

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 9



Katz. The best.

AUL-SAS
ROOM 122
BLDG 1405
MAXWELL

6112

T2364 MJK NOV/84

AL 36112

530 Year 1984

State of independents:
heading out west for INTV
□
Year's worth of station
and cable trading

Celebraundo and biggest

January, 1983
SOLD
CONESTOGA CABLEVISION, INC.
Serving Owasso, Cowera and
Catoosa, Oklahoma

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

January, 1983
\$3,500,000 Senior Secured Debt
KBLE OHIO, INC.
Columbus, Ohio

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

January, 1983
\$1,000,000 Senior Secured Debt
**OLDHAM COUNTY CABLE
TELEVISION COMPANY, INC.**
Serving LaGrange, Crestwood, Orchard Grass
Acres and Oldham County, Kentucky

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

February, 1983
SOLD
OUTER BANKS CABLEVISION, INC.
Dare County, N.C.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

April, 1983
**CONTINENTAL CABLEVISION
OF NEW HAMPSHIRE, INC.**
and
**ROCKINGHAM COUNTY
CABLEVISION, INC.**
have formed a joint venture to serve Plaistow
and Hampstead, New Hampshire
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

April, 1983
SOLD
GROUP W CABLE
Serving Bridgeton, Ocean City, Ventnor,
Vineland and surrounding areas, New Jersey
and Morgantown, West Virginia
Serving over 49,000 basic subscribers
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

April, 1983
SOLD
PCNH, LTD.
Serving Hampton, Stratham and
Greenland, New Hampshire

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

July, 1983
SOLD
**WARNER AMEX
CABLE COMMUNICATIONS, INC.**
Serving Babbitt, Ely, Fergus Falls and
Little Falls, Minnesota
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

July, 1983
SOLD
**FIRST CAROLINA
CABLE T.V. CORPORATION**
Dallas, North Carolina

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

July, 1983
LCI CHESTER, INC.
a wholly-owned subsidiary of
LENFEST COMMUNICATIONS, INC.
has acquired
WCOJ-AM
Coatesville, Pennsylvania

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

August, 1983
SOLD
**WARNER AMEX
CABLE COMMUNICATIONS, INC.**
Winter Haven, Auburndale,
Lake Alfred, Eagle Lake and surrounding
Polk County, Florida
Serving over 12,000 basic subscribers
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

September, 1983
SOLD
**AMERICAN VIDEO
CORPORATION**
Serving 57,000 basic and 48,000 pay subscribers
in portions of Broward County, Florida
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

September, 1983
SOLD
McLEAN CABLE ASSOCIATES
Serving the villages of Tarrytown,
North Tarrytown, Pleasantville, Briarcliff Manor,
Ossining and the towns of Mount Pleasant,
Ossining and New Castle, New York
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

November, 1983
SOLD
BOOTH AMERICAN COMPANY
Serving 4,500 basic and 2,700 pay subscribers
in Glen Lake and Cadillac, Michigan
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

November, 1983
SOLD
JACKSON CABLEVISION CORP.
a subsidiary of Omni Cable TV Corporation
Serving the City of Jefferson
and Jackson County, Georgia
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

November, 1983
SOLD
**OMNI CABLE T.V.
CORPORATION**
Blue Ridge, McCaysville and
Morganton, Georgia and Copperhill
and Ducktown, Tennessee
The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

851 Lincoln Center • 5401 W. Kennedy Blvd.
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our tenth year ever.



SOLD

February, 1983

PLEASUREVISION, INC.
PLEASUREVISION OF
HERNANDO, INC.

Serving Alachua County, Hernando County, Bushnell, Coleman and Brooksville, Florida

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

March, 1983

TENNESSEE VALLEY CABLE, INC.
Serving Lafayette, Red Boiling Springs,
Watertown and Westmoreland, Tennessee
and
CUMBERLAND CABLE, INC.

Serving Cannon County, Gordonville, Mt. Juliet,
West Wilson County and Woodbury, Tennessee
The undersigned represented the seller in this transaction. This
notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

March, 1983

\$1,700,000 Senior Secured Debt
PCNH, Ltd.
Serving Hampton, Greenland and
Stratham, New Hampshire

The undersigned represented the borrower in this trans-
action. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
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CEA began ten years ago as a small and special-ized company. But that changed as the company slowly achieved the accomplishments that breed a leader. As the industry grew, so did the financial successes of the more than 250 companies we served.

Now we've completed our tenth and most successful year. A year in which our company grew to more than a dozen professionals. In the areas of investment banking, brokerage and financial services, we have continued to be a leader with a proven history of close to one and a half billion dollars worth of successful transactions.

What do we see in the future? A more dynamic, complex and opportune environment in the U.S. and abroad. And a company that will continue to maintain its reputation for accomplishing your most important needs.

Communications Equity Associates, 851 Lincoln Center, 5401 West Kennedy Blvd. Tampa, Florida 33609. Phone (813) 877-8844. Telex 808713.



COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

July, 1983

YORK CABLEVISION, INC.
York, South Carolina

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
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SOLD

July, 1983

GROUP W CABLE

Auburn, Leicester, Spencer
and Worcester, Massachusetts
Serving over 20,000 basic subscribers
and 10,000 pay T.V. subscribers

The undersigned represented the seller in this transaction. This
notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

July, 1983

CHESTER COUNTY
BROADCASTING COMPANY
Coatesville, Downingtown, West Chester
and Chester County, Pennsylvania

Serving over 14,000 basic and pay subscribers
The undersigned represented the seller in this transaction. This
notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

September, 1983

AIKEN CABLEVISION, INC.
Serving Aiken, Edgefield, Johnston and
Saluda, South Carolina

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

September, 1983

WILDERNESS CABLE COMPANY

Serving Winfield, Eleanor, Poca,
Buffalo, Bancroft and parts of
Putnam County, West Virginia

The undersigned represented the seller in this trans-
action. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

September, 1983

GLENVILLE CABLESYSTEMS
CORPORATION
Serving Glenville, Ballston, Ballston Lake,
Burnt Hills and Charlton, New York

The undersigned represented the seller in this trans-
action. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

November, 1983

OMNI CABLE T.V.
CORPORATION
Serving Walton County, Monticello
and Warrenton, Georgia

The undersigned represented the seller in this trans-
action. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

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Tampa, Florida 33609 • 813/877-8844

SOLD

November, 1983

COWETA CABLE
CORPORATION

Serving 17,000 basic and 5,000 pay
subscribers in La Grange, Newnan
and Thomaston, Georgia

The undersigned represented the seller in this trans-
action. This notice appears as a matter of record only.



COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

SOLD

November, 1983

EVANS CABLEVISION, INC.
serving over 9,000 basic subscribers in
portions of Orange County, Seminole County
and Oveido, Florida.

