □ *Reading Rainbow*.

WJLA-TV Washington □ *T is for Teacher*.

NFCB Awards

Presented by the National Federation of Community Broadcasters for outstanding radio programming.

Adl Gevins, Berkeley, Calif. □ *The Bill of Rights Radio Education Project*.

Pennsylvania Public Radio Associates, Philadelphia □ *Totally Wired: Artists in Electronic Sound*.

Judl Moore Smith, Washington □ *Expressions*.

Elisabeth Perez Luna/Toucan Productions, Philadelphia □ *Latin USA: A Tale of Four Cities*.

Children's Radio Theater, Washington □ *The Sixth Annual Henny Penny Playwriting Contest*.

Caribbean Education Project, Washington □ *Grenada: Fall of the Revolution*.

NRB Awards

Presented by the National Religious Broadcasters for outstanding contributions to advancement of the gospel via radio and television.

Jerry Falwell, *Old Time Gospel Hour* (Hall of Fame award).

Clay Evans, *What A Fellowship Hour*; Neil Doty and Sherman Williams, Redwood Chapel; Orva Koenigsburg, Domain Communications; Mark Fowler, FCC □ Distinguished service award.

KCFO(FM) Tulsa, Okla. □ Merit award (radio station).

WPCB-TV Greensburg, Pa. □ Merit award (TV station).

The Grace Worship Hour □ Merit award (TV program).

A Visit with Mrs. G and Afterglow □ Merit award (radio programs).

E. Brandt Gustavson, NRB president; Mike Maddox, NRB secretary, and Jerry Rose, NRB treasurer □ Honor awards.

To us, commitments are worth their weight in gold.

Commitments.

At Telepictures, that's what these Broadcast Promotion and Marketing Executives Awards have come to represent.

Because when you buy a program from Telepictures, you get more than our commitment to provide quality programming.

You also get our commitment to stand behind every one of our series with the very best in broadcast promotion.

That's why at this year's BPME Gold Medallion Awards, of 25 awards presented to program distributors, Telepictures won 11. Far more than any

other program distributor or studio. Even more than any of the networks.

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**"Telepictures 3"
Video Marketing Presentation**



**"The All New Let's Make A Deal"
Audience Promotion Kit**



**"The All New Let's Make A Deal"
Generic TV Announcement**



**"The All New Let's Make A Deal"
Specialty Advertising Campaign**



**"Telepictures Giants"
Marketing Campaign**



**"Telepictures Giants"
Baseball Sales Promotion**



**"Rituals"
Launch Radio Spot**

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Cameron Swayze and Philip Till, NBC Radio News □ *Beirut Coverage* (radio spot news).

Alan Berlow, National Public Radio □ *Hotel Intrigue* (radio interpretation of foreign affairs).

Mohamed Amin, Visnews □ *Ethiopian Famine* (TV spot news).

Garrick Utley and Bryant Gumbel, NBC □ *The New Cold War* (TV interpretation).

Ohio State Awards

47th annual. Presented by the Institute for Education by Radio-Television, under the auspices of Ohio State University Telecommunications Center, for "meritorious achievement in educational, informational and public affairs broadcasting."

Social sciences and public affairs

KRON-TV San Francisco □ *Climate of Death and Stopped for Questioning*.

WPLG(TV) Miami □ *Hot Freight*.

WNBC-TV New York □ *Kids & Kids*.

KABC-TV Hollywood, Calif. □ *L.A.: Above and Below*.

KGO-TV San Francisco □ *The Kesterson Dilemma*.

WBZ-TV Boston □ *The Sizzle Behind the Sell*.

KABC-TV Hollywood, Calif. □ *Video From Russia*.

KCTV(TV) Fairway, Kan. □ *A & E Furnace Repairs, Saving Grace and TV Repairs*.

WTHR-TV Indianapolis □ *Children of Faith and Crisis Close to Home*.

KAET(TV) Tempe, Ariz. □ *Electroshock Therapy: the Practice, the Controversy*.

Auburn Television, Auburn University, Ala. □ *Lost in Time: Early Alabama Indians*.

KUTV(TV) Salt Lake City □ *The Mormons—Living in Zion*.

WVLV(AM) Lebanon, Pa. □ *Behind Closed Doors: Battered Dreams, Family Violence in America*.

TVOntario, Toronto □ *Good Work*.

WHA(AM) Madison, Wis. □ *Annenberg Series: Sound Studies in Sociology*.

KOCE-TV Huntington Beach, Calif. □ *Faces of Culture*.

WTBS(TV) Atlanta □ *Portrait of America*.

WETA-TV Washington, The American Political Science Association and Toby Levine Communications, Potomac, Md. □ *Congress: We the People*.

WNBC(AM) New York □ *The Toxic Timebomb: Illegal Dumping in the Tri-State Area*.

WCBS(AM) New York □ *The Phone Mess*.

KMOX(AM) St. Louis □ *The State of the Unions*.

KNX(AM) Los Angeles □ *The Immigration Problem*.

Radio New Zealand, Wellington, New Zealand □ *Grampa's Place*.

ABC News, New York □ *D-Day—ABC News Nightline*.

Janis Ball and Portia Franklin, independent producers, and National Public Radio □ *Crime of Silence: The Sexual Abuse of Children*.

NBC Radio, New York □ *D-Day Anniversary*.

Deborah George and Moira Rankin, independent producers, Adelphi, Md., and National Public Radio □ *Hawkins Point: The End of the Line*.

CBS Entertainment □ *Dead Wrong—The John Evans Story*.

KTCA-TV and MGW Productions, St. Paul □ *Your Children, Our Children*.

Natural and Physical Sciences

Alaska Department of Education (OIS), Artistic Environmental Information and Data Center, Alaska Department of Education, Juneau, Alaska □ *Sea School/Alaska Fisheries*.

Lancit Media Productions/Intramed Communications, New York □ *Moment to Moment: Living With Parkinson's*.

New Hampshire Public Television, Durham, N.H. □ *Up Close and Natural*.

British Broadcasting Corp., London □ *Johnny Ball's Math Games*.

WTTW(TV) Chicago □ *The Making of a Continent*.

WNET(TV) New York □ *Nature*.

KAET-TV Tempe, Ariz. □ *The Total Artificial Heart: The Technology, the Issues*.

Performing Arts and Humanities

Lancit Media Productions Ltd., New York □ *Reading Rainbow*.

WMTJ-TV Rio Piedras, P.R. □ *English as a Second Language: The Verb to Be. Part 1*.

Voice of America—U.S. Information Agency □ *Studio One: Life on the Mississippi*.

KUSC-FM Los Angeles □ *Music Under Fire*.

National Radio Theater of Chicago □ *By His Bootstraps*.

KCRW(FM) Santa Monica, Calif. □ *Castaway's Choice*.

WBZ(AM) Boston □ *Arthur Fiedler: A Man and His Music*.

Concert Music Network, Chicago □ *Lincoln's Music in America: The San Francisco Opera*.

American Audio Prose Library/KOPN(FM) Columbia, Mo. □ *American Prose Series*.

Thomas Looker, independent producer, and **WFCR(FM) Montague Center, Mass.** □ *New England Almanac: Portraits in Sound of New England Life and Landscape*.

WGBH-FM Boston □ *Blake (or) The Huts of America*.

Provincial Educational Media Centre, Richmond, B.C. □ *Expressions*.

Cynthia A. Cherbak Productions, Hollywood, Calif., and CBS Entertainment □ *Welcome Home, Jellybean*.

ABC Afterschool Special □ *Andrea's Story: A Hitchhiking Tragedy*.

Capital Cities Television Productions, Philadelphia □ *Breadwinner*.

WCVB-TV Boston □ *Crumpet Corners Christmas in the Colonies*.

WDIV(TV) Detroit □ *Visions in Bubblegum, Canvas & Stone*.

Alan Landsburg Productions, Los Angeles and NBC-TV □ *Adam*.

CBS Entertainment □ *George Washington*.

ABC Theater □ *Something About Amelia*.

WETA-TV and Smithsonian Institution □ *Smithsonian World*.

WSPA-TV Spartanburg, S.C. □ *Dreams Can Come True*.

WRTV(TV)/Cathedral Arts, Indianapolis □ *The International Violin Competition of Indianapolis*.

KYTV(TV) Springfield, Mo. □ *Annie Special*.

KYW-TV Philadelphia □ *Rock 'N Reality*.

KIRO-TV Seattle □ *Olympic Gold: Local Heroes*.

WXIA-TV Atlanta □ *Europe By Song*.

KNX(AM) Los Angeles □ *The Immigration Problem*.

WAFX(AM) Fort Wayne, Ind. □ *D-Day: 40 Years Later*.

Brigham Young University, Provo, Utah □ *Bradbury 13*.

WNYC(AM) New York □ *Small Things Considered*.

KFGO(AM) Fargo, N.D. □ For 24-hour coverage of blizzard.

WFMT(FM) Chicago and Ray Nordstrand □ For fine arts radio in U.S. and 21 other countries.

Protestant Radio and Television Center, Atlanta □ *The Protestant Hour*.

KDFW-TV Dallas □ For investigative reports into Dallas fire department.

WMAQ-TV Chicago □ *Political Parasites*.

WDVM-TV Washington □ For investigative reports into unlicensed medical clinic.

WCAX-TV Burlington, Vt. □ *Patterns of Practice*.

ABC Theater and Embassy Television □ *Heartounds*.

WNET(TV) New York □ *Heritage: Civilization and the Jews*.

KGW-TV Portland, Ore. □ *Rajneesh Update*.

WCCO-TV Minneapolis □ *The Hollow Victory: Vietnam Under Communism*.

ABC News Closeup □ *To Save Our Schools, To Save Our Children*.

Frontline, PBS □ For overall excellence.

WNET(TV) New York □ *The Brain*.

CBS Entertainment and David Gerber Co. □ *George Washington*.

WCVB-TV Boston □ *Somerville High*.

NBC and MTM Entertainment □ *St. Elsewhere*.

Central Independent Television □ *Seeds of Despair*.

Showtime □ *Faerie Tale Theatre*.

Turner Broadcasting System □ *Cousteau/Amazon*.

Ted Koppel and Nightline □ For timely and insightful news commentary.

MacNeil/Lehrer NewsHour □ *The Roger Rosenblatt Essays*.

The Corporation for Entertainment and Learning/Bill Moyers □ *A Walk Through the 20th Century with Bill Moyers*.

Granada Television □ *The Jewel in the Crown*.

Roone Arledge, ABC □ For contributions to news and sports programming.

JC Penney—University of Missouri Awards

3d annual. Presented by JC Penney and the University of Missouri to local television stations that "identify community problems and take a leadership role in attempting to solve them."

Large Market (tie)

WCCO-TV Minneapolis, *Project Abuse* □ Nancy V. Mate.

KING-TV Seattle, *Count Yourself In* □ Pat Chappell.

Medium Market (tie)

KGUN-TV Tucson, *No More Tears* □ Nina Trasoff.

Small Market (tie)

KIVI(TV) Boise, Idaho, *Paint Your Heart Out!* □ Marilyn Ross.

Polk Awards

Presented by Long Island University in honor of CBS newsman, George Polk, killed while covering the Greek Civil War.

Kwame Holman, Susan Aides and Alex Kottowitz, MacNeil/Lehrer NewsHour □ National TV reporting for "Abortion Clinic Violence."

Michael Buerk, British Broadcasting Corp., and Mohammed Amin, Visnews □ Foreign TV reporting for piece on the Ethiopian famine.

Rick Nelson and Joe Collum, KPRC-TV Houston □ For local TV reporting for "Stolen Dreams."

Red Barber, sports announcer □ Career award.

George Foster Peabody Awards

45th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."



KNX(AM) General Manager George Nicholaw

RTNDA Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Paul White Award

Ralph Renick, WTVJ(TV) Miami



Renick

Radio

WHDH(AM) Boston □ Edward R. Murrow award.
WCKY(AM) Cincinnati □ Spot news coverage.

WGST(AM) Atlanta □ Investigative reporting.
KMOX(AM) St. Louis □ Continuing coverage.

Television

WSMV(TV) Nashville □ Edward R. Murrow award.
WMAQ-TV Chicago □ Spot news coverage.
WBBM-TV Chicago □ Investigative reporting.
WAVY-TV Portsmouth, Va. □ Continuing coverage.

Sigma Delta Chi Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

CBS Radio News □ Reporting.
WCBS(AM) New York □ Public service.
KCBS(AM) San Francisco □ Editorializing.

Television

WVEC-TV Norfolk, Va. □ Reporting.
KPRC-TV Houston □ Public service, top 50 markets.
WOI-TV Ames, Iowa □ Public service, all other markets.
KTIV-TV Sioux City, Iowa □ Editorializing.

SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

Ivan Barclay, Ottawa section; Grant Dearnaley, Montreal/Quebec section; Ted Horn, Detroit section, and Charles Kircher, Hollywood section □ Citation for outstanding service to the society.

Edward Reichard, Consolidated Films, and David Samuelson, Samuelson Film Service □ Presidential proclamation.

Bengt Modin, Swedish TV □ Agfa-Gevaert gold medal for "his contribution to the improvement to the interface between motion-picture film and TV imaging systems."

Jay Leyda, professor, New York University □ Eastman Kodak gold medal.

Kenneth Richter, Richter Cine Equipment □ John Grierson International gold medal for "the design and manufacture of specialized motion-picture equipment that has contributed to the improvement of the quality of documentary and travel films."

Wilfried Liekens, Agfa-Gevaert, and John Baldwin, Independent Broadcasting Authority □ Journal award for technical papers.

Christoph Geyer, Geyerwerke □ Herbert T. Kalmus gold medal for "his work in the design, engineering, construction and application of total immersion wet printing gates and the liquid support systems for such installations."

Allen Trost, Ampex Corp. □ Alexander M. Poniatoff gold medal for "significant contributions to video recording technology."

Ronald Uhlig, Eastman Kodak □ Samuel L. Warner memorial award for "his contribution to the advancement of photographic sound recording through the development of stereo photographic soundtracks, improved sound negative film, and continuing work to implement improved quality control techniques."

Joseph Flaherty, CBS □ Progress medal for "his outstanding contributions to the television industry."

Richard O'Brien, CBS □ David Sarnoff gold medal award for "a distinguished career of leadership in the planning and for significant contributions to the technical literature of television production."

Sol Taishoff Award

Presented by the National Press Foundation for excellence in broadcast journalism. The award is in honor of the late founder and editor-in-chief of BROADCASTING magazine.

John Chancellor □ NBC News commentator.

1985

GOLDEN HAMMER

AWARDS

Honoring Excellence in Housing Journalism

Prizes totaling \$10,000 will be awarded to winners in five categories

- newspapers with circulation of 50,000 or over
- newspapers with circulation under 50,000
- magazines
- television
- radio

Five first prizes of \$1,000 will be awarded. The second prize is \$500 in each category, and two honorable mention awards of \$250 will be awarded in each of five categories. All entries will be judged by a panel of practicing journalists.

The contest deadline is November 1, 1985. All entries must have been published or broadcast between November 1, 1984 and October 31, 1985. Entries must be accompanied by an official entry form. For entry forms and information contact:

Betty Christy, Asst. Staff Vice President of Public Affairs
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TV News Photography

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Station of the year

WTCN-TV Minneapolis

Photographer of the year

Jim Douglas, WTCN-TV Minneapolis

Awards

Jay Jennings, WRAL-TV Raleigh, N.C. □ Thrill in Chapel Hill (editing award).

Frank Clynes Jr., WLNE(TV) Providence, R.I. □ Hostage in Washington Park (first, spot news).

Tim Twyman, KMBC-TV Kansas City, Mo. □ Stranded/June Flood (second, spot news).

Abram McGill, WBRZ(TV) Baton Rouge □ Airport Murder (third, spot news).

Chris Wheeler, KTVY(TV) Oklahoma City □ Soldier Buried (first, general news).

Richard Carlson, KRON-TV San Francisco □ Pope John Paul II (second, general news).

Jeff Riggins, NBC □ Mother Russia (third, general news).

Jim Douglas, WTCN-TV Minneapolis □ Who Will Stop the Rain (third, general news).

Art Donahue, WFSB(TV) Hartford, Conn. □ Bridge Repair (first, news feature).

Jim Douglas, WTCN-TV Minneapolis □ For the Love of It and Cab Driver (second and third, respectively, news feature).

Art Donahue, WFSB(TV) Hartford, Conn. □ A Berkshire Day and MTV Parody (first and third, respectively, feature).

John Baynard, freelancer □ The Baileys (second, feature).

Chester Panzer, WRC-TV Washington □ Night People (first, magazine series).

Ken Swartz, KRON-TV San Francisco □ Fat City (second, magazine series).

David Dellaria, KRON-TV San Francisco □ Sailboarding (third, magazine series).

Paul Henschel, WCCO-TV Minneapolis □ Hollow Victory/Vietnam (first, documentary).

Lou D'Arle, KRON-TV San Francisco □ Children of the Tenderloin (second, documentary).

Dennis Gerber, WTVJ(TV) Miami □ Marilyn: A Street Song (third, documentary).

Jim Douglas, WTCN-TV Minneapolis □ Tough Dreams (first, sports).

Michael Watson, KUSA-TV Denver □ Mile Hi Classic (second, sports).

Jay Jennings, WRAL-TV Raleigh, N.C. □ Thrill in Chapel Hill (third, sports).

Unity Awards

32d. Presented by Lincoln University, Jefferson City, Mo., in recognition of "excellence in the reporting of minority issues and concerns."

Jeff Rainford, KMOX(AM) St. Louis □ *Hospital Costs on the Critical List*, *The Medical Mess* and *Turning Away the Poor* (economics).

Kevin Bradley, WTLC(FM) Indianapolis □ *Adult Illiteracy* (education).

Joan Beckman and Marge Manning, KMOX(AM) St. Louis □ *One Year to Live*, *Silent Shame* and *No Child Is Safe* (investigative).

Frank Abe, KIRO(AM) Seattle □ *Are Indians Supercitizens?* (politics).

Dean Capello, Eileen Bolinsky and Iris Adler, WBUR(FM) Boston □ *Housing Discrimination in Boston* (public affairs/social issues).

Television

Clay Benson and Jeff Fleming, WTMJ-TV Milwaukee □ *Black Unemployment* (economics).

Mauricio Gerson, William Sanchez and Ananda Cifre, New Jersey Network □ *Images/Imagines* (education).

Tom Cochrun, Ben Strout, Loretta Mouzon and Bob Campbell, WTHR(TV) Indianapolis □ *Shelter of Shame* (investigative).

Jeanne Sandoval and Watson Courtenay, KUSA-TV Denver □

A New ERA (politics).

Carl Zimmerman, WITI-TV Milwaukee □ (editorials).

Ed Fulginiti, Vickie Cox, Fritz Williams, Carl Blitts and John Seiders, WITF (TV) Harrisburg, Pa. □ *Look Who's Here* (public affairs/social issues).

Deldre McDonald, Sheryl Gripper and Carmen Burns, WXIA-TV Atlanta □ *Woman Without a Place* (public affairs/social issues).

Cable

Muriel Jackson, Atlanta Media Project □ *Voter Education Project* (public affairs/social issues).

UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners.

Outstanding Spot News

KFMB(AM) San Diego □ Division 1.

KNND(AM) Cottage Grove, Ohio □ Division II.

KGTV(TV) San Diego □ Division I.

WBRZ(TV) Baton Rouge □ Division II.

Outstanding Newscast

KOMO(AM) Seattle □ Division 1.

KXLY(AM) Spokane, Wash. □ Division II.

WCBS-TV New York □ Division 1.

WIS-TV Columbia, S.C. □ Division II.

Outstanding Feature

WCBS(AM) New York □ Division 1.

KXRB(AM) Sioux Falls, S.D. □ Division II.

KRON-TV San Francisco □ Division I.

WIS-TV Columbia, S.C. □ Division II.

Outstanding Documentary

WGST(AM) Atlanta □ Division 1.

KJZZ-FM Mesa, Ariz. □ Division II.

WBBM-TV Chicago □ Division 1.

WBRZ(TV) Baton Rouge □ Division II.

Outstanding Sports Coverage

WRKO(AM) Boston □ Division 1.

WEAN(AM) Providence, R.I. □ Division II.

KCBS-TV Los Angeles □ Division 1.

WIS-TV Columbia, S.C. □ Division II.

USTVCF

14th annual. Presented by the U.S. Television Commercials Festival for excellence in advertising.

Best of Festival

Ontario Ministry of Tourism and Recreation □ Divers (The



USTVCF Best of Festival winner

Partners: Camp Associates).

Subject Winner—Under \$10,000

New England Broadcasting Association □ Drunk Driving (September Productions).

WNUV(TV) Baltimore □ Cowboy Funk (New Vision).

WOFL(TV) Orlando, Fla. □ Ernest (Carden and Cherry Advertising).

Subject Winner—Over \$10,000

Nike Inc. (2) □ I Love L.A. (Chiat/Day Advertising).

Apple Computer □ 1984 (Chiat/Day Advertising).

Hewlett-Packard □ Butterfly (J. Walter Thompson).

Anheuser-Busch □ Window Washers and Bud 3-D (D'Arcy MacManus Masius).

Pabst Brewing Co. □ T-Shirt (Young & Rubicam).

Pace Picante Inc. □ Chuckwagon (Bozell & Jacobs).

California Milk Advisory Board □ Say Cheese Real California Rev. and Hooray Rev. (Foote, Cone & Belding).

McDonald's □ Stranger in the House (Leo Burnett Advertising).

Castle & Cooke □ Trick Photography (Allen & Dorward).

Airwick Industries □ Stick It To 'Em (Fish/Sneaker) (The Bloom Agency).

Eastman Kodak □ Reunion. Pets and Getting in Shape (J. Walter Thompson).

Ontario Ministry of Tourism and Recreation □ Divers (Camp Associates).

First Interstate Bank □ Runner (Foote, Cone & Belding).

American Cancer Society □ Reunion (Needham, Harper & Steers).

Illinois Bell □ It's A Boy (N W Ayer).

U.S. Marine Corp. □ The Sword (J. Walter Thompson).

Apple Computer □ Basketball (Chiat/Day Advertising).

Boston Chamber of Commerce □ Pigs (HBM/Creamer).

The Church of Jesus Christ of Latter Day Saints □ Waterlight and Hold On (Bonneville Media Communications).

Statue of Liberty/Ellis Foundation □ Peanuts (Kenyon & Eckhardt).

Ad Council □ Crashing Glasses (Leber Katz Partners).

Canadian Tire □ Tools Concept (W.B. Doner).

Chevrolet □ Evasive Miners (Campbell-Ewald).

Wine World □ Tape Betrayal (Allen & Dorward).

Burger King □ Dawn of Burgers (J. Walter Thompson).

Northeastern Airlines □ The Airline Game (Levine, Huntley, Schmidt & Beaver).

British Caledonian Airways □ The Best of Great Britain (Winius-Brandon Advertising).

Check Mart □ Checkmart (KZOK[FM] Seattle).

Ontario Ministry of Health □ Smoke Detectors (R.T. Kelley).

Insurance Bureau of Canada □ Michael (Vickers & Benson Advertising).

P/SL Healthcare □ Daddies Have Babies Too (Henry-Gill).

One Day Optical □ Some Day (KWEN[FM] Tulsa, Okla.).

Southwestern Bell □ Directions and Laundromat (D'Arcy MacManus Masius).

American Learning Corp. □ Brothers (Klein/Richardson).

Highland Appliance □ Disclaimer (W.B. Doner).

Production Technique—Under \$10,000

Health Stop Walk-In Medical Centers □ Dogbite, Football, Tango (Clarke, Goward, Carr & Fitts).

NBC □ Friday Night Videos (NBC Network Advertising and Promotion).

Production Technique—Over \$10,000

Miles Laboratories □ Dog House (Richardson, Myers & Donofrio).

IBM (4) □ Skates (Lord, Geller, Federico & Einstein).

McDonald's □ Stranger in the House (Leo Burnett Advertising).

PepsiCo (2) □ Dance, Horse and Gymnast (J. Walter Thompson).

Ontario Ministry of Tourism and Recreation □ Divers (Camp Associates).

COMPAQ Computer □ Compaq Plus (Ogilvy & Mather).

U.S. Marine Corp. □ The Sword (J. Walter Thompson).

IBM □ Invisible Copier (Doyle Dane Bernbach).

ITT □ Growing Cities (Needham, Harper & Steers).

Schaper Mfg. □ Lizard, New Wave Five Winders, Stomper Workhorse (Bozell & Jacobs).

Levi Strauss □ Sun Goes Down, Steppin' Out, DJ (Foote Cone & Belding).

Chevrolet (2) □ Evasive Miners (Campbell-Ewald).

AT&T Information □ The Promotion (Ogilvy & Mather).

Weaver/MDA Journalism Awards

The Pat Weaver/Muscular Dystrophy Association broadcast journalism awards are sponsored by the MDA and established "to recognize and encourage television and radio programming that increases public understanding of neuromuscular diseases and stimulates public support of MDA's efforts to conquer them." The awards were named in honor of Weaver, former NBC chairman and MDA executive committee chairman.

WFMY-TV Greensboro, N.C. □ *Bo Cuble* (TV feature).

WTSP-TV St. Petersburg, Fla. □ *Newsmakers* (TV news/public affairs)

KFVS-TV Cape Girardeau, Mo. □ *Teleton '84* (TV PSA/special promotions)

WGRZ-TV Buffalo, N.Y. □ Special award for excerpts of local MDA telethon.

WIBC awards

Presented by the World Institute of Black Communications Inc. for communications excellence to black audiences.

Radio

Dr Pepper/Young & Rubicam □ Product messages/less than one minute.

Avon Products/Ogilvy & Mather □ Campaign/product messages/less than one minute

McDonald's Corp./Burrell Advertising □ Product messages/one minute or more

KFC Corp./Mingo-Jones Advertising □ Campaign/product messages/one minute or more.

National Association for Sickle Cell Disease/Fouch Roseboro Corp. □ Public service/institutional/political/less than one minute

Soft Sheen Products/Urban Communications □ Public service/institutional/political/one minute or more

Pro-Line Corp./Superlative Communications □ Nonentertainment programming/less than 15 minutes

ABC/ABC News correspondent Herb Kaplow □ Nonentertainment programming/less than 30 minutes.

Inner City Broadcasting/Dwana Kyles, David Lampe, Hamilton Cloud III, Chuck Sutton, Theresa Cropper □ Nonentertainment programming/30 minutes or more

Television

Nike Inc./Chlat Day □ Product messages/less than one minute

Procter & Gamble (Crest)/Benton & Bowles □ Campaign/product messages/less than one minute.

Miller Brewing Co./Mingo-Jones Advertising □ Product messages/one minute or more

United Negro College Fund/Young & Rubicam □ Public service/institutional/political/less than one minute

United Negro College Fund/Young & Rubicam □ Public service/institutional/political/one minute or more

Film and Video

WNET(TV) New York □ *Voyage of Dreams* (independent productions)

WHMM(TV) Washington □ *Evening Exchange* (interview/non-news/non-drama).

WNEV-TV New York □ *Black News-Patricia Duncanson* (public relations/less than 15 minutes)

WNET(TV) New York □ *Promise to Remember: The Story of Frankie Lyman and the Teenagers* (public relations/less than 30 minutes).

WNET(TV) New York □ *The Different Drummer: Blacks in the Military* (public relations/30 minutes or more)



ABC's triumphant 'WJR' triumvirate: Donaldson, Koppel and Cordtz

WJR Awards

Presented by the *Washington Journalism Review* for excellence in journalism.

Dan Rather, CBS News □ Best national evening news anchor.

Chuck Scarborough, WNBC-TV Washington; Jess Marlow, KCBS-TV Los Angeles; Walter Jacobson, WBBM-TV Chicago; Gordon Peterson, WDMV-TV Washington □ Best local evening news anchors

CBS Morning News □ Best morning news show.

Sam Donaldson, ABC News □ Best television White House correspondent

Dan Cordtz, ABC News □ Best television business reporter

Roger Mudd, NBC News □ Best television political reporter

Ted Koppel, ABC News □ Best interviewer, overall, television news.

Howard Cosell, ABC Sports □ Best national television sports reporter.

Women at Work Broadcast Awards

6th annual. Presented by the National Commission on Working Women "to recognize outstanding radio and television programming about working women's issue."

Television

Maryland Public Television, Owings Mills, Md. □ *Working Women*; Donna Faw, producer (public affairs/documentary)

ABC □ *Working Mother. A Woman Welder*; Madelyn Goldberg and Pam Burke, producers (news feature)

National Catholic Broadcast News, Washington □ *Women's Ordination*; Emil Gallina, producer (spot feature).

WTVD(TV) Durham, N.C. □ *Poverty Has a Woman's Face*; Carol M. Rosenbaum, producer (news series).

NBC Television Network □ *A Matter of Sex*; Mary Beth Yarrow and Joseph Feury, producers (entertainment).

WCBS-TV New York □ *Comparable Worth*; Abigail Myers, producer (editorial)

Radio

KXOA-AM-FM Sacramento, Calif. □ *Working Moms and Latchkey Kids*; Nancy McGraw, producer (news feature)

CBS Radio Stations News Service □ *A Lifestyle Report*; Anna Mae Sokusky, reporter (news series).

WGBH(FM) Boston □ *Educating Rita: Encountering the Computer Era*; Jennifer Abod, producer (public affairs/documentary).

Writers Guild of America Awards

37th annual. Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Television

Robert Northshield, Paradise Lost (CBS), and Robert Zalisk, Nuclear Strategy for Beginners (WGBH(TV) Boston) □ Documentary, current events

H. Austin Hoyt □ "LBJ Goes to War." *Vietnam: A Television History* (WGBH) (documentary, other than current events).

Mervin Block □ *A Selection of Spot News Scripts* (CBS) (spot news)

Gary Tomlin, Jeanne Glynn, Courtney Simon, Robin Amos, Norman Borisoff, Louisa Burns-Bisogno, Judy Lewis, Juliet Packer, Julie Selbo, Diane Silver, Noreen Stone, Emily Squires, Leslie Thomas, Phyllis White, Robert White, Stephen Wardwell □ *Search for Tomorrow* (NBC) (daytime serial).

Jeffrey Kindley □ *The Great Love Experiment* (ABC) (children's script)

Edward Hume □ *The Day After* (ABC) (dramatic anthology, original)

Susan Cooper and Hume Cronyn □ *The Dollmaker* (ABC) (dramatic anthology, adaptation)

Burt Prelutsky □ *Hobson's Choice* (CBS) (original/adapted comedy anthology)

Jeffrey Lewis, Michael Wagner, Karen Hall, Mark Frost (teleplay). **Steven Bochco, Jeffrey Lewis, David Milch** (story) □ "Grace Under Pressure." *Hill Street Blues* (NBC) (episodic drama)

Michael Weithorn □ "Summer's Return." *Cheers* (NBC) (episodic comedy)

Renee Taylor and Joseph Bologna □ *Bedrooms* (Great American Productions) (variety—musical or comedy)

Charles Allison, William Bast (teleplay). **Charles Allison** (story). *The First Olympics—Athens 1896—Part I* (NBC) and *Harold Galt The Jesse Owens Story—Part II* (syndicated) □ Original/adapted multipart long-form series

Radio

Norman Morris, Peter Freundlich, Mary Lou Teel □ *Exploring America: After Columbus*. (CBS Radio) (documentary)

David Ysais □ *News of the Day: Oct. 13, 1983* (CBS) (spot news).

Jan Hartman □ *The Next War* (Stereo Theater CBC) (drama).

Dick Ryall, The Calumet and John Boyle, Goodbye, Walter, Goodbye (The New Heartbeat Theater (syndicated) □ Comedy

Richard Cagen □ *Second Thoughts on Being Single* (NBC) (on-air promotion)



The changing priorities of videotex

Marketing emphasis is shifting from consumers to small businesses; that's one of the trends seen at Videotex '85; a new home service is announced—Covidea—offering banking and financial services from AT&T, Time and two banks

The theme of last week's Videotex '85 conference in New York, "Entering the Mainstream," is something even the medium's staunchest supporters acknowledged will take some time to accomplish in the U.S. More than ever, the medium seems to continue in a state of confusion as it looks both for markets to serve and ways to serve them. "The search for mainstream markets is not a realistic near-term goal," said Francis Heffron, chairman and chief executive officer of the newly formed videotex joint venture, Covidea (see below). "We have got to identify special markets with special needs," he added, such as home banking. Put enough of those specialized markets together, said Heffron, "and they lay the foundation for a mainstream market later on."

One specialized market that the videotex industry is aiming for is small businesses. Covidea, IBM, Honeywell, AT&T and Digital Equipment Corp. are just a few that have set their sights on it. There are 14.5 million small businesses in the U.S. employing 50 million people. According to research cited by Heffron, one-third of those businesses would subscribe to a videotex service.

And the business market is seen by some as the first bread-and-butter market for videotex, while the consumer market continues to flounder. Honeywell Corp.'s David

Cleary put the question and answer this way: "How can business videotex succeed where consumer videotex has failed? They can define a need [information management] but consumer videotex relies upon a convenience the consumer has paid for," and has subsequently decided it isn't worth the price. Cleary's view is no doubt influenced by the fact that Honeywell's major thrust into videotex is to serve the business market with its InfoNow system.

One of the problems confronting the industry is that its definition keeps changing and is subject to so many differing interpretations, leaving videotex in an identity crisis. In fact, some executives don't even see it as an industry unto itself. At least that is the opinion of Clive Smith, vice president, corporate planning and development, Commodore International, a personal computer manufacturer and distributor. Videotex can hardly be called a mainstream business, he said, with the three major consumer videotex services, Compuserve, Dow Jones News Retrieval and Source claiming only about 500,000 subscribers among them, or less than 1% of households. "Videotex will enter the mainstream," he said, "through its convergence with the [personal computer industry]. It should be seen as an extension of computer services, rather than as a separate industry. If videotex did not exist, [personal] computer manufacturers would have to invent it." Videotex, he said, will increase consumer usage of personal computers (PC's). He went so far as to say that PC's "won't have a mass market without it."

In some respects the changing directions and definitions of videotex reflect consumer

demands as tested in the market. In tracking usage of the primary videotex services, said Smith, communications usages (such as messaging) and entertainment constitute a "very significant" part of the services currently called on by users. And two years ago the network requirements focused on on-line services, he added, while now the focus seems to be shifting to down-loading applications. There was, added Smith, a "strong sense" that graphics would be required, where now there is the belief that text-only services will play as important a role as graphics systems and may even dominate videotex.

According to Jean Grenier, director, international affairs, Direction Generale des Telecommunications, the telecommunications authority in France, U.S. videotex players have made a number mistakes and have embraced some misguided assumptions. Videotex in the U.S., he said last week, has "undergone five years of hesitation. A series of wrong steps have been made." First, he said, videotex was introduced as a "byproduct of broadcast teletext. This has led the public to think that videotex was something close to the TV business. That also led to the belief that videotex was supposed to be primarily an information retrieval system," which, Grenier said, it is not. Second, contended Grenier, there has been a "crystallization in people's minds on technology issues—a slowdown in the understanding of what this whole thing is all about." He agreed with Heffron and others that videotex should have been targeted to specific groups of users with particular needs.

Grenier said videotex is not "absolutely" a medium for conveying advertising messages. "And good graphic capability therefore will not create a market." He said the medium must be terminal driven: "Videotex is designed to serve a very large population and terminals need to be widespread." Concluding, he said the U.S. market has not been approached properly. "There has been too much emphasis on display and technical issues. The technology is here. Huge investment and widespread terminal usage are essential to making it work as a business."

Even the veterans in the U.S. videotex market are having a tough time setting a course and sticking to it. Paul Orme, president of Viewdata Corp. of America (VCA), which markets Viewtron, said that when Viewtron was launched in 1983, "We defined videotex as an on-line interactive service with both graphics and text. Since then we have revised the definition to include more kinds of services. It is hard to exactly define videotex but we can all agree that it is clearly expanding. Now, with different kinds of technology being integrated into videotex such as cable and laser disks, text services as well as graphics are also included in the concept. Potential uses of the medium have expanded as well. While databases intended

for the general consumer, such as Viewtron, CompuServe and others, are continuing to grow, businesses are becoming interested in private innovations for their own use." As an example, he noted that automobile companies with a network of nationwide dealerships have discovered videotex as a way of disseminating information. IBM, Honeywell and others have developed their own private systems, Orme noted, and Viewdata has developed an entire division to develop business videotex markets, including private networks and software products.

"More players, more money and more markets" for videotex are on the horizon, suggested Orme, who said that the Trintex partners, including CBS, IBM and Sears, are planning to invest \$250 million in their venture, while Chemical Bank, now allied with Covidea, will invest \$60 million. He said that his parent company, Knight Ridder, has already invested \$40 million in Viewtron. Orme noted the multiplicity of on-line data bases, now totaling about 2,000, up from 400 in 1980. Thirty major banks are offering electronic banking services, he said.

While those in the industry are fond of expounding on the potential of videotex, the underlying reality is that the medium is still in search of markets and in search of ways of successfully tapping those markets. When will the promise be fulfilled? "Over the long term there is no question," that it will be, said Heffron last week. "This is a technology that has the power to change your life, for the better I think. Speed, convenience, reduction in the time to accomplish or gain information, reduction in paper, in labor, in branch construction. It's inevitable. But the near term depends on whether we can become marketers." That means coming up with products that consumers see a need for, he said. "Establishing a loyal franchise is critical to long-term profitability, and that's done by satisfying both functional and emotional needs better than the competition. . . . Playing the emotional middleman is critical; we've got to find out what consumers need or think they need or want from videotex and give it to them."

And Heffron has an idea or two about what consumers want from videotex. At a press conference last week he talked about the mission of the new business he heads. Covidea is a joint venture of AT&T; Time

Inc.; Bank of America, San Francisco, and Chemical Bank, New York, which will launch nationally in a month to six weeks. He said the venture would at first focus on the development and distribution of financial videotex services, starting with the two developed by the banking partners in the venture—Chemical's Pronto and Bank of America's HomeBanking, which he said currently account for more than 75% of the home banking market, serving more than 40,000 subscribers. In addition to banking services such as funds transfer, balance inquiry and bill paying, Covidea will offer stock and options trading services. And down the road, said Heffron, the venture plans to offer nonfinancial services. "I can't pin down exactly [when]," said Heffron, "but what we are carefully studying are shopping services, bulletin boards, electronic mail, education, travel and financial management data and special interest magazines."

The new company, which is based in Jerico, N.Y., will initially offer text videotex only, with no graphics capability, said Heffron. The reason for that, he said, was "mainly because of the cost advantages, but also because we don't believe there's a demonstrated need today for full graphics. Of the one-half million videotex subscribers in the U.S., few more than 3,500 tap into a [top-of-the-line graphics-capable] service—that's only 0.7% of the market."

The system will be offered through various financial institutions via phone lines and will not be available through cable systems, said Heffron, although he did not rule out making alliances with the cable industry at some future date. "As for marketing and distribution," he said, "initially our strategy will be to develop regional or local distributor networks—financial institutions, banks and thrifts, to market our primary existing on-line financial services." Incentives for banks to participate, he said, essentially are that the risks and costs of getting involved in home banking are reduced substantially with Covidea as the middleman. Revenue generated from subscribers, he said, would be shared with participating banks.

Why the emphasis on banking services? Heffron said most consumer research indicates that "financial services, banking in particular, usually rank tops in importance, with home shopping, electronic mail and in-



formation services following."

The services offered by the new venture will be available to all personal computer lines with a "measurable market segment" said Heffron, or through a new AT&T Video Transaction Terminal (model 1300) introduced at last week's show. Its cost will be subsidized by Covidea and participating banks, said Heffron, so that subscribers may pay "under \$100" for the new AT&T terminal. At that price, the venture believes its market base will be broadened at the outset to include consumers not ready to make an investment in a PC. (Some studies indicate that as much as 50% of the U.S. household universe may not make that investment in the foreseeable future.) The terminal will be available on a mass scale by September, Heffron said.

While the role of AT&T and the two banks in the venture is obvious, Time Inc.'s role is less so. Heffron said Time will share information concerning its trial of cable teletext two years ago and lend insight into the marketing, packaging and composition of Covidea service offerings. It is still unclear how much the services will cost the subscriber, but there are two distinct markets—the individual consumer and small businesses. Heffron indicated that the latter may pay more. Current Pronto customers pay about \$30 a month.

Heffron said the intention is to offer a single product line, so that down the road the company will merge Pronto and HomeBanking into a single Covidea service.

In addition to the Covidea venture, Viewdata Corp. of America, the Knight Ridder videotex subsidiary that has been operating Viewtron in South Florida, announced it was expanding Viewtron to the Minneapolis-St. Paul market in a venture with Northwestern Bell next fall. Though Knight Ridder operates a daily paper in that market, the *Minneapolis-St. Paul Pioneer Press*, it will not be involved in the venture, which VCA's Paul Orme acknowledged will focus much less on providing local information than the South Florida venture. Orme explained that while Viewtron initially concentrated on providing information when it was launched two years ago, consumers appear to be more interested in transactional services, such as banking. The second consumer preference appears to be for communications services such as messaging and electronic mail. Information follows the previous two services on the consumer wish list, said Orme, and the kind of information most requested is that which can be put to practical use.

A second difference between the South

Keyfax: Back to the drawing board. As the industry was promoting itself last week with the theme, "Entering the Main Stream," at Videotex '85, one of its key players, the Centel-operated Keyfax, was back to square one after having decided to stop marketing the consumer service, which it launched last November. According to Jack Frazee, Centel vice chairman, Keyfax had attracted only 800 customers who were paying an average \$30 per month (subscriber and usage fees). Those subscribers will continue to receive a drastically scaled-down, free version of Keyfax, consisting of local news, weather and sports, said Frazee. "We thought we had a good service, but nobody would buy it," he said, adding that Centel has concluded that a viable consumer videotex market is still "four or five years away." The company is cutting back its employees from 125 to 50 and will change its focus to developing specialized videotex services for the business market. "We are going to run the thing like a developmental project and try to hang on to see where the market is headed," Frazee said. As a first step into the business market, he said that a text news service would be offered to Chicago area cable systems starting in mid-July. "That's the kind of niche product we are looking to explore." In the meantime, Centel will use Keyfax in-house to distribute mail electronically and for a private database. The system's graphics capability will also be used for professional presentations. It uses the North American presentation level protocol standard.

information when it was launched two years ago, consumers appear to be more interested in transactional services, such as banking. The second consumer preference appears to be for communications services such as messaging and electronic mail. Information follows the previous two services on the consumer wish list, said Orme, and the kind of information most requested is that which can be put to practical use.

A second difference between the South Florida and Minneapolis-St. Paul versions of Viewtron, said Orme, is that in the latter Viewtron will not market the AT&T Sceptre videotex terminal. The service will instead be marketed to a PC-owning household base. At \$600 per unit, AT&T's Sceptre terminal, said Orme, was priced too high for the consumer market—at least that was the experience in South Florida, which prompted Viewdata to offer its videotex service to the PC market. The idea of a dedicated videotex terminal is viable, said Orme, but the price has to be "below the \$300 or \$200 range." He said the development by AT&T of the cheaper text-only (no graphics capability) 1300 terminal was a "very favorable development." Viewtron is offered in both text-only and text-graphics modes.

"The favorable response we have had from computer owners," said Orme, "has encouraged us to expand. Text and graphics systems for PC's. It's a whole new ball game." Projected penetration of PC's will move from 13% in 1984 to 15% by the end of 1985 and by 1990 some suggest penetration will be in the 40% to 50% range. The costs are dropping. These factors, said Orme, "give videotex a promising future."

The price to consumers for Viewtron in Minneapolis-St. Paul is yet to be determined, but in South Florida the service has been offered for about \$5 per hour of usage without an additional monthly fee. Orme said the company is still looking for a bank or banks in the Minneapolis-St. Paul market to participate in Viewtron. "We are anxious to get one." □

Electronic news releases stimulate growing interest as well as concern

Representatives of public relations firms that have jumped the high tech barrier to issue "electronic news releases"—either on cassettes or by satellite—defended their use before an audience of radio and television news directors as not only helpful to their clients but as a service that stations can use without ethical qualms. Station news executives who shared a panel at the Radio-Television News Directors Association Region 13 conference in Washington had their doubts. But the PR executives indicated stations' acceptance of the practice was growing—and one said he found European news executives receptive to news feeds featuring his clients.

Frank Mankiewicz, who has served as press secretary to the late Senator Robert Kennedy and as a broadcast journalist and is

Fifth Estate Quarterly Earnings						
Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
A.H. Belo	First	\$85,652	14	\$2,385	-00	\$0.21
Cable TV Industries	First	\$7,189	-7	\$7	-95	\$0.00
Centel Corp.	First	\$326,657	1	\$31,443	8	\$1.13
Financial News Net.	Third	\$3,432	93	\$105	NM	\$0.01
General Instrument	First	\$218,659	-8	(\$3,304)	NM	(\$0.10)
Josephson	Third	\$82,130	14	(\$2,225)	NM	(\$0.46)
JWT Group	First	\$123,023	4	\$209	-94	\$0.02
Lee Enterprises	Second	\$45,735	8	\$3,646	15	\$0.27
Mickelberry	First	\$34,660	28	\$711	-11	\$0.12
Oak Industries	First	\$77,109	-8	(\$9,473)	NM	(\$0.58)
Ogilvy & Mather	First	\$106,297	12	\$3,563	14	\$0.37
Sony	Second	\$1,357,246	14	\$72,544	3	\$0.31
TCA Cable TV	Second	\$8,643	31	\$1,275	22	\$0.19
Wrather	First	\$27,061	9	\$3,204	NM	\$0.45

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

In first quarter of 1984, **A.H. Belo** had \$15.8-million gain from sale of assets. ■ **Cable TV** President Mark A. Engler attributed sales decline in most recent quarter to weakness in cable construction. He also said that current ratio (current assets to current liabilities) of 4 to 1 would allow Los Angeles-based company to diversify into home satellite and other markets. ■ **Financial News Network** had \$1.7-million loss in third quarter of 1984. Santa Monica, Calif.-based cable channel said May 1985 was first month in which it posted more than million dollars in revenue. ■ First-quarter loss before taxes for **General Instrument Corp.** was \$4.4 million, including gain of \$3 million (pre-tax) from insurance settlement claim. Company posted net income of \$9.2 million in first quarter of previous year. Also down, by 17%, was "backlog of orders covered by noncancellable contracts, or shippable within 12 months." Frank G. Hickey, chairman and chief executive officer, cited "depressed" conditions in cable TV supply business as contributing factor of sales decline: "Recently, however, order input has increased, primarily for subscriber equipment. It is not yet clear if this is the beginning of a trend." ■ **Josephson** reported net income of \$682,000 in first quarter of previous year. ■ **Lee Enterprises** said broadcasting revenues were "essentially flat in the second quarter (ending March 31) primarily due to a softness in national spot advertising." ■ **Oak Industries** posted net loss of \$12.5 million in first quarter of last year. ■ Operating income for **Sony** increased 10% in second quarter to \$143.4 million. ■ Operating income for **TCA Cable TV** increased 24% to \$4.1 million. ■ **Wrather Corp.** had \$1.5-million loss in first quarter of 1984.

now an executive with the PR firm, Gray & Co., stressed that the material Gray distributes is clearly labeled as to its source—and is not sent to a station until it has been found to have interest in the subject. He also said Gray & Co. does not send the piece ready for air but the material—videotape and sound bites and narration—can be put together in a manner that suits the station, or junked. Judgment as to whether to use material, Mankiewicz said, "is your call." The aim of companies providing electronic news releases, he said, "is to get on the air stories you don't do, or don't have the camera crews to do."

One point Mankiewicz and George Glazer, Hill & Knowlton, stressed was the use their firms make of electronic press releases to provide balance that network and station coverage might not otherwise provide in stories concerning PR clients. Glazer noted his firm had distributed a clip of a United Airline official reading a statement on the company's position during the recent pilots' strike against the company—and he said the statement was the same one an official would have read during an authentic news conference.

Peter Ettinger, Avatar Satellite Inc., suggested another service: "We provide material

in the same way a regional network provides regional news."

John Butte, news director of WMAR-TV Baltimore, was not reassured. "Once you decide you'll use material over which you don't have control, you open the door to material that's not acceptable," he said. He noted that stations can check facts in a traditional press release, but, he asked, "how do you verify the source of information" in an



Mankiewicz



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electronic news releases—"who shot it and why?" And Harvey Powers, news director of WWBT-TV Richmond, Va., who moderated the panel, said his concern was that executives would eventually dry up as news sources: "They won't deal with us when they can deal through public relations firms." Mankiewicz had a suggestion to overcome that problem: "You can say you won't use a [PR-supplied] piece unless you can talk to the executive."

Despite those concerns—and despite the lack of a show of hands raised in response to a question as to how many news directors make frequent use of electronic news releases—their popularity seems to be growing. Mankiewicz said Gray & Co. had been contacted by representative of a group owner that now sends a daily satellite-delivered news feed to its stations and was seeking advice on how it might add electronic news releases—issued by Gray and others—to that feed. He declined to identify the group. And Glazer indicated electronic news releases may become trans-Atlantic. He said a trip to Europe had turned up 15 network executives who showed "raw interest" in satellite news feeds featuring Hill & Knowlton clients whose businesses were of concern to their respective countries, from clients in pharmaceuticals and science to those in multinational banking. □

International activities takeover.

The Public Broadcasting Service, which decided to lead a public television delegation to the Soviet Union next fall, filling a void left by the Corporation for Public Broadcasting (BROADCASTING, May 20, June 3), is also prepared to acquire CPB's office of international activities. At its executive board of directors meeting in Washington last Tuesday (June 25), PBS President Bruce Christensen said that if CPB "divests itself" of the department, PBS wants it. In the meantime, PBS is paying \$5,000 for the expenses of PBS Chairman Alfred Stern and PBS senior vice president for programing, Suzanne Weil, to go on the trip, and for a reception sponsored by the noncommercial television network there. About 10 people will be going, including CPB director Sharon Percy Rockefeller, who will pay her own way.

The PBS board also discussed the controversial *Inside Story* program containing Accuracy in Media's critique of PBS's 13-part, critically acclaimed series, *Vietnam: A Television History* (see story, page 76), and adopted a resolution of support for the PBS management's decision to broadcast it. During the discussion, Christensen cautioned the board against putting PBS in the "pro-active" role of "going out and deciding which programs are or aren't valid and then which should be responded to and in what manner." He added, however, that in the AIM instance, broadcasting the program was the "proper" thing to do. "I have no feelings that we erred..." he said.

From the ALJ's

Another favor for sheriff. FCC has warned that it may force winner of comparative contest for UHF TV channel 16 in Ventura, Calif., to accept different channel to accommodate Los Angeles sheriff's desire for more UHF television spectrum. In initial decision, FCC Administrative Law Judge Byron Harrison had granted application of California Broadcasting Corp. for that channel, denying competing application of Channel Islands Television Corp. Review Board, however, has remanded case to Harrison for further consideration (BROADCASTING, Sept. 3, 1984). FCC has expanded proceeding proposing reallocation of spectrum for sheriff's use to include consideration of ch. 16 (BROADCASTING, May 13). □

Fredericksburg television. In another summary decision, FCC Administrative Law Judge John Conlin has granted application of Rappahannock Television Broadcasting Inc.—entity resulting from merger of competing applicants—for new television station on channel 69 in Fredericksburg, Va. Zeather Willis is president and 25% owner of Rappahannock, which is owned by three others. Willis is Kilgore, Tex.-based investor with oil, gas and real estate interests. None of Rappahannock's principals have other media interests. □

Bellefonte FM. In initial decision, FCC Administrative Law Judge Byron Harrison has granted application of Bald Eagle Media Inc. for new FM in Bellefonte, Pa., denying competing application of Talleyrand Broadcasting. Bald Eagle won on diversity grounds. □

Arizona approval. In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Lee Optical & Associated Companies Retirement & Pension Fund Trust for new FM in Peoria, Ariz., denying mutually exclusive applications of Arizona Number One Radio, Interstate Broadcasting System of Arizona, Arizona Family Radio, Newmountain Broadcasting Corp., Compadres Communications Corp., and Diane M. Greenlee for Glendale, Ariz. Lee Optical won by proposing first local transmission service for Peoria; others proposed third local broadcast outlet for Glendale. Roy A. Herberger Jr., dean of school of business of Southern Methodist University, is sole trustee of Lee. He is licensee of KCCN(AM) Honolulu. □

Pepper hot again. In supplementary initial decision, FCC Administrative Law Judge James Tierney has again granted application of Pepper Schultz for new FM in Sparks, Nev., denying competing application of Comstock Broadcasting Inc. Judge originally granted Schultz's application last year (BROADCASTING, Aug. 20, 1984). But Review Board asked ALJ to take second look at Schultz's proposed staffing and financing (BROADCASTING, Feb. 4). Tierney said Schultz had "reasonably met and discharged his burdens" under those added issues and remained applicant of choice on integration grounds. Schultz, according to initial decision, was resident of Sparks and electronics technician with Department of Interior's bureau of land management. He has no other media interests. □

Two grants in one. In summary decision, FCC Administrative Law Judge Walter Miller has granted application of Jackson Co. Broadcasting to increase power of its KJCB(AM) Lafayette, La. At same time, he granted application of Jerry J. Collins for new AM station in Lynn Haven, Fla. Applications had been designated for comparative hearing after Mass Media Bureau alleged prohibited signal overlap would result. But applicants took joint engineering measurements demonstrating that wasn't case. Collins is owner of WKQO(AM)-WTBX(FM) Hibbing, Minn. □

Block Island UHF. In summary decision, FCC Administrative Law Judge John Frysiaik has granted application of Offshore Broadcasting, sole remaining applicant after settlement agreement, for new television station on channel 69 in Block Island, R.I. Raymond York is Offshore president. He is currently consultant to W58AO, low-power television station in Dennis, Mass. He is also limited partner in applicant for new FM in Bonita Springs, Fla. □

Reversal. Reversing initial decision, FCC Review Board has granted application of Dutchess Communications Corp. for new FM in Poughkeepsie, N.Y., denying competing application of Hudson Valley Communications Co. Administrative Law Judge Byron Harrison had granted application of Hudson Valley. But board found Hudson unqualified for failing to have reasonable assurance of financing and transmitter site. Irwin Katz is president and 38% owner of Dutchess, which also is owned by two others. Katz, resident of Chappaqua, N.Y., is president and 75% owner of Kayson Chevrolet.

Stock Index

Closing Wed Jun 26
Closing Wed Jun 19
Net Change
Percent change
P/E Ratio
Market Capitalization (000,000)

BROADCASTING

N ABC	113 3/4	111 5/8	2 1/8	1.90	17	3,289
N Capital Cities	221	218	3	1.38	22	2,838
N CBS	115 1/2	118 1/2	- 3	- 2.53	14	3,432
O Clear Channel	17 3/4	18 1/4	- 1/2	- 2.74	20	52
N Cox	74 1/4	74	1/4	0.34	25	2,096
O Gulf Broadcasting	15 1/8	15 1/8			138	674
O Jacor Commun.	4 3/8	4 3/8				25
O LIN	30 1/8	30 1/2	- 3/8	- 1.23	22	795
O Malrite Commun.	16 3/4	17	- 1/4	- 1.47	20	140
O Orion Broadcast	1/32	0 1/32				2
O Price Commun.	12	12 1/8	- 1/8	- 1.03		60
O Scripps-Howard	38 1/2	39	- 1/2	- 1.28	23	398
N Storer	77 3/8	75 5/8	1 3/4	2.31	46	1,269
O SunGroup Inc.	3 7/8	3 5/8	1/4	6.90		3
N Taft	73	73 1/2	- 1/2	- 0.68	16	661
O United Television	22 1/4	22 3/8	- 1/8	- 0.56	36	245

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	27 3/4	27 7/8	- 1/8	- 0.45	22	169
A Affiliated Pubs	49 1/2	49	1/2	1.02	15	402
N American Family	22 1/2	20 7/8	1 5/8	7.78	11	443
O Assoc. Commun.	28 1/4	28 1/4				135
N A.H. Belo	56	55	1	1.82	21	647
N John Blair	21	21 3/4	- 3/4	- 3.45	12	168
N Chris-Craft	52 5/8	52 7/8	- 1/4	- 0.47		337
N Gannett Co.	61 7/8	61 1/4	5/8	1.02	25	4,959
N GenCorp	47 3/4	49 1/2	- 1 3/4	- 3.54	13	1,025
O Gray Commun.	94	90	4	4.44	20	47
N Jefferson-Pilot	42 5/8	41 1/4	1 3/8	3.33	12	1,364
O Josephson Intl.	8 5/8	8 3/4	- 1/8	- 1.43	66	42
N Knight-Ridder	39 1/4	36 5/8	2 5/8	7.17	20	2,541
N Lee Enterprises	42 1/8	41 3/8	3/4	1.81	24	561
N Liberty	30	30 3/8	- 3/8	- 1.23	14	301
N McGraw-Hill	49	50 3/8	- 1 3/8	- 2.73	18	2,459
A Media General	86 1/4	84 5/8	1 5/8	1.92	16	602
N Meredith	73 1/2	75	- 1 1/2	- 2.00	18	692
O Multimedia	57 1/2	57 1/2			25	960
A New York Times	48	46 3/4	1 1/4	2.67	22	1,897
O Park Commun.	36	36			26	331
N Rollins	24 7/8	24 3/4	1/8	0.51	37	363
T Seikirk	24 1/2	24 1/4	1/4	1.03	53	199
O Stauffer Commun.	64	64			11	64
A Tech Operations	61 3/4	59	2 3/4	4.66	21	57
N Times Mirror	52 3/4	51 7/8	7/8	1.69	16	3,624
N Tribune	46 3/4	46 1/2	1/4	0.54	21	1,888
A Turner Bcstg.	22 1/8	21 7/8	1/4	1.14	443	451
A Washington Post	120 3/4	122	- 1 1/4	- 1.02	22	1,689

PROGRAMING

O American Nat. Ent	19 1/16	1 1/4	5/16	25.00	8	4
O Barris Indus	23 5/8	24 1/2	- 7/8	- 3.57	394	135
N Coca-Cola	69 7/8	68 3/4	1 1/8	1.64	15	9,253
N Disney	94	88 3/8	5 5/8	6.36	154	3,171
N Dow Jones & Co.	47	48	- 1	- 2.08	23	3,021
O Four Star	5 3/4	6 1/4	- 1/2	- 8.00	6	5
A Fries Entertain.	11 5/8	11 1/4	3/8	3.33	21	40
N Gulf + Western	39 1/8	38 1/8	1	2.62	11	2,737
O King World	32 1/2	33 1/2	- 1	- 2.99	45	162
O Robert Halmi	2 1/2	2 1/2			50	42
A Lorimar	37 1/2	37	1/2	1.35	19	266
N MCA	59 1/8	56 5/8	2 1/2	4.42	25	2,866
N MGM/UA	14 3/4	14 1/4	1/2	3.51	17	733
N Orion	11 3/4	11 1/8	5/8	5.62	26	111
O Reeves Commun.	12 1/4	11 1/2	3/4	6.52	45	152
O Sat. Music Net.	9 1/2	9 1/2				65
O Telepictures	25 7/8	26 1/8	- 1/4	- 0.96	23	199
N Warner	30 3/8	30 3/8				1,842
A Wrather	20 3/4	20	3/4	3.75		142

Closing Wed Jun 26
Closing Wed Jun 19
Net Change
Percent change
P/E Ratio
Market Capitalization (000,000)

SERVICE

O BBDO Inc.	49 3/4	49 1/4	1/2	1.02	14	314
O Compact Video	5 1/4	5 5/8	- 3/8	- 6.67		23
N Comsat	35	34 1/2	1/2	1.45	14	633
O Doyle Dane B.	25 1/8	25 1/4	- 1/8	- 0.50	20	134
N Foote Cone & B.	55 5/8	54 3/4	7/8	1.60	11	191
O Grey Advertising	194	188	6	3.19	13	115
N Interpublic Group	41 7/8	40 5/8	1 1/4	3.08	14	453
N JWT Group	33 1/4	31 1/8	2 1/8	6.83	10	199
A Movielab	8 3/8	8 1/4	1/8	1.52		14
O Ogilvy & Mather	44 7/8	44 5/8	1/4	0.56	19	411
O Sat. Syn. Syst.	6 3/4	6 7/8	- 1/8	- 1.82	10	39
O Telemation	5 7/8	5 7/8			6	7
O TPC Commun.	3/8	0 3/8				1
A Unitel Video	7 1/4	6 1/4	1	16.00	13	16
N Western Union	11 3/4	12 1/4	- 1/2	- 4.08		283

CABLE

A Acton Corp.	2 3/8	2 1/4	1/8	5.56		14
O AM Cable TV	2 1/4	2 1/2	- 1/4	- 10.00		8
N American Express	47 7/8	46 1/2	1 3/8	2.96	25	10,311
N Anixter Brothers	14 3/4	14 7/8	- 1/8	- 0.84	18	268
O Burnup & Sims	7 5/8	7 1/2	1/8	1.67	109	68
O Cardiff Commun.	7/8	0 7/8			88	4
O Comcast	30 1/8	29 3/4	3/8	1.26	35	371
N Gen. Instrument	16	16 1/4	- 1/4	- 1.54	16	518
N Heritage Commun.	18 7/8	18	7/8	4.86	36	143
O Jones Intercable	6 7/8	6 3/4	1/8	1.85	21	61
T Maclean Hunter X	14 3/8	14 1/2	- 1/8	- 0.86	20	530
A Pico Products	3 1/8	3 1/8			14	11
O Rogers Cable	9 5/8	9 3/8	1/4	2.67		216
O TCA Cable TV	24 1/4	22 1/4	2	8.99	47	162
O Tele-Commun.	31	31 1/4	- 1/4	- 0.80	100	1,296
N Time Inc.	58 1/4	57	1 1/4	2.19	20	3,535
N United Cable TV	42 7/8	41 3/4	1 1/8	2.69	71	471
N Viacom	48 1/4	47	1 1/4	2.66	19	652

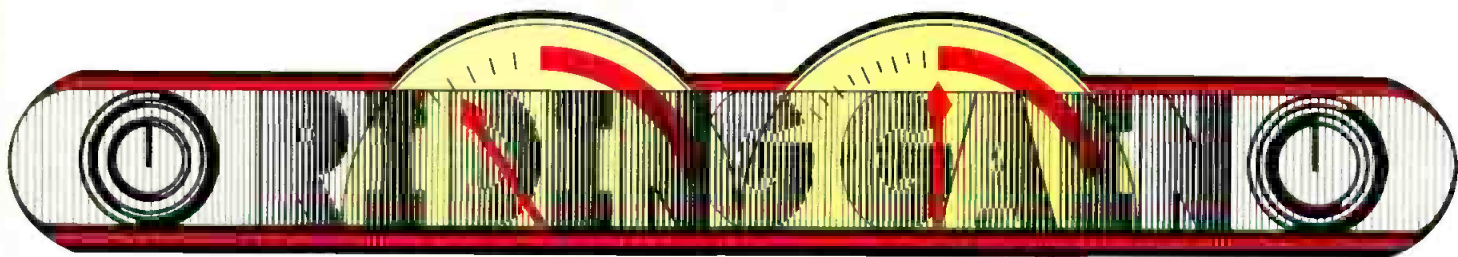
ELECTRONICS/MANUFACTURING

N Arvin Industries	20 1/4	21 3/8	- 1 1/8	- 5.26	6	153
O C-Cor Electronics	8	7 3/4	1/4	3.23	114	24
O Cable TV Indus.	3 3/4	3 7/8	- 1/8	- 3.23	22	11
A Cetec	6 1/4	6 3/8	- 1/8	- 1.96	7	14
O Chyron	7 1/4	6 7/8	3/8	5.45	13	67
A Cohu	8 3/4	8 3/8	3/8	4.48	9	15
N Conrac	12 3/4	13 1/4	- 1/2	- 3.77	12	78
A CMX Corp.	1 3/4	2	- 1/4	- 12.50		4
N Eastman Kodak	44 1/8	43 1/8	1	2.32	9	7,274
O Elec Mis & Comm.	11 1/4	11 1/2	- 1/4	- 2.17		32
N General Electric	61 5/8	59 7/8	1 3/4	2.92	13	27,897
O Geotel-Telemet	1 7/8	1 7/8			21	6
N Harris Corp.	28 1/4	25 3/4	2 1/2	9.71	14	1,128
N M/A Com. Inc.	18 1/4	17 3/4	1/2	2.82	23	790
O Microdyne	6 3/8	5 7/8	1/2	8.51	18	29
N 3M	78 1/4	75 3/8	2 7/8	3.81	13	9,160
N Motorola	34	30 7/8	3 1/8	10.12	12	4,025
N N.A. Philips	35 1/2	36	- 1/2	- 1.39	9	1,019
N Oak Industries	1 5/8	1 3/4	- 1/8	- 7.14		27
N RCA	47 3/4	45 1/4	2 1/2	5.52	15	3,912
N Rockwell Intl.	36 3/4	36 1/8	5/8	1.73	12	5,466
N Sci-Atlanta	11 7/8	11 1/8	3/4	6.74	24	276
N Signal Co.s	41 7/8	41 1/4	5/8	1.52	17	4,566
N Sony Corp.	16 1/4	15 5/8	5/8	4.00	16	3,752
N Tektronix	57 5/8	55 1/2	2 1/8	3.83	9	1,109
A Texscan	2 7/8	2 7/8			4	19
N Varian Assoc.	29 1/2	27 1/2	2	7.27	12	636
N Westinghouse	34 1/4	33 1/8	1 1/8	3.40	12	5,995
N Zenith	20 3/8	19 7/8	1/2	2.52	8	450

Standard & Poor's 400 209.97 205.62 4.35 2.12

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.



The week's worth of news and comment about radio

The nominees are

Ballots for regional directors of the National Radio Broadcasters Association have been sent out to NRBA members in the "odd-numbered" regions. Nominees are: *Region 1 (Conn., Me., Mass., N.H., R.I., Vt., Canada):* Scott Knight, Knight Quality Stations, Boston. *Region 3 (Del., D.C., Md., N.J., Va., W.Va.):* Larry Keene, WWOC(FM) Avalon, N.J. *Region 5 (Fla., Ga., P.R., Virgin Islands):* Mike Osterhout, WRBQ-AM-FM Tampa, Fla., and Martin Sherry, WFOX(FM) Atlanta. *Region 7 (Ind., Ky., Tenn.):* Mark Engledow, WCTW(AM) New Castle, Ind., and Donald Newberg, WGOW(AM)-WSKZ(FM) Chattanooga. *Region 9 (Ark., Ill., Mo.):* Marv Dyson, WGCI(FM) Chicago; C.R. Griggs, WSOY-AM-FM Decatur, Ill.; Jerrell Shepherd, KWIX(AM) Moberley, Mo., and John Beck, KSHE(FM) St. Louis. *Region 11 (Iowa, Kan., Neb., Okla.):* Jim Van Sickle, KBEZ(FM) Tulsa, Okla. *Region 13 (Alaska, Idaho, Mont., Ore., Wash.):* Gary

Down, not out. Vandals felled the 320-foot tower of WAJ(FM) Grantsville, Md., according to Maryland State Police, who said the tower's guy wires were cut with a file after the station signed off the air at 11 p.m. on Sunday, June 16. The station was off the air until a temporary antenna was installed late that week. Full power with a new permanent antenna is expected to be restored in mid-August. WAJ's president and general manager, Dewayne Johnson, estimated the damage at between \$50,000 and \$60,000. The station has offered a \$1,000 reward for information leading to the arrest and conviction of the vandals. It has been on the air since last October with a Christian format.

Grossman KRKT-AM-FM Albany, Ore. *Region 15 (Calif., Hawaii):* Bill Clark, KABL-AM-FM San Francisco.

Ballots must be received by NRBA by July 20. NRBA's board consists of 15 regional directors and 20 directors-at-large, who will be selected by the sitting board. A change in NRBA's by-laws dictates that to be nominated for the board, candidates must receive at least three nominations.

Book of comedy

What makes a morning show successful and funny? Seventy radio personalities from different formats have shared their ideas in a new, 60-page book published by the American Comedy Network, a subsidiary of Katz Broadcasting.

Called "The Method to the Madness: Radio's Morning Show Manual," the book is, according to ACN President and General Manager Andy Goodman, designed to appeal to two kinds of people: those who are or who want to be morning personalities and those in a managerial role overseeing a morning show. "In assembling this book, we began with the common-sense assumption that no one knows more about morning radio shows than morning show hosts themselves. So we designed a questionnaire to get a group of veteran personalities thinking and talking about their shows—what they put into it, what they get out of it and above all, what their listeners get out of it," said Goodman.

"The Method to the Madness" mostly contains quotes from participants in the survey, including Larry Lujack, WLS(AM) Chicago; Dick Purtan, WCZY(FM) Detroit; Don Rose, KFRC(AM) San Francisco; Scott Woodside, WRQX(FM) Washington; Jay Thomas, WKTU(FM) New York; Ross Brittain, WHTZ(FM)

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Meeting of minds. CBS's RadioRadio Network affiliate board met for two days at CBS headquarters in New York. Pictured at the meeting were (seated, l-r): Doug Brown, WLTE(FM) Minneapolis; Manny Broussard, WAFB-FM Baton Rouge; CBS News correspondent Douglas Edwards; Charlie Jones, WAVE-FM Sarasota, Fla., and Tom Chauncey, KOOL-FM Phoenix. (Standing, l-r): Bob Kipperman, vice president and general manager, RadioRadio; Jack Bennett, WHBF-FM Rock Island, Ill.; Donald Wear, vice president, CBS/Broadcast Group; Carl Brenner, WOSR(FM) Baltimore; Neal Pilson, executive vice president, CBS/Broadcast Group; Gene Biovin, KRQX(AM) Dallas; Jay Rosenstein, vice president, CBS/Broadcast Group; Alan Noyes, WORK(FM) Barre, Vt., and Bob Hosking, president, CBS Radio Division. Board members not pictured are Dana Horner, KJZZ(AM)-KLSY-FM Bellevue, Wash., and Mike Faherty, WSB-FM Atlanta.

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Festival honors. Grand Prize award winners and key participants at the 1985 International Radio Festival of New York are (front row, l-r): George Nicholaw, vice president and general manager, KNX(AM) Los Angeles; Roger Grant of Australian Broadcasting Corp.; Jeff Sprung, director of news, ABC Entertainment Network, and Jerry McGee, managing director, Ogilvy & Mather, Los Angeles. (Back row, l-r): copywriter Joy Golden, formerly of TBWA Advertising, New York, and currently president of Joy Golden Radio; Scott Muni, air personality and operations director, WNEW-FM New York, who hosted the ceremony; Ron Sherman, president, Wells Rich Greene/East and chairman of the festival's advertising advisory board; festival president Gerald Goldberg; Bob Benson, vice president and senior executive, ABC Radio Networks, and chairman of the festival's programing advisory board; Craig Wiese, president, Craig Wiese & Co., Minneapolis; Ross Jolly of Radio New Zealand, Wellington, and Scott Kahler, production director, WTVN(AM) Columbus, Ohio.

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New York (licensed to Newark, N.J.); M.G. Kelly, KOST(FM) Los Angeles, and Ron Chapman, KVIL(AM) Dallas. The forward was written by Don Imus of WNBC(AM) New York. The book costs \$14.95. For more information: 203-384-9443.

Music man

Paul Shaffer, the band leader on NBC-TV's *Late Night With David Letterman*, has been named the permanent host for NBC Radio Entertainment's 90-minute, monthly *Live From The Hard Rock Cafe*. The show, which made its debut in January, has been using a different host each month. But according to Frank Cody, director of programing for NBC Radio Entertainment, "the response to Shaffer's appearances was so enthusiastic that it became obvious to all of us that he would make an ideal permanent host."

Shaffer was scheduled to take over last Sunday (June 30). Among the guests slated to appear were comedienne Sandra Bernhard, pop singer Darlene Love and the Thompson Twins rock group. The program airs on the last Sunday of each month on about 100 stations.

In a separate development, NBC-owned WYNY(FM) New York has launched a new, 30-minute, weekly news program based on the top stories appearing each week in *Crain's New York Business* publication. The show airs every Sunday morning at 7:30 a.m.

Upgrade

Mutual Broadcasting will replace 230 six-foot satellite receive terminals at its affiliated station in 35 states with new 12-foot dishes by December to assure better reception from satellite with new two-degree satellite orbital slot spacing recently mandated by the FCC, according to a company spokesman. Approximately 630 other Mutual Radio affiliates are already equipped with the "higher performance" 12-foot dishes.

The spokesman noted that Mutual plans to reuse the 230 antennas as data downlinks at FM stations in the top 100 markets which will be part of its MultiComm system—a national SCA data distribution network.

New sound

WSBR(AM) Boca Raton, Fla., today (July 1) was scheduled to switch from a big band format to one featuring hit music from the 1960's to the present, targeting 30-to-45-year-olds in both Palm Beach and Broward counties. "We have done a lot of research and a lot of study on music and people's likes and dislikes, and we think the package we put together is going to be extremely popular with the age group we are trying to serve," said WSBR(AM) general manager, Stephen Harlow Haas.

Classical bits

American Public Radio plans to air a series of eight radio programs this month on the life and music of Beethoven, featuring the Emerson String Quartet as well as musicologist H.C. Robbins Landon. The show, a joint project of Vermont Public Radio and WGBH(FM) Boston, was recorded live at Middlebury College, Middlebury, Vt., in October 1982. Host for the series, which is titled *A Beethoven Chronicle*, is Robert Lurtsema of WGBH's *Morning Pro Musica*.

Appeals court remands spousal attribution case to FCC

Court asks FCC to clear up its rules; at issue in case is degree of credit spouses should get when they are part of the ownership application but do not plan to hold full-time position at station

The question of "spousal attribution" does not come up often in comparative hearings the FCC holds to choose among mutually exclusive applicants for broadcast licenses. But even though the commission dealt with the subject in its 1965 policy statement on comparative broadcast hearings, it has not developed a consistent policy. And because of the manner in which the commission dealt with the issue in a case involving a three-way contest for a construction permit to build an FM station in Ventura, Calif., a panel of the U.S. Court of Appeals in Washington overturned the commission decision and sent the case back to the agency for reconsideration.

At issue is the credit for integration of ownership and management to be given an applicant owned jointly by a husband and wife when only one of the parties plans to work full time at the station. And it was a decisive question in the case in which the commission granted the application of Absolutely Great Radio Inc. and denied the applications of William Shearer and his wife, Dr. Arike Logan-Shearer, and of Ventura Broadcasting Co. In considering the appeals of the losers, the panel affirmed the commission's decision denying Ventura's application, but said that, in dealing with the Shearers, the agency had "insufficiently explained its departure from prior FCC policy" on spousal attribution.

William Shearer planned to manage the station full time, but his wife had said she would participate only part time. In its decision, the commission assumed a 50/50 division of legal responsibility in joint tenancies, an assumption that led to a separate calculation of the ownership interests of the Shearers for integration purposes. The result was a total of less than 100%, the integration credit that had been given the other applicants. The commission decision essentially affirmed the one handed down by the administrative law judge in the case but reversed the review board, which had granted the Shearers' application.

The three-judge panel, in an opinion written by Judge J. Skelly Wright, said that approach differs from the one laid down in the 1965 policy statement as well as from three

Washington Watch

Shareholders rights. Senators Alfonse D'Amato (R-N.Y.) and Howard Metzenbaum (D-Ohio) introduced shareholders rights bill that would establish equal voting rights for all holders of common stock. Legislation would require companies which trade on major stock exchanges and automated systems to have equal voting rights, one share, one vote. Same measure has also been offered in House by House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

□

Trial to start. "Cecily Coleman v. American Broadcasting Co." is expected to begin this week in U.S. District Court for District of Columbia. Former ABC staff member, Coleman filed \$10-million suit against network year ago, charging that she was fired unjustly from ABC after reporting instances of alleged sexual harassment. (Jury selection was to take place last Friday, June 28.) Judge Barrington Parker will hear case.

□

Rate-hike protest. ABC, CBS, NBC and European Broadcasting Union have asked FCC to reject or suspend and investigate tariff revisions proposed by Communications Satellite Corp. they say would increase rate for occasional television space segment service by 115%. They said Comsat had failed to provide justification for proposed increase. "The commission must have in mind that Comsat's television service is a monopoly offering," petitioners said.

□

Turner review. Joseph E. Lowery, president of Southern Christian Leadership Conference, has said Ted Turner is "probably" no more racist than top officials running networks. "Turner Broadcasting has probably shown more sensitivity and fairness in placing blacks in positions of authority and in reporting black news and issues of concern to black Americans," Lowery said in news release. Lowery also said he believed that if Turner acquires CBS, he would operate it independently "from right-wing interest groups."