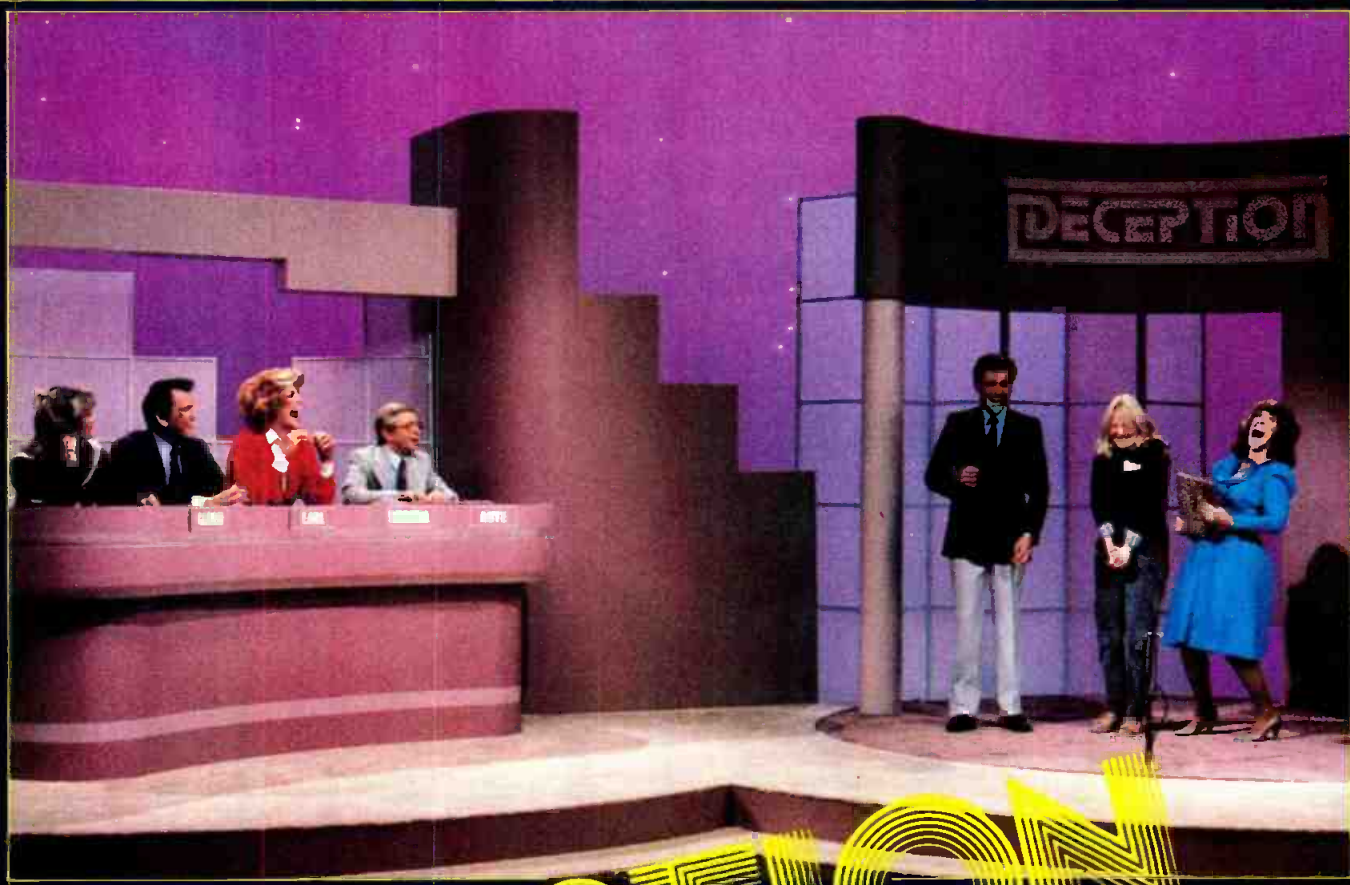
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Broadcasting Jan 9

A year's worth of broadcast station and and cable system trading □ INTV prepares for L.A. □ "At Large" with David Gergen □

DBS ADDENDUM □ Amendments to applications that direct broadcast satellite proponents have filed at FCC contain some surprises. **PAGE 39.**

SURF BOARD □ NAB heads to Hawaii with deregulation and structures committee report topping board's agenda. **PAGE 41.**

VYING FOR WARNER □ Rupert Murdoch, Warner Communications and Chris-Craft are major participants in battle with control of Warner at stake. **PAGE 43.**

GENEVA BOUND □ U.S. prepares for WARC conference that will divide spectrum's high frequencies. **PAGE 44.**

FIRST CASUALTIES □ November sweeps take toll on syndicated product. *Rocker* and *Salute* are canceled with *Thicke* and *BreakAway* revamped in hopes of improvement. **PAGE 46.**

L.A. SHOW □ INTV convention gets larger and longer every year. Attendance expected to reach 900 for five-day event at Biltmore. Advance on latest product, agenda and exhibitors appears on **PAGES 51-66.**

CHANGING HANDS □ Station trading surpassed \$2.8 billion in 1983. Cable sales passed \$1 billion mark. **PAGE 71.** A rundown of VHF, UHF, AM, FM, AM-FM combination and cable sales. **PAGES 75-105.** Brokers see improved business climate as reason for boom year in sales. **PAGES 105-107.**

FRONT LINE □ In candid interview with BROADCASTING, David Gergen, a principal player in

the White House's "packaging" of the news, discusses the relationship between press and government on the eve of his departure from the administration. **PAGE 110-115.**

PRESPECTIVE □ An essay on the state of the press and its relationship with the government and the public in America today. **PAGE 116.**

NEW CHAMP □ *Family Feud* dethrones *M*A*S*H* as highest-rated syndication show according to Cassandra report. **PAGE 119.**

COUNTDOWN BLASTOFF □ Shows charting the top songs in various radio formats have come on strong. **PAGE 120.**

LOOKING AHEAD □ Advertisers and broadcasters continue to wrestle with problem of split 30-second commercials. **PAGE 121.**

CABLE LOSS □ NCTA loses appeal to have CRT copyright rates overturned. **PAGE 122.**

SOUND CONSENSUS □ Industry reaches agreement on multichannel television sound standards. Matter goes before the FCC. **PAGE 126.**

GETTING OUT □ Rupert Murdoch's withdrawal from the DBS business has not been without cost and court suits could increase the tab. **PAGE 128.**

DISNEY ON PARADE □ With Disney product in hand, Jim Jimirro has helped make the Disney Channel the fastest-growing pay cable service. **PAGE 151.**

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Kids love our Shows



GI Joe II, an all new, animated Mini-Series — 5 cliff-hanging half hours.



My Little Pony starring Sandy Duncan and Tony Randall, a charming all-family animated half hour.



The Charmkins, a delightful half hour of songs and animated adventure starring Ben Vereen, Sally Struthers and Aileen Quinn.



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Contact: Tom Griffin, Joe Bacal
212-687-2500

Distributed by: Claster Television Productions

Contact: John Claster, Sally Bell, Janice Carter, Terri Akman
301-825-4576

No pinch at FCC

Reports indicate that Reagan administration is calling for nonmilitary agencies generally to absorb significant budget cuts in fiscal 1985, which begins next Oct. 1. But indications are FCC will remain immune. Source said Office of Management and Budget has earmarked \$92.6 million for FCC, 5% more than this year's \$88.2 million. Personnel level, however, will be trimmed from 1,975 to 1,953.