□

Clarification. FCC has made clear that order deregulating radio has not increased licensee responsibility to provide specialized programming. National Black Media Coalition, in asking Court of Appeals in Washington to review FCC decision conditionally renewing licenses of WVLK-AM-FM Lexington, Ky., had contended that radio deregulation order created "heightened" responsibility for stations to provide specialized programming for minorities in areas where no other station is providing that specialized service. FCC, which was granted remand by appellate court to clarify record, said that was not so. "No duty exists, before or after radio deregulation, to specialize with respect to any particular group or groups in a station's community, regardless of whether one or more stations in the community voluntarily attempt to specialize," FCC said. "It is well established that broadcasters ordinarily may meet their public interest obligations to provide programs that serve the needs and interests of the community through general interest rather than special interest programs."

□

EEO activity. FCC has conditioned renewals of KUNA(AM)-KSLY(FM) San Luis Obispo, Calif., and KUSD-AM-FM-TV Vermillion, S.D., on equal employment opportunity reporting requirements.

□

Approved. FCC has adopted industry-proposed solution to noncommercial FM interference to TV channel 6 (BROADCASTING, June 3).

□

Milwaukee's new U. Approving settlement agreement, FCC Review Board has granted application of TV 58 Inc. for new television station on ch. 58 in Milwaukee, dismissing mutually exclusive application of Zodiac Partnership. Under agreement, Zodiac will receive \$97,500 and right of first refusal if TV 58 attempts to transfer authorization before end of third year after station goes on air. TV 58 Inc. prevailed in initial decision. General partners of TV 58 are Debra M. Jackson and John M. Torres. According to initial decision, Jackson was controller for WNOV(AM) Milwaukee and sole proprietor of private catering service. Torres was news reporter for WAVA(AM)-WLUM(FM) Milwaukee. Neither had other media interests (BROADCASTING, March 18).

commission decisions, two the work of ALJ's and one the product of the review board—involving the spousal attribution issue. Those approaches would allow 100% integration credit where either spouse in a joint tenant arrangement planned to manage the station full time, regardless of the participation of the other spouse. The rationales used in those cases, however, did not always track one another.

And the commission, in the case decided last week, according to Wright, not only departed from those approaches, it did not explain the basis for its new approach. Indeed, Wright added, the commission "did not even indicate its awareness that that approach departed" from the policy statement or the previous cases. "We conclude that the commission did not adequately explain its decision in this case," Wright said. "Consequently, we vacate the decision and remand the case to the commission for fuller explanation." □

British DBS dies. The United Kingdom's hopes for developing a direct broadcast satellite system have been laid to rest, at least temporarily. Three years after the project was launched, the 21 groups that made up the consortium attempting to organize the system called it quits. The estimated cost—\$635 million spread over 10 years—and the fear of consortium members that DBS programming would not attract sufficient audience persuaded them to abandon project. The DBS system would have had to compete not only with satellite master antenna television systems that are now legal in Great Britain but also with DBS systems that France will launch next year and Ireland, by the end of the 1980's. Both systems will beam programming into Great Britain.

The DBS project had been launched amid hopes in Great Britain that it would usher in a new generation of television transmission and reception. The government originally rejected the pleas of independent television companies and assigned a license to operate the project to the BBC. The system was to begin operations in 1988. But the BBC had second thoughts about operating DBS on its own. Through government intervention, the BBC was joined by independent television companies, programmers and others to form the so-called Club of 21. The BBC remained a principal member, with 50% ownership.

The death of the project was a blow to the proposed builder of what was to be a two-satellite system, United Satellites Ltd., or Unisat, a consortium of British Aerospace, GEC Marconi and British Telecom. But the government's insistence on Unisat as the builder may have contributed to the fate of project. The Club of 21 had asked the government for permission to consider other designs, and a rival supplier, Britsat, had proposed building a system that would have cost less than Unisat's.

Advertising & Marketing

Benton & Bowles and D'Arcy merge

D'Arcy Masius Benton & Bowles will be name of new firm; billings will total about \$2.4 billion

In what was described as the largest advertising agency merger in history, Benton & Bowles and D'Arcy MacManus Masius Worldwide have agreed to consolidate their resources to form a full-service communications company with about \$2.4 billion in total billings, including overseas, of which U.S. billings account for approximately \$1.4 billion.

The transaction has been approved unanimously by the boards of directors of the companies and will be completed within 90 days, upon approval by both companies' shareholders. Each company will have equal equity and equal participation in the management of the merged company. The new name is D'Arcy Masius Benton & Bowles Inc.

John Bowen, chairman and chief executive officer of B&B, will become worldwide chairman and chief executive officer of DMB&B. Hal Bay, chairman and chief executive officer of D'Arcy MacManus Masius Worldwide, will be worldwide president and chief operating officer of the new advertising agency.

Other top-level changes include Roy J. Bostock, now president of B&B, who will be president of DMB&B USA; Peter T.W. Redsell, chief operating officer of DMM International, who will be president of DMB&B International, and George J. Simko, senior vice president and group executive at B&B, who will become president of DMB&B Diversified Communications Companies. The last unit will embrace such

firms as Direct Inc. (direct marketing), Intergroup Marketing & Promotions, Manning, Selvage & Lee (public relations), Medicus Intercon International (health care marketing and advertising), Poppe Tyson (business-to-business communications) and Telecom Entertainment (TV program development and production).

The new company will be staffed by more than 6,000 employees located in 50 cities and 25 countries. Among the leading advertisers in the DMB&B fold are Anheuser-Busch, a

client of D'Arcy for more than 70 years; General Foods, a Benton & Bowles account for 56 years, plus such long-standing clients as Beatrice Foods, Pillsbury, General Motors, Procter & Gamble and Mars.

In 1984 D'Arcy had worldwide billings of \$1.3 billion and B&B, about \$1.1 billion. Last year each of the agencies had U.S. billings of about \$700 million. U.S. broadcast billings in 1984 amounted to about \$575 million for D'Arcy and about \$339 million for B&B. □



Back in business. Sergeant Joe Friday, Beaver Cleaver and Mr. Ed, the talking horse, have been recalled to play featured roles in a series of television commercials for Frito-Lay's Tostitos tortilla chips.

To effect the reincarnation, Frito-Lay and its agency, Tracy-Locke, Dallas, had to perform some technical wizardry to capture the black-and-white ambiance of the vintage series (*Dragnet*, 1952; *Leave It to Beaver*, 1957, and *Mr. Ed*, 1961). Tracy-Locke called on EUE Screen Gems, Los Angeles, to shoot new footage in black and white that was matched with the old footage from the series. New sets were created based on still photographs, and new sequences were filmed with the same type of camera used in the 1950's and 60's.

Fernando Escandon, Frito-Lay spokesman for Tostitos, appears in the commercials in conversations with the show's stars about the joys of eating Tostitos.

The advertising campaign was tested for several months last winter and has moved into national roll-out via network television.

A Tracy-Locke spokesperson said the agency is "pleased" with the campaign, which has touched off some publicity, including a segment on NBC-TV's *Today* show, and won a Clio award last month.



TELECASTINGS



Seoul rights postponed

Bidding for U.S. television rights to the 1988 summer Olympics in Seoul, South Korea, has been pushed back from July 24 to Sept. 11 because the track and field federation has postponed until July 15 its meeting to develop a schedule of events. The number of events the federation agrees to schedule for live U.S. prime time coverage will affect the value perceived by U.S. rights bidders. Bidding will take place in Geneva.

On the ball

Billy Crystal of NBC-TV's *Saturday Night Live* will host *A Comedy Salute to Baseball*, a one-hour NBC special at 8 p.m. NYT on Monday, July 15—the night before NBC's exclusive telecast of the 56th annual All Star game. Scheduled to appear on the warm-up special are sports and entertainment personalities including Bob Newhart, Howard Cosell, Reggie Jackson, Willie Mays, Mickey Mantle, Tommy LaSorda, Betty White, Steve Garvey, Dwight Gooden and George Steinbrenner. Don Ohlmeyer is executive producer, Perry Rosemond is producer/director and David Israel is producer/writer.

A half-hour Wimbledon special, *Wimbledon: A Player's Guide*, will be seen in syndication—on all five NBC-owned TV stations, among others—during the weekend of July 5, sponsored by Shearson Lehman Brothers. The program, with Bud Collins as host, is now in its third year. Officials of People & Properties, which packaged it, said they expect this year's edition to equal if not exceed last year's 70% U.S. clearance. Ohlmeyer Productions is handling line production, and Camelot Entertainment Sales is handling station clearances.

Off Center on PBS

Beginning tonight (July 1) at 10 p.m. (NYT), the Public Broadcasting Service will air an eight-part series, *Alive from Off Center*, which features new wave recording and video artists, mixing dance, theater, comedy, music and computer graphics. Included in the series will be performance artist Laurie Anderson; the Japanese dance group, Sankai Juku; comedy videomaker William Wegman, and video artist John Sanborn. National Public Radio *All Things Considered* co-anchor, Susan Stangberg, will host the series, which is produced by non-commercial KTCA-TV Minneapolis-St. Paul and Walker Art Center, Minneapolis.

Auction by television

The *Telephone Auction* program, which originated locally on Gillcable in San Jose, Calif., and moved to the Satellite Program Network

and the Financial News network, entered the broadcast market last year, and is now on 55 stations across the country.

The broadcast outlets account for 65 million television homes, with most of the stations airing the auction from 10 a.m. to 5 p.m. on Saturday and Sunday. The auction appears on SPN four times a week and FNN twice a week.

The auction broadcast does not sell advertising time. According to John M. Edgemon, vice president, the auction is really "a one-hour sales pitch." It grosses \$70 million a year.

The *Telephone Auction* is slightly mis-



named. The program is taped at the San Jose flea market during bidding on items such as television sets and air conditioners. It is then edited into four hours for viewing. Viewers can place orders for items up for bid when the auctioneer stops bidding and sets a price.

Since its beginnings on Gillcable, the *Telephone Auction* has purchased broadcast time totaling \$3 million annually. Until June 22, 1984, the auction was limited to cable exposure. The auction's owner hopes to have the auction on 100 stations by the end of the year.

Among the stations carrying the auction are KCOP(TV) Los Angeles, WTSF(TV) San Francisco and WQTV(TV) Boston.

Barrett cancellation

Rona Barrett has canceled her commitment to do four one-hour specials over the next year for Metromedia Producers because, as she reportedly told Metromedia, "her time conflicts were too tough." Barrett has obligations to appear next fall on *Entertainment Tonight* and *America*, produced by Paramount Television. Metromedia's vice president and director of sales, Carl Menk, said that she "will write an apology" to Metromedia.

Menk said that cancellation of the deal was provided for in Barrett's contract with Metromedia. The special package, sold in syndication, was cleared on stations totaling 70% coverage of U.S. television households, and the first special was to have begun production in July.

The first special, scheduled to air in August or September, was to have featured

Clint Eastwood, Bill Cosby and Tina Turner, but, according to Menk, Rona could only deliver "lesser stars."

The remaining *Rona Barrett Specials* were to have aired in December 1985 and April and June/July 1986.

The specials, which were cleared on a barter basis, with Metromedia keeping five minutes of commercial time and stations getting seven minutes, will be "easily" replaced with other programming from Metromedia's library, said Menk. "We're a quality production house, and we are going to deliver what we say we are going to deliver," he said.

Specifically, he mentioned a "teleplay" to be produced by WCVB-TV Boston some time this summer. The movie, "Mixed Emotions," will star Pat Morita ("The Karate Kid") and Cloris Leachman. The production will be ready in August on a cash basis.

Menk declined to give call-letters or markets of stations where the specials package was cleared. He also declined to say how much money Metromedia had committed up-front to the special.

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AIM, PBS face off over Vietnam documentary

Network airs conservative group's film rebutting prize-winning series; some fear it sets unwelcome precedent

For Accuracy in Media, the self-styled media watchdog whose concern is principally what it regards as the liberal press, the purpose was to set the historical record straight. For the Public Broadcasting Service, the aim was to advance the cause of "viewer literacy." Combined, those not inconsistent ambitions produced an unusual, perhaps an unprecedented, two hours of television on PBS stations last week: AIM's 57-minute program attacking the accuracy of PBS's prize-winning, 13-part series on the Vietnam war, preceded and followed by PBS-produced material that, among other things, probed the validity of both pieces and, in the process, subjected AIM to the kind of scrutiny to which it usually subjects other elements of the print and broadcast media.

The AIM film—as PBS producer Joe Ruskin developed in the PBS portion of *Vietnam: Op Ed—An Inside Story* scored some hits on the accuracy of *Vietnam*, although it was not without its own sometimes embarrassing errors. But what some viewers may have carried away with them along with any memories of inaccuracies in both films is that what seems to be the driving force of Reed Irvine, who heads AIM, is not a passion for accuracy in media but anti-Communism.

During the panel discussion that concluded the program, Irvine said the AIM film was not intended as a documentary but as "criticism of a documentary"—and criticism "with a point of view" in which concern for fairness was not much of a factor, if any: "The most important aspect is what Communism is. Is it something we want a balanced picture of? That's like saying, 'Let's have a balanced picture of Auschwitz.'" Then, under questioning by Harvard Law School professor Arthur Miller who served as moderator and was attempting to draw Irvine into a

discussion of the kind of journalism at work, Irvine said PBS's "type of journalism, if that's what it is, obscures what's at stake in the world."

AIM made its film because it felt the history offered in the PBS series, *Vietnam: A Television History*, "presented a distorted and inaccurate view of what the war was about, how it was fought and why we lost it." PBS's decision to run the rebuttal created considerable controversy among the media. Television news executives have long pondered the question of how best to make time available to those who take issue with their programs, as newspapers make op-ed pages and letters-to-the-editor columns available to readers. But giving over an hour of air time to a prepackaged rebuttal? To some, that seemed to go too far. NBC's John Chancellor, among others, said such an approach appears to be a confession of error. The controversy was most heated within the PBS organization that had created the series, first shown in the fall of 1983, that won the Dupont-Columbia and Peabody awards and six Emmys. Some producers of the series could not understand why PBS would invite what is regarded as a right-wing organization to "trash" the program on PBS's air, as one producer put it. And the series' executive producer, Richard Ellison, was among those who expressed the view that PBS was bowing to at least inferred pressure from the White House; PBS President Bruce L. Christensen had received—but rejected—an invitation to attend a screening of the AIM film—*Television's Vietnam: The Real Story*—at the White House, last December.

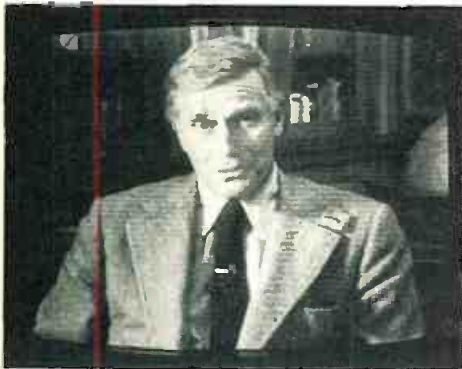
Not so, PBS insisted. The decision to air AIM's piece was said to be in line with a long-held ambition to make air time available to those who disagree with PBS programming. And for all the honors it received, the *Vietnam* series had been subjected to considerable criticism, from Vietnamese refugees and right-wing groups that felt the series had distorted history, denigrating the

American and South Vietnamese effort and glorifying the Communists. What's more, AIM had applied for and received a \$30,000 grant from the National Endowment for the Humanities to help finance a rebuttal program that will cost a total of some \$85,000. Actually, the government funds were approved by William Bennett, then chairman of the NEH and now secretary of education, who did not go through normal channels; he made the grant out of an emergency fund he controlled. Earlier, the NEH had contributed \$1.2 million to the production of the PBS series. In any case, AIM offered PBS a ready-made rebuttal.

Barry Chase, PBS vice president for news and public affairs, during the panel discussion, and Suzanne Weil, senior vice president for programming, in an interview with BROADCASTING, both cited what they said was an interest in increasing viewer "literacy" as a reason for accepting the AIM program. Viewers "ought to know what kind of judgments producers make," Chase said. Weil said such literacy is "a major concern," involving as it does questions of "how one looks at television, and how television manipulates people." Then she said: "I'm not afraid to put anything on [the air]. People can make up their own minds, particularly if you give both sides."

Neither executive was lavish in praise of the AIM film—the first one AIM had ever produced. Chase said he wasn't suggesting the AIM film "was the only vehicle or that it was the perfect vehicle." But, he said, "it was a vehicle that provided an opportunity for an examination of something we regard as our finest hour—the *Vietnam* series." Weil said, frankly, the film "was not up to our standards. We wouldn't have put it on as a stand-alone program." Hence the decision to ask Ned Schnurman, senior executive producer of the *Inside Story* series, to use the AIM film as part of a larger program examining the Vietnam series.

There was no thought given to editing the



Heston



Miller



Irvine

Syndication Marketplace

D.L. Taffner, USA Network, CTV Network and Program Syndication Services have joined to produce new first-run half-hour comedy starring Don Adams. Like other Taffner U.K. to U.S. conversions, the series is based on an English series, *Trippler's Day*, produced by Thames Television comedy. The English series premiered a year ago. The new series, *Check it Out*, will have three premieres—USA Network, fall 1985; CTV, fall 1985; U.S. syndication (through Taffner), fall 1986. In all three deals, the commitment is for 52 weeks, with three repeats for the 22 original episodes. The show is being sold for cash-plus-barter in



Kay Koplovitz, USA Network; Arthur Weinthal, CTV Network; Peg Green, Program Syndication Services, and Donald Taffner.

syndication, with Taffner keeping three spots in addition to the cash license fee. Program Syndication Services will handle advertising sales for Taffner. The show goes into production July 19. On USA Cable the show will be shown on Wednesdays, with repeats on Saturdays; in syndication it will also be shown two days a week, as an original and a repeat. ■ **Metromedia Producers** has cleared *Dynasty* in 64 markets, or 55% of the country, for its fall premiere. Sales are for cash. The 146 hours, available for six runs over five years, are also available, at the option of buying stations, as twice as many half-hours. Among those clearing the show are WRRC-TV Cincinnati; WEWS-TV Cleveland; KOVR-TV Stockton, Calif. (Sacramento); WISH-TV Indianapolis, and WTNH-TV New Haven, Conn. Metromedia has also cleared *Small Wonder*, a first-run series being scheduled for Saturday or Sunday access, in 62 markets, or 66% of the country. Sale of the series is on a cash-plus-barter basis with Metromedia retaining one 60-second spot and stations keeping five minutes. The sale calls for 24 original episodes and 24 repeats, with the extra weeks in the year left open in purchasing station's schedules for pre-emptions. Among stations that have cleared the show are: WNEW-TV New York, KTTV-TV Los Angeles, WTAF-TV Philadelphia, WJBK-TV Detroit, WTAE-TV Pittsburgh and WTCN-TV Minneapolis. ■ **Crown International Television**, a division of Crown International Pictures, announced its formation with syndication of the "Crown Jewels," 15 movies previously unavailable for television. Available for five, six or seven years, the number of runs varies. The films are being sold for cash. So far clearances are with WPHL-TV Philadelphia and KONG-TV Everett, Wash. The movies are available in network-television edited versions, or unedited. Releases will be in three stages—currently, April 1986 and January 1987. Titles in the package include "Liar's Moon," "Sextette" and "Killpoint." ■ **King Features Entertainment** has cleared *The Performers Vol. II* in 50 markets, or 60% of the country. The 12-film package, available for cash for six runs over six years includes 10 made-for-television films including Mr. T's *The Toughest Man in the World*, and two theatricals, "The Pursuit of D.B. Cooper," starring Robert Duvall, and "Deadly Blessings," starring Ernest Borgnine. Clearances include 24 of the top 25 markets, including KHJ-TV Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, WDCATV Washington

and WNOI-TV New Orleans. ■ **MCA** has cleared *Puttin' on the Hits*, a first-run, half-hour weekly "lip-sync" show that features contestants doing versions of their favorite songs for cash, in 113 markets covering 85% of the country. The show, now in its second year, is sold on a barter basis, with two-and-a-half minutes sold locally, and three and-a-half minutes sold nationally, and three-and-a-half minutes being sold by stations carrying the show. One year agreements are for 36 first-run episodes and 16 repeats. The show has just converted to production in stereo and is aimed at a 6-8 p.m. NYT slot on Saturday or Sunday. Coke, Frito-Lay and Warner-Lambert have already purchased commercial time for the fall. Among stations carrying the show are WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia and KTVU-TV San Francisco. ■ **Victory Television** plans to offer three more series for syndication: *Concentration*, produced by Goodson Todman as a half-hour strip, will be available in the fall of 1986; specifics of its sale have yet to be determined. Also, sales begin in the next "five to six weeks" for *Newhart*, and *St. Elsewhere*, both currently running on NBC. They will be available for cash for September 1987, and both will offer 156 episodes. ■ **LBS** has cleared 32 episodes of the original *Gidget* series starring Sally Field for two and-a-half summer runs. Clearances for the series, which began June 3, include 104 stations, or 75% of the country. Terms are barter, with two spots being withheld and the station getting four. Among clearances are KTLA-TV Los Angeles, WTAF-TV Philadelphia and WXON-TV Detroit. LBS is hoping to supplement the series with new episodes based on the syndicated, made-for-TV movie, *Gidget's Summer Reunion*, for first-run launch in the fall of 1988.

LBS also recently began selling *Kideo TV*, a two-hour block of first-run animated shows, for April 1986. Produced in association with DIC Enterprises, the show is sold on a barter basis with a 2/4 national/local split in the first three quarters of the year, and a 1/5 split in the fourth quarter. Dan Greenblatt, vice president, said that deals with group owners are still being explored. Titles of the half-hour show within the *Kideo* block are "Rainbow Bright," "Ulysses," "Rock N' Algie" and "The Popples." The block includes 60-second "pro-social" tips. ■ **King World** has cleared *Trivia Break*, a 60-second insert produced by Post-Newsweek, in 60 markets. Sold on a cash basis, the 130 breaks are available for four runs over a year. Hosts are John and Sandy Gabriel, of *Ryan's Hope* and *All My Children*, respectively. Production is out of P-N's WDIV-TV Detroit, which will carry the inserts along with WBZ-TV Boston, WEWS-TV Cleveland, WTHR-TV Indianapolis, WCPO-TV Cincinnati and WBNS-TV Columbus, Ohio. ■ **On The Air**, New York-based distributor, has cleared 57 stations representing 66% coverage for *TV 2000*, weekend late-night one-hour music magazine show scheduled to premiere July 5. Twenty-six episodes targeted to teens and 18-34 audience are being offered on barter basis with nine minutes per hour for local station sale and three minutes held back for national sale. Jeff Franklin, creator of *Night Flight* and *Radio 1990* on USA Network, is executive producer. Hosted by *Star Search* grand prize winner John Kassir and syndicated entertainment columnist Lisa Robinson, *TV 2000* features entertainment and pop music news, celebrity interviews, comedy sketches and music video countdowns. Stations to sign up include WOR-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, KTVU-TV San Francisco, WJVI-TV Boston, WXON-TV Detroit, KRLD-TV Dallas, WPGH-TV Pittsburgh, WTVJ-TV Miami, KSTN-TV Minneapolis, WFTS-TV Tampa, Fla., and KDNL-TV St. Louis. Syndicast Services is selling national advertising time. ■ **RKO Pictures** and U.K.-based **Granada Television** have completed joint agreement to produce long-form television programming for U.S. and foreign markets. Companies aim to produce mini-series or made-for-TV movies with eye to being sold to either U.S. network or pay TV service. In U.K., any product to emerge from joint venture will appear on ITV network. Although no specific projects were cited, partners said they expect "to commit at least four TV movies or mini-series for production over the next two years." RKO spokesman added any mini-series produced will probably be of "four- to six-hour genre" rather than 10-plus hour extravaganzas seen occasionally each season. Each partner is expected to bring their own particular expertise to venture: Granada will focus on production (it produced highly acclaimed *Brideshead Revisited* and *The Jewel in the Crown*) while RKO will handle selection, development and marketing responsibilities.

AIM film or using pieces of it; Weil said that would have subjected PBS to charges of self-serving selectivity. But PBS did insist on four changes in language Weil said PBS found "unacceptable"—among other things, the offending language accused producers of the PBS series of "deliberate misrepresentation" and of engaging in "disinformation." "I thought they were petty points," Irvine said, "and that [PBS officials] were unduly protective of [the producers'] feelings."

Peter McGhee, program manager of WGBH(TV) Boston, where the series was produced, offered another reason for presenting the AIM film. "It's more than a program; it's a controversial program," he said in the introductory section to the PBS program. "For no other reason, it ought to be seen, so people will know what the program is about."

Larry Grossman, who is now president of NBC News but who as president of PBS generated the idea for the series and nurtured its development over six years, offered a similar rationale for presenting the AIM program. To refuse to run a film that had attracted the attention AIM's program did, he said, would make it appear that PBS was "suppressing" it. Accordingly, he said, it's better to allow viewers to reach their own conclusions about the film and "to give everyone a chance to have his say." But what particularly disturbed Grossman was NEH's decision to give AIM a \$30,000 grant. The Vietnam series, Grossman said, "was done with care and dedication, with the help of distinguished scholars representing every part of the political spectrum and the armed services. For a grant to be given by the Humanities . . . to an organization like AIM without any credentials and an axe to grind is a stunner."

John Agresto, acting chairman of NEH, who was interviewed for the program, offered a response. He said NEH had received hundreds of letters complaining about the alleged bias of the series and said, "If there is criticism, the other side should be heard." Much of that criticism—and demands that NEH fund a response—had been stimulated by Irvine himself through the bimonthly *Aim Report* last January. Then Irvine applied for the grant.

The AIM program could claim star quality in the presence of Charlton Heston, long known for his support of conservative causes, as narrator. Irvine said Heston worked for scale—\$600 for one day's work. But the use of a Hollywood star with no expertise in the subject at hand to serve as narrator was not the only departure from a traditional approach to news documentaries, even those intended as criticism. The producer of the AIM piece, Peter C. Rollins, a professor of English at Oklahoma State University who had produced two other documentaries, was concerned with more than facts. "We try to arouse emotions," he said in an interview for the introductory portion of the PBS wrap-around. "We want people to share our indignation or our pity." To that end, the film resorts to poetry and film depicting the plight of Vietnamese at sea in small boats leaving their homeland after it had been taken over by the Communists.

Lawrence W. Lichty, a journalism professor at the University of Maryland who helped assemble the archival film for the PBS series, dismisses the AIM offering as "amusing" and as "bad propaganda." And the film commits several errors that the PBS producer points out in the concluding portion of the program. For instance, Heston says the media virtually ignored a massive pro-war parade in New York, on May 13, 1967, on the same day that, 200 yards away, a two-man parachute drop promoting antiwar sentiment was covered by PBS. The drop, producer Russin says, occurred two years after the parade—and the parade itself, he says, was covered by the media. As for a charge in the AIM script that such "distorted coverage" led to "disastrous" results on the battlefield in 1973, when Congress ordered an end to U.S. combat activity, Russin says that occurred "six years and 35,000 deaths" after the parade.

"Those problems," PBS says, "tarnish but do not destroy AIM's analysis." And Russin provides interviews with various experts, including some who had served as consultants to the PBS series, who offer some support for charges that the series unfairly portrayed American GI's as drug addicts and bigots who killed Vietnamese peasants wholesale, and that it maligned the South Vietnamese fighting forces by virtually ignoring their contributions to the war against the Communists. A key complaint—that the PBS series inaccurately portrayed Ho Chi Minh as a benevolent nationalist rather than a brutal Communist—was never completely resolved, perhaps because the terms are not necessarily mutually exclusive. As a former member of a Ho cabinet put it, on the program, Ho "understood Communism as an

instrument of liberation."

All of which leads Michael Robinson, of the George Washington University Media Analysis Project, to conclude, in an interview on the PBS portion of the program, "There is another history to Vietnam than the one presented by PBS." AIM producer Rollins said, "The problem is that the real story is the PBS series plus our picture plus the intelligent citizen sitting down and taking and rejecting things from both sides." And, as a result of the program, PBS's Weil said, "We've learned a lot about AIM." To some, those comments might sound as if a contribution had been made to "viewer literacy."

What about next time? Does PBS's decision to run the AIM film, even if wrapped in a cocoon of explanation and surrebuttal, constitute the dangerous precedent some in the television industry fear? AIM may offer everyone a chance to find out. Irvine said AIM has completed a rough cut of a program on the effect of the media coverage of the Vietnam war on American public opinion and on the policy decisions of President Johnson. *Vietnam: The Impact of Media* will focus on the Tet offensive and the battle for Kaesanh, two of the most critical engagements in the war. Irvine said the piece was conceived of originally as a second hour of a two-part series (*Television's Vietnam* was to have been part one.) But, Irvine said, "we have no commitment from PBS."

PBS's Weil does not rule out running films offered by outside sources as replies to PBS programming, although she did not indicate particular interest in the new AIM project. But, she said, "We'll take it case by case. I don't believe in precedent—I may do something capricious today, and tomorrow do it differently. That's our privilege." □

'Monitor' expands broadcast efforts

It is introducing a new TV show, two radio programs this summer

The *Christian Science Monitor*, whose name has been synonymous with savvy international reporting for 76 years, is in the process of significantly expanding its broadcasting activities with the introduction this summer of two new radio programs and a new monthly television series.

The *Monitor* first broke into radio broadcasting during the 1930's and maintained a presence through the Second World War before significantly paring down its news broadcasts in the mid-1950's. Last year it returned to the aural medium by introducing *MONITORADIO*—a weekly one-hour series that analyzes the week's news—over 145 National Public Radio affiliates. It also launched *The Christian Science Monitor Weekend Edition*, an advertiser-supported, weekly, 45-minute "international edition" of *MONITORADIO* broadcast over Radio Luxembourg for audiences in the United Kingdom and English-speaking Western Europe.

In addition, the *Monitor* re-entered domestic commercial broadcasting by unveiling *New England Edition* on May 1, a syndicated, three-minute news and feature

program focusing on New England events that is fed twice a day to 14 New England radio stations.

And today (July 1), the *Monitor* premieres on four commercial radio stations a new, daily, late-night, half-hour interview and news program, *Conversations with the Christian Science Monitor*. Mixing in an occasional light story to balance the heavy slate of background and in-depth interview and analysis pieces traditionally found in the pages of the *Christian Science Monitor*, the conversation-oriented program will debut on WOR(AM) New York, WEEI(AM) Boston, KIEV(AM) Los Angeles and KOIT(AM) San Francisco.

"Our whole thinking has been oriented toward periodicals," explained John H. Hoagland Jr., manager of The Christian Science Publishing Society. (Although owned by the Christian Science church, the *Monitor* is editorially independent and is operated as a public service by the church.) "But the *Monitor* just ran a series on the video culture. What it said in essence was that we're in the midst of a genuine communications revolution, the kind that erupts only every few centuries. Anybody who feels they have something to contribute to the quality of pro-

graming ought to be in this," said Hoagland.

Another reason Hoagland mentioned for the *Monitor's* big push back into broadcasting is that it can take advantage of its correspondents around the world—the same correspondents who have regularly been invited to appear on network news programs. Many of the 31 budgeted positions in the *Monitor's* new broadcasting operations have been recruited from the Boston newsroom and foreign bureaus of the *Monitor*, according to Hoagland.

The second radio program the *Monitor* is introducing (it debuts Aug. 1) is a daily edition of *MONITORADIO*. As was the case with the weekend edition—which will continue—the daily 30-minute edition will also be distributed over NPR. The series will have a "strong international flavor" and will be backed up by the paper's bureaus and correspondents. James Nelson Goodsell, a

former senior reporter with the *Monitor* who anchors the weekend edition, will step up his duties to a daily basis.

The introduction of the monthly series, *The Christian Science Monitor Reports*, is the company's first venture into television. Each monthly episode will have four segments covering major international events. Hosted by former State Department spokesman and one time *Monitor* editor, John Hughes, the half-hour specials will also draw heavily on the paper's regular correspondents and editors. It is being co-produced with Tribune Broadcasting's New York-based Independent Network News, and once a month will replace the weekly *From the Editor's Desk* produced and distributed by INN.

What's all this costing the *Monitor*, which in the past couple years has undergone an expensive editorial revamping and heavy

promotion campaign? "Just under" seven figures, according to Hoagland.

The *Monitor* has assigned an executive to the full-time task of overseeing all its expanding broadcasting activities. He is John Parrott, a former *Monitor* foreign correspondent and editor who, in addition to stints in the marketing, research and sales departments at the *Monitor*, also helped launch *MONITORADIO* last year. Parrot also explained why he thinks it's time the *Monitor* increased its broadcasting commitment. "The feeling around here is that now with the way the world gets its information [principally through radio and television], a news organization like ours simply has to move into that area." And he added, "The best traditions"—a word that frequently crops up in conversations with *Monitor* officials—"of the paper can be captured in radio and television." □

NBC withstands charge by CBS on Monday night

Despite a strong performance by CBS on Monday night—three of the top 10 shows of the week—NBC took its sixth consecutive prime time ratings victory for the week ending June 23. NBC scored a 13 rating and a 24 share based on Nielsen's Television Index. CBS scored a 12.7/23 and ABC a 10.2/18.9.

NBC took six of the top 10 shows of the week, while CBS had three. For the first time since the week ending June 2, when it had a 10th-ranked *Barbara Walters Special*, ABC broke into the top 10 with ninth-ranked *20/20* (16.1/28), which dedicated the first two of its three segments to the hostage crisis in Beirut and international airport security arrangements.

The hostage crisis had only one other effect on prime time programming during the week. CBS scored a 10.8/20 for *CBS Reports: Terrorism: War in the Shadows*, which had been scheduled for broadcast before the hostage crisis developed. A *CBS News Special* following President Reagan's Tuesday press conference on Tuesday, June 18, beginning at 8 p.m. scored a 10.2/18.

The week's combined rating/share totaled 35.9/66.3, compared to last year's 35.8/68.1. HUT levels for the week were up 3% from last year's 53 at 54.6.

In nightly wins, NBC took Tuesday, Wednesday, Thursday and Saturday, while CBS took Monday, Friday and Sunday. Unlike past weeks, when Thursday and Tuesday on NBC were the top two rated nights of television, Monday on CBS (17.2/29.7) was the top night last week. The lowest night of television in rating and share during the week was Saturday on ABC (8.6/17.4).

■ CBS won all time periods on Monday night with the first, third, eighth and 13th shows of the week—*Newhart* (8:30-9 p.m. NYT), *Kate*

and *Allie* (8-8:30 p.m.), *Cagney and Lacey* (10-11 p.m.) and *Scarecrow and Mrs. King* (8-9 p.m.).

■ The NBC Tuesday night schedule, delayed due to the President's press conference, performed below its usual mark but still won the night, as it featured seventh-ranked *Riptide*. *Who's the Boss?* on ABC dropped from its 15th ranking last week (14.8/24) to 26th (12.8/21).

■ NBC took every time period on Wednesday with a regular schedule highlighted by the sixth-ranked *Facts of Life* (16.4/29), and the 14th ranking for *Double Trouble* (15.5/27), which outperformed its 47th-ranked season-to-date performance of 13.8/23. *Highway to Heaven* scored a 16th-ranked 14.8/28.

■ Thursday also belonged to NBC. *The Cosby Show* tied with *Ne- whart* for number one (20/39) for the week, and was followed on the night by fourth-ranked *Family Ties*, and fifth-ranked *Cheers*. On CBS, *Simon and Simon* (9-10 p.m. NYT) was the 18th ranked show of the week. The number nine *20/20* could only get an 8.9/16 lead-in out of the *ABC Thursday Night Movie* (8-10 p.m. NYT).

■ CBS won every time period on Friday, except for 10-11 p.m., which went to NBC with *Miami Vice*, the week's 10th-ranked show. At 9-11 p.m. NYT a *CBS Special Movie Presentation*, "An Innocent Love," did a 12.3/23, and at 8-9 p.m. NYT the *American Junior Miss Pageant* scored a 10.8/22.

■ NBC's *Hunter* was the highest rated program Saturday night, scoring a (12.5/24). NBC won 9-11 p.m. NYT, but lost 8-9 p.m. as ABC's *T.J. Hooker* scored a 9.8/22.

CBS won all time periods on Sunday. Eleventh-ranked *Trapper John, M.D.* did a 15.9/29 and 12th-ranked *60 Minutes* scored a 15.7/35.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.0/39	24.	St. Elsewhere	NBC	13.7/26	47.	Calamity Jane	CBS	10.1/18
2.	Newhart	CBS	20.0/33	25.	The Other Victim	CBS	13.4/22	48.	Airwolf	CBS	10/20
3.	Kate & Allie	CBS	19.5/33	26.	Who's the Boss?	ABC	12.9/21	49.	T.J. Hooker	ABC	9.8/22
4.	Family Ties	NBC	19.1/35	27.	TV Bloopers & Practical Jokes	NBC	12.6/23	50.	MacGruder & Loud	ABC	9.7/16
5.	Cheers	NBC	16.9/29	28.	Hunter	NBC	12.5/24	51.	Fall Guy	ABC	9.3/18
6.	Facts of Life	NBC	16.4/29	29.	Going Ape	NBC	12.5/23	52.	It's Your Move	NBC	9.2/20
7.	Riptide	NBC	16.4/26	30.	Hotel	ABC	12.5/23	53.	Love Boat	ABC	9.2/18
8.	Cagney & Lacey	CBS	16.3/28	31.	An Innocent Love	CBS	12.2/23	54.	V	NBC	9.1/17
9.	20/20	ABC	16.1/28	32.	Mama's Family	NBC	11.9/23	55.	Grace Kelly	ABC	8.9/16
10.	Miami Vice	NBC	16.0/30	33.	Finder of Lost Loves	ABC	11.0/21	56.	Comedy Factory	ABC	8.7/18
11.	Trapper John, M.D.	CBS	15.9/29	34.	American Jr. Miss Pageant	CBS	10.8/22	57.	Mike Hammer	CBS	8.6/16
12.	60 Minutes	CBS	15.7/35	35.	CBS Reports: Terrorism	CBS	10.8/20	58.	Matt Houston	ABC	8.4/15
13.	Scarecrow & Mrs. King	CBS	15.5/28	36.	Monday Night Baseball	ABC	10.8/19	59.	Different Strokes	NBC	8.2/19
14.	Double Trouble	NBC	15.5/27	37.	Gimme A Break	NBC	10.7/22	60.	Dynasty	ABC	7.6/13
15.	A Team	NBC	15.1/25	38.	Hail to the Chief	ABC	10.6/17	61.	Cover-Up	CBS	7.3/16
16.	Highway to Heaven	NBC	14.8/28	39.	Benson	ABC	10.5/20	62.	Silver Spoons	NBC	7.2/16
17.	Crazy Like A Fox	CBS	14.8/27	40.	Knight Rider	NBC	10.4/21	63.	Ripley's Believe It Or Not	ABC	7.1/16
18.	Simon & Simon	CBS	14.8/25	41.	Close Encounters	ABC	10.4/20	64.	Spencer	NBC	6.6/13
19.	Murder, She Wrote	CBS	14.6/30	42.	Magnum, P.I.	CBS	10.3/20	65.	Punky Brewster	NBC	6.4/15
20.	Remembrance of Love	NBC	14.5/24	43.	People Do the Craziest Things	ABC	10.3/19	66.	Michael Nesmith in TV Parts	NBC	5.5/12
21.	Remington Steele	NBC	14.4/26	44.	Webster	ABC	10.2/22				
22.	Hill Street Blues	NBC	14.3/25	45.	Knots Landing	CBS	10.2/18				
23.	Big Shots in America	NBC	14.0/23	46.	Reagan Press Analysis	CBS	10.2/18				

*Indicates premiere episode

Stereo TV spreading quickly

The rush to convert to MTS is picking up speed as 70 stations covering more than half of the country are now on the air

Stereo television broadcasts now reach over half of U.S. households in the top 200 markets, covering 45 million households out of 84 million, although the number of stereo receivers in the marketplace still remains relatively small.

Seventy multichannel TV sound (MTS) broadcasters, more than twice the number three months ago, are currently on the air in nearly four dozen U.S. markets. Also increasing rapidly is the number of markets with more than one MTS station, up to 18 from four in April. At least 22 million households are now able to choose between two or more stereo stations.

Fourteen more stations are known to have converted to stereo in the past month. Two, WRC-TV Washington and WMHT(TV) Schenectady, N.Y., were already reported by BROADCASTING. The other 12 are: WSNL-TV Smithtown, N.Y.; WWHT(TV) Newark N.J.; KNBC-TV Los Angeles; WOIO(TV) Cleveland; WCIX(TV) Miami; KTZZ(TV) Seattle; KUSA-TV Denver; KPNX-TV Phoenix; KTVY(TV) and KWTY(TV) Oklahoma City; KWCH-TV Wichita, Kan., and WDSE-TV Duluth, Minn. Two other stations—WEDH(TV) Hartford, Conn., and WFYI(TV) Indianapolis—converted earlier this spring.

Twenty-two of the top 30 markets contain stations equipped for stereo. Twenty-eight of the top 40 markets have stereo stations, as do 31 of the top 50.

The recent increase, averaging more than 10 new stereo broadcasters each month since last February, shows little sign of abating in July. At least seven stations have already reported intentions to begin MTS broadcasts this month. Among them: WTCN-TV Minneapolis; WNIN(TV) Evansville, Ind.; KXXV(TV) Waco, Tex.; KRBC-TV Abilene, Tex.; KIVI(TV) Boise, Idaho, and WFSU-TV Tallahassee, Fla., which is scheduled to begin MTS broadcasts today (July 1).

Also scheduling a July start-up is KYW-TV Philadelphia, the fourth market and the last of the top 10 without a stereo station. According to Chief Engineer Bill Spitzer, the NBC affiliate will be ready for the network's inaugural stereo feed of the July 16 All Star game (BROADCASTING, June 3).

A number of other NBC affiliates (12 are confirmed) have also converted to stereo, partly in preparation for upcoming network feeds, which will include *The Tonight Show*, *Late Night with David Letterman*, *Friday Night Videos* and *Miami Vice*. Although it won't be on in stereo in time for the July 16 All Star feed, NBC owned-and-operated WMAQ-TV Chicago has announced plans to convert to MTS this summer. NBC O&O

WNBC-TV New York has been stereo since late last year and its KNBC-TV Los Angeles and WRC-TV Washington have made the switch during the past month.

Independent station conversions have been the most numerous, with 19 stations converting. Public Broadcasting Service stereo stations, hoping to take full advantage of PBS's continuing stereo feeds, now number 16. ABC affiliates in stereo number 12, while CBS MTS affiliates number 8.

Among group-owned stations moving toward MTS, growing interest has been shown by Gannett, which expects to have four stations on the air in stereo this month ("Closed Circuit," June 24). Outlet/Rockefeller also has four stereo stations, and other top 20 group owners such as Taft and Post-Newsweek have moved at least two or more of their stations toward stereo. Another group owner, Pulitzer, has already converted three of its stations.

The market-by-market growth expected by many appears to have been initially confirmed, with the latest growth spurt seeing the emergence of new stereo stations in markets already having at least one other MTS broadcaster. Ten of the 14 June additions, for instance, appeared in current stereo markets in some cases as a second MTS station, and in others as the third MTS station.

Six new multiple-MTS markets emerged in recent weeks: New York, Los Angeles, Denver, Miami, Oklahoma City and Wichita, Kan. Three MTS broadcasters can now be found in five markets, all in the top 25: New York, Cleveland, Seattle, Baltimore and Sacramento, Calif.

In the New York market, new UHF stereo music video station WWHT-TV Newark, N.J.,

is facing a challenge from MTV Networks on behalf of New York cable TV systems, with a request for a waiver of must-carry rules pending before the FCC. Also affected by the request would be satellite station WSNL-TV Smithtown, N.Y. (see page 7).

For the first time, four stereo stations have taken to the airwaves in one market—Hartford, Conn. Seattle, another early multiple station market, could soon have four MTS broadcasters also. KIRO-TV, KOMO-TV and newcomer KTZZ(TV) are expected to be joined shortly by KING-TV, pending delivery of its Modulation Sciences stereo generator equipment.

The stereo phenomenon, although concentrated in the top 40 markets (with 50 of the total 70 MTS stations), is spread across the entire U.S., with MTS broadcasters in 34 states. California has the most, with seven, Ohio has five, and four others have four stereo stations each—New York (including WWHT[TV] Newark, N.J.), Texas, Florida and Connecticut.

The availability of stereo generators, while not quite the factor it was early on when the gear was scarce, still is an issue, especially between the several manufacturers battling for dominance in the market. Three are now delivering: Modulation Sciences, which began shipments last fall; Orban Associates, which sent out its first production models in January, and Broadcast Electronics, which began deliveries this spring.

Orban currently has the largest number of generators on the air with 35, although Modulation Sciences has delivered 37 units, at least 21 of which are on the air. BE currently claims delivery of nine units, and BROADCASTING has confirmed six of those to be on the air. □

Intelsat improvements

The Intelsat board of governors has taken actions designed to improve the technical quality of its international video service and, through a new TV booking and cancellation policy, to increase the availability of its occasional-use capacity. The board, at its meeting in Bergen, Norway, adopted a new standard bandwidth for television transmissions with Intelsat V, V-A, V-B and VI satellites. It will be 20 mhz, which, Intelsat said, will improve the quality of the televised signal by 3 db. The old standard was 17.5 mhz.

The new booking and cancellation policy, which becomes effective Oct. 1, requires a charge for cancellation of each half of service of a confirmed order for occasional-use capacity on a primary or major path satellite. Charges will range from \$5 per minute for cancellations received 24 hours before scheduled service to \$3 per minute for cancellations one to 10 days before scheduled service. Cancellations more than 10 days in advance will carry no penalty.

The board also established charges for occasional-use television transmissions that use less than the confirmed amount of time allocated for transmission on primary and major path satellites—\$80 for a minimum booking of 10 minutes and a charge of \$2 per minute for the remainder of booked time not used.

In an effort to attract business to other than primary and major path satellites, Intelsat will not impose cancellation or early termination charges on them. Intelsat said the new charging policy actions are designed to make greater occasional-use capacity available by encouraging transfer from that service to full-time video service, whose charges were reduced earlier in the year.

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Rupert Murdoch, now all on his own, asks for approval of Metromedia buy

Davis bows out of contract; two-year waiver sought for Chicago, New York paper sales; \$600 million cash required for \$2 billion deal

Australian media mogul Rupert Murdoch last week asked the FCC to approve his \$2-billion acquisition of Metromedia's television stations. The only apparent FCC favor requested: two years to sell his daily newspapers in Chicago and New York.

In applications at the FCC, Murdoch made clear that he's now going it alone. In a statement issued Friday afternoon, June 21, Marvin Davis, co-owner along with Murdoch of 20th Century Fox, said his previously announced participation in the station purchase was in fact only an option: "We have decided not to exercise our option. Instead we will concentrate on the development of our other investments—including 20th Century Fox—and consider other investment opportunities." A spokesman refused to amplify the statement. "Marvin is not talking about it," the spokesman said.

The brevity of the statement and the fact that Davis previously had not discouraged the idea he was party to the acquisition, encouraged speculation about his motives.

Some reports said that Davis may have found the price too high. Others speculated that Davis wanted to get out of the communications and entertainment business altogether and was close to selling his half-interest in 20th Century Fox to Murdoch. Yet another report suggested that Davis never was going to be a partner but was only in on the deal until it seemed certain that Murdoch would be able to get U.S. citizenship. Adding to the list of possible reasons is an objection that has given pause before to those outside the industry: that of having one's business overseen by a regulatory agency.

Asked whether Davis intended to sell his 50% of 20th Century Fox to Murdoch (Diller's high profile in Murdoch's television plans otherwise seems odd, considering the multimillion-dollar contract Diller entered into with Davis to run 20th Century Fox [BROADCASTING, May 13]), a 20th Century Fox spokesman said: "Nobody has any information on that." Said a source close to Murdoch: "There is no such understanding at the moment."

Judging from the applications, Murdoch intends to keep a tight rein on the stations. The proposed licensee is News America Television Inc., which is wholly owned by Twentieth Holdings Corp., both domestic

corporations. Twentieth Holdings will, according to the application, issue two classes of stock, one common and one preferred. The preferred stock will have 76% of the vote on all matters, and that whole block will be owned by Murdoch. The remaining 24% of the vote will be exercised by the common

stock, which will be owned by News Group Publications Inc., a wholly owned subsidiary of News America Holdings Inc., which is controlled by Murdoch's The News Corp. Ltd., an Australian company that is 46%-owned by Murdoch and his family.

Murdoch would be chairman and chief

Bottom Line

What goes around... Rapid turnover of television stations may also claim KDFI-TV Dallas (ch. 27) whose owners have hired investment banking firm of Morgan Stanley to consider offers for independent station. KDFI-TV was bought for \$12 million on June 27, 1984, by group majority owned by Warburg Pincus Capital Partners, and including John McKay, former general manager of KDFW-TV Dallas.

□

Necessity mother of diversity. Impact of takeover/merger/going private trend in Fifth Estate is felt by Wall Street securities analysts who find themselves with shrinking list of publically owned broadcasting companies. Responding to situation, some plan to develop secondary specialties. Susan Watson, of Morgan Stanley, will add publishing companies and Richard McDonald, of First Boston Corp., will soon include ad agency stocks on his list. Bill Suter of Merrill Lynch is thinking over problem but hasn't made decision yet.

□

Fruits of research. New report from The Conference Board, New York-based association representing most of large U.S. corporations, touts economic clout of over-50 America. Report also said advertisers have erroneously overlooked this population segment. CBS, which has been saying same to advertisers over past year, is sponsor of The Conference Board study. But CBS was not engaged in any self-serving activity, said Fabian Linden, study's author and executive director of The Conference Board's Consumer Research Center. He noted that CBS has been main sponsor of Consumer Research Center for past 15 years (it took over from *Life* magazine) and that it has sponsored more than 100 studies on wide variety of topics. Linden also said that idea for most recent study was his. "It arose out of a joint project with the U.S. Census Bureau to take a disciplined look at the concept of discretionary income," he said. In doing so, Linden said he found that half of all discretionary income accrued to households over age 50, and as result, decided to continue closer look at age segment. Other findings of study are that 77% of all financial assets held by households are in those over age 50.

□

Profit picture. Station executives at KTLA(TV) Los Angeles were reportedly upset by story in *Los Angeles Times* detailing financial windfall bestowed on them by recently announced sale of station to Chicago-based Tribune Co. for \$510 million. Seventeen members of senior management staff own about 10% of KTLA (remaining shares are held by Kohlberg Kravis Roberts investment group), with president and chief executive officer, Anthony Cassara, standing to gain at least \$9.72 million in deal, according to *Times* estimates. Others said to be receiving more than \$1 million include: George Vandeman, general counsel (\$1.74 million); Steven Bell, general manager and senior vice president (\$1.6 million); Michael Eigner, station manager and vice president (\$1.2 million), and William Schickler, chief financial officer and senior vice president (\$1.1 million). Station insiders say figures are conservative, and some individuals may actually receive up to 25% more than totals reported when transaction is complete.

□

Canadian crossownership. Canada's new Conservative government has eliminated order by previous Liberal government restricting crossownership of radio and television stations and newspapers in same market. As practical matter, order had required no divestitures. Shirley Serafini, director general for broadcasting policy in Communications Department, said government felt restrictions had served their purpose and that continuing them would impose "unnecessary burden" both on industry and Canadian Radio-Television and Telecommunications Commission. Serafini said that in three years since order was issued—after release of report of Kent Royal Commission on concentration of ownership and control of Canada's daily newspapers—all licensees subject to order had gone through one renewal period. And "in nearly all cases" examined, she said, "cross-media was not a problem." Keeping order in effect, she added, "would be an unnecessary regulatory burden." Serafini, in interview with Canadian Press, said CRTC may still consider cross-media ownership as factor in its decisions but that it could not be considered as overriding all other factors.

executive officer of the proposed licensee; Barry Diller would be vice chairman and president, in addition to his role as chairman and chief executive officer of 20th Century Fox, and Richard A. Sarazen, vice president of 20th Century and a director of the News Corp. Ltd., would be an executive vice president. Those three would make up the board of directors.

According to the filing, Murdoch will have to come up with about \$600 million for the proposed acquisition. That money, the applications said, will be provided through open credit lines now available at American, European and Australian banks. (Under the deal, Murdoch will be assuming about \$1.4 billion of Metromedia debt and will spin off Metromedia's WCVB-TV Boston to Hearst Corp. for \$450 million.)

In the applications, Murdoch requested two years to sell the Chicago *Sun-Times* and the *New York Post*. Those are in the same markets as Metromedia's WFLD-TV Chicago and WNEW-TV New York. Murdoch said the temporary waiver of the FCC rule prohibiting the crossownership of a TV station and a local daily newspaper was "well within prior commission precedent" and was consistent with the commission's diversity policies and with the public interest. "The waiver... will promote the underlying pro-diversity purposes of the rules by reducing the prospects for a 'distress sale' atmosphere that could severely and adversely affect the continued competitive viability of" the newspapers, Murdoch said.

The applications also said it was expected that Murdoch would be granted citizenship within the next few months "and, in any event, prior to the closing of the assignment of the licenses."

After the applications are accepted by the FCC for filing, as was expected early this week, 30 days will be provided for the public to file petitions to deny.

Metromedia has requested tax certificates (which would allow it to defer payment of capital gains taxes) for the sales of KTTV(TV) Los Angeles, WNEW-TV New York and WTTG(TV) Washington. In the filing, Metromedia said FCC policy permits the issuance of tax certificates when a broadcaster divests itself of a station in a market where a combination grandfathered under the commission's one-to-a-market rule would be dismantled.

Part of the purchase price—\$200,000—is specifically earmarked for John Kluge, Metromedia chairman, president and chief executive officer, for agreeing not to buy 5% or more of a company with an independent television station within 35 miles of the New York, Washington and Los Angeles television stations for five years after the closing.

The contract between Murdoch and Metromedia indicates that there will be some call letter changes in two of the cities where Metromedia is keeping its radio stations. The agreement would require Murdoch's New York TV station to drop the WNEW call letters, which will be kept by WNEW-AM-FM. Conversely Metromedia would have to drop the D of KRLL for its AM radio station in Dallas so that Murdoch can use the sign for the co-located TV station. □



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Changing Hands

PROPOSED

WLXR-AM-FM La Crosse, Wis.; KKXL-AM-FM Grand Forks, N.D., and KKYC(AM)-KKRC-FM Sioux Falls, S.D. □ Sold by Thomas Ingstad to Vaughn's Inc. for \$8 million, comprising \$7 million cash and remainder note at 10.5% over five years. **Seller** also owns **KXIC(AM)-KKRQ(FM)** Iowa City, Iowa, **KIMM(AM)-KGGG(FM)** Rapid City, S.D., and **KBMW(AM)-KLTA(FM)** Breckenridge, Minn. **Buyer** is owned by E. David Willette, president, and 16 others. Vaughn's Inc. is diversified services and manufacturing firm based in Minneapolis. It has no other broadcast interests. **WLXR(AM)** is on 1490 khz with 1 kw day and 250 w night. **WLXR-FM** is on 104.9 mhz with 3 kw and antenna 430 feet above average terrain. **KKXL(AM)** is on 1440 khz with 1 kw day and 500 w night. **KKXL-FM** is on 92.9 mhz with 100 kw and antenna 210 feet above average terrain. **KYKC(AM)** is on 1230 khz with 1 kw day and 250 w night. **KKRC-FM** is on 93.5 mhz with 3 kw and antenna 120 feet above average terrain.

KRMD-AM-FM Shreveport, La. □ Sold by KRMD Inc. to AmCom General Corp. for \$5 million cash. **Seller** is owned by R.D. (Smockey) Hyde. It has no other broadcast interests. **Buyer** is owned by George R. Francis, who has no other broadcast interests. He is former senior vice president of Voyager

Communications, Raleigh, N.C.-based station group of two AM's and two FM's. **KRMD** is on 1340 khz with 1 kw day and 250 w night. **KRMD-FM** is on 101.1 mhz with 100 kw and antenna 970 feet above average terrain.

KIEM-TV Eureka, Calif. □ Sold by California Oregon Radio Co. to Precht Television Associates Inc. for \$4.1 million cash. **Seller** is principally owned by Richard S. Ingham, who also owns **WTRS-AM-FM** Dunnellon, Fla., and **WFTP(AM)** Fort Pierce, Fla. **Buyer** is Los Angeles-based station group of one AM, one FM and four TV's, principally owned by Robert H. Precht and his wife, Elizabeth. **KIEM** is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,650 feet above average terrain. **Broker: R.C. Crisler & Co.**

KIXC(AM)-KMML(FM) Amarillo, Tex. □ Sold by Tillis Communications of Nashville Inc. to Richard Hayes for \$3.5 million, comprising \$2 million cash and remainder note. **Seller** is owned by Mel Tillis, country music recording artist, who also owns **WMML(AM)** Mobile, Ala. **Buyer** is station's general manager. He has no other broadcast interests. **KIXC** is on 940 khz with 5 kw day and 1 kw night. **KMML** is 98.7 mhz with 100 kw and antenna 480 feet above average terrain. **Broker: Mack Sanders Co.**

WIBX(AM)-WIBQ(FM) Utica, N.Y. □ Sold by Marathon Communications Inc. to James & Hunter Communications Group Inc. for \$3,145,000. **Seller** is employee-owned firm headed by Frances Boyle, president. It has no other broadcast interests. **Buyer** is principally owned by Richard W. James, his wife, Earlene, and Steve Hunter. It also owns **WIGY(AM)-WJTO(FM)** Bath, Me. **WIBX** is on 950 khz full time with 5 kw. **WIBQ** is on 98.7 mhz with 25 kw and antenna 660 feet above average terrain. **Broker: The Mahlman Co.**

WZFM(FM) Briarcliff Manor, N.Y. □ Sold by ZFM Inc. to Sage Broadcasting Corp. of Briarcliff Manor/White Plains New York Inc. for \$2.5 million, comprising \$1,250,000 cash, and remainder note. **Seller** is owned by Michael E. Schwartz, Donald Wilks, John A. Zanzarella, James T. Shea and Albert J. Makkay. Schwartz and Wilks own **WIXY(AM)** East Longmeadow, **WAQY-(FM)** Springfield and **WSNE(FM)** Taunton, all Massachusetts. With Makkay, they own **WKFM(FM)** Fulton, N.Y. With Shea, they own **WEEX(AM)-WQQQ(FM)** Easton, Pa. **Buyer** is owned by Gerald M. LeBow (20%), Gerald A. Poch (20%), Leonard J. Fassler (35%) and Kenny Karen (25%). It also owns **WNVR(AM)** Naugatuck, Conn. **WZFM** is on 107.1 mhz with 3 kw and antenna 330 feet above average terrain. **Broker: Blackburn & Co.**

KELI(AM) Tulsa and KELI-FM Broken Arrow, both Oklahoma □ Sold by Signal Media of Oklahoma Inc. to N5587J Inc. for \$2,375,000 cash. **Seller** is subsidiary of Signal Media Corp., publicly owned, Dallas-based station group of two AM's and two FM's, headed by Phillip R. Jonsson, chairman. **Buyer** is owned by Fred M. Weinberg (25%), Charles Roberts (25%), Alan B. Ross (45%) and James A. Hogue Sr. (5%). It has no other broadcast interests. Ross and Hogue are Tulsa attorneys. Roberts is electronics retailer in Tulsa. Weinberg was formerly vice president of Pumpers Pal, Tulsa based oil rigging firm. **KELI(AM)** is on 1430 khz with 5 kw full time. **KELI-FM** is on 92.1 mhz with 3 kw and antenna 245 feet above average terrain.

WLQY(AM) Hollywood, Fla. □ Sold by Sunshine Wireless Co. to Global Broadcasting Inc. for \$1.5 million, comprising \$400,000 cash and remainder note. **Seller** is purchasing **WQAM(AM)** Miami ("Changing Hands," June 24). It is owned by Daniel Cohen, president, Jeffrey Greenhawt, vice president, and three others. It also owns **WMGI(AM)-WYKS(FM)** Gainesville, Fla., and **WKQS(FM)** Miami. **Buyer** is principally owned by Carl Maduri and Tony Lupo. Maduri owns First String Artists Management Corp., Cleveland-based record production firm. His son, Bruce, is vice president and general manager of **WAPE(AM)** Jacksonville, Fla. Lupo is executive vice president of Statewide Broadcasters, Pompano Beach, Fla.-based station group of four AM's and one FM. **WLQY** is on 1320 khz full time with 5 kw.

KLOV-AM-FM Loveland, Colo. □ Sold by KLOV AM/FM Inc. to New Creation International Inc. for \$1.35 million, comprising \$600,000 cash and remainder note at 12% over 10 years. **Seller** is principally owned by

Beach Broadcasting Corp.

(Mal Kahn, President)

has sold

WSBH (FM)

Southampton, New York

to

WSBH-FM, Inc.

(subsidiary, Faircom, Inc.; Joel M. Fairman, President)

for

\$2,100,000

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Jerry Pound and Travis Reeves, who have no other broadcast interests. **Buyer** is equally owned by R. Derin Carmack, Dan Jensen, Jack Spiker and Dennis Drake. It also owns KJUY(AM) Colorado City, Colo. KLOV(AM) is daytimer on 1570 khz with 1 kw. KLOV-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KAKZ(AM) Wichita and KAKZ-FM Derby, both Kansas □ Sold by MISCO Broadcasting Corp. to New West Radio Inc. for \$1 million cash. **Seller** is owned by Barry Staub and family and S.O. (Bud) Beren and family. It has no other broadcast interests. **Buyer** is owned by William R. Phalen (40%), Leslie Rudd (40%) and Barry Gaston (20%). It has no other broadcast interests. Gaston is former part-owner of KFH(AM)-KLZS(FM) Wichita and WREN(FM) Topeka, both Kansas. Rudd is local investor. KAKZ(AM) is on 1240 khz with 1 kw day and 250 w night. KAKZ-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

KQDI-AM-FM Great Falls, Mont. □ Sold by Sun River Broadcasting Inc. to Great Falls Broadcasting Ltd. for \$700,000, comprising \$100,600 cash and remainder assumption of liabilities. **Seller** is principally owned by W.A. Lockhart, president, who has no other broadcast interests. **Buyer** is owned by George Mac Vogeley, his wife, Diane, and Richard D. Ostberg. Mac Vogeley is Novato, Calif.-based attorney. Ostberg is Englewood, Colo.-based securities broker. They have no other broadcast interests. KQDI(AM) is on 1450 khz with 1 kw day and 250 w night. KQDI-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

KDOL-AM-FM Mojave, Calif. □ Sold by Golden Desert Broadcasting Corp. to Chambers Broadcasting for \$475,000, comprising \$200,000 cash and remainder note. **Seller** is owned by Alton E. Kennedy, president and general manager, estate of Joseph F. Means and Lois Bagley. It has no other broadcast interests. **Buyer** is owned by George Chambers, who also owns KTPI-FM Tehachapi, Calif., owns CP's for new FM's in Abilene, Tex., and Gold Beach, Ore. It will spin off KDOL(AM) to Antelope Valley Broadcasting Co. for \$205,000. Antelope Valley is owned by Ronald H. Carter (47%), president, and five others. It also owns KAVL(AM) Lancaster, Calif. KDOL is on 1340 khz full time with 1 kw. KDOL-FM is on 97.7 mhz with 3 kw and antenna 145 feet above average terrain. *Broker: Blackburn & Co.*

KGIR(AM) Cape Girardeau, Mo. □ Sold by Hirsch Enterprises Inc. to Zimmer family for \$450,000 cash. **Seller** is equally owned by Robert O. Hirsch, his sister, Marjorie H. Diamond, and his brother, James F. Hirsch. Robert Hirsch has interest in WHCO(AM) Sparta, Ill. Others have no other broadcast interests. **Buyer** is equally owned by brothers, Jerome, John, Donald and James Zimmer. It also owns KEZS-FM Cape Girardeau and co-located KZIM(AM), which will be spun off. KGIR is on 960 khz with 5 kw day and 500 w night.

KHYM(AM) Gilmer, Tex. □ Sold by KHYM Broadcasting Co. to Blount ComTex Inc. for \$450,000 cash. **Seller** is owned by J.R. McClure, who also has interest in KKKK(AM)

Odessa, Tex., and WMAX(AM) Grand Rapids, Mich. **Buyer** is owned by William A. Blount and his wife, Deborah. It also owns WARV(AM) Warwick, R.I., and WFIF(AM) Milford, Conn. KHYM is daytimer on 1060 khz with 10 kw.

WPOE(AM) Greenfield, Mass. □ Sold by Potomac News Broadcasting Inc. to Potomac News Inc. for \$399,403, comprising \$328,000 cash and remainder assumption of liabilities. **Seller** is owned by Scott, Marshall and William Bacherman; Marc Berman; Robert Madden; Gary MacLeod, Harvey Goldstein and Barabara Mallen. It has no other broadcast interests. **Buyer** is owned by Bruce Finland, who owns Washington-based Potomac News Service. He has no other broadcast interests. WPOE is daytimer on 1520 khz with 10 kw. *Broker: Bob Kimel's New England Media Inc.*

KLGM(FM) Buffalo, Wyo. □ 60 percent of Buffalo Communications Corp., licensee, sold to Communication Systems III for \$325,000 cash. **Seller** is wholly owned by Ray McLean, and his wife Karen, who are retaining 40%. **Buyer** is owned by McLeans and Lee Keith and his wife, Emily (60%). **Buyer** corporation also owns KUUS(AM)-KZLS(FM) Billings, Mont. KLGM is on 92.7 mhz with 3 kw and antenna 880 feet above average terrain.

WVLV(AM) Lebanon, Pa. □ Sold by Lebanon Valley Radio Inc. to Pennsylvania Communications Corp. for \$255,000 cash. **Seller** is owned by Arthur Greiner and Glenn Winter, who also own WSHP(AM) Shippensburg and

WVFC(AM) McConnellsburg, both Pennsylvania. **Buyer** is owned by Arthur R. Boscov and his wife, Eunice, and Edwin A. Lakin, and his wife, Alma. Boscov owns department store in Reading, Pa., where Lakin is treasurer. Boscov also has interest in WTVE(TV) Reading. WVLV is daytimer on 940 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 92.

MCI buys SBS

It picks up satellite communications firm from IBM in exchange for 16% interest in MCI; IBM will increase interest with \$400-million investment spread over next three years

In a complex deal announced last week, MCI Communications will acquire most of the operations and assets of Satellite Business Systems, the troubled domestic satellite and long-distance telephone company, from IBM and, in the process, take on IBM as its principal, if not controlling, shareholder.

Upon closing, IBM will receive 45 million shares of newly issued MCI common stock (worth more than \$470 million in last Thursday's market), giving it 16% of the shares then outstanding, and nontransferable warrants to purchase another seven million share, another 2%, at \$15 per share. The deal also calls upon IBM to invest at least

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\$400 million in MCI securities over the next three years that would boost its interest to no more than 30%. IBM cannot increase its stake in MCI beyond 30% without MCI approval.

At a press conference last week in Washington, just blocks from MCI's headquarters, MCI Chairman William McGowan and IBM Vice Chairman Paul Rizzo acknowledged that IBM would become MCI's largest stockholder with 16% if the stock, which is three times as much as its second largest, McGowan himself. But Rizzo said IBM is "not interested in exercising control" over MCI. To what extent IBM would be represented on the MCI board has yet to be decided, he said.

As a prelude to the MCI-IBM transaction, IBM must buy out the 40% interest that Aetna Life & Casualty now has in SBS. It will do that by paying Aetna an unspecified amount, which will depend, in part, on the price of MCI stock at the closing of the MCI-IBM deal, and taking on SBS's entire outstanding debt of \$400 million.

The MCI-IBM merger has been approved by the boards of the companies, but it must still pass muster at the FCC and the Justice Department. The IBM-Aetna deal is subject to approval by the FCC and the Aetna board.

MCI will not get all of SBS's assets. Although MCI will take control of three of SBS's four orbiting satellites (SBS I, SBS II and SBS III), IBM will retain control of the fourth (SBS IV) as well as the two satellites now under construction (SBS V and SBS VI) and scheduled for launch in 1986 and 1987. (All the satellites operate in the Ku-band fre-

quencies.) IBM will also keep RealCom, an SBS subsidiary that provides shared-tenant telecommunications systems in office buildings.

An SBS spokesman said the deal will have no effect on NBC, which has been using several transponders on SBS III for program distribution through a long-term contract with Comsat General. The NBC feeds are to be moved to RCA Americom's K-2 satellite in early 1986.

The MCI-IBM deal was seen as a big plus for both companies as they continue to challenge AT&T in the computer, data processing and telecommunications businesses.

"The acquisition of SBS would significant-

ly improve MCI's revenue and capital structure," said McGowan in a prepared statement, "and would add over 200,000 customers to the more than 2.5 million business and residential subscribers now served by MCI." He also said that with SBS digital satellite capacity, MCI will have the largest digital communications network in the world.

Besides giving IBM a powerful ally in the telecommunications field, the deal unburdens IBM of SBS, which has been a financial drain on it, Aetna and Comsat before it dropped out of the partnership last year. According to Rizzo, \$1.3 billion in equity and debt has been poured into the company since its inception in 1975. □

Service for bankers unveiled

Industry news and self-help information will be satellite-delivered to banks

A broadcast service that will provide bankers with industry news and "crisis management" information was unveiled in New York last week. The Bankers Television Network (BTN) will originate programming from studios in Chicago, New York and Washington and downlink the signal to four-foot receiving dishes at banks using the service.

Wayne B. Lewin, chairman of First Financial Broadcasting Network, which produces BTN, said that because of a "rising credibility threshold," bankers are now expected to know more about their business. In addition to providing small- to mid-size bankers with programs that are "customer-

oriented" and "designed to assist management in better serving, maintaining and increasing the bank's customer base," the network will provide specials on "crisis management" for such cases as the recent failures of thrift institutions in Ohio and Maryland.

Sales have just begun and BTN said that to date 10 banks have signed up for the service.

BTN is the result of five years of planning, fueled by an original investment from FFBN of between \$1 million and \$2 million. For the past 18 months, BTN has been lining up contractors to provide parts of the service. Lewin said BTN will turn a profit at the time the switch is flipped for first broadcast, scheduled for the fourth quarter of this year.

Private Satellite Networks (PSN) will provide the satellite technology. PSN provides business television services for J.C. Penney, Merrill Lynch and Ford Motor Co., among others.

Lewin said that for BTN, "the name of the game" would be programming. Cost for the service is \$350 a month with equipment rental, or \$250 a month without. Those renting the equipment would be allowed a credit toward purchase.

Lewin said increased pressure on the bottom line has forced banks to cut back on educational programs for employees and saw the service as a way to continue education and save time and money.

When banks were regulated, the consumers viewed them as a public utility. With deregulation, Lewin said, that idea has become obsolete, spurring banks to shore up their credibility with the public by being on top of the latest development. Lewin also cited technological advances as key to the service's development and future price decreases. "Four years ago this was too costly," he said.

In its first year, BTN will broadcast 18 one- or two-hour programs featuring industry leaders, newsmakers and commentators. Within the first two years, Lewin said, BTN will be on the air every day. Subjects covered in the programs range from "financial planning for parents of college-bound students" to "mortgage alternatives for the home buyer."

At the end of each program there will be a 15-minute period for bank personnel to call in and ask questions, which will be fielded by the program's participants. □



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Where Things Stand

Continued from page 22.

Syndicated Systems, National Christian Network, Advanced Communications Corp. and Hughes Communications Galaxy Inc. At same time, FCC rejected, as incomplete, application of Space Communications Service.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Australian media magnate Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programing and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

Another breed of would-be DBS operators wants to scramble cable programing on fixed C-band satellites and offer pay service to more than one million home owners who have purchased dishes to downlink heretofore unscrambled broadcast and cable programing. Such a service requires cooperation of cable programers and a lot of money to pay for scrambling and descrambling gear. National Cable Television Association as well as independent operators like Canaan Communications are trying to act as catalyst to pull it all together.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

Equal employment opportunity. FCC has launched rulemaking aimed at implementing equal employment opportunity aspects of Cable Communications Policy Act of 1984 (see "Cable regulation" entry above). FCC beefed up its processing guidelines for cable last year. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

Commission in 1980 voted to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file af-

firmative action reports—FCC model EEO program forms—at renewal time.

In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

Fairness doctrine. FCC has launched notice of inquiry to explore whether it can and should pare back or eliminate fairness doctrine (BROADCASTING, April 16, 1984). In comments, many broadcasters said FCC could and should eliminate doctrine altogether. Group W, and most of nonbroadcasters commenting, took different view (BROADCASTING, Sept. 10, 1984). Mass Media Bureau is hoping to make recommendations on issues raised in rulemaking to full commission before summer recess, which begins Aug. 9. FCC also has proposed to repeal personal

attack and political editorializing rules (BROADCASTING, May 16, 1983). But that proposal has reportedly been placed on back burner.

Federal Trade Commission. Congress failed to pass any authorization legislation for FTC since 1982, but that may change this year. In May, Senate Commerce Committee took steps in that direction when it adopted bill (S. 1078) that would reauthorize FTC for FY 1986, 1987 and 1988, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively. It also appropriated additional \$3.8 million for one-time building consolidation of headquarters offices of FTC in Washington. House Energy and Commerce Committee also adopted bill (H.R. 2385) on June 6 that increased FTC reauthorization proposed in bill to \$63.9 million, \$64.2 million and \$64.3 million, for fiscal years 1986, '87 and '88, respectively.

Petition filed at FTC by Center for Science in the Public Interest to ban broadcast advertising for beer and wine or require equivalent counter-advertising (BROADCASTING, Nov. 28, 1983) was denied. FTC said it had found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" (BROADCASTING, April 22). (See "Beer-wine ban" item above).

Home videotaping and copyright. Supreme Court ruled early in 1984 that videotaping of broadcast programing on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23, 1984). Court, which was split 5 to 4, suggested that Congress resolve issue. It ruled that taping of television programs for later viewing was "fair use" of copyrighted works and, therefore, beyond liability for copyright roy-



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alties.

Legislative proposals were introduced in last Congress to compensate copyright holders through compulsory license on sale of audio and videocassette recorders. Draft of omnibus copyright measure floated by House Subcommittee Chairman Robert Kastenmeier (D-Wis.) would have exempted home taping from copyright liability but given copyright holders control over rentals of videotapes. Omnibus approach never got off ground.

Supreme Court action was in response to Sony Corp. of America's petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law.

□

International telecommunications satellite systems. President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, in behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. Split between State Department and Commerce Department on procedural questions had stalled action by government. At issue was conflict regarding respective jurisdictions of two departments—conflict that was finally resolved early in November 1984. FCC in December initiated notice of inquiry/rulemaking as prelude to acting on pending applications for separate systems.

Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. Board, which is continuing to consider matter at its quarterly meetings, reportedly indicated at its meeting in June, in Bergen, Norway, that it favors less restrictive approach than that reflected in Colino's proposals (BROADCASTING, June 24). Issue could be resolved at next meeting, in September.

Low-power television. FCC gave birth to new broadcast service three years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 317 licensed LPTV stations. Commission has granted construction permits for another 576. According to same list, there are now 4,615 translators licensed; commission has issued construction permits for another 595.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has about 19,000 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

Multichannel MDS. FCC held first lottery for multipoint distribution service licenses on June 28. Lottery was necessitated by overwhelming number of applications: 16,499.

There are two four-channel MMDS licenses available in most markets. For the service, FCC reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Commission has established eligibility and comparative criteria for ITFS service (BROADCASTING, June 3).

Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants.

In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington

(BROADCASTING, Dec. 17, 1984). And existing single-channel MSO operators, in cooperation with Microband Corp. of America, nation's largest MDS common carrier, plan to launch multichannel MDS-ITFS services in New York, Milwaukee and San Francisco this summer.

□

Multiple ownership. Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, entities may own 12 AM's and 12 FM's. Entity will be permitted to own 12 TV's, as long as they don't reach more than 25% of nation's television homes. UHF's, however, are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

Commission has relaxed attribution rules (BROADCASTING, May 7, April 2, 1984), which define ownership percentage that triggers multiple ownership rules. Under changes adopted, anyone may own up to 5% of media company before being considered owner, regardless of number of shareholders company has. And passive investors are permitted to own up to 10% before property in question is counted against their portfolios.

In other action, FCC has eliminated its regional concentration rule, which prohibited ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap (BROADCASTING, April 16, 1984).

□

Music licenses. All-Industry TV Station Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York overturned district court's decision (BROADCASTING, Sept. 24, 1984).

In February, U.S. Supreme Court let stand September 1984 appeals court decision holding that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1984).