Source attributed increase to missionary work by FCC Chairman Mark Fowler, who has personally discussed agency's needs with OMB personnel over past year. Major Fowler arguments were that it costs money to deregulate and that commission, in authorizing new services and processing applications to get new businesses going, is stimulating economy.

Getting together

Independent stations that have had trouble attracting national sales representation because they are located outside markets as measured by A.C. Nielsen and Arbitron Co., may be offered new alternative at next week's Association of Independent Television Stations annual convention. At Friday afternoon (Jan. 13) meeting, following all-day seminar on operation of new independents, proposal will be made that stations, in lieu of hiring national rep firm, share local reps hired in key markets. Behind proposal is James D. Johnson, vice president, general manager, KFTY(TV) Santa Rosa, Calif., whose station currently maintains part-time reps in New York and Los Angeles and full-time reps in nearby San Francisco.

All but go

Reagan administration appears to be several weeks away from policy position it will take on international telecommunications satellite services by private companies in competition with Intelsat. However, indications are that final position will follow thrust of draft report prepared by Commerce Department's National Telecommunications and Information Administration. It would pave way for introduction of new service by Orion Satellite Corp. and International Satellite Inc. but would attach conditions designed to protect Intelsat from economic harm (BROADCASTING, Dec. 12, 1983). Commerce Department officials are still reviewing report, although there seems little chance they will require major

changes. And it is understood that other major player in game, State Department, will in its report arrive at same conclusion as Commerce.

Other executive branch agencies will make contribution to administration position. One whose views have been forwarded to State Department is U.S. Trade Representative. Its position reportedly parallels NTIA's. As for when job of fashioning position will be completed, estimates range from one week to four weeks. And it was not clear whether that time frame includes further review by cabinet members and possibly White House.

Two for one

Proposal to merge broadcast deregulation bill (still awaiting final draft) and cable bill, H.R. 4103, which surfaced first during cable programing conference in December (BROADCASTING, Dec. 19, 1983) has not been forgotten. Representatives Al Swift (D-Wash.) and Tom Tauke (R-Iowa), members of House Telecommunications Subcommittee, continue to toy with idea. Legislators may turn to merger concept as last-ditch effort to move legislation through House.

Search goes on

Several contenders are under consideration to fill senior vice president of government relations post at National Association of Broadcasters, vacant for last three months. Included are Art Pankopf, consultant and former counsel, Senate Commerce Committee; Chip Andrews, government relations department, Glass Packaging Institute, and Andrew Vitali, lobbyist for American Petroleum Institute.

Stephen Halloway, associate general counsel for legislation and regulation, Commerce Department, candidate for NAB's general counselship, is also under consideration for chief lobbyist post.

In-house TV

NBC went live by satellite in two-way audio-video hookup last Thursday (Jan. 5) to enable top officials in New York to meet with and answer questions from employees assembled there and in TV studios in other NBC radio/TV markets: Chicago, Los Angeles (Burbank), Washington, Cleveland, Boston and San Francisco. (In last two, where NBC has no owned TV stations, employees gathered in studios of affiliates WBZ-TV and KRON-

TV.) Chairman Grant Tinker, Vice Chairman Irwin Segelstein and President Robert Mulholland—who held similar employee meetings in 1982 and 1983 by personally visiting each location, but wanted to save time this year—answered questions for hour and 45 minutes.

Employee concerns ranged from future of broadcasting to cramped parking lots and unavailability of hot meals at night in some locations. Officials estimated most of NBC's 6,000-plus employees took part in session or watched it.

Going national

Classical WQXR-FM New York, owned and operated by The New York Times Co., may soon become radio's next commercial "superstation." President and General Manager Warren Bodow is eyeing plans to deliver satellite signal to cable operators nationwide who will distribute it as audio service to subscribers. Distribution will be targeted for markets "which don't have a full-time classical music station," says Bodow. WQXR-FM would join WFMT(FM) Chicago in classical superstation field.

Too much to do

FCC, probably before end of February, is expected to address pending petition by Moody Bible Institute of Chicago seeking low-power FM service. Commission sources indicate that petition, being lobbied for by former FCC Chairman Richard Wiley, is "in trouble." Consensus appears to be that commission already has enough to worry about in mass media area with applications generated by low-power television, and FM applications expected to be generated from docket 80-90.

High-powered salesman

Robert Wold Co., leading satellite networking firm, may be getting into direct broadcast satellite business in small way. It is in negotiations to act as Direct Broadcast Satellite Corp.'s marketing agent, seeking customers for DBSC's high-power transponders. DBSC is only common carrier DBS operator now authorized by FCC. Its president, Wilbur Pritchard, confirmed that deal is in works, adding that Wold would work on straight commission. To line up customers now would help DBSC in its search for money to finance construction and launch of its two broadcast satellites, which will cost more than \$300 million.



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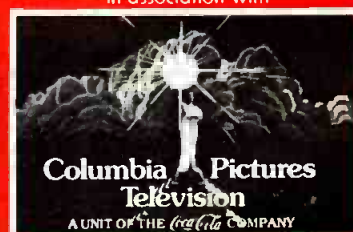
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it comes from the Harts.*

A RONA II and Spelling / Goldberg Production
in association with



ABC's ESPN interest

ABC has exercised its option and acquired 15% of ESPN, the basic cable sports network owned principally by Getty Oil ("In Brief," Jan. 2) The acquisition is valued at between \$25 million and \$30 million.

The broadcast network had faced a year-end 1983 deadline to purchase at least 10% of ESPN, or lose the opportunity to buy into the largest basic cable service, whose subscriber universe now stands at about 29.3 million, according to the latest A.C. Nielsen estimate.

ABC has contributed about \$20 million to the ESPN coffers over the past year and the investment will go towards the purchase price of ABC's newly-acquired 15% in the cable service. ABC has the added option, which runs out on Oct. 1 of this year, to acquire up to another 34% of ESPN, or 49% in all.

The two networks have also had a programming relationship. Periodically, ESPN will carry sports material owned by ABC that does not appear on the broadcast network. There is no indication, however, that ESPN will get any Olympics programming from ABC in 1984.

ESPN, which surpassed superstation WTBS(TV) Atlanta as the cable service with the largest subscriber universe late last year, is not profitable, having lost perhaps \$80 million in the four years since it went on the air. ESPN officials still maintain, however, that the service will be profitable by the end of 1984.

Philly franchise fracas

In an effort to patch relationships between city hall and the city council over cable television franchise awards in Philadelphia, Mayor Wilson Goode requested that the city council withhold granting franchise awards until his administration and newly-appointed public property commissioner can review separate recommendations advanced by the council and former mayor's office. Goode, who took office Jan. 2, made the request a week before the city council was to meet for last time in 1983. At that meeting, it was expected the council would approve franchise awards to three cable companies opposed by outgoing Mayor William Green. The council obliged.

"It was clear that Mayor Green would have vetoed the council's decision, meaning stalemate and possible litigation," explained William Epstein, a press secretary to Goode.