Without comment high court refused to hear six-year-old antitrust suit that asserted that blanket licenses offered to television stations by American Society of Composers, Authors and Publishers and Broadcast Music Inc. were anticompetitive and illegal.

In memorandum decision of May 13, 1985, U.S. district court judge, Lee P. Gagliardi, ordered that local television stations "promptly" pay BMI retroactive fees for 22-month period during which Buffalo Broadcasting case was on appeal (BROADCASTING, May 20). BMI estimated

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more than \$30 million is owed by 800 television stations for period between February 1983 and November 1984.

On May 29, five broadcasters/shareholders of BMI requested special BMI shareholders meeting for June 20 to propose and consider three amendments to BMI by-laws and two shareholder resolutions (BROADCASTING, June 3). Five shareholders were Taft, WGN Continental Broadcasting, King Broadcasting, Stauffer Communications Inc. and Meredith Corp. Dissident shareholders said their call for special meeting was prompted by "what we believe to be consistently unresponsive conduct of BMI's management" regarding "the needs of BMI shareholders."

BMI responded by filing suit on June 11 in U.S. district court against five shareholders, committee and its chairman, Les Arries, to prevent shareholders meeting from taking place on grounds that it violated antitrust laws because it was part of "conspiracy" to artificially depress BMI blanket music license contracts and defendants sought to wrongfully interfere in BMI management (BROADCASTING, June 17). Although motion for preliminary injunction on behalf of BMI was denied, U.S. district Judge Edward Weinfeld ruled—on June 21, day after date shareholders wanted meeting—that meeting should be held. BMI has yet to set date for it.

Meanwhile, BMI went ahead and mailed new blanket license agreements, effective July 1, that committee claimed represented 60% increase over old rates and 125% increase over frozen 1980 rates which stations have been paying on month-by-month basis since Supreme Court refused to hear Buffalo Broadcasting appeal (BROADCASTING, June 24).

At same time in separate proceeding, federal magistrate Michael H. Dolinger ordered that television stations pay American Society of Composers, Authors and Publishers interim license fee increase for four-and-a-half-month period during which district court judge's decision to terminate rolled-back 1980 fee levels went into effect through 30 days after appeals court issued its mandate (Nov. 16, 1984-March 31, 1985). ASCAP estimated fees for interim period total about \$10 million. Still to be decided in rate court are fees broadcasters owe ASCAP for 22-month period while Buffalo Broadcasting case was on appeal, and period after April 1, 1985. For those two periods, broadcasters should continue paying at 1980 levels while matter is pending in rate court.

On June 21, when he ruled in favor of shareholders meeting, Weinfeld rejected request made by committee that BMI be forced to recall new blanket license agreements BMI sent out.

All-Industry Television Station Music License Committee, representing broadcasters, conceded decision was "a setback" but said it would continue to press for fair price for music for TV stations.

When parties cannot agree, there is separate mechanism to negotiate blanket license fees. For ASCAP, under terms of consent decree with Justice Department, federal rate court has been established to set license fee payments. For BMI, licensing group met with broadcasters to set payments on monthly basis.

In radio, All-Industry Radio Music License Committee reached new two-year agreement with BMI on revisions in radio station music license contracts (BROADCASTING, Aug. 13, 1984). Agreement, which is retroactive to Jan. 1, 1984, when previous contract expired, raises rates beginning in 1985 at 8.8%. Agreement between committee and BMI also called for establishment of "formal rate-making procedure" if com-

mittee and BMI cannot agree on new contract terms at end of 1985. Committee has also reached tentative agreement with ASCAP on all provisions for new contract except final rate. Industry has been operating with interim ASCAP agreements since last contract expired on Dec. 31, 1982.

□

Must carry. FCC commissioners last year unanimously rejected petition by Ted Turner seeking rulemaking to review must-carry rules (BROADCASTING, April 9, 1984). But judging from remarks of three-member panel of Court of Appeals in Washington that heard oral arguments for Quincy Cable/Turner Broadcasting System First Amendment challenges to must carry, those rules are in jeopardy in court (BROADCASTING, April 22). FCC itself appears to be repositioning itself to accommodate apparent drift of court. FCC Chairman Mark Fowler has now announced his concern about requiring carriage of duplicated signals. Commissioners James Quello, Mimi Dawson and Henry Rivera have indicated support for review aimed at making rules less burdensome for cable operators ("Closed Circuit," June 10).

□

Network standings. For sixth straight year, CBS won prime time ratings during 30-week 1984-85 season (Sept. 24, 1984-April 21, 1985). CBS averaged 16.9/27, down 6% from 1983-84 season level; NBC finished second with 16.2/26, up 9%, and ABC dropped 10% with average 15.4/24, its worst performance since 1956-57 season.

NBC also won first sweep race for first time since November 1974 with average 14.5/24 during May 1985 sweep, compared to 14.1/24 for CBS and 12.8/22 for ABC.

Since end of season on April 21, NBC has led in prime time ratings with average 14.3/25, compared to 13.7/24 for CBS and 12.2/21 for ABC. During comparable repeat season year earlier, ABC was first with average 14.7/25, followed by CBS with 13.4/23 and NBC with 13.3/23.

From Dec. 31, 1984, through June 9, 1985, CBS has led in daytime (10 a.m.-4:30 p.m.) ratings with average 6.5/23, compared to 6.2/22 for ABC and 5.0/18 for NBC. In early evening network news, *CBS Evening News with Dan Rather* leads with 13.0/24 compared to 11.1/20 for *NBC Nightly News with Tom Brokaw* and 10.6/19 for *ABC's World News Tonight with Peter Jennings*.

In early morning news race, ABC leads with 5.1/23 for *Good Morning America*, followed by 4.9/21 for *NBC's Today* and 3.5/15 for *CBS Morning News*.

□

Public broadcasting funding. In May, Senate Commerce Committee reported out S. 1084, four-year authorization bill for Corporation for Public Broadcasting that sets funding levels of \$200 million for fiscal year 1987; \$214 million for FY 1988; \$228 million for FY 1989, and \$244 million for FY 1990. Bill also establishes funds for National Telecommunications and Information Administration's public telecommunications facilities program of \$24 million for 1986, '87 and '88, respectively. Among other things, bill would grant CPB more flexibility in spending 5% of funds it is allocated. Last year President Reagan vetoed CPB authorization bill twice because funding was "excessive." (Reagan administration has proposed reauthorization for Corporation for Public Broadcasting at \$159.5 million for FY 1986 [which reflects supplemental appropriation of \$29.5 million]; \$186 million for FY 1987;



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\$214 million for FY 1988; \$246 million for FY 1989, and \$283 million for FY 1990.)

In House, Representative Michael Oxley (R-Ohio), who has been leading administration's fight to reduce funding levels for CPB, introduced H.R. 2500 (May 14) to authorize \$200 million for fiscal 1987; \$220 million for FY 1988 and \$230 million for FY 1989 and \$240 million for FY 1990. Oxley's bill also called for controversial three-year limited advertising experiment. It also provided \$15 million for FY 1985 for PTFP; \$18 million for FY 1986 and \$20 million for FY 1987. Bill has been referred to House Commerce Committee.

In meantime, threat of administration's \$14-million rescission of CPB's proposed FY 1987 appropriation of \$200 million ended when 45 legislative days passed without Congress voting on it. In attempt to avoid third presidential veto, CPB has also supported administration's proposed FY 1988 appropriation of \$214 million.

National Public Radio member station representatives approved at annual Public Radio Conference in Denver new business plan for their network that radically alters funding pattern for public radio (BROADCASTING, June 3). As approved, plan calls for all federal radio dollars to be sent directly to public radio stations, beginning in FY 1987, except for funds that CPB may withhold in separate fund. Plan awaits review by CPB management and then final approval by CPB board.

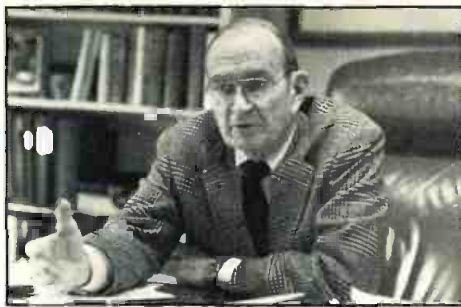
□

Radio Marti. Radio Marti, which Reagan administration proposed as means of breaking what it considers Castro government's monopoly on news and information in Cuba, finally went on air, May 20, 17 months after Congress passed authorizing legislation. Delay was said to have been caused by difficulty in recruiting staff and obtaining necessary security clearances for prospective employees. Person administration had picked to head Radio Marti—Paul Drew, veteran broadcaster who had been serving as consultant since October 1984—resigned in January (BROADCASTING, Jan. 21).

Thus far, fears of American broadcasters that Cuba would retaliate for Radio Marti broadcasts by stepping up interference to stations in Florida and other states in Southeast have not been realized. Nor has Cuba made significant effort to jam Radio Marti programs, which are being broadcast over transmitters and on frequency (1180 khz) used by Voice of America station on Marathon Key, Fla. Legislation creating Radio Marti has placed it under authority of U.S. Information Agency and VOA.

□

Space WARC. U.S. will join upwards of 120 countries in Geneva Aug. 8 for start of five-week conference to lay technical groundwork for planning of space services. U.S. expects conference to restrict its work to fixed satellite services—and to 6/4 and 11/12-14 ghz bands. U.S. concern focuses on interest of some developing countries for *a priori* planning as means of assuring all countries satellite slots and frequencies. However, U.S. and other developed countries feel such planning is wasteful and that all countries' needs can be met through other means. U.S. has made three proposals it feels could achieve goal of conference of guaranteeing all countries equitable access to geostationary orbit—development of multilateral conferences to coordinate requirements of nations for fixed satellite services; reserve "expansion bands"—those allocated by General WARC in 1979 adjacent to existing frequency bands where no satellite systems now operate—for long-range planning by developing countries,



Ambassador Burch

and improve International Telecommunication Union's regulatory procedures for coordination of satellite systems. Former FCC Chairman Dean Burch will head U.S. delegation to conference, which will be first of two to be held on planning space services; second is scheduled for 1988.

□

Takeovers. Capcities/ABC—Shareholders of American Broadcasting Companies and Capital Cities Communications approved proposed \$3.5-billion sale/merger agreement (see "Top of the Week"). That agreement, originally announced March 18, offers for each share of ABC stock \$118 cash and warrant to purchase tenth of a share of stock in new combined company, to be called Capital Cities Communications/ABC Inc. (BROADCASTING, March 25).

Deal is expected to close by early 1986 with Thomas S. Murphy, chairman and chief executive officer of Capcities, and Daniel B. Burke, president and chief operating officer, keeping their titles. ABC chairman, Leonard Goldenson, would become chairman of executive committee of CCC/ABC board and Fred Pierce, ABC's president and chief operating officer, would report to Burke as chairman and chief executive officer of ABC. Omaha-based investor Warren Buffett is to purchase 18% of stock in new company, providing over \$500 million cash.

Deal still requires FCC and Justice Department approval. To obtain that approval ABC/CCC will have to sell, before closing, WTNH-TV New Haven, Conn.; WFTS-TV Tampa, Fla.; WXYZ-TV Detroit, and WKBW-TV Buffalo, N.Y. It will also have to sell 15 radio stations, including 10 of ABC's 12 stations, although it has asked FCC for waiver, giving it more time to sell stations in New York, Los Angeles and Chicago. If closing is delayed beyond Jan. 6, 1986, cash component of offer will be increased by at least 6%.

Other properties to be spun off include Capcities's cable systems, serving 370,000 subscribers. Company is currently negotiating cable sale with The Washington Post Co.

Turner-CBS—Second television network

may change hands if Ted Turner's unfriendly bid to acquire CBS is successful. His proposed \$5.2-billion offering for CBS's 29.7 million shares (BROADCASTING, April 22) is composed entirely of debt securities valued by Wall Street securities analysts at \$150 to \$175 per share. CBS stock, which was trading close to \$100 at time of Turner's April 18 announcement was through most of June trading close to \$120.

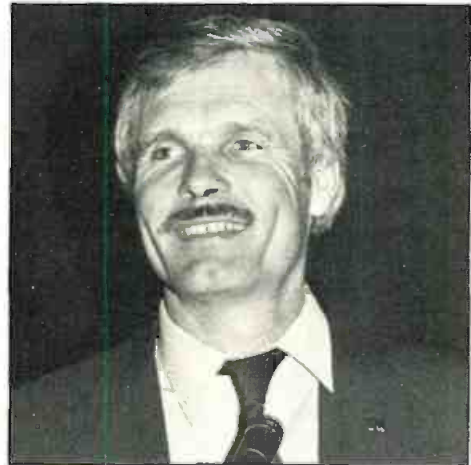
Turner intends to sell most or all of CBS's non-television assets, including publishing and toy groups, as well as radio division. In filings with FCC, CBS has said remaining operating properties will not generate enough cash to service Turner's debt. It has requested FCC to hold evidentiary hearings, as did number of 248 organizations and other entities CBS said submitted filings opposed to Turner bid.

FCC had initially proposed day-long hearing in August to consider Turner's takeover bid. Senator Thomas Eagleton (D.-Mo.) has since joined with three members of Commerce Committee in sponsoring legislation that would require FCC to hold evidentiary hearings on any hostile takeover of network. House Telecommunications Subcommittee said it would hold July 10 hearing on subject. CBS officials were also reported to be lobbying for legislation in state of New York, where company is incorporated, that would place special requirements on noncash takeover bids. Legal maneuvering is also taking place in U.S. District Court in Manhattan.

On Friday, June 21, Securities and Exchange Commission approved Turner's prospectus to CBS shareholders which was sent out three days later. Shareholders can now tender shares to Turner's exchange agent, Manufacturer's Hanover, but Turner will not accept them until certain preconditions are met, including tendering of two-thirds of outstanding shares, Justice Department and FCC approval and right of CBS shareholders to call special meeting.

Lack of demonstrable obstacles to Turner so far, and seeming willingness by Wall Street to take proposal seriously has fueled speculation CBS may have to take major defensive measures, including possible share repurchase plan (BROADCASTING, June 24).

KKR/Storer—With majority of nine-member board in his corner, Storer Communications chairman, Peter Storer, seems certain at this juncture of completing proposed \$2-billion leveraged buyout by Kohlberg Kravis Roberts & Co. (BROADCASTING, April 29) without major hitch. Coniston Partners, New York-based dissident investors, had suggested that their presence on board might encourage alternate bids. But recently, Coniston partner, Augustus Oliver, told BROADCASTING, "I don't know of anyone specifically out there at this point."



Takeover tycoons Rupert Murdoch (l) and Ted Turner

In mid-March Coniston disclosed it had acquired 5.3% of Storer's stock and would seek to gain control of board of directors to liquidate Miami-based company's seven TV stations and cable systems serving 1.5 million subs. Results of May 7 shareholder meeting returned five incumbent directors to board, giving Coniston remaining four seats.

Plans to go private proceed apace with financial arrangements of KKR expected to be completed by end of July. Stockholders meeting could take place in late fall, with transaction completed by end of year.

Multimedia—Only one of three outside suitors, Jack Kent Cooke, is still battling members of Multimedia's four founding families and current management for control of company. Bidding for Greenville, S.C.-based publisher, cable MSO, group owner and producer of *Donahue* and other shows, began in February when management and families proposed leveraged buyout at roughly \$49 per share (BROADCASTING, Feb. 11).

Outside interest was first shown by Wesray Corp., Morristown, N.J., investment firm headed by William Simon and owner of Forward Communications TV stations. Wesray came in with informal bid of \$60 and was soon joined by Lorimar, which upped bid by about one dollar. Multimedia insisted it was not interested but offers forced it to abandon leveraged buyout and instead propose recapitalization—worth minimum \$54—that would keep Multimedia public company (BROADCASTING, April 15).

Several weeks later, Cooke, MacLean, Va.-based businessman and former chairman of Teleprompter, announced he had acquired 9.7% of Multimedia's share and was proposing to offer \$63 per share, cash. Despite Cooke's raising his offer to over \$65 per share, Multimedia has indicated its intention to go ahead with recapitalization, which received approval of FCC's Mass Media Bureau on June 21. Maneuvering continues in Greenville, S.C., court where Cooke claims recapitalization favors some shareholders at expense of others and where certain family members have filed countersuit.

Murdoch/Metromedia—At beginning of May Metromedia chairman and principal owner, John Kluge, who had completed \$1.45-billion leveraged buyout of the company 11 months earlier, announced that he was selling company's television station interests for estimated \$2 billion to entity composed of Australian publisher and broadcaster, Rupert Murdoch, 20th Century Fox Film Corp. and Denver oilman Marvin Davis. Deal calls for sale of six Metromedia independent TV stations to Murdoch, and seventh, ABC affiliate *wcvb-TV* Boston to Hearst Broadcasting Group for \$450 million.

Last week Murdoch formally asked FCC for approval of deal (see story, page 82). It was also announced that Davis, co-owner with Murdoch of 20th Century Fox, was bowing out. In press release, movie company said Davis wanted to concentrate on other interests, including 20th Century Fox.

□

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. (FCC has left open docket on proceeding examining whether must-carry obligations should apply for program-related teletext and other vertical blanking interval services [BROADCASTING, Feb. 11].) In teletext order, FCC defined teletext as "ancillary" service—thereby

exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext for profit.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management purposes, or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests.

WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, *Electra*, in Cincinnati over *wkrc-TV*. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. Southern Satellite Systems, Tulsa, Okla.-based satellite common carrier, is now distributing *Electra* service nationwide on vertical blanking interval of superstation *wtbs-TV* Atlanta. Service can be seen (with decoder) in cable homes that receive superstation. Broadcasters are invited to downlink superstation, strip off *Electra* and broadcast it locally over their own VBIs.

NABTS proponents are led by CBS, which has been offering national service (supplemented by local service at two affiliates) since spring of 1983. NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and shut down its national teletext service at end of January. NBC cited high cost of NABTS gear as reason for its abrupt departure from business.

□

TV cameras in Senate. Two measures have been introduced in Congress to authorize television coverage of Senate proceedings. Senators Robert Byrd (D-W.Va.) and William Armstrong (R-Colo.) have offered bills that would permit TV coverage of chamber although each has different approach. Byrd bill (S. Res. 2) calls for test period before coverage would become available to public and also provides for number of rule changes to streamline Senate procedures. Armstrong legislation (S. Res. 81) is identical to measure offered in last Congress by former Senate Majority Leader Howard Baker calling for gavel-to-gavel radio and television coverage with TV cameras operated by Senate employees. Baker's proposal failed to make it through the previous session of Senate.

□

TV stereo. On Aug. 7, 1984, noncommercial *wttw-TV* Chicago became first television station in nation to regularly broadcast programming with stereo sound.

Although it's anticipated that most broadcasters will switch to stereo, it will not happen overnight. Great deal of money is needed to produce programming in stereo and to convert studios and transmitters. What's more, many broadcasters don't see any way to recoup investment. Competition from other media and

other broadcasters is expected to drive broadcasters to offer service.

There are now 70 stations broadcasting either true stereo or synthesized stereo in 45 of top 200 markets.

FCC authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. Commission has postponed ultimate decision on whether cable systems must retransmit broadcasters' stereo signals under must-carry rules. Majority of FCC commissioners—James Quello, Mimi Dawson and Henry Rivera—said it believes program-related multi-channel TV sound is part of basic signal "and is required to be delivered by whatever technical means the cable system chooses." But majority, in voting to leave question unresolved for time being, said it was not prepared to require that carriage now (BROADCASTING, Feb. 11).

Unlike broadcasters, receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters that upgrade existing sets for stereo reception.

While ABC and CBS are taking wait-and-see attitude, NBC is forging ahead with production and distribution of stereo programming. It plans to offer *Tonight* and *Friday Night Videos* in stereo starting mid-July. NBC has already converted three of its five stations, *wnbc-TV* New York, *knbc-TV* Los Angeles and *wrc-TV* Washington to stereo, and has plans for another *wmaq-TV* Chicago.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Three stations, including two stereo stations, are offering SAP services. One offers reading-for-the-blind service; one offers Spanish-language soundtrack for limited amount of its syndicated and news programming, and one is airing audio program guide.

□

UHF-VHF swaps. FCC's proposal to permit non-commercial broadcasters to exchange VHF facilities with commercial UHF's without exposing them to competing applications from third parties appears headed for defeat. It received shelacking in comments at FCC (BROADCASTING, June 24). FCC launched controversial proposal earlier this year (BROADCASTING, Feb. 18).

□

VHF drop-ins. FCC Chairman Mark Fowler has directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Now staff, at Fowler's direction, is looking toward establishing criteria that would protect as much established service as possible. FCC official said further notice should be ready by end of year. Staff had completed work in 1983 on original proposal, which was introduced almost five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

As compiled by BROADCASTING, June 19 through June 26, 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

- KIEM-TV Eureka, Calif. (ch. 3; CBS, NBC; ERP vis. 100 kw; aur. 20 kw; HAAT: 1,650 ft.; ant. height above average terrain: 249 ft.)—Seeks assignment of license from California Oregon Radio Co. to Precht Television Associates Inc. for \$4 million cash. Seller is principally owned by Richard S. Ingham, who also owns WTRS-AM-FM Dunnellon, Fla., and WFTP(AM) Fort Pierce, Fla. Buyer is Los Angeles-based station group of one AM, one FM and four TV's, principally owned by Robert H. Precht and his wife, Elizabeth. Filed June 19.
- KLOV-AM-FM Loveland, Colo. (AM: 1570 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KLOV AM/FM Inc. to New Creation International Inc. for \$1.35 million, comprising \$600,000 cash and remainder note at 12% over 10 years. Seller is principally owned by Jerry Pound and Travis Reeves, who have no other broadcast interests. Buyer is equally owned by R. Derin Carmack, Dan Jensen, Jack Spiker and Dennis Drake. It also owns KJUY(AM) Colorado City, Colo. Filed June 21.
- KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 96.7 mhz; 870 w; HAAT: 510 ft.)—Seeks transfer of control of KBCR Inc. from stockholders to John G. Gayer, his mother, Dorothy, and William A. Dunaway for amount under negotiation to be submitted separately. Seller is owned by Douglas Faigin, Mary Jean Pew, Thomas Quinn and four others. It also owns KHTX(AM)-KTRT(FM) Carmelien Bay, Calif., and KNDE(AM)-KMTN(FM) Visalia, Calif. Buyer, Dunaway, has interest in KMTS(FM) Glenwood Springs, Colo. Gayer owns KKMx-AM-FM Hayden, Colo. Filed June 20.
- WLQY(AM) Hollywood, Fla. (1320 khz; 5 kw-U)—Seeks assignment of license from Sunshine Wireless Co. to

Global Broadcasting Inc. for \$1.5 million, comprising \$400,000 cash and remainder note at two points above prime for six months. Seller is purchasing WQAM(AM) Miami (see below). Buyer is principally owned by Carl Maduri and his son, Bruce, and Tony Lupo. Maduri owns First String Artists Management Corp., Cleveland-based record production firm. His son, Bruce, is vice president and general manager of WAPE(AM) Jacksonville, Fla. Lupo is executive vice president of Statewide Broadcasters, Pompano Beach, Fla.-based station group of four AM's and one FM. Filed June 21.

■ WQAM(AM) Miami (1560 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Storz Broadcasting Co. to Sunshine Wireless Co. for \$2,850,000 cash. Seller is principally owned by Robert Storz. This is last divestiture of once major station group. Buyer is owned by Daniel Cohen, president; Jeffrey Greenhawt, vice president, and three others. It also owns WMGI(AM)-WYKS(FM) Gainesville, Fla., and WKQS(DM) Miami. It also owns WLQY(AM) Hollywood, Fla., which is being spun off to comply with FCC duopoly rules (see above). Filed June 14.

■ WLEJ(AM) Ellijay, Ga. (1560 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Gilmer County Broadcasting Co. to Lee Broadcasting Co. for \$10,000 cash. Seller is owned by Robert P. Schwab, who also owns WPPL(FM) Blue Ridge, Ga., and WLSB(AM) Copperhill, Tenn. Buyer is owned by Della L. Rucker, who also has interest in WLJA(FM) Ellijay, Ga. Filed June 19.

■ KAKZ(AM) Wichita and KAKZ-FM Derby, both Kansas (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from MISCO Broadcasting Corp. to New West Radio Inc. for \$1 million cash. Seller is owned by Barry Staub and family, and S.O. (Bud) Beren and family. It has no other broadcast interests. Buyer is owned by William R. Phalen (40%), Leslie Rudd (40%) and Barry Gaston (20%). It has no other broadcast interests. Gaston is former part-owner of KFH(AM)-KLZS(FM) Wichita and WREN(FM) Topeka, both Kansas. Rudd is local investor. Filed June 13.

■ WCLS(FM) Detroit (99.5 mhz; 6.5 kw; HAAT: 870 ft.)—Seeks assignment of license from WCLS Inc. to Metropolis Broadcasting of Detroit Inc. for \$5,050,000 cash including \$490,000 noncompete agreement. Seller is Detroit-based station group of four FM's owned by Robert G. Liggitt. Buyer is equally owned by Harvey Deutch and Lorraine Golden. Deutch has interests in WQBH(AM) Detroit. Golden is vice president and general manager of WNCI(FM) Detroit. Filed June 14.

■ KGIR(AM) Cape Girardeau, Mo. (960 khz; 5 kw-D; 500 w-N)—Seeks transfer of control from stockholders to Hirsch Enterprises Inc. for \$450,000 cash. Seller is equally owned by Robert O. Hirsch, his sister, Marjorie H. Diamond, and his brother, James F. Hirsch. Robert Hirsch has interest in WHCO(AM) Sparta, Ill. Others have no other broadcast interests. Buyer is equally owned by brothers, Jerome, John, Donald and James Zimmer. It also owns KEZS-FM Cape Girardeau and co-located KZIM(AM), which will be spun off. Filed June 21.

■ KQDI-AM-FM Great Falls, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Sun River Broadcasting

Inc. to Great Falls Broadcasting Ltd. for \$700,000, comprising \$100,600 cash and remainder assumption of liabilities. Seller is owned by W.A. Lockhart, president. It has no other broadcast interests. Buyer is owned by George Mac Vogeley and his wife, Diane, and Richard D. Ostberg, who state intention to purchase KZEL-FM Eugene, Ore. Mac Vogeley is Novato, Calif.-based attorney. Ostberg is Engelwood, Colo.-based securities broker. Filed June 19.

■ KOAW(AM) Ruidoso Downs, N.M. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Dan A. Corn to Communications Co. of Ruidoso for expenses. Seller has no other broadcast interests. Buyer is principally owned by Steve W. Hawkins. It owns KHLB(AM)-KMRB(FM) Burnet, Tex. Filed June 17.

■ WZFM(FM) Briarcliff Manor, N.Y. (107.1 mhz; 3 kw; HAAT: 330 ft.)—Seeks assignment of license from ZFM Inc. to Sage Broadcasting Corp. of Briarcliff Manor/White Plains New York Inc. for \$2.5 million, comprising \$1,250,000 cash, and remainder note. Seller is owned by Michael E. Schwartz, Donald Wilks, John A. Zanzarella, James T. Shea and Albert J. Makkay. Schwartz and Wilks own WIXY(AM) East Longmeadow, WAQY(FM) Springfield, WSNE(FM) Taunton, all Massachusetts. With Makkay, they own WKFM(FM) Fulton, N.Y. With Shea, they own WEEX(AM)-WQQQ(FM) Easton, Pa. Buyer is owned by Gerald M. LeBow (20%), Gerald A. Poch (20%), Leonard J. Fassler (35%) and Kenny Karen (25%). It also owns WNVN(AM) Naugatuck, Conn. Filed June 21.

■ WLFL-TV Raleigh, N.C. (ch. 22; ERP vis. 1,416 kw; aur. 232 kw; HAAT: 1,150 ft.; ant. height above ground: 1,150 ft.)—Seeks assignment of license from Family Television Corp. to Television Corp. of Raleigh Inc. for \$14.5 million. Seller is principally owned by Grant Cotton, who also has interest in app. for new TV in Raleigh. Buyer is subsidiary of Television Corporation Stations, Virginia Beach, Va.-based station group of three TV's, owned by Tim McDonald, Gene Loving and John Trinder. It requests temporary waiver to divest WNRW-TV Winston-Salem, N.C., which has grade B contour overlap with WLFL-TV. Filed June 14.

■ KKO(A) Minot, N.D. (1390 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Jer Mar Corp. to Dakota Radio Inc. for sum to be submitted in amendment. Seller is principally owned by Mark Swendsen, who has no other broadcast interests. Buyer is owned by Robert Ingsd, who also owns KOVC(AM)-KKVC(FM) Valley City, N.D.; KWAD(AM)-KKWS(FM) Wadena, Minn.; KGFX-AM-FM Pierre, S.D.; KBUF-AM-FM Holcomb, Kan., and KZPR-FM Minot, N.D. Filed June 21.

■ WFOB-AM-FM Fostoria, Ohio (AM: 1430 khz; 1 kw-U; FM: 96.7 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Seneca Radio Corp. to Northwest Radio Ltd. No contract was supplied in application. Seller is principally owned by Melvin L. Murray, who has no other broadcast interests. Buyer is owned by David L. Smith and his wife, Annette (83%), and Eugene R. Kinn (17%). It also owns WCFB-FM Chillicothe, Ohio. Filed June 24.

■ KELI(AM) Tulsa and KELI-FM Broken Arrow, both Oklahoma (AM: 1430 khz; 5 kw-U; FM: 92.1 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from Signal Media of Oklahoma Inc. to N5587J Inc. for \$2,375,000 cash. Seller is subsidiary of Signal Media Corp., publicly owned, Dallas-based station group of two AM's and two FM's headed by Phillip R. Jonsson, chairman. Buyer is owned by Fred M. Weinberg (25%), Charles Roberts (25%), Alan B. Ross (45%) and James A. Hogue Sr. (5%). Weinberg's father, Phillip, is chairman of Illinois Valley Public Telecommunications Corp., which owns WTVP(TV) Peoria, Ill. It has no other broadcast interests. Filed June 19.

■ WAJE(AM) Ebsenburg, Pa. (1580 khz; 1 kw-D)—Seeks assignment of license from James R. Walsh, trustee to Edensburg Broadcast Group for \$25,000 cash. Seller is trustee in bankruptcy for CANCOM Corp. and has no other broadcast interests. Buyer is owned by Phillip P. Lenz (81%) and Mario Bedese (19%). It has no other broadcast interests. Filed June 17.

■ WVLV(AM) Lebanon, Pa. (940 khz; 1 kw-D)—Seeks assignment of license from Lebanon Valley Radio Inc. to Pennsylvania Communications Corp. for \$255,000 cash. Seller is owned by Arthur Greiner and Glenn Winter, who also own WSHP(AM) Shippensburg, and WVFC(AM) McConnellsburg, both Pennsylvania. Buyer is owned by Arthur R. Boscov, and his wife Eunice, and Edwin A. Lakin and his wife, Alma. Boscov owns department store in Read-

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ing, Pa., where Lakin is treasurer. Boscov also has interest in WTVE(TV) Reading, Pa. Filed June 17.

■ WLVW(FM) Moncks Corner, S.C. (105.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to Atlantic Broadcasting Co. for \$190,000 cash. Seller is principally owned by I.S. Leevy Johnson, who also owns WOIC(AM) Columbia, S.C. Buyer is owned by Fred C. Avent and five others. It also owns WJMX-AM-FM Florence, S.C. Filed June 20.

■ KHYM(AM) Gilmer, Tex. (1060 khz; 10 kw-D)—Seeks assignment of license from KHYM Broadcasting Co. to Blount ComTex Inc. for \$450,000 cash. Seller is owned by J.R. McClure, who also has interest in KKKK(AM) Odessa, Tex., and WMAX(AM) Grand Rapids, Mich. Buyer is owned by William A. Blount, and his wife, Deborah. It also owns WARV(AM) Warwick, R.I., and WFIF(AM) Milford, Conn. Filed June 14.

■ WLXR-AM-FM La Crosse, Wis.; KKXL-AM-FM Grand Forks, N.D., and KKYC(AM)-KKRC-FM Sioux Falls, S.D. (WLXR[AM]: 1490 khz; 1 kw-D; 250 w-N; WLXR-FM: 104.9 mhz; 3 kw; HAAT: 430 ft.; KKXL[AM]: 1440 khz; 1 kw-D; 500 w-N; KKXL-FM: 92.9 mhz; 100 kw; HAAT: 210 ft.; KKYC[AM]: 1230 khz; 1 kw-D; 250 w-N; KKRC-FM: 93.5 mhz; 3 kw; HAAT: 120 ft.)—Seeks assignment of license from, respectively, Thomas Ingstad, Red River Valley Broadcasting Co. and Thomas Ingstad to Vaughn's Inc. for \$8 million, comprising \$7 million cash and remainder note at 10.5% over five years. Sellers are owned by Thomas E. Ingstad, who also owns KXIC(AM)-KKRQ(FM) Iowa City, Iowa, KIMM(AM)-KGGG(FM) Rapid City, S.D., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. Buyer is owned by E. David Willette, president and 16 others. Vaughn's Inc. is diversified services and manufacturing firm based in Minneapolis. It has no other broadcast interests. Filed June 21.

■ WZUU-AM-FM Milwaukee, Wis. (AM: 1290 khz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Seeks assignment of license from Malrite of Wisconsin to Amos Communications Inc. for approximately \$4.9 million. Seller requests FCC to withhold sale price. Seller is Cleveland-based, publicly owned station group of five AM's, six FM's and four TV's, principally owned by Milton Malz, chairman. Buyer is subsidiary of Amos Press Inc., Sidney, Ohio-based publisher of *Sidney Daily News*, three weekly hobby magazines, *Scott's Stamp Catalogue*, direct mail firm and industrial nameplate manufacturer. It is owned by J. Oliver Amos, president, and family. Filed June 19.

■ WSAU(AM)-WIFC(FM) Wausau, Wis. (AM: 550 khz; 5 kw-U; FM: 95.5 mhz; 98 kw; HAAT: 1,150 ft.)—Seeks transfer of control of Wausau Radio Inc. from stockholders to WTMJ Inc. for \$1,875,000 cash. Seller is owned by David F. Eskowitz, G. Lane Ware and J.N. Manson Insurance Agency. It has no other broadcast interests. Buyer is subsidiary of The Journal Co., Milwaukee-based publisher of *Milwaukee Journal* and station group of one AM, one FM and three TV's. Filed June 17.

■ KLGW(FM) Buffalo, Wyo. (92.7 mhz; 3 kw; HAAT: 880 ft.)—Seeks assignment of license from Buffalo Communications Corp. to Communication Systems III for \$325,000 cash. Seller is solely owned by Ray McLean, who is also buyer principal. Buyer is owned by Lee Kieth and his wife, Emily (60%), and Raymond McLean, and his wife, Karen. They also own KUUS(AM)-KZLS(FM) Billings, Mont. Filed June 20.

■ WVRC(AM) Spencer, Wyo.—Seeks assignment of license from Roane Communications Inc. to Star Communications Inc. for \$163,000 cash. Seller is owned by Wallace F. Smith, president. It has no other broadcast interests. Buyer is owned by Gordon Rogers and his wife, Doris, Robert E. Zdanek and his wife, Diane, Lawrence D. Koenig and Ann Rizzo. It has no other broadcast interests. Filed June 17.

New Stations

Applications

New AM's

■ Hahira, Ga.—Anne White seeks 810 khz; 2.5 kw-D. Address: 4006 Oak Dr., Valdosta, Ga. 31602. Principal has no other broadcast interests. Filed June 19.

■ Culbertson, Neb.—Broadcast Barons Radio Co. seeks 1000 khz; 250 w-D. Address: P.O. Box 842, Brush, Colo. 80723. Principal is owned by James T. Borgman, salesman at KCMP(AM) Brush, Colo. Filed June 19.

New FM's

■ Branford, Fla.—Christian Family Cinema Inc. seeks

91.3 mhz; 3 kw; HAAT: 300 ft. Address: Route 2, Box 627, Lake City, Fla. 32055. Principal is nonprofit corporation headed by Peter J. Swartz. It has no other broadcast interests. Filed June 7.

■ Honolulu—South Shore Ltd. seeks 105.1 mhz; 100 kw; HAAT: 34 ft. Address: 1415 Victoria St., 96822. Principal is owned by Mark Foo (10%) and Robert Walker (1%) with remainder in limited partnership. It has no other broadcast interests. Filed June 7.

■ Santa Fe, N.M.—Santa Fe Community College seeks 90.7 mhz; 3 kw; HAAT: 390 ft. Address: 2600 Camino Entrada, 87501. Principal is two-year public educational institution headed by Dr. Joe Hernandez. It has no other broadcast interests. Filed May 14.

New TV

■ Eureka, Calif.—Sacramento Valley Television Inc. seeks ch. 29; ERP vis. 134.85 kw; aur. 13.49 kw; HAAT: 1,997 ft.; ant. height above ground: 95 ft. Address: Box 7R, Auditorium Dr., Redding, Calif. 96001. Principal is owned by William B. Smullin and family. It owns KOB(TV) Medford, KOTI(TV) Klamath Falls, KPIC(TV) Roseburg, KAGI(AM) Grants Pass, all Oregon, and KRCR(TV) Redding, and KEKA-AM-FM Eureka, Calif. It also owns Crestview Cable TV, operator of cable system in Oregon. Filed June 19.

Facilities Changes

Applications

AM's

Tendered

■ WNBG Waynesboro, Tenn. (1480 khz)—Seeks CP to change freq. to 930 khz and power to 500 w.

■ WYKR Wells River, Vt. (1490 khz)—Seeks CP to change freq. to 1100 khz; change hours of operation to daytime only, and increase power to 5 kw.

■ WBYG Sandwich, Ill. (930 khz)—Seeks mod. of CP to change day power to .710 w and night power to 2.6 kw, and change TL.

■ WYFC Ypsilanti, Mich. (1520 khz)—Seeks CP to

change hours of oper. to unlimited by adding night service with 250 w, change day power to 500 w; install DA-2; change freq. to 990 khz, and make changes in ant. sys.

■ KGWB West Richland, Wash. (1600 khz)—Seeks mod. of CP to change hours of oper. to daytime only; change city of lic., and change TL.

Accepted

■ WDIX Orangeburg, S.C. (1150 khz)—Seeks mod. of lic. to change remote control point.

■ KKDV Fields Landing, Calif. (1390 khz)—Seeks MP to change TL and reduce radial length.

■ WZZD Philadelphia (990 khz)—Seeks CP to make changes in ant. sys. and change TL.

■ KTRB Modesto, Calif. (860 khz)—Seeks MP to make changes in ant. sys.

■ KJCK Junction City, Kan. (1420 khz)—Seeks mod. of lic. to operate trans. by remote control.

■ WKDJ Hughesville, Pa. (1190 khz)—Seeks MP to change SL.

FM's

Accepted

■ KLYK Longview, Wash. (105.1 mhz)—Seeks lic. to operate formerly authorized facilities as aux. for aux. purposes only.

■ KOKE-FM Austin, Tex. (95.5 mhz)—Seeks CP to change ERP vertical polarization to 86.5 max. kw, and change directional antenna.

■ WEMI Neenah-Manasha, Wis. (100.1 mhz)—Seeks mod. of lic. to change studio location.

■ WFAE Charlotte, N.C. (90.7 mhz)—Seeks CP to change TL and increase HAAT to 119 meters.

■ KORA Bryan, Tex. (98.3 mhz)—Seeks CP to change TL, change ERP to 0.90 kw (H&V) and change HAAT to 161.2 meters.

Tendered

■ *KUAF(FM) Fayetteville, Ark. (88.9 mhz)—Seeks CP to change freq. to 91.3 mhz; change TL; change ERP to 100 kw, and make changes in ant. sys.

■ WKHX Marietta, Ga. (101.5 mhz)—Seeks license to operate aux. ant. sys. for aux. purposes only.

TV's

Accepted

■ WYED Goldsboro, N.C. (ch. 17)—Seeks MP to change ERP to 2600 kw vis., 260 kw aur.; change HAAT 1576 ft., and make changes in ant. sys.

■ KTZO San Francisco (ch. 20)—Seeks to change the ERP to 3470 kw vis., 347 w aur.; change HAAT to 1550 ft.

■ KCPM Chico, Calif. (ch. 24)—Seeks MP to make changes in ant. sys.

■ KRCB Cotati, Calif. (ch. 22)—Seeks MP to change ERP to 68,229 kw vis. and 6,823 kw aur.

■ WRCB Chattanooga (ch. 3)—Seeks CP to replace antenna.

Call Letters

Applications

Call Sought by

New FM

WQCB Castle Broadcasting, Brewer, Me.

Existing AM's

KKGZ KCMP G-Z Broadcasting Inc., Brush, Colo.

KLGT KAKZ New West Radio, Wichita, Kan.

Summary of broadcasting as of April 31, 1985


Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
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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BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036

for availabilities
 Phone: (202) 638-1022

Existing FM's

- KKDD KBUL G-Z Broadcasting Inc., Brush, Colo.
 KLGJ-FM KAKZ-FM New West Radio, Wichita, Kan.
 WXWQ WMVQ Metter Broadcasting of Amsterdam Inc., Amsterdam, N.Y.
 KZUE KCAN Magnolia Broadcasting Co., El Reno, Okla.
 WJBS WKHU Eugene Schoebinger, Holly Hill, S.C.

Grants

Call

Assigned to

New AM

WZZH CBI Inc., Highlands, N.C.

New FM's

- KBLK Alaska Black Broadcasting, Anchorage
 *KGMR Clarksville Educational Broadcasting Foundation, Clarksville, Ark.
 *KBKE Pacific States Educational Foundation, Bakersfield, Calif.
 *KCBC Keokuk Educational Broadcasting Foundation, Keokuk, Iowa
 *KZRT Idaho Educational Broadcasting Foundation, Twin Falls, Iowa
 KQLA Ogden Broadcasting Service Inc., Ogden, Kan.
 KZBL Barron Broadcasting Inc., Natchitoches, La.
 WRWS-FM Elizabeth City State University, Elizabeth City, N.C.
 WYNT U.S.S Communications Inc., Upper Sandusky, Ohio
 *KLFT Great Plains Educational, Watertown, S.D.
 WCLC-FM Jamestown Broadcasting Co., Jamestown, Tenn.
 *KBUB Waco Educational Broadcasting Foundation, Brownwood, Tex.
 *KWHC Heritage Educational Foundation of Wyoming, Casper, Wyo.

Existing AM's

- KNWZ KGUY Media Women Inc., Palm Desert, Calif.
 KLHT KIFH Calvary Chapel of Honolulu Inc., Honolulu
 WFCO WTHU Frederick Radio Inc., Thurmont, Md.
 KRSS KKER Tiner Broadcasting Co., Spokane, Wash.
 KSGA KUEN Wenatchee Wireless Works, Wenatchee, Wash.

Existing FM's

- KPEN KENY Peninsula Communications Inc., Soldotna, Alaska
 KKCY KOAK San Francisco Associates, San Francisco
 WSGY WCUP WWGS/WCUP Partnership, Tifton, Ga.
 KOKZ KCNB KXEL Broadcasting Co., Waterloo, Iowa
 KOKL-FM
 KOBC Brewer Communications Inc., Okmulgee, Okla.
 WXKC WLVU K&K Radio Broadcasting Limited Partnership, Erie, Pa.
 KCKK KKHK Jack Jensen, Kanab, Utah
 WJQ-FM
 WRJQ Gregory and Marguarite Albert, Tomahawk, Wis.

Existing TV's

- KTHH KZEI Four Star Broadcasting Inc., Alvin, Tex.
 KCIT KJTV Ralph C. Wilson Industries, Amarillo, Tex.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager. Southwest. Strong sales background with proven success record essential. Must be leader, motivator, bottom line oriented. Excellent compensation package with future growth potential. Detailed resume, references, earnings history to Box P-82. EOE.

Wanted good solid general manager for small market AM/FM combo. Stock given to right person. Box P-134.

General manager, sales manager. Mid-Atlantic region small market group is expanding. If you have a track record of success and stability, let's talk. Resume/sales history, references to: Chris Gullett, WXVA AM/FM, P.O. Box 700, Charles Town, WV 25414. EOE/MF.

Peoria - GM/GSM for AM/FM combo. Growth opportunity. Good base, fringes, plus performance bonuses. EOE. If you are happy and successful now, but have a personal reason to want to work in and serve this community, send your resume, references, and reasons: Cromwell Group, P.O. Box 150846, Nashville, TN 37215.

G.M. position available now with holder of CP for Class A F.M. in midwest university city (pop. 81,000). Estimated start up Oct. 1. Salary negotiable based on experience. Profit sharing and equity opportunity available. Send minimum salary requirement and resume. Strict confidence assured. E.E.O., Box R-20.

GM Georgia strong sales motivation, full-time country, group owner Alvin Korngold. 702-732-2555. EOE, M/F.

Tampa Bay market. Expanding major market group broadcaster requires GM for Tampa Bay FM. Successful sales management experience required. Excellent compensation package with strong growth potential. Send resume with compensation history to Box R-24. EOE, M/F.

Gen. mgr. Small mkt SE of Austin, TX. seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Great opportunity for creative sales mgr. looking to move up. Box P-124.

HELP WANTED SALES

Northern California's fastest growing market. Top station. Top list available. Great lifestyle; great money for experienced producer. Management potential. Box P-57.

Great sales ability + great radio stations = great income. If your ability exceeds that of your product, show me your track record. I'll show you a radio station & life style as great as your ability. Close me on your first call. Write Box P-135.

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct/agency sales. Salary plus commission, established list, expenses, and other benefits. Contact Gary Conrad, KGE0/KGFM, Box 260, Bakersfield, CA 93302. 805-327-3587. EOE.

South Florida—need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

Sales manager, account executive. Mid-Atlantic region small market group is expanding. If you have a track record of success and stability, let's talk. Resume, sales history, references to: Chris Gullett, WXVA AM/FM, P.O. Box 700, Charles Town, WV 25414. EOE, M/F.

Medium market Florida station looking for sales professional...we are expanding sales staff of top rated easy listening AM/FM. Move up from smaller market. Resumes to WEZY, P.O. Box 2029, Cocoa, FL 32922.

Good Salesman: about ready for the move up to sales manager? You'll love the area, 4 hours from beach & 4 hours from mountains, in the middle of ACC sports country. Reply Box R-17.

If you're a good salesman, a self starter and ready to become a manager, a Christian station is ready for your talents. Located in a beautiful area of Carolina. Great place for kids. Near the beach and the Blue Ridge Mountains. Reply Box R-16.

Louisville, KY. metro market MOYL station needs GSM to direct existing staff of five. Salary, commission, override. Charles Jenkins WXVW-AM, Jeffersonville, IN 812-283-3577.

#1 station in Charleston, WV has an opening for only the best! Top list. Top dollars. Rush your cover letter and resume to Gary Steel, Sales Manager, WKLC, 100 Kanawha Terrace, St. Albans, WV 25177.

General sales manager wanted immediately for top-rated FM and AM combo in medium size market. Must manage sales staffs both stations, work agency and regional accounts and carry some prestige local accounts. Prove yourself and become G.M. This is a really sweet deal for a knowledgeable hard-working person. Send resume and picture to Box R-11. EOE.

Sales manager-WRCN/WRHD, Long Island needs experienced sales pro to hire, train and lead local sales force. Send letter with qualification to President. Box 666, Riverhead, NY 11901. EOE.

Account executive, Southeast Florida market. Searching for aggressive, motivated people to market AM radio in major market. 305-973-1700.

Experienced account rep. Top-rated Eastern North Carolina FM offers established list, excellent income, growth potential. Resume, references, earning history to Box R-27.

HELP WANTED ANNOUNCERS

Small market #1 A/C great place to work and live seeks stable PM drive person with production experience. Call Ken Romero 318-365-3434 10AM - Noon CDT. EOE/MF.

Top station in New England's 2nd largest city, WSRs, Worcester, has openings for morning drive personality, PM drive news and fulltime swing. T&R to Rich Roy, WSRs, Box 961, West Side Station, Worcester, MA 01602. EOE.

Non-commercial Christian station in a midwest market seeking an afternoon drive announcer/music director. Send resume to Box R-3.

Adult air person with strong production skills needed for 100k FM in Mpls/St. Paul. Must fit with adult rock format. We need an adult appeal personality for a key daytime position. Resume, references and air check first letter. Box R-4.

Major-market classical broadcaster needs a host for afternoon drive-time. Wanted: pleasant personality, combining knowledge of classical music and foreign-language pronunciation with light, non-pompous manner. Previous on-air experience brings salary of \$14-\$15K. Send resumes to: Box R-7.

Nation's first MOYL station seeks bright, creative, experienced announcer. Immediate opening, PM drive. Tape/resume to General Manager, WMAS, Box 1418, Springfield, MA 01108. EOE.

HELP WANTED TECHNICAL

Assistant chief — #1 FM/AM combo, D.A., 3-5 years experience, self starter, people oriented. Resume and references to Technical Director, Box 6000, Fort Wayne, IN 46896.

Second banana. Need good right hand to chief. Must be capable of hands-on repair/maintenance FM and directional AM and studio equipment at top-rated easterner. Resume, references and salary requirements to Box R-14.

HELP WANTED NEWS

Capital Cities is expanding in Atlanta. Seeking experienced news people. Good writing/on-air skills. Tape/resume to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Experienced, professional newscaster for AM/FM with strong community involvement. Tapes/resumes to: Dave Broman, WHUT/WLHN, Box 98, Anderson, IN 46015. EOE/MF.

Metro affairs reporter: Metro beat. Minimum 3 years' professional broadcasting experience. Daily field work and production. Competitive salary plus generous benefits. Resume, references, and non-returnable demo to: Jim Sprinkle, KCFR-FM, 2249 S. Josephine St., Denver, CO 80210. 303-871-9191. EOE/AA.

News director: head staff of 5 professionals (plus stringers/part-time). Responsible for all station news/information programming, with special emphasis on development of 4 hour morning network/local news magazine. Salary to \$23K plus generous benefits. 3-5 years professional broadcasting experience. Letter of interest, resume, references, and 10-15 min. non-returnable demo. Call or write for complete job description: Jim Sprinkle, KCFR-FM, 2249 Josephine St., Denver, CO 80210. 303-871-9191. EOE/AA.

Attention South Texas. KEPS/KINL Radio in Eagle Pass needs bi-lingual news director. Contact Doug Stalker at 512-773-9247.

News director- Cortez/Durango, Colorado. Growing AM/FM seeks professional with lots of energy. T & R to Dan Kelly, KVFC/KISZ, Box 740, Cortez, CO 81321.

News director. Full-power, NPR member public station seeks news director. Degree and at least one year of full-time journalistic experience required. Prefer strong skills in feature and long-form news. Salary: \$14,688 plus benefits. Send resume, college transcript and samples of news production (produced features, not just news reading) to Mark Poindexter, KDSU-FM, Ceres Hall, North Dakota State University, Fargo, N.D. 58105. Deadline: July 19, 1985. NDSU is an equal opportunity institution.

News director. WFMD/WFRE seek experienced news director to head award winning four person news department in rapidly growing market 45 minutes from Washington and Baltimore. Tape and resume to: GM WFM/WFRE, Box 151, Frederick, Maryland 21701. EOE

News wiz wanted for news & information station. News digging & writing experience required. Must be able to run tight budget. Tape & resume to Eric Mease, WILM NEWSRADIO, 1215 French St., Wilmington, DE 19801. EOE.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Development/promotion director. Coordinates all on-air fundraising, special events, direct mail, underwriting, advertising, promotion, and monthly program guide. Supervises development volunteers and 2 employees. Qualifications: Expertise in fundraising, good organizational and communication skills. Salary: negotiable, commensurate with experience. Deadline: July 22, 1985. To apply: send resume, three references to Madison Hodges, Director, WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. Order Florida employment application for Coordinator Development/Alumni Affairs #62896 from Harriett Hudson, Personnel Division, FSU, Tallahassee, FL 32306. 904-644-6034.

Public radio producer Ohio University Telecommunications Center, 9 S. College St., Athens, OH 45701. Salary \$16,269. Available September 1, 1985. Responsibilities: Produce classical music and arts programs or series for WOUB AM/FM. Develop grant and funding proposals to support programming. Qualifications: BA with 2-3 years' experience producing radio programs. Deadline: July 29, 1985. Letter of interest, resume and audition tapes to: Paul Witkowski 614-594-5134.

PD for dominant northeast AC, medium market. If you can help us stay on top, send resume to Box R-22. EOE.

KOKE has a rare opening for a talented, warm personality who can relate to adults. Two years on-air experience required. No calls. Tape and resume to Ginny Welsch, KOKE-FM, P.O. Box 1208, Austin, TX 78767. Equal opportunity employer.

Assistant promotion director. Experienced promotion or public relations professional to initiate/coordinate community events & station projects; write on-air promos for all-news station. Send resume/samples to Barbara DiGuido, WBBM-AM, 630 N. McClurg, Chicago, IL 60611.

Promotion manager: Aggressive affiliate in top 20 market is now accepting applications for the position of promotion manager. Must have strong managerial skills, as well as extensive experience in creating, print, radio, and on-air campaigns. No beginners. Send resumes only to Box R-19. Equal opportunity employer, M/F.

Syndicator seeks talk shows to edit and syndicate to stations. You share profits. 401-539-8502.

SITUATIONS WANTED MANAGEMENT

General manager who's been in the winner's circle for 18 years managing AM-FM. Successful, highly organized professional with demonstrated management skills including creative strategies for increasing sales & profits. Seeks challenging opportunity. Box-86.

If it works, don't fix it! If it needs fine tuning or complete overhaul, call me. 20 years as management consultant/programmer in all markets - unbeaten. AC/CHR 619-272-7587. Leader, motivator, expert in turnarounds.

Station owners/investors high level management. GM sales, programming, corporate background, proven track record. Box P-151.

Broadcast executive in major market seeks opportunity in religious broadcasting. Effect strong loyalty from subordinates, capacity to get things done, managerial skills to meet stringent sales or cost objectives. Box P-149.

Experienced major market controller wishes to relocate. Solid background in financial statements, budgets, personnel and benefits administration. Box P-146.

Money maker! Fact: the difference between winning and losing in this business is the difference between GM's. And, face it, the best GM's are generally bottom-line part owners who spend money as if it were their own, because it is! Options: 1) Offer an equity position to a proven pro who knows what he's doing (because he's done it, repeatedly!). 2) Offer an opportunity to earn ownership. 3) Offer a combination of options! If you need a complete-charge pro with an industry-wide reputation for developing winners and building championship sales and cover it wall-to-wall and a cost-conscious GM who knows how to collect what is solid, and, finally, someone whose expertise will pay off from day one (as my references will confirm) then let's talk about winning, together. Box P-127.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management both AM/FM all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Box R-9.

Financial position sought with aggressive broadcast group. Experienced in financial reporting and analysis, budgets, cash flows, business plans, acquisition studies, radio station operations, assistant to president. Box R-6.

Profit oriented take charge leader, seeking GM or SM opportunity. Strong background in sales, programming, promotion and engineering. Team player produces results you can bank on. 828 Donnelly Place, Daytona Beach, FL 32018.

SITUATIONS WANTED ANNOUNCERS

Recent grad, capable of more than time and temp., two years' experience, looking for fulltime, on-air. 414-334-3563.

Columbia school of Broadcasting graduate. Entry level position. Good production and news. John Dickson, 316-852-3347: Box 53, Colony, KS 66015.

DJ seeks two jobs with your station. All-night DJ plus day salesman. Expect two salaries for two jobs. Curt 208-459-3211.

Veteran broadcaster, solid sound, broad range of radio capabilities including management. Responsible and mature (35+). Seeking medium market. Location no problem. Box R-8.

Today's your lucky day. PD at small country station, including announcing, newscasting, newswriting and production ready to give your station everything that I've got. Relocate anywhere. Michael 717-299-9779.

SITUATIONS WANTED NEWS

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. BA communications. 419-592-0706.

Sportscaster. Super knowledge of sports, excellent PBP and color, outspoken but fair, experienced with journalism degree. Will relocate. Call Bill, 914-623-5651.

Major market news anchor from WNEW, KFVB, KFI. Seeking similar position. Call 602-266-9229.

35+ years as affiliate, indie, network & O&O NYC radio/TV newsman available Fall '85 for morning news anchor slot. Prefer mountain, lake and/or river locale. Big band/jazz format would ice the cake. All replies answered. Box P-161.

Accomplished PBP sportscaster to cover football, baseball. 2 yrs. exp. college football. Skilled, proven. Jim Riley, 1427 Vine, Scranton, PA 18510. 717-343-1325.

Sports director, with PBP. Small market, looking for move up. Minor league baseball, network experience. Sales, news, production for commercial station. David 618-627-2844.

Sportscaster, currently sports director at 50,000 watt Southeastern AM facility. Looking for stable job with PBP in Midwest of West. Have done pro baseball, hockey, basketball, and college football and basketball. 29, very dependable. Steve at 904-264-5423.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Check my radio production! Friendly voice available! Past PD, ND, sales, some TV! Community oriented radio person available soon! Box P-138.

Broadcasting/instructor and experienced broadcaster of 12 years seeking an opportunity to program your urban or black station. I'm sober, honest, open-minded and willing. All inquiries kept confidential. Box P-148.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager. Southwest independent television station seeks business manager responsible for preparation of financial statements, budgets, cash, accounting department supervision, and all broadcast business practices. Broadcast experience and knowledge of systems of IBM PC preferred. Salary based on experience. Send resume/salary requirements to Box P-136. EOE; M/F.

Gen. Mgr. SW medium mkt. affiliate seeks high yield manager. Great opportunity for gen. sales mgr. with proven record to move up. Box P-158.

News director/producer Affiliate SW medium mkt. has immediate opening for creative take charge type director. Needs to rebuild and change image. Box P-157.

Traffic Manager. Excellent opportunity for ambitious person with good managerial skills to serve as traffic manager of top CBS affiliate. CRT experience a must. Columbine System training preferred. EOE. Send resume to: WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230.

General sales manager. Northeastern Tennessee. 87th ADI. Send resume to W.H. Lancaster, WJHL-TV, P.O. Box 1130, Johnson City, TN 37601. EOE.

Assistant Development Manager for corporate and foundation relations. WGVC-TV (Grand Rapids, MI) seeks a qualified individual to be responsible for the station's corporate and foundation relation activities. This includes planning, organizing and implementing strategies, securing corporate program funding and grants, research work, budgetary responsibilities. Reports to the Development Manager. Requires a bachelor's degree in marketing, advertising, public relations or communication arts and/or equivalent background. Three years of sales or marketing experience. Excellent interpersonal and communication skills. Travel required. Send letter of application and resume by July 25, 1985 to: WGVC-TV, Development Search, 201 Manitou Hall, Grand Valley State College, Allendale, MI 49401. AA/EOE.

Business manager. Central California network affiliate, Capitol Cities station, needs bright, hard-working individual with solid financial education and background to manage all financial and personnel functions. Current Business Manager promoted to Capital Cities home office. His successor will lead a competent staff, supervise all financial reporting, manage station expense budget, oversee personnel policy and make recommendations to the General Manager on all related matters. The right candidate should send resume to Marc Edwards, General Manager, KFSN-TV, 1777 G. Street, Fresno, CA 93706. Capital Cities is an equal opportunity employer with minorities and women encouraged to apply.

Traffic manager: Successful, two-year old independent seeking creative hard working, task-oriented individual. Will manage staff of three. Traffic experience a must, Columbine System experience a plus. Great opportunity. EOE. Contact General Manager, WPMT (TV), P.O. Box 1868, York, PA 17405-1868.

HELP WANTED SALES

Engineer salesperson. Audio/video engineering equipment manufacturer seeking at least one broadcast engineer to take full charge of technical sales. Situation requires solid understanding of sophisticated signal handling devices and applications, adequate communication skills, neat appearance, and determination to win. Good benefits with great opportunities--in a very high quality of life city within an hour of all outdoor sports. Send resume with salary history to Box P-110 before July 20.

Local sales manager-- mid 50's affiliate seeks motivating sales manager. Excellent opportunity within an aggressive group operation. Must show a record of market development and potential leadership ability. Send complete resume to Box P-155. EOE.

Local sales manager. Top 15 market independent TV station. Multi-station operator offering competitive salary and benefits. We require 5+ years' local TV sales experience. Responsibilities include hands-on selling and management of the local sales effort. This is an opportunity to join a growing company. All replies held in strictest confidence. EOE Box R-5.

HELP WANTED ANNOUNCERS

Play-by-play and color announcers wanted for major market NBA telecasts. Only announcers with NBA experience will be considered. Send resume to R-28. All applications will remain confidential. EOE.

HELP WANTED TECHNICAL

Chief engineer. UHF network affiliate, Sunbelt. Ability to communicate well with other departments essential. Good company. Excellent benefits. EOE. Write Box P-85

Chief Engineer. Must be experienced with operation and maintenance of studio equipment, UHF transmitter, and satellite facilities. Proven management skills required. EOE, M/F. Box P-87.

Chief Engineer. Well established and successful independent UHF station, top 50 market, has opening for experienced chief engineer with the following qualifications: understands how to manage and train personnel, has knowledge of state of art technology to plan for future station growth, must be willing hands-on engineer to maintain equipment for maximum performance. If you have the necessary qualifications, with at least three years experience as chief engineer, we offer exceptional opportunity for growth along with above average salary and benefits. EOE. Box P-140.

VHF network TV affiliate within top 35 markets seeks applicants for positions in all areas of production and technical support, including camera, floor, directing, audio, video, master control switching, and maintenance. Applicants should have minimum 18 months' experience in commercial broadcast station environment. Resume, job references, salary requirements to Box P-83.

Engineering Manager for a top 25 midwest network affiliated station. Exceptional studio and transmitter building with state of the art equipment. Ideal candidate will have an extensive knowledge of installation and maintenance, experience with capital and operating budgets, degree or equivalent, positive people-handling skills and a strong desire to excel. Top salary and benefits. All letters will be confidential. EOE. Box P-139

Maintenance Engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100,2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron, IV, & CMX helpful. Call Clint, 215-568-4134.

Maintenance engineer: San Jose, CA. ABC net affiliate has a current opening. Applicants must possess strong broadcast maintenance background, be experienced working with the latest digital equipment. Experience with GVG-300, 1600-7K & automated MC switchers, HK-322, HL-95 cameras, 1", 2", 3/4", & ACR-25B videotape machines, ADO and the latest Sony ENG equipment preferred. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, C.E. KNTV, 645 Park Ave., San Jose, CA 95110, 408-286-1111. KNTV, is and EOE.

Field technical manager: Denver based mobile teleproduction facility seeks hands-on manager experienced in large scale remote operations. This person will be responsible for site surveys, coordination with clients, equipment maintenance and crew schedules. Must be able to work flexible schedules and travel frequently. Assist in budget preparation and compliance. We have a 42' trailer unit with the latest equipment, a 30' van for smaller remotes and an EFP van. We do many sports events for local and network clients. Send resume with salary requirements to Kent Grateau, Engineering Manager, KWGN-TV, 6160 S. Washburn Way, Englewood, CO 80111. EOE.

Studio maintenance engineer. Unique opportunity you've always dreamed of...to help design a "state of the art" production facility in beautiful Santa Barbara, where the mountains meet the sea. 30K plus, DOE. Quantum Video, Cox Communications. Contact Marty Good, 805-569-0059

TV studio maintenance engineer. Must have a minimum 2-3 years' video and maintenance experience, possess First Class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCRs, and character generator. Also responsible for Panasonic ENG cameras and Convergence editing system. Salary commensurate with background, experience. Work with full color studios with cable channel in Dept. of Journalism and Radio-TV. Position open: Aug. 1, 1985. Application deadline: July 12 or until filled. Send up-to-date resume and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 master's students, 11 faculty/staff members. Located in southwestern Kentucky near large lakeland area. An equal opportunity/affirmative action employer.

Broadcast engineer. Immediate opening. Experienced engineer with radio, TV or cable background for Washington, D.C. communications consulting firm. College degree and minimum three years technical experience preferred. Excellent writing skills and attention to detail essential. Extensive travel. Excellent compensation, benefits, opportunity to advance. EOE. Send resume and salary requirements to Box R-1.

Assistant chief engineer-CBS affiliate in top 50 market needs assistant C.E. Applicants should be familiar with RCA TU-55c UHF transmitter, Ampex VR-1200 quads, Norelco PC-70s cameras. FCC license desirable. Send resumes and salary requirements to Chief Engineer, WLYH-TV, P.O. Box 1283, Lebanon, PA 17042. EOE M/F.

Video tape supervisor. Responsible for operation and maintenance of 1 inch tape machines. TR 800's and VPR 80's. Christian station. WTKK-TV, Box 3737, Washington, D.C. 20007. EOE.

Chief engineer wanted with UHF, studio and ENG experience. Responsible for technical operations and budgeting. FCC general required, SBE certificate a plus. Send resume and salary requirements by July 12 to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

TV maintenance engineer. One of America's top independent TV broadcast facilities on the Sun Coast of Florida seeks a qualified maintenance engineer with strong electronics background and 3-5 years hands on broadcast equipment maintenance. Knowledge of 3/4 inch equipment and 1 inch tape machines as well as TCR-100 quad tape machines desirable. Secure future and growth potential for the right person. Send resume to WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742, ATTN: Rick Anderson.

HELP WANTED NEWS

Staff expansion. We're growing and looking for superior photojournalists. If you know the magic of video, then we should talk. Send recent tape and resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/MF.

Producer Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need BA degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/MF.

Photographer/editor- future openings. Beautiful Florida coast UHF/ABC affiliate. Experienced, self-starters needed. Resumes, references, tapes to: Gary Arnold, News Director, WEVU, Box 06260, Ft. Myers, FL 33906. EOE.

News director- Dynamic, aggressive leader to direct the leading news department. Midwest small market. Group owned. Send resume to Box P-150. EOE, M/F.

Pacific Northwest CBS affiliate with a serious news commitment seeks a mature, experienced co-anchor. Must have impeccable news judgement, writing skills and leadership ability. Will share 5 and 11 PM newscast with established anchor. The successful candidate will be a team player who gets a kick out of going to work, and has the desire to be the best everyday. Of course, this person will have reported, produced and anchored. This is a demanding position...no readers, please. Qualified candidates may send tape and resume to Jan Allen, News Director, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. EOE, M/F.

Tokyo Anchor wanted for weekly magazine show. Program is distributed nationally in USA. Bilingual ability a plus, but not mandatory. Applicant must be a solid, mature reporter with strong organizational and production skills. Send tape and resume to: TeleJapan USA, 3rd floor, 964 Third Ave., New York, NY 10155.

Audition tape tips: Within ten days, tapes returned, complete review. TV tapes (3/4" cassette) Radio (standard cassette) and \$25.00 fee to: Sanstead/Sharp, Inc. Consultants, 1311 Cherrytree Lane, Knoxville, TN 37919.

Looking for the best in news talent and management? Contact: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Producer-11:00 newscast. Strong editorial and production skills. Able to produce a fresh look at the day's news. Comfortable with live and satellite technology. Send resume and show tape with rundown to: Fred Mays, Assistant News Director, WTSP-TV, St. Petersburg, FL 33733. No telephone calls. EOE.

Anchor, strong & professional, to complement our female co-anchor. Must be able to produce, write and work with people. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

News producer: KLAS-TV, the number one newscaster in Las Vegas is looking for a 6 and 11 producer with at least two years experience. Send tape and resume to Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Computer trainers: Strong broadcast news production skills required to teach our new customers how to use the NewStar, the leading automated newsroom system. Additional experience in computer applications is preferred. Trainers must live in Boston-Washington corridor or be willing to live in Madison, Wisconsin area. Travel is required. These positions offer strong advancement potential with a growing dynamic company. Send resumes to ColorGraphics Systems, Dept. T, 3001 Latham Drive, Madison, WI 53713.

Broadcast producer/reporter. Need creative self-starter to produce and market news and feature material to broadcasters and networks. Duties include videography, newsroom liaison, and production related special multi-media projects. Requires: Bachelor's degree and two years' television experience. Radio experience helpful, but not required. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, University, Alabama 35486. An equal opportunity/affirmative action employer.

Anchor: KLAS-TV, the number one newscast in Las Vegas, is looking for a news anchor to complement our male co-anchor for the 6 and 11 p.m. weekday newscasts. Send tape, resume and salary requirements to Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Weathercaster/reporter. Must have two years commercial on-air experience. Send tape, resume, salary requirement, references to Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV, 89102. Please, no calls.

Reporter. Must have two years commercial on-air experience with anchor capabilities. Send tape, resume, salary requirement, references to Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102. Please, no calls.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. We're a top-10 #1 Indy. You're an idea person, an excellent copywriter, experienced in print, on-air and radio production, with good design sense and even better "people sense." you can motivate your staff to excel and make things come off without a hitch. Competitive salary, commensurate with experience. A top opportunity for the right pro. Letter/resume in confidence to Box P-118.

Producer/director: KTXA-TV Dallas/Ft. Worth, one of the fastest growing markets in the country has an opening for a producer/director. Applicant must have 3-5 years' of producing and directing experience with an emphasis on station promotion and live sports. Strong writing skills a must. Send resumes and tapes to: KTXA-TV, Dept. PD, 1712E. Randol Mill Rd., Arlington, TX 76011. An Equal Opportunity Employer.

WNIT-TV/Channel 34, and equal opportunity employer, is looking for a TV producer/director to be responsible for a local production that includes on-air fund-raising, public affairs and general interest programming. Knowledge of production technology including in-studio, EEP videography/editing techniques, creative writing and good communication skills required. 1 to 2 years TV producing/directing and PBS fund raising experience preferred. Starting salary \$13,000 to \$18,000 yearly DOE. Letter of application, resume, three professional references and 3/4" video tape sample to: PD Search, WNIT-TV, Channel 34, P.O. Box 3434, Elkhart, IN 46515. Deadline for application July 8th. Starting date August/September.

Promotion Director. West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape and resume to Charles Stauffer, KCOY-TV, 1503 N. McClelland Street, Santa Maria, CA 93454. EOE.

Promotion director with hands on experience in on-air and print who wants to play an important role in management. Our promotion is the best in the market and we want to be better. Salary is \$30,000 or more depending on experience and your success story. Send resume and why your on-the-air and print is better than your competition. Send resumes to Box P-159.

Promotion producer. If you have a dynamite reel and can carry news of program promotion from concept to completion, send resume/reel to Ron Gates, WIVB-TV, 2077 Elmwood, Ave., Buffalo, NY. No phone calls please. EOE, M/F.

A chance to have your work seen and to work in a city where you can have fun. Looking for a promotion director to make our leading station even better. Must have 2 years' experience and be strong in on-air and print. Send tapes, resume and letter on how you do your job to Jan Stanley, Personnel Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Promotion manager: Northeast top 100 NBC affiliate 'on the move' has an opening for an experienced promotion person. Must have strong creative skills, production background and budget management experience. Send resume/copy examples to Box P-162. EEO/MF.

Top station in 8th market needs highly creative writer-producer with minimum two years experience in TV promotion or advertising agency. No beginners, please. Send resume and reel in confidence to: Judith Timmerman, WFAA-TV, Communications Center, Dallas, TX 75202. EOE, M/F.

Promotion director: Northwest CBS affiliate seeking experienced promotion director. Must have good marketing knowledge, creative writing/production skills and strong leadership qualities. A King Broadcasting Company Station. Send resume and tape to: Meg Antonius, KREM-TV, 4103 South Regal, Spokane, WA 99203. EOE, M/F.

OSU Teleconference development specialist. Oklahoma State University is seeking a person to work with faculty to develop and produce teleconferences for state and national audiences. Applicant should possess well-developed broadcast skills and should be able to teach techniques for effective use of teleconferencing. Must have interpersonal skills for dealing effectively with a wide range of technically and scientifically oriented people. Responsibilities will include developing teleconferences, holding classes and seminars with faculty, writing and directing programs in cooperation with faculty, producing video tape segments for teleconferences and regular television broadcasts. Minimum requirement BS degree and 3 years experience. To receive full consideration, resume and samples of work should be received no later than July 10. Submit to: Charles Voyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an affirmative action/equal opportunity employer.

Financial Analyst. Immediate opening. To join leading Washington, D.C. financial communications consulting firm in valuation of broadcast and cable properties; in preparation of client reports; in research. MBA or concentration in finance preferred. Need strong math and writing ability. Also strong interpersonal skills for client contact. 20% travel. Salary negotiable. EOE Resume and salary requirements to Box R-2.

Director/producer. Creative, minimum three years hands-on experience in commercial, live, studio, and E.F.P. production. 3/4" 1" editing, switching. Growing operation. Send resume to Production Manager, P.O. Box 6705, Grand Rapids, MI 49506. EOE.

Promotion manager. We have an excellent opportunity and a good salary available for an innovative, experienced, promotion professional who is ready to move into the top spot. KWWL Channel 7 is a dominant NBC affiliate with a big market approach to promotion in a medium market setting. Send a tape that demonstrates your writing, producing, and hands-on production technique, along with your resume, to: David Ward, V.P. Operations, KWWL Channel 7, 500 E. Fourth, Waterloo/Cedar Rapids, IA 50703.

Promotion writer/producer. Responsible mainly for news promotion for major affiliate. Minimum 2 years' experience. 3/4 inch editing skills a plus. Resume/letter with career goals, salary, references. Reply to Box R-18. EOE/AAP.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Program associate. PBS is looking for a creative, self-motivated individual with a strong background in the humanities and arts, and good written and oral communication skills to screen children's and cultural programs. Candidate must possess a B.A. degree or equivalent experience with a minimum of two or more years experience in television production, non-broadcast arts or related field. Typing of 60 wpm preferred. If you meet the qualifications please reply with letter of interest, resume, salary requirements, and the names of three professional references to: PBS, ATTN: Sheila Ellington, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. EEO/AA.

TV producer/director, KTSC-TV. Responsible for the development, writing, producing, and directing of local shows. Makes arrangements with and maintains liaison with talent. Writes copy for on-air announcements for local programs, and produces spots promoting such productions. EFP shooting, videotape editing as necessary utilizing proper technical monitoring equipment. Bachelor's degree in related field required. Minimum one year proven television experience in producing, directing, and writing. Demonstrated ability in all technical aspects of single camera remote, multi-camera studio productions, and post-production. \$12,504, includes 24 days paid vacation and other benefits. Send letter of intent, current resume, and names, addresses, and telephone numbers of three references capable of attesting to professional experience to: Chair, TV Producer/Director Committee, KTSC-TV, University of Southern Colorado, 2200 Bonforte Boulevard, Pueblo, CO 81001-4901. Applications must be postmarked by midnight, July 8, 1985. EEO/AA Employer.

Three openings: public TV station with strong commitment to production looking for three individuals with ideas, and the ability to execute with style and polish. Diverse opportunities for candidates with experience in a variety of formats and content. Producer (1 position) must have strong organizational and writing skills. Experience with budgeting, field production and editing required. Directing and on-air experience desirable. Producer/Directors (2 positions) must demonstrate success in studio, remote (single and multiple camera) and post-production editing. Will direct own projects and those of other producers. Send full resume, salary history by July 12th. Producer/PD's, KETC, P.O. Box 24130, St. Louis, MO 63130. EEO/

Southwest independent seeking an experienced person to head the Promotions Department. Must be knowledgeable in on-air promotions, media budgets, campaign planning and possess good managerial skills. EOE with excellent benefits. Salary range: \$28K-35 commensurate with experience. Box R-21.

PTV producer/director, KUID-TV, Moscow Idaho. PBS affiliate and part of three-station Idaho network. Also Asst. Professor, University of Idaho School of Communication. Responsible for production/execution of local television programs including directing and editing studio and location productions, developing/controlling production budgets. Cooperate in multi-station statewide productions. Teaches one production course per term in telecommunications degree program. Degree in broadcasting or related field, professional television production/directing experience, teaching ability required. Advanced communications degree, public television and college teaching experience preferred. Send letter of application, vitae including three professional references by July 19 to Jerold Garber, General Manager, Idaho Educational Public Broadcasting System, 1910 University, Boise, ID 83725. Do not send tapes. \$24,000. EOE.

Producer/director: WAVY-TV has an excellent opportunity for a highly motivated and experienced Producer/Director. College degree preferred, experienced with studio crew supervision, commercial, news, public affairs and promotion production, with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients. Must be able to edit 3/4" format as well as direct and switch your own productions. Quality minded applicants send resume only to: Drake Akroyd, Production Manager, 801 Wavy Street, Portsmouth, VA 23704. No phone calls of tapes will be accepted. We are an affirmative action, equal opportunity employer. M/F.

Earn daily minimum fee of \$200. Emerging national broadcast research firm seeks consultants, news, promotion, sales, management. 15 years or more experience ideal candidates. Prompt reply assured. M/F. Letters to Box P-5.