Cable in Philadelphia has been at an impasse since last summer when the city council and the Green administration's public property commissioner recommended different applicants for three of the four franchise areas. The city council recommended Comcast for the northwestern franchise, Rollins for the northeastern franchise, and

locally-owned Wade Communications for the western portion of the city. Bids had to be resolicited for the southern franchise after the only applicant, Times Mirror, pulled out. Mayor's Green PPC had recommended Comcast for the northwestern franchise, Cablevision for the northeastern franchise, and Inner City Cable Systems for the western area.

Goode is now talking with the city council about resolving the conflict, Epstein said. However, Goode wants to review the Green recommendations. It is not clear yet with which recommendations Goode will side. But the feeling among observers is that he will side with neither and instead try to negotiate a compromise.

A compromise may be what is needed. The mayor's office and city council may still not be seeing eye-to-eye on the matter. A spokesman for Goode emphasized that the final decision on who will wire Philadelphia rests with "the city council with the mayor, through his public property commissioner." However, the offices of two city councilmen—William Rafferty and David Cohen—said that the final decision rests solely with the council.

Both sides say cable is a top priority and in a town that has grown wary of cable promises, the matter could be resolved within a few months. "The council has always been flexible," observed Joseph Hartigan, a legislative assistant to councilman Rafferty, who chairs the public property committee. Hartigan noted that the new mayor has "given us optimism that this thing can be resolved early this year."

Padres cabled

Cox Cable in San Diego has signed an agreement with the San Diego Padres major league baseball team to cablecast 40 exclusive home games on a pay-per-view basis during the 1984 season. Cox said it would make those games available to other cable systems in the San Diego county market as well, with a subscriber universe of about 400,000.

The Cox system there claims nearly 250,000 subscribers. Cox said the PPV deal with the Padres represents the initial step toward development of a regional PPV sports network in the San Diego market, with programming other than the Padres games to be introduced perhaps later in 1984.

Cox San Diego's Mark Handler said other teams in the area have been approached and that there is "general interest" in the idea, but that substantive negotiations have not yet begun.

Cox subscribers will be offered two different PPV Padres packages—a 40-game "season package" at \$3 per game and a 20-game "mini package" at \$3.50—as well as the option of buying individual games at \$4.50 a pop. Subscribers who do not already have addressable converters in their homes will

have such converters installed. Those opting for game-by-game Padres pay-per-view must also have one-way capability on their systems.

Handler estimates that by April about 20% of the Cox system's subscriber homes will have one-way converters installed. The games will be offered primarily Monday through Friday, with commercials only between innings. The Padres will produce the games, but the team and Cox may jointly produce some pre- or post-game programming.

Promotion examination

For cable system executives wondering whether their system's promotional efforts are adequate, or whether they fall in line with industry norms, a newly-released study based on Arbitron research by the New York-based television promotion service firm, TV Extra, may provide some clues.

Based on responses from about 400 cable systems, the study determined that close to 60% of them set promotion budgets to achieve specific promotion goals, while about 20% of the systems dedicated a fixed portion of income to promotion.

As a general rule, the study found, smaller systems budget less than \$50,000 for promotion, with that figure representing less than 3% of the systems' total revenue. However, more than 40% of the systems surveyed with 25,000 subscribers or more, said they spent \$100,000 to \$550,000 on promotion and advertising.

The largest shares of promotion budgets are used for campaigns aimed at new subscribers for pay tiers (37%), and for campaigns aimed at new subscribers for the system. About 27% of the typical promotion budget is devoted to programs designed to minimize churn, the study found, noting that as the cable industry matures "more emphasis may shift to maintaining subscribers rather than obtaining new subscribers."

Promotion activity at cable systems continues at a more consistent level throughout the year than at broadcast stations, where such activity intensifies during sweep periods, the study found, although in larger systems, promotion activity appears to increase in the fall months of September and October.

Printed guides were available in half the systems surveyed, while about 19% of the systems provided electronic program guide service. And the study found that almost half of the cable systems in the country sold advertising.

The executives most likely to make promotion and advertising decisions, the study found, were the marketing manager (45%) or the system manager (36%). In larger systems, however, the marketing manager is usually the point man on promotion-related activities (64%).

Goings and comings

Greg Nathanson, senior VP, programming, Showtime, and John Sie, senior VP, sales and planning, Showtime/The Movie Channel, are leaving the recently merged pay cable service to renew old ties. Nathanson has resigned to return this week to broadcast television as vice president of programming and acquisition, Golden West Television. Nathanson was vice president of programming at Golden West's KTLA(TV) Los Angeles (later sold) until 1980, when he took on comparable duties at the short-lived Premiere pay cable service. He said the parting was amicable and was primarily due to his desire to return to broadcast television coupled with an offer from Golden West that will allow him to buy stock in the privately held firm, which reportedly has major acquisition plans in television station ownership, pay TV, cable and syndication.

Sie joins Tele-Communications Inc. as senior VP, relocating to Denver from New York. TCI, the nation's largest multiple system operator, is headed by John Malone, under whom Sie worked in 1972-77 as vice president of Jerrold, the cable equipment manufacturer. Sie will work closely with Malone as the president's assistant and a member of a newly formed operating committee. Both Sie and Nathanson insist the timing of their departure is not due to any disaffection with their newly merged former employer. Their departure "is coincidental; they both got incredibly good opportunities and they have taken them," said Stuart Ginsburg, director of public relations for the pay cable service. No successors have been named.

The "eyes" have it

Silent Network, the Los Angeles-based television production company serving deaf and hearing-impaired viewers, has formed a joint venture with Telstar Corp. for use of a satellite transponder that will enable the firm to launch a national advertiser-supported cable program service next month. Silent Network had originally expected to begin nationwide program delivery in January.

Under terms of the agreement, Silent Network will obtain two hours each Thursday, currently used by Country Music Television—a basic cable service owned by Beverly Hills-based Telstar. According to Silent Network President Sheldon Altfeld, more than 200 systems serving five million subscribers will be able to receive the new service upon its launch. The service, using Comstar D-4, will be transmitted with open captioning and/or sign language, allowing nondeaf viewers to follow the programs also.

Narrowcasting the vote

Cost-conscious politicians would do well to bypass advertising on radio, print and network television during the 1984 elections and turn to alternative technologies, according to a 17-page report entitled "Political Advertising and the New Electronic Media."

Released by Paley Communications Inc., a Washington-based communications consulting company headed by William C. Paley, the report describes advertising applications of cable, interactive cable, teletext,

videotext, computerized telemarketing and personal computers. According to the report, a political advertiser "can advertise on all of the six major cable networks for less than half the price of a single advertisement on ABC, CBS or NBC." Other advantages include longer length of the political message, a targeted audience and greater response to messages received in the individual home.

Paley said his company will co-sponsor a seminar in April on how to use the new electronic media during the elections. In the meantime, he said these new technologies were underutilized "because advertisers are very hesitant about moving into new areas. However, it's the pioneers willing to venture into new territories, who write the success stories," he said.

Paley is the son of William S. Paley, chairman and founder of CBS.

Changing medium

Controversial television preacher Eugene Scott, whose broadcasts over KHOF-TV San Bernardino, Calif., were terminated last May (BROADCASTING, May 30) after the FCC shut down the UHF station, has announced plans to introduce The University Network as a new basic cable program service on a leased-time basis. Scott, pastor and president of Wescott Christian Center and Faith Center Churches, based in Glendale, Calif., is currently leasing several hours of time each day from the National Christian Network and is also seen on several UHF stations.

A new Scott-founded venture, The Unchannel, surfaced at last month's Western

Cable Show, proposing to offer The University Network to interested cable systems. Scott's program is described by its promoters as "designed to unsettle a cable industry with its intention to be untraditional, unreligious, unorthodox, unintimidated, unusual, unstructured, unstilted, unwound, unafraid, unreverent, unrated, unstupid, and, above all, unborning."

KHOF-TV, licensed to Faith Center, ceased operations last May 23 as the result of a long-running legal dispute with the FCC. The commission refused to renew the station's license in 1980 after the station withheld materials sought in investigation of complaints that Scott had raised money on the air for one purpose and spent it for another.

Making it permanent

A telecommunications task force set up by the city of Los Angeles has recommended that a department of telecommunications be formed to oversee cable regulation in the city's 14 franchise areas. The task force, which has only advisory authority, was set up in August 1981 to explore cable regulation alternatives. Los Angeles is currently regulating cable under a 1927 ordinance administered by the city's department of transportation. An earlier report by communications consultant Howard Oam had estimated that the new department's proposed \$1.2-million annual budget would be easily covered by franchise fees. The Los Angeles city council is expected to vote on the task force recommendation in 1984. All but two of the city's cable franchises are expected to come up for renewal in 1987.

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Monday Memo

A broadcast-government relationship commentary from James Miller, FTC

The media-FTC relationship

For the Federal Trade Commission, perhaps more than most, the government-media relationship is crucial to the performance of its mission. Let me explain.

In 1938, long before the rise of the consumer movement, Congress granted consumer protection authority to the FTC. We are responsible for enforcing laws against unfair or deceptive acts or practices, including deceptive advertising, fraudulent mail order practices and discrimination in the issuance of credit.

Like President Reagan's other appointees, I came to my position with a plan of action. I wanted to clarify the law and enforce it vigorously. I wanted businesses to know of their responsibilities. And, I wanted consumers to know of their rights. The media's role in accomplishing these objectives is critical.

A few weeks ago the FTC released a series of six public service announcements to 7,100 radio stations. The topic: how to buy a used car. The spots advised listeners what to look for when they went shopping. Already we are hearing from radio stations telling us how much their listeners appreciate the spots.

In January 1983, we published the "Mortgage Money Guide," explaining the various forms of creative financing now available to home buyers. Radio and television news and public affairs broadcasts gave the brochure extensive coverage. In addition, the PSA promoting the guide was aired frequently. As a result, consumers requested 300,000 copies in nine months, making it our all-time best seller.

Early last year we noticed a flood of ads offering new car financing at unbelievably low interest rates—6%, 5%, even no interest. The ads appeared in the Midwest and the South, then spread across the country. They sounded too good to be true and, of course, they were. We knew that, but some dealers didn't, and we were afraid many car buyers would be misled.

The challenge: how to get the information out quickly. The answer: Plug into the marketplace for information. Radio and television carried our message loud and clear. Within a short time the deceptive ads disappeared. Consumers were warned, and auto dealers—mostly small-business people—were put on notice. The job simply could not have been done without the powerful impact of broadcasting.

We were even more ambitious after a survey of real estate advertisements showed an astonishing lack of compliance with the Truth in Lending Act. For six months, we



James C. Miller III has been chairman of the Federal Trade Commission since Oct. 5, 1981. He holds a PhD in economics from the University of Virginia. His government tenure includes positions with the Office of Management and Budget, Presidential Task Force on Regulatory Relief, Department of Transportation, Council of Economic Advisers and National Bureau of Standards. In addition, Miller has been an associate professor of economics at Texas A&M and a research associate at the Brookings Institute and the American Enterprise Institute.

monitored real estate display advertising very closely in 16 major cities. When we spotted an ad that was not in compliance, we contacted the advertiser. In almost every case, the ads were corrected immediately. Advertisers and agencies even sent us letters of thanks for bringing the violation to their attention. In six months we had brought 1,300 advertisers into compliance with the law. This meant advertising was clearer, and consumers could compare features among credit advertisers more easily.

Had we taken the traditional approach of simply suing violators, we could have brought only a handful of cases in that same time. That is not to say we no longer sue those who violate the law. We do. But those suits were not sufficient to get out the message about the law's requirements. We have expanded this program of close supervision of real estate advertising nationwide, and those who do not comply with the law will be prosecuted. The electronic media have

again been crucial in spreading the word.

Yet, it has become clear to me that the media do far more than merely transmit words or pictures. The lesson I draw from these examples is that reporters' underlying attitudes and approaches affect the information itself and their viewers' or listeners' comprehension.

Let me tell you about a current case. The commission has just accepted a consent agreement with General Motors that, for the first time, will allow the owner of any GM car with a transmission or engine problem to have an independent arbitrator resolve the dispute. The decision will be binding only on GM. We are asking broadcasters to assist us in letting owners of GM cars know about this significant development. Whether GM owners believe the process is fair, whether they believe they can use the agreement conveniently and what they understand about materials needed for the arbitration will depend almost entirely on how the commission's action is reported.

The interpretative role of the reporter places a special responsibility on those who cover the FTC. Ours is a difficult beat. We use a lot of jargon such as "vertical restraints" and "market imperfections." Our issues are often complex and technical, involving several levels of analysis, both legal and economic.

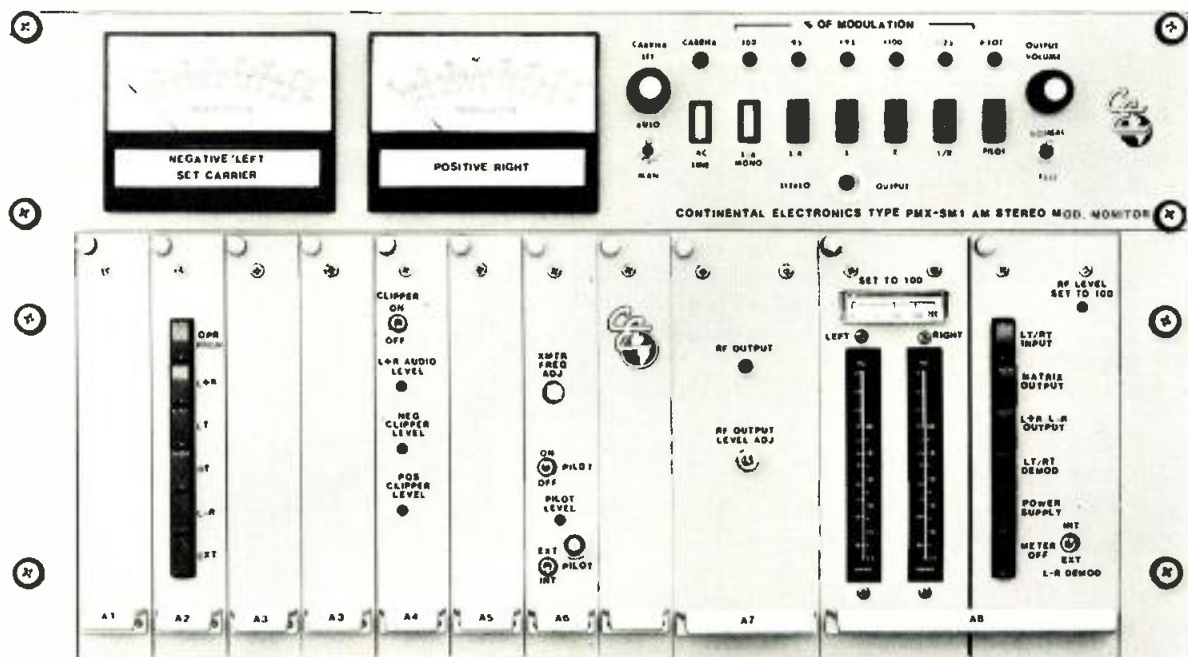
Moreover, we are prohibited by statute from explaining what we are doing in many nonpublic matters, even from confirming we are doing anything. Thus we are particularly vulnerable to misinformation and incorrect rumors. I have seen reports that we were ignoring specific instances of alleged law violations when, in fact, we were investigating them at that very moment. Nor is it unheard of to see an occasional editorial blasting us for doing something that we weren't even considering. Reporters know better than anyone else how difficult it is to correct a story after the fact.