Creative/production manager. Aggressive station has as opening for a person to handle our commercial production, news production, and episodic on air promotion. Would supervise a staff of 20+. Minimum of five years overall production experience required. Must be creative, know and be able to operate studio equipment, and excellent with people. Send resume to General Manager, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33903. EOE.

Television Producer/ director in Northeast with experience needed for fast paced newscasts and variety of studio and remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Box R-29.

TV producer: KUAT Public Television in Tucson, Arizona is looking for a Senior Producer to produce segments in areas of visual and performing arts for a five day a week news magazine. Must have BA and minimum of four years experience. Send resume to: KUAT-TV, ATTN: Patty Madison, Audiovisual Building, Room 214, University of Arizona, Tucson, AZ 85721, by July 26, 1985. EEO/AA Employer.

SITUATIONS WANTED ANNOUNCERS

Attractive, experienced gentleman desires feature critic, entertainment, consumer, magazine, talk, weather, commercial talent position: 813-299-2331.

SITUATIONS WANTED TECHNICAL

Broadcast professional, black male engineer, FCC 1st yr. Electronics Degree, M.B.A. Six years experience in the operation, maintenance and repair of a wide variety of electronics and communication equipment, which includes digital electronics and some microprocessors. Currently working freelance in television and teaching electronics at a local college. I am seeking a challenging position in a television station or post production company as an engineer. Willing to relocate. Vacation relief O.K. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833 or call 916-922-3456.

Switcher trainee. I have a general radio telephone license plus bachelor's degree in Radio-TV. Call Martin Garbus at 818-842-3364 or write 1233 Alta Paseo, Burbank, CA 91501.

Director of Engineering. Very creative, with impressive list of completed projects seeks new challenge. Heavy experience in technical management, video/audio systems engineering, VHF/UHF hi power transmitters, computer applications & programming, new construction, license filings. Now D.O.E. for two television stations in top 50 markets, managing 35 engineers & million dollar budgets. Inquire with confidence to: Director of Engineering Office, 8530 Wilshire Blvd., Suite 309, Beverly Hills, CA, 90211, 213-854-5316.

Mr. Group Broadcaster, does the technical part of your operation need to be overhauled and cleaned up? If so, get this Super Chief with plenty of Technical and management experience to straighten things out. Box R-26.

SITUATIONS WANTED NEWS

Anchor/reporter, entry level. 4 years TV, film, commercial experience. SAG/AFTRA. SWM, 35, articulate, attractive, involved! Will relocate. Marc, 415-474-7371.

Midwest male anchor/reporter seeks warmer climate with news operation demanding outstanding performance and ratings. Currently with number one station. Experienced. Seasoned. Ready. Box P-123.

Sports anchor/reporter: Award winning sports anchor/reporter/writer/editor with 15 years solid experience—including reporting, show host, PBP as well as own video tape editing in nation's #2 market. If you want an exciting and dedicated approach to sports-casting, I'm your man. Will work weekends and/or reporting if weekdays not available. 415-992-0669 or write 783 Skyline Drive, Daly City, CA 94015.

Meteorologist declares free agency. Ten years forecasting experience. Would like a chance to show what I can do for your station. 814-364-9919.

Co-anchor/reporter, efficient, capable white female presently working in smaller market wants to move up. BA degree, attractive and well qualified. Box P-163.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Have gear, will travel. Videographer-journalist working as anchor in major European market seeks position as production, documentary, or feature videographer. Available immediately. Experienced, degrees, American. Call evenings, 712-362-5753; (011 43 222) 52 50 253

Talented, aggressive individual with a complete knowledge of network programming looking to become the next Brandon Tartikoff. Will be a major asset in any programming capacity. Currently involved in television research. Possess full written and verbal skills. Please call 718-297-8740 anytime.

Look here! I'm a Photographer/Field producer who has the experience and talent that will make a difference in your news or news magazine show. My work stands out. For a sample write Box P-68.

Talented professional, video camera and tape operator seeks full/part time work in the greater NYC area. I have broadcast and industrial ENG/EFP experience. David Seppelin, 105 Kenilworth Road, Mountain Lakes, NJ 07046. 201-335-0109.

You name it, I've directed it! Major market producer/director seeks station with commitment to local programming. Call Marisa. 614-488-3096.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Multimedia coordinator. San Bernadino County is recruiting for an individual with a combination of education and experience to plan and produce multimedia aids such as films, audio tapes, video tapes and photographs for use by elected officials, the public, and governmental organizations. Please apply as soon as possible to San Bernadino County Personnel Department, 157 West 5th Street, San Bernadino, CA 92415. 714-383-2061. An equal opportunity affirmative action employer, M/F/H/V.

HELP WANTED INSTRUCTION

Telecommunications assistant or associate professor, depending on qualifications, to begin August 19, 1985, at the University of Idaho. Tenure track academic year appointment. Competitive salary. Teaching assignments include courses in telecommunication theory and practice and candidate's area of speciality. Requires master's degree and professional broadcasting experience. Prefer Ph.D. and evidence of effective college teaching and scholarly activity. Send letter, vita, names and phone numbers of three references to: Telecommunications Search Committee, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: when sufficient qualified applications are received, but not before July 7, 1985. AA/EEO.

Assistant Professor of Communication (re-opened). Tenure track position. Teach mass communication (media effects and radio production and/or broadcast journalism). Send letter, resume and 3 references to: Dr. Myrv Christopherson, Associate Dean and Head, Division of Communication, U. of Wisconsin-Stevens Point; Stevens Point, WI 54481 by July 12, 1985 or until position is filled. AA/EEO.

HELP WANTED TECHNICAL

Broadcast Engineers! Looking for something creative & challenging? Broadcast Technician II-\$1654-\$2117 per month/Broadcast Technician III-\$1826-\$2337 per month. Washington State University's department of Radio-TV Services is growing and needs broadcast engineers. We are building a statewide microwave system, operate three radio stations and a TV station and need good people. Broadcast Technician II requires: two years of fulltime experience/training in radio or television technician work, ability to perform maintenance on broadcast equipment. Broadcast Technician III requires: four year of full-time experience/training in radio or television broadcast technician work. Strong experience in RF transmission, microwave systems and two-way radio preferred. Experience with Harris, GE and Macom a plus. Apply by July 18, 1985. Send resumes to Staff Personnel, 134 French Administration Bldg., Pullman, WA 99164-1041. 509-335-4521. WSU is an EOE.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producers/Agents say I belong in PR: Creative, assertive, relaxed phone manner. Writing, production, sales experience. Seeking right opportunity in public relations, production or advertising. Relocatable. Paul Anthony, 1933 N. Rodney #305, Los Angeles, CA 90027. 213-664-0450.

CONSULTANTS

Paton/Cramer/Paton Broadcasting consultants...Specializing in small and medium station markets. At last an affordable consultant. Call Ted Cramer, 913-491-4000.

Signing on or just bought a station? Satisfied with your sales staff's performance? Line-up make best use of your programming? Develop salespeople only to lose them? Rate card maximize dollars? Difficulty finding sales people with attitude and training? We are experts at selling, training and managing people. We know this business and can help you. A consulting relationship with us will produce immediate benefits. Antonelli Media Sales Consultants, 20 West 20 Street, NY, NY 10011. 212-206-8063.

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 and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904-353-7770.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404-324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404-324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris Hi-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404-324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404-324-1271.

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.

Two Ampex AVR-1 2" video recorders, excellent condition. \$12,000 each/best offer. You remove/ship. Massachusetts Institute of Technology, Tom Donnelly, Cambridge, MA, 617-253-2776.

AM and FM transmitters: AM1, 10 and 50 KW; FM 1, 2, 4, 10 and 20 KW. Contact Comark, P. O. Box 275, Colmar, PA 18915 215-822-0777.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele 713-479-1614 anytime.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

20KW & 10KW FM transmitters, RCA BTF 20-EI (1975) on air RCA BTF 10-EI (1970) w/Moseley exciter, CCA 20,000 AM on air. Call M. Cooper 215-379-6585.

50kw AM, Continental 317C/C2 factory converted to C2 in 1981, on air at full power until new unit arrives. Spares, FCC proof, mint. M. Copper. 215-379-6585.

Two PC-70-S cameras. We have just taken out of service two complete PC 70-S studio camera systems. This is a total package that includes camera, monitoring equipment, cable, etc. Price \$10,000 per camera system. For details, call Bob Cleveland or Howard Hoffman at 813-939-2020.

New manufacturer FCC type accepted solid state 100 watt UHF LPTV transmitter-driver. World-wide, time proven components assembled to make a state of the art, basic transmitter at a basic price. Call anytime 713-479-1614.

Convergence SE-100 special effects switcher, cable and junction box, \$2,500. Convergence A/S-100 switcher, \$600. Like new. 212-265-3676.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

12 yr. old 25KW AEL FM transmitter. Unit removed in operating condition as result of station upgrading. Best offer. 617-997-9436.

Ikegami HL-79 EAL and full EFP package. Fuji, Sony, Sachtler, over 40 items—all in mint condition. Sold as package only. 702-798-8960.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301-845-8888.

VPR-80's with TBC-80's—deluxe color monitor bridge, low hours, mint condition. Three available. WTIC-TV 203-527-6161.

Ampex ACR-25 cartloader, headwheel test jig WTIC-TV. 203-527-6161.

MISCELLANEOUS

Direct response advertiser seeks additional exclusive, long-term partnerships with upscale, adult oriented stations. 212-535-1517 (collect).

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center. 212-206-8063.

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 Sales



Southwest Broadcasting is looking for a top bi-lingual (English/Spanish) account executive to join us in the nation's 21st largest radio market...Riverside/San Bernardino. We are the 3rd fastest growing market in the country with more opportunity than we can handle. If you're a pro, bi-lingual and motivated, call me today, 714-825-5020. Ask for Les Crook. An equal opportunity employer.

Help Wanted Sales Continued

REGIONAL SALES REPRESENTATIVE

Jefferson-Pilot Communications, a nationally known broadcast and communications company, is seeking several individuals with proven track records in local direct broadcast sales to work their newly acquired Co-Opportunities division. Co-Opportunities is the oldest and most prestigious supplier of manufacturer co-op plans and sales assistance to media sales departments in the US with over 700 radio and TV station clients. Candidates must have detailed knowledge and experience in Co-Op/New business development. Position involves calling on the management or owners of broadcast stations and CATV systems in a pre-assigned territory in either the Northeast or Midwest to expand our highly regarded Co-Op advertising sales support business. Positions offer excellent earning potential with base salary plus incentive program and a comprehensive benefit program. Must be a motivated, organized, self-starter, minimum 2-4 years sales experience, require little supervision, able to make group presentation and close and willing to travel. If you meet the requirements, rush a confidential resume and references with first letter (no phone calls), to: General Sales Manager, Co-Opportunities Division, Jefferson-Pilot Retail Services, 1 Julian Price Place, Charlotte, NC 28208. We are an equal opportunity employer.

ARE YOU READY TO MANAGE?

Class A FM serving Illinois market of 300,000+. Requires disciplined self-starter who can motivate others. I handle the books, while you generate profits. Equity possible. Females encouraged. Good track record a must. EOE Write Box R-13.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
300 Zeeb Road, Dept. PR., Ann Arbor, MI
48106

Help Wanted Announcers

Talk Show Hosts

ARE YOU THE MOST INTERESTING, UNIQUE, PERSONABLE RADIO TALK SHOW HOST THAT YOU'VE EVER HEARD? AMERICA MAY BE WAITING FOR YOU! A MAJOR BROADCAST GROUP IS PLANNING FOR THE FUTURE AND LOOKING FOR THE BEST MALE AND FEMALE TALK TALENT AVAILABLE. THE CAREER OPPORTUNITY OF A LIFETIME!

SEND RESUME AND CASSETTE (AIR CHECKS ONLY) TO:
JOAN HARRINGTON
P.O. BOX 817
RADIO CITY STATION
NEW YORK, N.Y. 10101

Help Wanted Technical

BROADCAST ENGINEERS!

Looking for Something Creative and Challenging?

Broadcast Technician II - \$1654 - \$2117 per month
Broadcast Technician III - \$1826 - \$2337 per month
Washington State University's department of Radio-TV Services is growing and needs broadcast engineers. We are building a statewide microwave system, operate other radio stations and a TV station and need good people. Broadcast Technician II requires: two years full-time experience/training in radio or television technician work, ability to perform maintenance on broadcast equipment. Broadcast Technician III requires: four years of full-time experience/training in radio or television broadcast technician work. Strong experience in RF transmission, microwave systems and two-way radio preferred. Experience with Harris, GE and Macom a plus. Apply by July 18, 1985. Send resumes to Staff Personnel, 134 French Administration Bldg., Pullman, WA 99164-1014. 509-335-4521. WSU is an EOE.

Chief Engineer Detroit, Michigan

WQRS-FM is looking for an outstanding Chief Engineer for our first class radio station which has new state of the art equipment throughout. We want a quality control oriented engineer who, in addition to being an excellent studio, remote and RF engineer, is also a good administrator with good interpersonal skills. We offer an excellent salary and benefits package. This is an outstanding opportunity to join a large group owned broadcasting company with radio and television stations in major markets nationwide. Send resume and professional references to Gerald T. Plemmons, Vice President-Engineering, Outlet Communications, Inc., 111 Dorrance Street, Providence, Rhode Island 02903. We are a Rockefeller Group company which is an equal opportunity employer.

Help Wanted News

Capitol Broadcasting Company

RADIO NEWS DIRECTOR

Capitol Broadcasting Company is seeking a news manager for WRAL-FM and the North Carolina News Network. WRAL is the Raleigh's leading radio station with a high community profile. The North Carolina News Network serves more than 80 radio stations via satellite.

This radio news operation is one of the finest in the country and has won virtually every major award including the Peabody, Sigma Delta Chi, Ohio State, Janus and Dupont-Columbia School of Journalism.

We are seeking an experienced radio news manager with high standards and strong leadership skills. To apply, please send a resume and tape to



Capitol Broadcasting Co., Inc.
Human Resources 2619 Western Boulevard
Raleigh, NC 27605
(no telephone calls please)
Equal Opportunity Employer

Help Wanted Programing, Production, Others

VOICE OF AMERICA EXHIBIT SPECIALIST

THE VOICE OF AMERICA, the international broadcast service of the United States, is currently accepting applications for an experienced professional for its Advertising and Promotion unit. The main emphasis of the position will be in the development, management and scheduling of traveling exhibits, which promote programs and personalities of the Voice of America. The candidate should have good writing skills and a broad background in conceptualizing, planning and implementing promotional and advertising efforts.

THE VOICE OF AMERICA, part of the United States Information Agency, offers excellent salary/benefits package including life and health insurance. Salary ranges from \$21,804 to \$26,381.

Applicants should submit a resume or Standard Form 171, Application for Federal Employment to:

Voice of America/PR
Room 1192, VOA/P 85-166
330 Independence Avenue, S.W.
Washington, D.C. 20547

Please note the following announcement number on your resume or SF-171: VOA/P-85-166.

Only those applications received at the above address by July 5, 1985 will be considered.

**VOA IS AN EQUAL OPPORTUNITY
EMPLOYER**

Situations Wanted Announcers

OWNERS/MANAGERS

Have a championship season with this veteran husband/wife morning team. Looking for an FM home. We'd also like to program a cost efficient package. Let us make you a winner. 205-928-8015 or 609-737-1421.

TELEVISION

Help Wanted Management

GENERAL MANAGER

Once in a lifetime opportunity for the right person. We need a strong administrator to manage the Radio and Television Center for the Archdiocese of Boston. Must have good people skills, strong planning ability, working knowledge of engineering, community relations and FCC law. Will oversee expansion of facilities and growth into cable. Salary commensurate with experience. Send resume and letter of reference to: Rev. Francis T. McFarland, Director, Boston Catholic Television Center, Box 56, 55 Chapel St., Newton, MA 02160.

Boston Catholic Television Center
55 Chapel Street, Box 56
Newton, Massachusetts 02160-0056

Help Wanted Management Continued

GENERAL MANAGER

Top 20 Market Independent. Group Broadcaster seeks General Manager for Denver Station. Candidates must have Independent Station experience as either GM or GSM. Send resumes in confidence to Michael A. Fisher, KDVR-TV, 100 Speer Blvd., Denver, CO 80203.

Help Wanted Technical

VIDEOJOURNALIST

CNN is looking for production oriented people to operate studio cameras, teleprompter, tev, and assist in various studio operations. Excellent career opportunity leads to advancement within company. If you have experience in studio operations send resume and cover letter to:

JANE WEATHERSBY
CNN
1050 Techwood Drive, NW
Atlanta, GA 30318

Help Wanted News

CO-ANCHOR

Leading news station in growing mid-size California market seeks qualified co-anchor for its top rated early and late weeknight newscast. Candidates must have strong reportorial experience, excellent writing skills, and have authoritative, congenial on-air delivery. Send tape, resume, and salary requirements (no phone calls) to:

KSBW-TV8
General Manager
Box 81651
Salinas, CA 93912
An Equal Opportunity Employer, M/F

LEGAL REPORTER

Young, ambitious, imaginative lawyer-journalist, with more than five years' newspaper experience as legal affairs writer for a major metro daily, anxious to move into television. Have also done general assignment, government, feature and suburban reporting. Write Box P-153.

Sports Director

Big Ten market network affiliate looking for on air sports personality. Knowledgeable about all sports and TV production. Active sports area, attractive midwestern community. Tape/resume to News Director, WMTV, 615 Forward Drive, Madison, Wisconsin 53711 EOE.

Help Wanted Programing, Production, Others

PRODUCERS

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Communications is now one of the leading television production companies in the health/medical field for both broadcast and non-broadcast audiences.

We need field producers with strong writing skills and full story capability because we are growing at a rate of 100% per year.

Candidates will need two or more

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If you qualify, send your resume along with a cover letter to Medstar Communications, Inc., 1305 South 12th Street, Allentown, PA 18103 (no tapes or telephone calls, please).

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Established, fast growing retail automobile/truck ad agency seeking video Producer/Director with digital effect experience to fill key position in fast-paced Production Department. Requires experience with off-line 3/4" editing. Producing audio tracks and Directing audio talent a plus. Not an entry-level position. The person we require must be qualified, experienced, and dedicated. Send demo tape, resume, and salary history to:

Strong Automotive Merchandising, Inc.
1020 South 22nd Street
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PRODUCTION MANAGER

WXIX-TV, Cincinnati has immediate opening for sales oriented Production Manager to lead award winning staff and market state-of-the-art production facilities to agencies and industrial accounts. Ideal applicant should have production knowledge, sales skills, be creative and have experience in managing highly talented staff. Resume and other materials to:

Bill Jenkins
V.P./Gen.Mgr.

WXIX-TV

10490 Taconic Terrace
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WXIX-TV is a Malrite Communication Group
Station.
E.O.E. M/F

PRODUCTION MANAGER WANTED

Major market affiliate is interviewing for PRODUCTION MANAGER who has proven strengths in managing producer/directors and studio crews as well as scheduling large production facilities. Experience is important, and you should have strong creative abilities in TV operations, particularly details of local news and programming. EOE/M-F. Send resume to BOX R-25.

FIELD PRODUCER for an evening magazine in Phila.

Conceive, book, write, field produce, & supervise edit of fast paced, high production, original features for daily magazine format show. Need energetic, innovative individual with major market experience. Demands consistency & high output. EOE, M/F. Send resume to: Human Resources, KYW-TV, Independence Mall East, Phil., PA 19106

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Independent experience required, developmental stage preferred. Must have good skills in all phases including sales/marketing promotion. Send resume with salary/history requirements to Media Management Corp., 320 N. Michigan Avenue, Suite 2100, Chicago, Illinois 60601. No phone calls accepted.

Help Wanted Programing, Production, Others Continued

A Pacific Northwest public television station located in Seattle seeks professionals looking for the following positions

VIDEOGRAPHER

Job #85-T-10E

(\$1,587-2,338/mo plus liberal benefits) - Need bachelor's degree in Cinematography or equivalent experience and three years' full-time experience in broadcast TV and film production with one year fulltime experience in shooting and editing video for broadcast, valid driver's license

PRODUCER/REPORTER

Job #85-P-11E

(\$1,451-2,138/mo plus liberal benefits) - Need bachelor's degree or equivalent 2 years significant experience in journalism, including experience in broadcasting and specifically in documentary magazine or feature news gathering, basic knowledge of video production and ability to interview and perform on camera valid driver's license

Due to expansion of grant activities the following positions have also opened

PRODUCER/REPORTER

Job #85-P-12E

(\$1,451-2,138/mo plus liberal benefits), one year position - need bachelor's degree or equivalent 2 years significant experience in journalism, including experience in broadcast and specifically in documentary, magazine, or feature news gathering, basic knowledge of video production and ability to interview and perform on camera, valid driver's license

DIRECTOR/VIDEOGRAPHER

Job #85-T-13E

(\$1,587-2,338/mo plus liberal benefits), 3 year position subject to annual review - Need bachelor's degree in communications or equivalent and two years fulltime experience directing multi-camera broadcast TV production with one year fulltime experience in shooting and editing video for broadcast, valid driver's license

PRODUCER

Job #85-P-14E

(\$1,451-2,138/mo plus liberal benefits), 3 year position, subject to annual review - Need bachelor's degree or equivalent, 2 years of significant experience in journalism, including experience in journalism including experience in broadcasting and, specifically in documentary, magazine, or feature news gathering, knowledge of video production and experience specifically in studio production, valid driver's license

ASSOCIATE PRODUCER/RESEARCHER

Job #85-P-15E

(\$1,451-2,138/mo plus liberal benefits), 1 year position, subject to annual review - Need bachelor's degree or equivalent, two years of broadcast production experience with an emphasis on involvement in program content, valid driver's license

ASSISTANT PRODUCER

Job #85-P-16E

(\$1,289-1,898/mo plus liberal benefits), one year position, subject to annual review - Need bachelor's degree or equivalent, one year of significant experience in journalism, knowledge of video production and experience specifically in studio production, valid driver's license

Deadline for applications Postmarked by Midnight, August 5, 1985 DO NOT send videotapes. Send separate written resume for each position to Screening Committee, KCTS-9, (Job Title, Job #), University of Washington, AC-25, Seattle, WA 98195 KCTS-9 is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply

KCTSeattle 9

PRODUCER LATE NEWS

Top 30 TV market looking for solid journalist to produce nightly newscast. Strong writing and people skills a must. Send tape, resume to Box R-10.

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to hire the best and keep them happy. If you qualify, we'd like two cassettes; one of what you do now, and one of what you'd do if you could do radio the way you really want to. P.O. Box 411118, Chicago, IL 60641. EOE

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Townsend Associates seeks TV RF equipment sales professionals for southeast and Texas territories. TV station engineering experience and/or transmitting equipment sales experience required.

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Upstate NY	AM	\$420,000	Negotiable terms
Sunbelt Metro	FM	\$4,800,000	Motivated seller
Colorado	AM/FM	\$875,000	\$175,000 Down
Texas	AM	\$525,000	Negotiable terms

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 Norman Fischer & Associates • The Holt Corporation

NOTICE OF PUBLIC SALE

NOTICE IS HEREBY GIVEN that on Wednesday, July 3, 1985, at the hour of 1:30 P.M. on the steps of the Clark County Courthouse, 200 So. Third Street, Las Vegas, Clark County, Nevada, the undersigned will sell for cash to the highest bidder, at public auction, 70,700 shares of stock of Quality Broadcasting Corporation, a closely-held Nevada corporation, which owns and operates radio station KUDO-FM, a class C-FM station in Las Vegas, Clark County, Nevada. Quality Broadcasting Corporation has filed for reorganization in the United States Bankruptcy Court for the District of Nevada, Case No. BK-LV 850043. According to the pleadings filed with the court by Quality Broadcasting Corporation, the 70,700 shares of stock represent approximately 25.57 percent of the currently issued and outstanding shares of Quality Broadcasting Corporation. These shares are being sold at public sale to satisfy a debt in the amount of \$185,506.74, plus accruing interest and expenses, including attorney's fees owed to the undersigned, which obligation is in default. Said shares were pledged by the owner as security for the payment of said obligation. The undersigned reserves the right to bid for and purchase the pledged shares and to credit the purchase price against the expenses of sale, the principal interest and any other amounts due on the underlying obligation. The prospective purchasers at the sale will be furnished upon request with such information concerning the financial position of Quality Broadcasting Corporation as may be in possession of the undersigned. The shares of stock will be sold on the following terms and conditions:

1. The shares of stock will be sold only as a block and will not be split up or broken down.
2. The Buyer must sign an instrument representing that he is purchasing the shares for his own account and not with a view towards sale or distribution thereof and that any resale thereof by him would be in compliance with the Securities Act of 1933.
3. The buyer must demonstrate that he is a sophisticated investor and can financially afford the risk of a highly speculative investment.
4. The certificate or shares when sold will bear a legend to the effect that they may not be sold or otherwise transferred or hypothecated without registration under the Securities Act or the availability of a valid exemption from registration.

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 New York, N.Y. 10021
 212 288-0737

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6600 Powers Ferry Rd. #205
 Atlanta, GA 30339
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- AM/FM S.E.AL. \$690,000. Terms.
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- Fulltimer. 50 miles from Memphis. \$20,000 D.P.
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Business Broker Associates
 615-756-7635, 24 hrs.



Location	Size	Type	Price	Terms	Contact	Phone
West	Major	FM	\$2500K	Cash	Elliot Evers	(415) 387-0397
CA	Res	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
NB	Met	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
VT	Sm	AM/FM	\$895K	Terms	Ron Hickman	(401) 423-1271
IA	Met	AM/FM	\$875K	Terms	Burt Sherwood	(312) 272-4970
MO	Sm	AM/FM	\$850K	\$170K	Bill Lytle	(816) 941-3733
NC	Sm	FM	\$700K	Terms	Mitt Younts	(202) 822-8913
CT	Sm	AM	\$500K	Cash	Ron Hickman	(401) 423-1271
TX	Sm	AM/FM	\$390K	\$90K	Bill Whitley	(214) 680-2807

For information on these properties, please contact the Associate shown.
 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.

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VA	AM	\$35,000	DOWN
AL	AM/FM	\$225,000	25%
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Extremely Profitable
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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, 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 at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. 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 VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's 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 & Business Opportunities 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

Stephen Harlow, from WEAF-FM West Palm Beach, Fla., joins WSRB(AM) Boca Raton, Fla., as VP and general manager.



Arthur

Ray Arthur, general manager, WKOL(AM) Amsterdam, N.Y., named VP and general manager of parent, Metter Broadcasting Inc. He will move to New Bedford, Mass., to manage newly acquired WBSM(AM).

Peter Schulte, senior VP, radio, San Antonio, Tex.-based Harte-

Hanks, joins KKBQ-AM-FM Houston as president and general manager. Gannett bought Houston stations from Harte-Hanks in 1984.

Raymond Cheney, VP and general manager, WALE(FM) Fall River, Mass., named president of parent, Keynote Broadcasting.

James Loftus, sales manager, WFIL(AM)-WUSL(FM) Philadelphia, joins WTLQ(FM) Pittston, Pa., as VP and general manager.

Gary Brandt, VP and general manager, WCLQ-TV Cleveland, joins KLIB(TV) Davenport, Iowa, as general manager.

Jack Davis, general sales manager, WREC(FM) Memphis, joins WKML(FM) Lumberton, N.C., as general manager.

Frank Watson, station manager, WINK-TV Fort Myers, Fla., named general manager.

Billie Johns, office manager and chief accountant, WBSS(AM) Pompano Beach, Fla., named assistant manager.

William Guttman, VP and general counsel, Time Inc., assumes additional duties as secretary.

John Martin, 20th Century Fox Television, Dallas, joins KBVO-TV Austin, Tex., as operations manager.

Robert Bower, general manager, Cable AdNet, Philadelphia, named VP, operations. **Michael Pitkow**, advertising sales manager, Home Vue Cable, Doylestown, Pa., joins Cable AdNet, Philadelphia, as general manager, succeeding Bower.

John Shreves, general sales manager, Jefferson-Pilot Teleproductions, Charlotte, N.C., named manager of special projects, Jefferson-Pilot Communications Co.

Barry Rosenfield, from Tennco Oil Co., Houston, joins Beam Communications Corp., Miami, as corporate controller.

Maureen Moriarty, from Commonwealth of Massachusetts Office for Children, Boston, joins WQTV(TV) Boston as station accountant.

Columbus Jenkins, project accountant, cen-

tral offices, City College of Chicago, joins noncommercial WYCC-TV there as business operations director.

Marketing

Alice Platt, management supervisor, SSC&B: Lintas Worldwide, New York, named VP, international.

Barry Lewis, senior VP, corporate development, and **Michael Packman**, senior VP, chief financial officer, Katz Communications, New York, elected to executive council.

Bruce Guidotti, executive VP, D'Arcy MacManus Masius, New York, joins Grey Advertising there as senior VP. **Robert Ravitz**, senior VP, McCann-Erickson, New York, joins Grey Advertising as senior VP.

Craig Middleton, executive VP, director of marketing, Young & Rubicam, New York, joins McCann-Erickson North America there in same capacity.

Rita Kass, account supervisor, McCann-Erickson, San Francisco, named VP, account supervisor.

Appointments, D'Arcy MacManus Masius, New York: **James Lawenda**, VP, broadcast services, to senior VP; **Paula Maiorano**, broadcast supervisor, to manager, sports-news broadcasts; **Sandra Zajac**, analyst, to broadcast supervisor; **Claire Ayoub**, secretary, to analyst. Associate creative directors named VP's, creative directors, D'Arcy MacManus Masius, St. Louis: **Frank Blossom**, **Margot Bobroff**, **Thomas Gow**, **David Henke** and **Jeffrey Vetter**.

Brian Kegelman, account supervisor, Brouillard Communications, New York, named VP, management supervisor.

Richard Braun, director of advertising and sales promotion, Hilton International, New York, joins Henderson Friedlich Graf & Doyle there as VP.

Richard Macedo, senior VP and associate account director, Campbell-Ewald, Detroit, joins William Esty Co., Los Angeles, as senior VP, general manager-account director.

Arleen Geller, account executive, McGavren Guild Radio, New York, named VP, sales.

Merry Heim, supervisor, local broadcast group, BBDO, New York, named assistant director, local broadcast group.

Douglas Moss, New York sales manager, Cable Networks Inc., New York, named New York general sales manager, overseeing all local advertising sales for New York Cable Interconnect. **Marcia Okon**, account executive, CNI, named New York national sales manager.

Catherine Van Mater, from Metropolitan hospital, Philadelphia, and **Diane Aucott**, from Group W Television Sales, Philadelphia, join KYW-TV Philadelphia as account execu-

tives.

Robert Grove, art director, Priestly & Priestly Advertising, Davenport, Iowa, joins Warren Anderson Advertising and Public Relations there as creative art director.

Margaret Caputo, account executive, Katz Continental Television, Boston, named sales manager.

J.C. Fernandez, account supervisor, Ketchum Communications, Pittsburgh, joins Beber Silverstein & Partners, New York, in same capacity.

Robert Molineaux, senior media planner, D'Arcy MacManus Masius, New York, joins Foote, Cone & Belding there as media supervisor. Named account executives, Foote, Cone & Belding, New York: **Michael Colacchio**, assistant account executive; **Clifford Hart**, from Muir Cornelius Moore, New York; **Elise Yates**, account executive, Wells Rich Greene, and **Leslie Young**, from Dancer Fitzgerald Sample, San Francisco.

Anthony Vella, account executive, TeleRep, New York, joins LBS Communications there as station sales representative.

Sharon Weiler, account executive, Avery-Knodel, Minneapolis, named assistant sales

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We are in immediate need of aggressive broadcast professionals.

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Suite 200
Knoxville, TN 37912
615-522-7900

(All inquiries held in strictest confidence.)

manager, Los Angeles office. **Brock Kruzic**, administrator of entertainment production finance, NBC, Los Angeles, joins Avery-Knodel Television there as account executive.

Joyce Gruber, account executive, Avery-Knodel, New York, joins Harrington Righter & Parsons there in same capacity.

Steve Henderson, from KDBC-TV El Paso, joins Seltel, Dallas, as account executive.

Brock Kruzic, administrator, entertainment production finance, NBC, Los Angeles, joins Avery-Knodel Television there as account executive.

Diane Dougherty, account executive, Seltel, Inc., New York, joins Katz American Television there as account executive. **Gina Burks**, VP, associate media director, Tracy-Locke Advertising, Dallas, joins Katz American Television there as account executive.

Craig Rossi, marketing analyst, Hughes Aircraft, New York, and **Michael Weisel**, from Lord & Taylor, New York, join Christal Radio there as account executives.

Joseph Schwartz, account executive, MTV Networks Inc., Los Angeles, joins Katz Radio there in same capacity.

Louis Vitali, account executive and co-op director, WKBW(AM) Buffalo, N.Y., joins Republic Radio, New York, as account executive. **Karen Williamson**, broadcast buyer, Bozell & Jacobs, Los Angeles, joins Republic Radio there as account executive.

Simona McCray, general sales manager, WQXR-FM New York, named VP, sales.

Mike Ginsburg, marketing director, Germer's clothing stores, Albuquerque, N.M., joins KSSS(AM) Colorado Springs-KVUU(FM) Pueblo, Colo., as general sales manager.



Hammer

Jan Harold Hammer, local and national sales manager, KOKI-TV Tulsa, Okla., joins KTTY(TV) San Diego as general sales manager.

Rick Hill, account executive, WSRB(AM) Boca Raton, Fla., named sales manager, succeeding **Kevin Kelly**, who leaves to form own Palm Beach,

Fla.-based independent media representative firm.

Peter Tierney, regional sales director, WTTE(TV) Columbus, Ohio, named sales manager.

Mark Arminio, assistant sales manager, Blair Television Sales, Los Angeles, joins KFSN-TV Fresno, Calif., as local sales manager.

Chris MacCourtney, from WKEE(AM) Huntington, W.Va., joins WJRT-TV Flint, Mich., as account executive.

Jill Duffy, from WYFM(FM) Sharon, Pa., and **Bob Hotchkiss**, from WNIO(AM) Niles, Ohio, join WKBN-TV Youngstown, Ohio, as account executives.

Mark Renner, production assistant, WPTA-TV Fort Wayne, Ind., joins WANE-TV there as account executive.

Jay Zollar, account executive, WFRV-TV Green

Bay, Wis., joins WISN-TV Milwaukee in same capacity.

William Rose, account executive, KQAK(FM) San Francisco, joins KGO(AM) there in same capacity.

Programming

Appointments, MTV Networks Inc., New York: **Domenick Fioravanti**, senior VP and general manager, MTV, Nickelodeon and VH-1, MTV Networks Inc., New York, named senior VP and general manager, corporate program marketing; **David Hilton**, senior VP and general manager, affiliate sales and marketing, succeeds Fioravanti, with additional responsibilities for sales of MTVN products in ancillary markets, and **Tom Freston**, VP, marketing, to senior VP and general manager, affiliate sales and marketing.



Albrecht

Coast, to VP, original programming, West Coast, and **Bill Sanders**, VP, series programming, West Coast, to VP, original programming, West Coast.

Mitch Semel, manager, current comedy programs, NBC Entertainment, Los Angeles, named director, current comedy programs.

Stephen Ulrich, administrator, program planning and development, NBC Sports, New York, named director, talent and promotion.

Appointments, SCORE, Santa Monica, Calif.-based interactive sports service of Financial News Network: **Bill Brown**, sports director, Home Sports Entertainment, to senior sports producer and on-air anchor; **Byron Day**, reporter and host, NBC Sports, New York, to anchor-sportscaster; **Todd Donoho**, sports director and anchor, WLTV-TV Cincinnati, to anchor-sportscaster, and **John Loesing**, from ESPN, New York, to anchor-sportscaster.

Daniel Dwyer Jr., director, corporate research and analysis, corporate information, CBS/Broadcast Group, New York, named director, dramas based on fact.

Joseph Loiacono, research manager, MMT Sales, New York, joins NBC there as manager, program research, TVS program research and audience analysis. **Bradford Joblin**, manager, program clearances, sales/affiliate services department, NBC, named manager, sales and affiliate services for department.

Robbie Schindel, director of daypart planning, TV planning group, ABC-TV, New York, joins USA Network there as director, sales planning. **Susan Thayer**, account manager, Lifetime, Hearst-ABC Video Services, New York, joins USA Network there as account executive, advertising sales.

Terry Lee, director of program development, Reader's Digest Entertainment, joins Fries Entertainment as VP, development, based in New York.

Robert Bruton, general sales manager, Satellite Music Network, Dallas, named VP, affiliate sales.

Ilano Cytto-Green, director of international audit, Columbia Pictures, New York, joins Telepictures there as VP, special projects.

Mary Anne Harrison, from Walt Disney Productions, Los Angeles, joins 20th Century Fox Film Corp. there as VP and assistant general counsel.

P.K. Knelman, associate producer, *Cagney & Lacey*, Orion Television, Los Angeles, named co-producer.

Alex Tovar, West Coast financial manager, Olympic broadcast coverage, ABC, Los Angeles, joins Republic Pictures Corp. there as controller.

John Surabian Jr., director of risk management, Hilton Hotels Corp., Los Angeles, joins MCA there as corporate director of risk management.

Susan Austin, research analyst, KRON-TV San Francisco, joins Paramount Television Group, Los Angeles, as manager, research.

Denny Moore, program and operations manager, KPDX-TV Portland, Ore., joins D.L. Taffner Ltd., Chicago, as Midwest salesman.

Eric Brooks, VP, entertainment industries group, Chemical Bank, New York, joins Robert Halmi Inc. there as VP and chief financial officer.

James Ganley, VP and controller, Lifetime, New York, named VP, finance and administration, and chief financial officer.

Nora Thibodeau, supervisor of research analysis, Mutual Broadcasting, Arlington, Va., named senior research analyst, based in New York. **Michelle Kovach**, research assistant, Mutual Broadcasting, Arlington, succeeds Thibodeau.

Kristine Sites, director of marketing, Satellite Music Network, Dallas, named VP, marketing.

Kelly McCoy, account executive, advertising sales, ESPN, New York, joins People & Properties, Greenwich, Conn., television programming, sports marketing and promotion firm, as director of broadcast sales and marketing.

Donna Tauriello, account supervisor, network television department, William Esty Co., New York, joins Group W Satellite Communications there as account executive.

John (Jack) Lawrence Farley, from American Thread, Stamford, Conn., joins ESPN, Bristol, Conn., as director, human resources and administration.