Despite the occasional glitches, the FTC works effectively with the media. To communicate accurately and continually takes a little extra work, and perhaps a little forbearance, on both our parts.

We in government and you in the media may sometimes find ourselves partners; at other times, we may be adversaries. I invite, indeed I encourage, the media to scrutinize our actions. I expect the media will not always like what they see at the FTC, any more than I will always like what I see in the media. But that is inevitable.

What's important to remember is that out of our relationship comes an informed consumer and honest producer. That, I submit, makes it all worthwhile.

Your winning combination for AM Stereo



Is AM Stereo ready to move up?

Market-place decisions notwithstanding, the recent introduction of receivers able to decode signals from any of the four systems in use today makes it easier for broadcasters to move ahead with AM Stereo plans.

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The Winning Combination

Our Type 302A Exciter, developed for the PMX System, and our new Type PMX-SM1 AM Stereo Modulation Monitor give you a superior package for AM Stereo broadcasting.

We've built a world-wide reputation for high-quality AM transmitters that offer unmatched

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Ultimately, the day-to-day operation of your AM Stereo System will depend upon equipment and service.

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Business Briefly

TV ONLY

R.J. Reynolds □ Full-quarter campaign for Patio Foods, frozen Mexican entrees, begins today (Jan. 9) in 18 markets and will run through March 18. Spots will air in day time and early and late fringe. Target: women, 25-54. Agency: Marschalk Co., New York.

Perkin Elmer □ Business computers will be highlighted in four-week flight beginning today (Jan. 9) in six major markets. Cable campaign is also scheduled for same time on Madison Square Garden Network, cable systems in San Francisco area and WOR-TV New York. All spots will air in sports and news programing. Target: corporate men. Agency: A C & R Advertising, New York.

Ciba Geigy □ Accutrim diet pills will be promoted in nine-week flight beginning today (Jan. 9) in West Coast markets. Commercials will air in early and late fringe. Target: women, 18-49. Agency: Corinthian Communications, New York.

Pacific Bell Yellow Pages □ Two-month corporate campaign promoting business usage will begin this week in nine California markets. Campaign promoting consumer use began in December and will also run until February. Spots for consumers are airing in day time and early and late fringe. Business spots will air in late fringe, prime time and sports programing. Target: adults, 25-54. Agency: Foote, Cone & Belding, San Francisco.

Subaru □ Automobiles will be highlighted in five-week campaign beginning Jan. 16. Spots will air in 25 markets in early and late fringe, prime time and early and late news. Target: adults, 25-49. Agency: Walker &

Associates, Memphis.

Holsum Bakeries □ Variety of breads will be advertised for four weeks in four markets, beginning in late January. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: W.E. Long Advertising, Chicago.

Warner Cosmetics □ Vanderbilt Perfume will be promoted in three-week campaign beginning Jan. 23. Spots will air in 15-20 major markets in day time, prime time and late fringe. Target: perfume purchasers. Agency: Geers Gross, New York.

Citicorp □ Choice credit card will be promoted in five-week flight beginning Feb. 1, in five markets: Norfolk and Richmond, both Virginia; Denver; Baltimore, and Washington. Commercials will air in day time, early fringe, prime and late news. Target: adults, 25-49. Agency: Marschalk Co., New York.

RADIO ONLY

Domino's Pizza □ Retail chain will begin three-week flight next week in about 10 markets in South. Commercials will be scheduled in all dayparts. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

Borden's Inc. □ Cottage Fries potato chips will be spotlighted in two flights of three or four weeks, starting on Jan. 16 and continuing until late March. Spots will air in all dayparts on weekdays and weekends in nine markets including Philadelphia; Boston; Pittsburgh; Charlotte, N.C., and Rochester, N.Y. Target: adults, 25-54. Agency: McDonald & Little, Atlanta.

Norseland Foods □ Three-week flight for Jarlsburg cheese is scheduled to begin in mid-February in 12 markets, including Boston, Chicago, Philadelphia, San Francisco and Washington. Commercials will be carried in all dayparts on weekdays and weekends. Target: women, 25-54. Agency: Media Management Inc., Westport, Conn.

RADIO AND TV

Bell Atlantic □ Business equipment and services will be promoted in first-quarter flights Jan. 16-March 25 on radio and Jan. 28-March 25 on TV. Radio spots will air in drive times in 10 markets, and TV spots will air in early and late news, sports and prime time in eight markets. Target: men, 25-54. Agency: Ketchum Communications, Pittsburgh.

Hardee's □ General product campaign will begin Feb. 6 for four to six weeks in more than dozen markets. TV spots will air in early and late fringe and prime time; radio support will vary by market. Target: adults, 18-49. Agency: Benton & Bowles, New York.

Pacific Bell □ Gold pages, service coupons in Yellow Pages, will be promoted in seven California markets beginning Feb. 6 for four weeks. TV and radio spots will be placed in various dayparts. Target: adults, 18-plus. Agency: Foote, Cone & Belding, San Francisco.

Doric Foods □ Four-week flight for citrus juice products will begin in late February in 52 television markets, supplemented by campaign in 11 black radio markets and 18 Spanish-language radio and 15 Spanish-language TV markets. Commercials will run in all dayparts. Target: women, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

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Rep Report

To P/W Radio Representatives: KNAN(FM) Monroe, La., from Frederick W. Smith; WSBH(FM) Southampton, N.Y., from Savalli & Schutz; WAGR(AM) Baltimore (no previous rep).

□

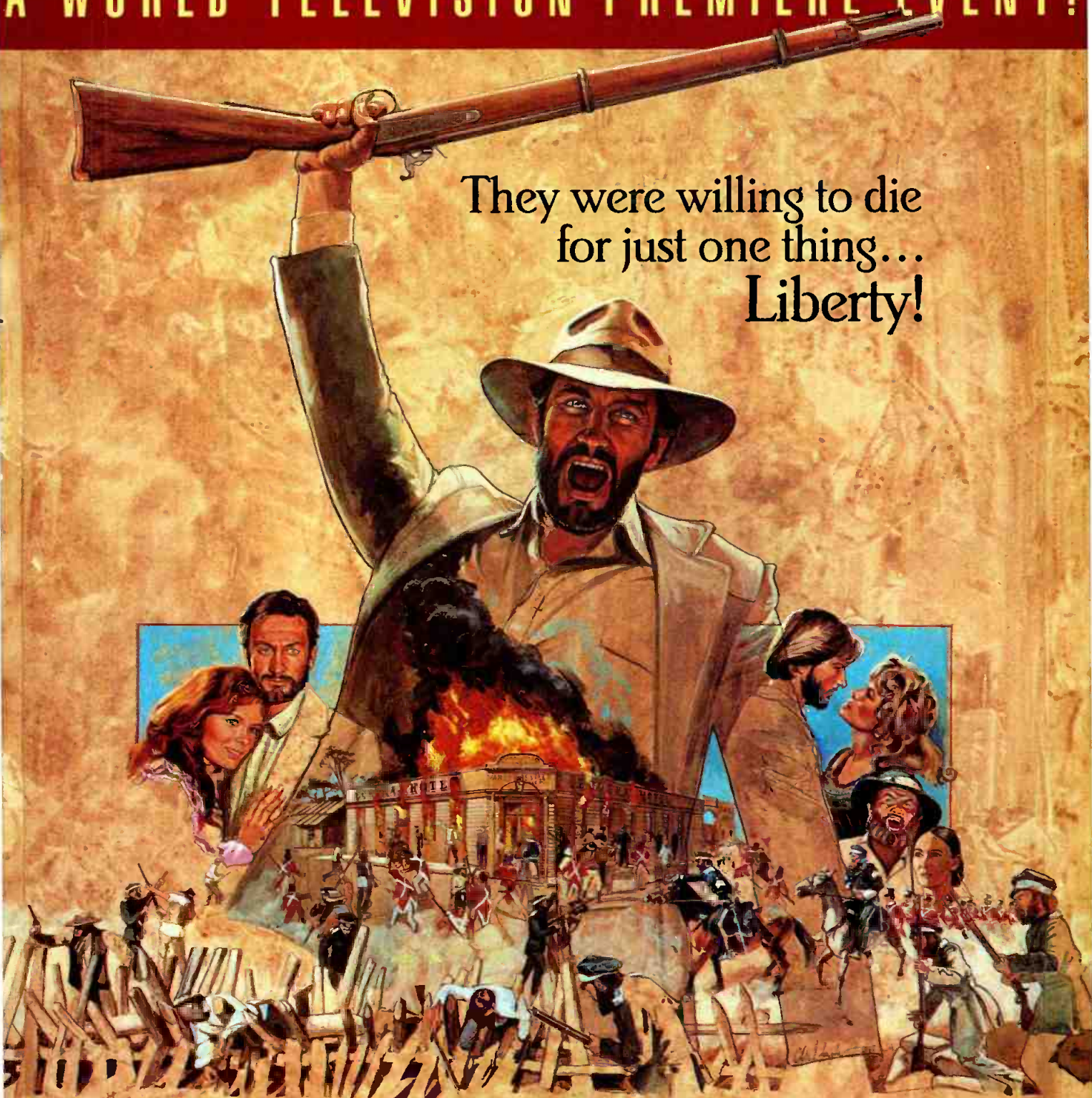
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AdVantage

NAD cases settled. National Advertising Division of Council of Better Business Bureaus Inc. handled nine challenges to national advertising, including four on television, in November. NAD reviewed and substantiated television advertising for Morton Thickol Inc., Texize Division (Glass Plus glass cleaner) and Uniroyal Inc. (Tiger Paw Plus tire). Modified or discontinued were TV commercials for Converse Inc. (sports footwear) and Warner-Lambert Co. (Anusol suppositories).

Dancer looks at cable. Dancer Fitzgerald Sample, New York, has issued yearend review of advertiser-supported cable television networks and has concluded that advertisers should continue to follow audiences into cable. It adds that "bigger opportunity is to lead and lure them with advertiser-produced programming as well." Report also recommends such cable networks as superstation WTBS(TV) Atlanta, Cable News Network and USA Cable to reach general appeal audiences: For more targeted appeal, DFS suggests Black Entertainment Television, Entertainment and Sports Programming Network, Lifetime and Music Television. DFS's report also contains listing of more than 20 advertiser-supported networks, providing such information as ownership, distribution, hours on air, programming, commercial information and agency's evaluation of service.

Ad support. Procter & Gamble has agreed to underwrite *Cover Story*, 17-part prime time series of celebrity profiles to be cablecast on USA Cable Network this year. Half-hour program will be produced and directed by Rift Fournier for two showings in prime time and two repeats in other dayparts. Terms of agreement were not announced.

Triumverate. WNJU-TV New York, WBBS-TV Chicago and KSCI-TV Los Angeles, three Spanish-language stations, have formed NetSpan to represent stations in sale of national advertising spots within their respective markets. Joint representation was initiated to help national advertisers expand their reach in Hispanic demographic. Chicago, Los Angeles and New York represent 45% of Hispanic viewing audience. Agreement will also allow stations to buy programming as network and includes shared use of three stations' news product and facilities.