Robert Simone, program manager, WFLD-TV Chicago, named VP.

Jay Ojeda, executive producer, WMAQ-TV Chicago, joins KLJB(TV) Davenport, Iowa, as VP and program manager.

Jay Meyers, from WFIL(AM) Philadelphia, joins WBUF(FM) Buffalo, N.Y., as program director.

Fernando Granado, assistant program direc-

tor, WIBW-TV Topeka, Kan., joins KFSN-TV Fresno, Calif., as director of programming.

Marc Bernier, morning air personality, WBSM(AM) New Bedford, Mass., named program manager.

Susan Cohen-Dickler, field producer, *Evening Magazine*, KYW-TV Philadelphia, named producer, *Evening Magazine*. **Don Weider**, associate producer, *Check It Out*, KYW-TV, named producer of program.

Bill Baker, from WBSR(AM) Pensacola, Fla., joins WABB(FM) Mobile, Ala., as weekend air personality.

Jerry Graham, from WOHI(AM) East Liverpool, Ohio, joins WHP(AM) Harrisburg, Pa., as air personality.

News and Public Affairs

Judith Taub, morning editor, WTOP(AM) Washington, named news director.

Tom Yellin, senior producer, *World News Tonight*, ABC News, New York, joins CBS News there as senior producer for new weekly, prime time magazine series, *West 57th*.

Robert Posey, from WSBS(AM) Great Barrington, Mass., joins WBEC-AM-FM Pittsfield, Mass., as news director.

Vikki Locke, afternoon co-anchor, WJW(AM) Cleveland, joins WRMM(FM) Atlanta as news director and public service director.

Joanne Corliss, news director, KFSN-TV Fresno, Calif., joins KCBS-TV Los Angeles as executive producer, news administration.

George Moyer, anchor-reporter, WNAD-TV Decatur, Ill., joins KFSM-TV Fort Smith, Ark., as news director.

Marc Morgenstern, executive producer, *Channel Two News at Five*, WCBS-TV New York, named assistant news director.

Lisa McNeal, weekday assignment editor, WATE-TV Knoxville, Tenn., named assistant news director.



Gutierrez

Barbara Gutierrez, reporter, *Miami Herald*, Miami, joins WLTV-TV there as editor-in-chief.

Phil Weintraub, from WMAQ-TV Chicago, joins WLNE-TV Providence, R.I., as executive news producer.

John Bell, recent graduate, Boston University, joins WTNH-TV

New Haven, Conn., as weekend assignment editor.

Dennis Milligan, executive producer, news, KERO-TV Bakersfield, Calif., joins KFSN-TV Fresno, Calif., as assignment editor. **Brian Lewis**, reporter, KGTV-TV San Diego, joins KFSN-TV in same capacity.

Appointments, KYW-TV Philadelphia: **Vivian Ammerman**, producer, WTVJ-TV Miami, to special projects producer; **Steven Schwaid**, assistant news director, WTSP-TV Tampa-St. Petersburg, Fla., to night managing editor, and **Tom Stathakes**, writer-producer, creative services department, to sports producer.

Connie Chung, anchor, *NBC News at Sunrise*, New York, leaves temporarily to work on scheduled prime time news hour, *American Almanac*, hosted by Roger Mudd. In interim, substituting for Chung will be NBC correspondents **John Dancy**, **Anne Garrels**, **Bob Jamieson**, **Mary Nissenson** and **Ann Rubenstein**, and **Carol Marin**, co-anchor at NBC-owned WMAQ-TV Chicago.

Terry Taylor, member of sports staff, Associated Press, New York, named assistant sports editor.

Gil Gross, correspondent-anchor, RKO Radio Networks, New York, joins ABC Radio there as correspondent and anchor, ABC Information Network.

Fritzie Borgwardt, anchor-reporter, WLUK-TV Green Bay, Wis., joins KMSB-TV Minneapolis-St. Paul as co-anchor-reporter, prime time weekend news staff.

Mark Trank, reporter, WTVJ-TV Miami, joins KHI-TV Los Angeles in same capacity.

Dan Murphy, feature reporter, KIRO-TV Seattle, joins KSDK-TV St. Louis in same capacity.

Carol Slark, reporter-anchor, WMAZ-TV Macon, Ga., joins WKBW-TV Buffalo, N.Y., as consumer reporter.

Melody Gilbert, news writer, WOR-TV New York, joins WAOW-TV Wausau, Wis., as reporter.

Christopher Abel, free-lance reporter, KMOX-TV St. Louis, named full-time reporter.

Technology

Trent Winegar, regional VP, FirstTel Informa-

tion Systems, Denver communications equipment marketing firm, named interim president following resignation of **Richard Perry**.

Michael Hrinko, director of engineering, Mutual Broadcasting System, Washington, named VP, engineering there.

Matthew Miller, director of science and technology, Viacom, New York, named VP, science and technology, succeeding **Frank Bias**, who retires but will remain consultant to firm.

Paul Lazay, director of engineering, electro-optical products division, ITT, Roanoke, Va., named VP, EOPD.

George Hamilton, VP, Zenith International Sales Corp., Glenview, Ill., named VP, sales and operations.

Lawrence Nadler, director of engineering, F&F Productions, division of Hubbard Broadcasting, St. Petersburg, Fla., joins Ikegami, Tampa, Fla., as field sales-service engineer, Southeast region.

Ben Manilla, writer-producer, RKO Radio Networks, New York, joins RKO-owned WOR(AM) New York as supervisor of technical creative production.

Gerry Cantwell, from Editel, New York, joins Movielab Video there as sales manager.

Gino Ricciardelli, director of engineering, WICZ-TV Binghamton, N.Y., named VP, engineering.

Don Rhodes, senior field engineer, Ampex, Corp., Arlington Heights, Ill., joins noncom-

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mercial WYCC-TV Chicago as chief engineer.

Don Rhodes, senior field engineer, Ampex Corp., Arlington Heights, Ill., joins noncommercial WYCC-TV Chicago as chief engineer.

Promotion and PR



Lillien

Leslie Lillien, senior account executive, March Five Communications, New York, joins Blair Entertainment there as director of creative services.

Mary Ann O'Dea-Spitaletta, promotion-advertising director, SFM Entertainment, New York, joins Paramount Domestic Television, New York, as manager, station relations and promotional services.

Stephen Weinheimer, on-air promotion manager, The Disney Channel, Los Angeles, named on-air promotion director. **Michael Nichols**, supervisor, daytime promotion, ABC-TV, Los Angeles, joins The Disney Channel as manager, production services.

Michael Britan, senior writer-producer, Turner Broadcasting Advertising and Promotion, Atlanta, named manager, special projects.

Leslie Cavalier, creative associate with Conklin, Labs & Beebe, Syracuse, N.Y., joins Grant Marketing Communications, Philadelphia, as director of public relations.

James George, from Hitchcock Publishing, Tampa, Fla., joins Ensslin & Hall Advertising and Public Relations there as public relations director.

Eric Block, director of creative services, WFLD-TV Chicago, named VP.

Lynn Marie Johnson, production assistant, KYW-TV Philadelphia, named news promotion producer. **Wendy Kaiser**, creative services assistant, named promotion writer-producer.

Renee Henry, public affairs director and promotion manager, WPGH-TV Pittsburgh, joins WKBD-TV Detroit as promotion manager.

Allied Fields

William Adler, deputy bureau chief, policy, Common Carrier Bureau, FCC, Washington, named acting deputy bureau chief, operations. **Carl Lawson**, special assistant to bureau chief, Common Carrier Bureau, Washington, named acting deputy bureau chief, policy, for division.

Anna Fountas, VP, manager, media information services, Campbell-Ewald, New York, joins Arbitron Ratings there as director, television marketing development, advertiser-agency television sales.

Jan Fisher, account manager, A.C. Nielsen, Northbrook, Ill., named VP, account manager, Marketing Research Group USA.

Mark Kassof, VP, Reymer & Gersin Associates, Southfield, Mich., resigns to form Mark Kassof & Co., Birmingham, Mich., radio research and marketing firm.

Roger Bumstead, advertising sales manager, The Cablesop, New York, joins Jerry Fields Associates there as VP, media services and media sales. He will be responsible for placement of media personnel.

George Schweitzer, VP, communications and information, CBS/Broadcast Group, New York, received Gold Key award from *Public Relations News*.

Joseph Philport, VP, advertiser-agency television sales, Arbitron, New York, joins AGB Television Research there as VP, sales and marketing.

Joan Ganz Cooney, president of Children's Television Workshop, New York, received Mayor's Award for Continuing Excellence from New York city mayor, Ed Koch. Award goes to person "whose work in television or film represents continuing excellence over period of years."

Mel Harris, president, Paramount Television Group, Los Angeles, named general chairman of 26th annual International Broadcasting Awards, sponsored by Hollywood Radio and Television Society.

Charles Spencer, partner, Herbert & Spencer, Baton Rouge law firm, and former attorney, office of general counsel, FCC, Washington, joins Louisiana Association of Broadcasters as general counsel.

Kenneth Goldman, market research director, HBO, New York, joins R.H. Bruskin Associates, New Brunswick, N.J., market research firm, as VP, client services.

William Fritz Jr., account executive, WKHM(AM) Jackson, Mich., joins Arbitron, New York, as client service representative.

Elected officers, American Advertising Federation, Washington; **Glen Fortinberry**, chairman and president, Ross Roy Inc., chairman; **Bernard Flanagan**, VP, *Wall Street Journal*, chairman-designate, and **Robert Haynes**, director of creative services, General Foods Corp., secretary-treasurer.

Named to board of directors, Cable Television Administration and Marketing Society, Washington: **Mark Handler**, the Disney Channel; **C. Donald Dorchester**, Prime Cable, and **John Heim**, Showtime/The Movie Channel.

Elected officers, Southern California Cable Television Marketing Council, Pacific Palisades, Calif.: **Margaret Durborow**, VP, marketing, United Cable Television, chairman; **Mario Dieckmann**, Los Angeles district manager, Group W Cable, vice president; **Ron Hollon**, VP, marketing, Valley Cable, vice president; **Greg DePrez**, regional account manager, Group W Satellite Communications, secretary, and **Susan Packard**, regional director, HBO, chief financial officer.

Elected officers, The Advertising Council, New York: **James H. Rosenfield**, senior executive VP, CBS/Broadcast Group, chairman; **John Elliott Jr.**, chairman emeritus, Ogilvy & Mather International, honorary chairman; **Vance Stickell**, executive VP, marketing, *Los Angeles Times*, vice chairman, media; **Edward Ney**, chairman, Young & Rubicam, vice chairman, advertising agencies; **Sanford Buchsbaum**, executive VP, Revlon, vice chairman, advertisers; **Dewitt Helm Jr.**, president, Association of National Advertisers, treasurer, and **Leonard Matthews**,

president, American Association of Advertising Agencies, secretary.

Elected officers, Iowa Broadcasters Association, Ames: **William Sanders**, KICD-AM-FM Spencer, president; **Nolan Quam**, KCCI-TV Des Moines, vice president; **Glenn Olson**, KGWC-AM-FM Webster City, treasurer.

Elected officers, radio division, Southern Educational Communications Association, Columbia, S.C.: **Perry Echelberg**, WUFT(FM) Gainesville, Ga., chairman; **Rev Ezell**, WABE(FM) Atlanta, vice chairman; **Oson Perry**, WSMC-FM Collegedale, Tenn., secretary, and **Judy Jankowski**, KUHF(FM) Houston, treasurer.

Elected officers, Texas Associated Press Broadcasters, Dallas: **Chuck Wolf**, KIKK-FM Houston, chairman; **Christi Myers**, KPRT-TV Houston, vice chairman; **Melanie Mille**, KTRH(AM) Houston, president, radio; **Ala McCutcheon**, WACO(AM) Waco, VP, radio; **Rob Dean**, KTTV-TV Austin, president, television, and **Ed Ivey**, KFDM-TV Beaumont, VP television.

Elected officers, Philadelphia chapter, National Academy of Television Arts and Sciences: **Rick Breitenfeld**, president, WHY Inc., president; **Gordon Hughes**, director of programming, WCAU-TV, vice president; **Barbara Lukens**, VP, public affairs, Comcast secretary, and **Alice Haynsworth**, executive producer, Schulman Berry Kramer, treasurer.

Deaths

James T. Vandiveer, 74, VP, Marschalk Co. San Francisco, and former producer-director for ABC-TV, died of cancer July 18 at Good Samaritan hospital, Los Angeles. Vandiveer had been with Marschalk in Los Angeles and San Francisco for past 25 years, and before that, was with ABC, where he won Emmy for his network football coverage in 1950's. Prior to ABC, he was special events director and host at KFI(AM)-KECA(FM) Los Angeles. He is survived by his wife, Eloise, and daughter.

Samuel Haddock, 77, cable executive in Washington and Idaho, died of cancer June 18 in Sacred Heart medical center, Spokane Wash. In 1953, Haddock, along with several partners, formed Moscow (Idaho) TV Cable. In 1960, Haddock bought Pullman (Washington) TV Cable. In 1971, he was founding president of Idaho Cable Association, and from 1966 to 1979 he was director of National Cable Television Association. He is survived by his wife, Julia, and daughter.

Hugh C. Ferry, 45, independent media consultant, New York, died of kidney malfunction June 2 at St. Vincent's hospital, New York. Before forming his own firm, Ferry held executive positions with NBC-TV, Screer Gems, Columbia Pictures and defunct Entertainment Channel. He is survived by his daughter.

Eugene A. Chase, 61, chief engineer, WKJG-TV Fort Wayne, Ind., died of heart attack June 5 at St. Joseph's hospital, Fort Wayne. Chase had served as station's chief engineer for 32 years. He is survived by his wife, Alma, two sons and daughter.

Kasem's countdown to success

The four-hour, weekly, *American Top 40* bucked industry trends and survived changing musical tastes in the 1970's to become, according to ABC/Watermark, which produces and distributes the show, the most listened-to national music program on radio today. Casey Kasem, the voice as well as the creative and guiding force behind the show, never doubted its potential. When the program was launched, "we never thought in terms of less than 20 years," he says.

The projection may turn out to be right. The contemporary music countdown show will celebrate its 15th anniversary on the air next weekend. The program claims an affiliation base of nearly 1,100 stations worldwide (650 commercial stations in the U.S. and 35 foreign countries and about 400 outlets of Armed Forces Radio). A seven-station lineup aired the first installment of the show on July 4, 1970.

Kasem says that the idea for a top 40 countdown program in 1970 went "against the stream" of radio programming. Radio stations, especially AM's, were beginning to abandon top 40 music because listeners were tuning to FM rock stations. "Top 40 wasn't a popular phrase back then. But I always thought that top 40 music would be around because it had always been a mainstay of radio," said Kasem.

At first hearing, the formula for *American Top 40* seems simple: counting down the 40 most popular songs in the nation each week. But it contains a Kasem twist, his "teaser-bio" format, which he developed in 1962 while working as a disk jockey at KEWB(AM) Oakland, Calif. He uses brief biographical and statistical information about recording artists as "teasers" several minutes before the full story and accompanying hit record of the artist are aired.

Kasem began developing his talent while attending high school in his native Detroit. He reported sports scores over the school's public address system. After graduating, Kasem worked during the summer as an unpaid production assistant at WDTR(AM), a local educational station.

At WDTR Kasem met Don Bustany, who was to be his long-time associate and eventual producer of *American Top 40*. Kasem and Bustany, who was a paid assistant at the station, spent that summer together writing and producing shows. As Kasem started college at Wayne State University, Bustany told him of an opening at WJR(AM) Detroit for a person to play *Scoop Ryan, Cub Reporter*, a local dramatic adventure show that originated from the college every Saturday morning. Kasem got the part and soon afterward auditioned and landed roles on the *Lone Ranger* radio series, originating at ABC-owned WXYZ(AM) Detroit. That was to be followed by roles on *Sergeant Preston of the Yukon*,



KEMAL AMIN KASEM—radio and television personality, Los Angeles, Calif.; b. April 27, 1932, Detroit; BS, speech/english, Wayne State University, Detroit, 1956; actor, *Lone Ranger* and *Sergeant Preston of the Yukon* radio series, ABC Radio Network, Detroit, 1950-52; announcer, WJLB(AM) Detroit, 1954-56; announcer/host, WJBK-AM-TV Detroit, 1956-57; announcer/host, WJW-AM-TV Cleveland, 1959-60; announcer KEWB(AM) Oakland, Calif., 1961-64; announcer, KRLA(AM) Los Angeles, 1964-69; host, *American Top 40*, 1970 to present; host, *America's Top 10*, 1980 to present; host, *America's Choice*, 1985; m. Jean Thompson, Dec. 21, 1980; children (by previous marriage)—Kerri, 12; Michael, 11; Julie, 9.

also originating at WXYZ.

In 1952, he was drafted into the Army and sent to Korea where he created a radio production company of writers, directors, actors and engineers, who produced dramatic programs and specials for a nine-station Korean radio network as well as for Armed Forces Radio.

When Kasem returned to the U.S. two years later, he returned to college and the *Lone Ranger*. Kasem also took a part-time announcer's position at WJLB(AM) Detroit. At the same time, he began to act in summer stock.

Upon graduation from Wayne State University in 1956 with a degree in speech and English, Kasem joined then top 40 WJBK(AM) Detroit as a newscaster-nighttime announcer. At the same time, Kasem also hosted three children's shows for WJBK-TV there.

Kasem left Detroit to try his hand at acting in New York. "I spent six months there, when I realized I wasn't going to make it on \$50 per week."

Kasem departed New York and landed a job at WJW-TV Cleveland, hosting the *Cleveland Bandstand Show*, a weekly dance program, as well as working an air shift for top 40 WJW(AM). Kasem left when the radio station switched formats in 1960, and after a short announcing stint at WBNY(AM) Buffalo, N.Y., he joined Crowell-Collier Broadcasting's KEWB(AM) Oakland, Calif., in 1961,

doing a "comedic, fast-paced rock 'n' roll show."

About a year later John McCray, then general manager of KEWB, asked Kasem to drop the comical "lead-ins" and "wild" tracks on the show and to talk about the artists. The same day, Kasem recalls, he found a book, *Who's Who of Pop Music in 1962*, in the trash can at the station. It was full of information about recording artists. That night on the air Kasem's teaser-bio format was born.

Kasem took his new act to KRLA(AM) Los Angeles in 1964. A year later, while still at KRLA, he became host of the syndicated *Shebang* dance television program, which was produced by entertainer Dick Clark.

In 1968, urged by a friend, music industry executive Mike Curb, with whom Kasem had co-produced several B movies, he auditioned for commercials and within three months became one of the busiest voice-over people in Los Angeles. Kasem soon received parts in several continuing television cartoon series. With the additional work load, Kasem could work only a Sunday morning air shift at KRLA, and eventually left the station.

Meanwhile, Kasem and his long-time friend, Bustany, who was working in television, were looking at ideas for either a radio or television series, and specifically discussing the concept of a nationally syndicated, weekly countdown radio program using the teaser-bio approach.

Kasem and Bustany first contacted Ron Jacobs, former program director of KHJ(AM) Los Angeles, who together with Tom Rounds, former program director for KFRC(AM) San Francisco, and a southern California businessman, Tom Driscoll, were forming a new company called Watermark. (Watermark, with Rounds as its president, was purchased by ABC in 1982.) Out of several meetings, *American Top 40* was launched, a modern sequel to CBS Radio's *Your Hit Parade*, which had been popular in the 1930's.

Besides *American Top 40*, Kasem currently hosts two weekly syndicated television programs: *America's Top 10*, which started in 1980 and is now on 140 stations, and *America's Choice*, which began earlier this year and airs on about 70 stations. In the mid-1970's, Kasem established himself as an actor with guest appearances on several television series in addition to providing voice characterizations for more than 2,000 cartoon episodes. Kasem was also the voice of NBC-TV in the late 1970's and early 1980's.

"Casey is a perfectionist. He's one of the few people in radio who has an innate sense for what people want and need and knows how to deliver it," says Rounds, current president of ABC/Watermark, who also serves as executive producer of *American Top 40*. Only five years to go in the 20-year schedule Kasem had in mind in the beginning of the countdown. ■

In final analysis of **Arbitron May sweeps**, **CBS researchers** said this week that compared to May 1984 sweeps, and based on 211 markets, NBC had 8.6% more households (12,094), CBS 6.9% (11,840), while ABC dropped by 17.2% (10,713). NBC increased its audience delivery in 125 markets (71%), while declining in 34, and staying same in 17; CBS was up in 123 (68%), down in 40 and didn't change in 18; ABC was up in eight (5%), down in 162 (91%) and unchanged in seven. Total U.S. ADI television households dropped 1.3% according to Arbitron, from 83,971,800 to 85,061,100. **NBC researchers** said that for all 223 Nielsen markets, NBC was first in homes, up 11% from last May, compared to 10% increase for CBS and 12% decrease for ABC. NBC was first in 23 more markets, CBS in 26, while ABC was first in 39, down by 54 in first placed markets. In demographics, NBC rose 9% in women 18-49, according to its analysis of Nielsen data. CBS rose 7%, while ABC dropped 11%. In men 18-49, NBC was up 7%, CBS 4% and ABC was down 20%. NBC also said that based on Arbitron data for May sweeps in teens 12-17, NBC was down by 3%, CBS by 10% and ABC by 19%. In children 2-11, NBC was up 2%, CBS was down 20%, and ABC was down 26%. Using Nielsen, NBC said that in teens 12-17, it was down by 2%, CBS by 13%, and ABC by 18%. Also using Nielsen, NBC said that in children 2-11 it was up 2%, while CBS and ABC dropped 25% each.

Jury's award of \$325,000 damages to Christine Craft, former anchor, KMBC-TV Kansas City, Mo., was **overturned** by Eighth Circuit Court of Appeals in St. Louis. Craft, who sued Metromedia for \$1.2 million charging sex discrimination, unequal pay and fraud, was awarded \$500,000 in August 1981, but that decision was overturned. In second trial (July 1983), she was awarded \$325,000, which was overturned last Friday. Also on Friday, jury of three men and three women was chosen in sexual harassment case of **Cecily Coleman v. ABC** (see page 73); and, **Elissa Dorfsman**, former WCAU-FM Philadelphia general sales manager, reportedly settled out-of-court in case she brought against CBS Inc. charging sexual assault.

National Cable Television Association Chairman Ed Allen announced chairmen of **NCTA committees** last week. Appointments include **Doug Dittrick**, president and chief executive officer, Tribune Cable Communications—public policy planning committee; **Bill Bresnan**, president, Bresnan Communications Co.—copyright committee; **William Strange**, vice president, corporate development, Sammons Communications—convention committee; **G. Bryan Blow**, president, Ajo Cable Television Service Co.—independent operators board, and **Robert Wussler**, executive vice president, Turner Broadcasting System—satellite network committee.

Lifetime announced last week it will **reduce its staff** from 175 to 160, as it plans to explore new programing acquisitions at behest

Budgetary news. *The actual results of the National Association of Broadcasters 1985 fiscal budget show the association reporting income of \$10,459,900, a 2.8% increase over the original budget proposal, with total expenditures of \$9,959,667. Despite a shortfall in projected income in radio and TV dues and convention income, the FY '85 budget (April 1, 1984-March 31, 1985) showed a net income of \$500,233. Radio dues were reported at \$2,983,831 (the projected figure was \$3,025,064) and TV dues were \$3,292,150 (projected \$3,308,000). Income from the annual convention was \$2,297,130 (projected \$2,400,000).*

Expenses by department: government relations, \$986,929; legal, \$699,225; public affairs, \$853,221; station services, \$876,597; science and technology, \$404,841; research and planning, \$529,596; radio, \$1,040,330; television, \$367,939, and general administrative, \$4,200,987. Among unbudgeted items was \$137,330 for NAB's alcohol and drug-abuse task force, \$40,000 to help pay off the Daytime Broadcasters Association's debt (DBA merged with NAB last year), and a \$5,000 donation to the Freedom of Expression Foundation.

of its owners, Hearst, ABC and Viacom. According to Marge Stanwick, director of public affairs, feeling existed that Lifetime was "overstaffed in comparison to other networks of the same size." She added that as broadcasting businesses become more valuable, partners want to be "more aggressive." Lifetime acquired 15 movie package from Viacom, geared to women. Page includes made-for-television titles and theatricals, including several Ingmar Bergman films such as "Cries and Whispers." Film will be shown at 4-6 p.m. NYT and 11 p.m.-1 a.m., where ratings boost is said to be needed. Top staff reductions include top Lifetime executives who will be leaving staff positions, but will remain as consultants for Lifetime. Financial duties of Arthur Cooper, senior vice president and general manager, will be assumed by James R. Ganely, now vice president and controller whose new title will be vice president of finance and administration and chief financial officer. Cooper's oversight of medical programming will be assumed by Dr. Thomas Rockwell, now vice president, medical affairs. Both will report to Thomas Burchill, Lifetime president and chief executive officer. Duties of Barton E. Farley, vice president, business affairs, who is also leaving for consultant position, will be taken by Jane Tolinger, as director of business affairs. Tolinger will report to Ganely. Duties of Al Husted, vice president, public affairs, will be assumed by Margaret Sandwicz who will be director of public affairs. Sandwick said other 125 staff reductions came from variety of departments, and that there will be no more staff reductions planned this year. Sandwick will report to Burchill.

Using lotteries, **FCC has tentatively granted low-power television applications** of Mountain Broadcasting for ch. 51, Tallahassee, Fla.; Lowell Dallin, ch. 15, Las Vegas; Sur Este Broadcasting, ch. 17, Richmond, Va.; He's The One Broadcasting, ch. 67, Green River, Wyo.; American Christian Television, ch. 19, Santa Fe, N.M.; Trans America Television, ch. 52, Birmingham, Ala.; Commur Service Television, ch. 62, Tucson, Ariz.; Domsat, ch. 46, Naples, Fla.; Bogner Antenna, ch. 58, San Antonio, Tex.; Southwest Radio, ch. 14, Homosassa Springs, Fla.; Tel Radio Communicative ch. 13, Nashua, N.H.; Antonio Rivera Pagan, ch. 19, Kenai, Alaska; Vision Unlimited, ch. 56, Dayton, Ohio; Capitol Telecast, ch. 53, Peoria, Ill.; Evangelina Garcia Garza, ch. 10, New Haven, Conn.; Jose Armando Tamez, ch. 48, Ogallala, Neb.; BTV, ch. 11, Williamsport, Pa.; Blacks Desiring Media, ch. 36, Scobey, Mo.; Jose Armando Tamez, ch. 3, Augusta, Me.; Lidia Rodriguez, ch. 16, Tomahawk, Wis., and ch. 16, Fairbanks, Alaska; Ruidoso Video, ch. 30, Ruidoso, N.M.; Summa Communications, ch. 6, Selma, Tenn.; M&M Communications, ch. 61, Little Rock, Ark.; Ov Broadcasting, ch. 3, Warroad, Minn.; Hermelinda Rodriguez, ch. 5, Roseau, Minn.; Channel 15, ch. 15, San Luis Obispo, California; Mountain TV Network, ch. 31, Thompson Falls, Mont.; Evaristo Romero, ch. 11, Kerrville, Tex.; Koyukuk Village Council, ch. 12, Koyukuk, Alaska; Sandoval Burke, ch. 12, Alamosa, Colo.; Antic Rivera Pagan, ch. 23, Albany, Ga., and Classic Video, ch. 12, Aberdeen, S.D.

Paul Rich, vice president, Metromedia Producers Corp., who **made offer to buy MPC from Metromedia Inc.**, said last week that parent company will make decision at "end of [this] week." Rich said his offer is being considered along with three other "major bidders"—international entertainment company, television company from Australia and Midwestern banker. He also said that there are offers from three other smaller companies, with entertainment interests. Rich said his plan would offer MPC employees "stock option" in company. MPC recently laid off 20% of its 80-member staff and scaled back its production activities (BROADCASTING June 24). Rich would still be majority shareholder if his offer is approved.

Richard Maulsby, head of Washington's Office of Cable Television, recommended last week that city council make most, but not all, concessions in franchise agreement asked for by franchisee, **District Cablevision Inc.** Maulsby said council should reject DCI's quest to put restrictions on ability of cable office to withdraw money from \$2-million security fund, saying city's access to

ides vital protection . . . against an operator whose record for ability regarding their commitments is far from optimum." Council should also reject DCI's proposal to make wiring of homes national where wiring would cost more than \$500 per home, he said. "The '\$500 cap is a meaningless and unrealistic figure," he said. "Moreover, DCI is unable to describe with any certainty what the effect of the amendment would be on the goal of providing service to all [Washington] residents. Our commitment to universal service must continue." DCI asked for concessions two years ago after failing to raise necessary equity through investment community. Tele-Communications Inc. has said it will put needed equity—\$30 million—as limited partner, if all concessions are made.

□

Anselmo, chairman of **Pan American Satellite Corp.**, sent letter to Secretary of State Shultz **charging that Intelsat is "orchestrating another attack on U.S. alternative satellite systems"**—of which PanAmSat is among applicants. He backs up charge with draft letter sent to Colombian signatory, Telecom, intended to be used as basis of proposal for change in Article V(d), which sets global system's pricing system. But Intelsat official denies charge of orchestrating that change. Draft letter expresses concern about U.S. policy providing for separate systems, and proposes amendment to V to provide Intelsat with pricing flexibility letter Intelsat would require to remain viable in new competitive environment. Anselmo also enclosed letter signed by Luiz F. Perrone, member of Intelsat's External Relations Department, that accompanied draft letter to Colombian signatory, and suggested proposed amendment be forwarded to Intelsat by July 7, which is deadline for it to be considered at Assembly of Parties meeting, in October. Anselmo, in his letter to Shultz, said "it will be interesting to see if the Colombian signatory actually agrees to be the stooge for the director general." Kim Degnan, executive assistant to director general, said idea for amendment originated in Colombia. She said that country's representative, at Assembly of Parties meeting in January, had said Colombia wanted Article V(d) amended. She also noted that Perrone's cover letter draft was being sent to Colombia in light of telephone conversation regarding change in Article V(d). Perrone's letter also indicated at least one other government is interested in amendment. Anselmo said draft being sent to Colombia had been prepared "at the request of another Party," that is, government.

□

F. Cooke, executive vice president, Times Mirror Cable Television, has been **named president of The Disney Channel**, effective immediately. Cooke replaces James P. Jimirro, who recently announced his resignation to pursue "personal challenges." Cooke is a veteran of Times Mirror Co., serving in various posts of planning, budgeting, forecasts and acquisitions. He was also president of Spotlight, former pay-TV service owned by Times Mirror, Tele-Communications Inc., Storer, Cox and Cablevision. Cooke will report to both Jeffrey Katzenberg and Richard Frank, chairman and president, respectively, of Motion Picture and Television Division of Walt Disney Productions.

□

National Cable Television Association and Texas Cable Television Association have agreed to **fold TCTA's annual Texas Cable Show with NCTA's annual convention** next year. Move was precipitated by proximity of two shows. NCTA convention is scheduled for the 15-18 at Dallas Convention Center. Texas Cable Show was held for May 20-23 in San Antonio. NCTA spokesman Ed Dooley said "the Texas people will have a very high profile" at national convention. In fact, he said, organizers are talking about making first day of show "Texas Day." He said he doesn't know whether two associations will share show revenues or profit.

□

House Appropriations Subcommittee, with jurisdiction over **Copyright Royalty Tribunal**, is recommending to parent House Appropriations Committee that CRT's **fiscal 1986 appropriations** include only (\$156,000) only for three commissioners, three assistants and general counsel. Subcommittee aide said decision was based

on tribunal's recent history in which only three commissioners have served on five-member tribunal, and in part because of uncertainty about its future. Two bills have already been introduced in House that would eliminate tribunal.



U.S. Information Agency's **Worldnet** provided **seven-nation hookup** last Friday for discussion on commercial satellite communication, **in observance of 20th anniversary of launch of first such satellite, Early Bird**, by Comsat. Several hundred government officials and foreign guests assembled in National Press Club, where one-hour program was anchored. Correspondents in Paris, Bonn, Rome, Madrid and Stockholm put questions regarding future of communications satellites to scientist Dr. Arthur Clarke, who is credited with conceiving idea of communications satellites, in Colombo, Sri Lanka; Jacques Cousteau, oceanographer and explorer, in Paris (on screen); and former astronaut Eugene Cernan and Joseph Charyk, Comsat chairman (at dais), and Charles Z. Wick, USIA director, at Press Club. Program was also available to guests at U.S. embassies in The Hague, Geneva, Copenhagen, Brussels and Strasbourg. Clarke may have jarred old friend Charyk with answer to question from London regarding likely emergence of satellite systems that would compete with Intelsat and its American signatory, Comsat. "Competition is good," Clarke said. "Monopolies tend to be fat and lazy. A certain amount of competition will be good for Intelsat." But he also said there is "no simple answer" and that he did not want "to get involved."

□

Hearing was scheduled for last Friday (June 28) in federal court in Sacramento, Calif., for partial summary judgment relating to **Koplar Communications lawsuit against Camellia City Telecasters**, licensee of KTXL-TV Sacramento and owners Jack F. Matranga and Business Men's Assurance Co. of America. Koplar, licensee of independent KRBK-TV Sacramento, has sued Matranga and others charging them with monopolistic program buying practices in Sacramento market. Hearing is scheduled to have court rule for pre-trial determination on what constitutes relevant product market in this case. Plaintiff Koplar claims that relevant market in this case is limited to off-network syndicated programs and feature films. Defendant Camellia City Telecasters argues that relevant product consists of broader market, including first-run syndicated programs (game shows, sports, etc.), syndicated specials and locally produced programs. Determination of market issue is standard in lawsuits citing Sherman Act monopoly cases.

□

National Association of Broadcasters is marshalling forces for fight to stop any further increases to **private-line phone rates**. NAB plans to file comments in upcoming FCC tariff proceedings. In order to make its case, NAB is asking its radio members to supply it with information on stations experiencing substantial increases in private-line charges.

□

Chris-Craft Industries has increased its ownership of **Warner Communications** in recent weeks to **29.4%** from 28.5%. According to filing last week with Securities and Exchange Commission, additional 695,000 shares of Warner were purchased between June 5 and June 21 at prices between \$28.75 and \$30.25 per share. Company's stock closed on Friday at \$30.50.

Editorials

Rerun

Once again television itself is in the news as it covers the kind of news event that is tailor-made, literally, for television. Once again it is the target of critics who see it as a corrupting force that can change the news as it covers it.

Henry Kissinger has decried as a national "humiliation" such television coverage as that of the first display of hostages arranged by their Shiite captors at a press conference where the press got out of hand. Without the presence of television, Kissinger has said, there would be "fewer dog and pony shows of this kind." It was a strange comment coming from as skillful a media manipulator as has ever worked in Washington. Without the attention he has attracted in the Fourth and Fifth estates, Kissinger would never have been invited to share his views on TWA 847 with the American television audience.

Nobody can deny that clever operators like the Shiite terrorists have learned how to take maximum advantage of the modern forms of journalism, just as the Henry Kissingers have learned. Nobody can deny that at times pack journalism is the First Amendment's worst enemy or that, in the frenzy of journalistic competition, professional detachment is occasionally lost.

But it is not a humiliation for the American public to see photographers and correspondents trampling one another in a struggle for proximity to a scene of action. It is merely humiliating to the journalists themselves. The American public is fully capable of sorting out that kind of television picture for itself, as critics of the medium too often overlook.

Indeed the worriers about television's impact share a disregard for American intelligence in contrast to the framers of the Bill of Rights, who correctly assumed that the public could be entrusted with the vote as long as it had access to unrestricted information. Public opinion polls taken after the TWA flight was seized reflect a comprehensive understanding of the situation.

It is interesting to recall that American journalists in significant numbers were encouraged to work in Iran at the outset of Khomeini's revolution but were expelled after the American embassy was seized. Iranian officials who had expected American news coverage of Iran to improve the Khomeini image in America were disappointed.

"Last week's expulsion," it was said here at the time, "is also a refutation of criticism, heard in some councils in the U.S., that television was manipulated to the advantage of the Islamic revolutionaries. Such criticism implies a fear that knowledge distributed to a witless public will unnecessarily disturb the national tranquility. Exactly that same thinking was reflected last week in the remarks of some Iranian officials who complained that the 'slanted' American coverage was getting back to Iranians who might be susceptible to foreign influence."

Isn't this where we came in?

Out damned swap

Few issues in telecommunications ever develop as resounding a consensus as that reached on the subject of swapping noncommercial VHF channels for commercial UHF's in the same market, with a generous cash differential paid to the public broadcaster to make up for his loss. Commercial broadcasters, loathe to see powerful new media outlets competing in their markets, joined together in great numbers to oppose the proposal on legal grounds (that the FCC, which would in effect be creating new facilities,

could not consider such swaps without opening the bidding to all and sundry). Public broadcasters, who have labored under a UHF handicap for the life of their medium, were virtually unanimous in decrying the possible loss of the few VHF power bases the system now boasts.

The fatal flaw in this proposal is that, far from saving public broadcasting, it would accelerate its descent into despair. Stations bribed into giving up their birthrights for short-run financial gain would eventually find themselves as broke as ever while operating facilities of diminished reach. More and more of the public would be denied access to PTV. Subscription drives would droop. Those who look for any argument to deny financial support to the public medium would have a ready excuse for doing so. Those presently entrusted with fiduciary care of this national resource would be empowered to give away its future.

Clearly, this is an idea whose time has not come. The FCC should act with dispatch in delivering the *coup de grace*.

Second thoughts that chill

As reported in detail elsewhere in this issue, the Supreme Court is showing signs of retreat from the protections it has been granting media in libel cases. The most disquieting sign of all was Justice Byron White's volunteered announcement—with Chief Justice Warren Burger cheering him on—of an eagerness to take back what media were given in the landmark Supreme Court case. *New York Times vs. Sullivan*.

"I have...become convinced," said White, "that the court struck an improvident balance in the *New York Times* case between the public's interest in being fully informed about public officials and public affairs and the competing interest of those who have been defamed in vindicating their reputation."

White and Burger have only two of the nine votes on the court, but the next appeal based on *Times vs. Sullivan* may lead to an interesting decision. *Times vs. Sullivan* saved *Time* when the former Israeli defense minister couldn't prove malice in his libel suit. It saved CBS from General Westmoreland. The *Washington Post* hopes to be saved by it before the full bench of the U.S. Court of Appeals in the libel case the *Post* is defending against a former president of Mobil oil. Not the best news out of Washington last week.



Drawn for BROADCASTING by Jack Schmidt
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