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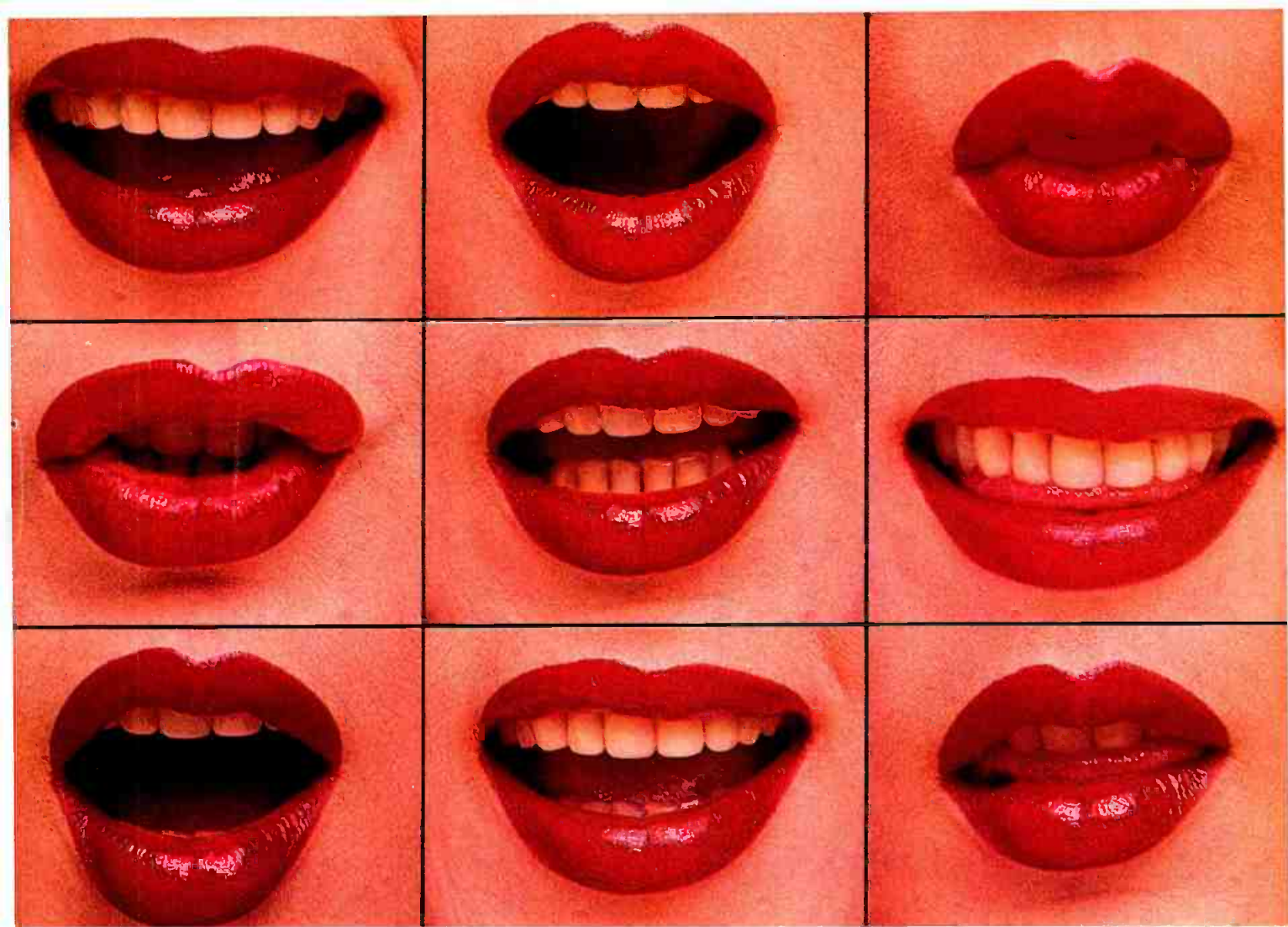
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It's fast, outrageous, wildly funny and totally unpredictable! Just imagine, hilarious put-ons of Michael Jackson, Kenny Rogers & Dolly Parton, Diana Ross, John

Travolta and Stray Cats...so ingenious you can barely tell them from the originals!

Celebrity judges award big cash prizes. But everyone is a winner as manicurists, garage mechanics, cooks, lawyers, bank tellers, students and bakers shine for one exhilarating moment in the spotlight of glamour and glitter!

Puttin' On The Hits is a perfect way to reach big audiences of young adults, teens and kids—week after week! You gotta see it to believe how good it can be!

PUTTIN' ON THE HITS

A Chris Bearde Production in association with the dick clark company, inc.

26 Originals + 26 Repeats. Available Fall 1984.

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MCA TV'S DECLARATION



MAGNUM Tom Selleck—America's favorite—stars in America's premiere syndicated series! Available Fall 1986.

PUTTIN' ON THE HITS This first-run, half-hour comedy-music show features real people from everyday life in hilarious lip-sync put-ons of today's top recording stars! A sure winner among young adults, teens and kids. Available Fall 1984.



QUINCY It's all here—mystery, action, Emmy-winner Jack Klugman and big numbers in its first year in syndication!



UNIVERSAL'S MOST WANTED LIST The giant movie hits—*Jaws II*, *The Four Seasons*, *The Electric Horseman*, *Smokey And The Bandit II*, *Conan The Barbarian*, *The Jerk*, *The Deer Hunter*, *Nighthawks* and more!

FOR INDEPENDENTS '84

Here's a superb selection of syndicated and advertiser-supported programming that can—during this leap year—give you a real jump on your competition!



SWITCH Following a smash 1st season in syndication, Robert Wagner and Eddie Albert are coming back for a 2nd season of advertiser-supported programming, with all newly-released episodes of this stylish, action series!



VOYAGERS! Its outstanding network performance among children and teens points to big syndication numbers for this weekly hour advertiser-supported, sci-fi/fantasy adventure. Available Fall 1984.



HARDY BOYS/NANCY DREW MYSTERIES Coming back for an unprecedented 4th season of advertiser-supported programming. 46 superbly-produced episodes that zero-in on young adults, teens and children.



THAT'S INCREDIBLE Network TV's most successful action-oriented reality hour. More than 800 astounding feats of *pure action* that syndication audiences love to watch. Hosted by John Davidson, Cathy Lee Crosby and Fran Tarkenton. Available as an hour series and in a new, half-hour format.



PLUS The BJ/Lobo Show, Buck Rogers, House Calls, The Hit List, Quest For Gold, Woody Woodpecker.

MCA TV

This week

Jan. 7-10—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas.

Jan. 8-10—*California Broadcasters Association* annual convention. Speakers include FCC Chairman Mark Fowler, Mutual Broadcasting System President Martin Rubenstein, radio talk show host Larry King and actor Ed Asner. Jack Valenti, president, Motion Picture Association of America, and Richard Wiley, former chairman of FCC and now Washington attorney and consultant to CBS, will discuss financial interest. Sheraton Plaza hotel, Palm Springs, Calif.

Jan. 9—Deadline for entries in George Foster Peabody Awards for public service by radio and TV, sponsored by *University of Georgia, School of Journalism and Mass Communications*. Information: (404) 542-3785.

Jan. 9—Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements in journalism. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Jan. 10—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York. Information: (212) 935-3995.

Jan. 10—*New York chapter, American Women in Radio and Television*, seminar, "Advertising Trends Projections." Clairol headquarters, 345 Park Avenue, New York.

Jan. 10—*Louisiana Association of Broadcasters* breakfast with Congressman Henson Moore (R-La.). Hilton, Baton Rouge.

Jan. 10—*Louisiana Association of Broadcasters* luncheon with Congressman Billy Tauzin (D-La.). Scalfini restaurant, Metairie, La.

Jan. 11—*Illinois Broadcasters Association* board of directors meeting. Springfield Hilton, Springfield, Ill.

Jan. 11—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 12—*American Marketing Association, Washington chapter*, luncheon meeting. Key Bridge Marriott, Washington.

Jan. 12-13—*Corporation for Public Broadcasting* board meeting. CPB headquarters, Washington.

Jan. 12-13—*Virginia Association of Broadcasters*

■ Indicates new or revised listing

winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

■ **Jan. 13**—*Louisiana Association of Broadcasters* luncheon with Congressman Jerry Huckaby (D-La.). Ramada Inn, Monroe, La.

Jan. 14-18—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

Jan. 15—Deadline for entries in Champion Media Awards for Economic Understanding, *Amos Tuck School of Business Administration at Dartmouth College*, sponsored by *Champion International Corp.* Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRIT, (202) 296-0009.

Also in January

Jan. 15-20—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 16—Deadline for entries in JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia* and *JC Penney Co.* Information: (314) 882-7771.

Jan. 17—*International Radio and Television Society* newsmaker luncheon, "Ratings or Responsibility—the Challenge to Talk Radio." Waldorf-Astoria, New York.

Jan. 17—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

Jan. 17—*Southern California Cable Association* meeting. Speaker: Ron Castell, Satellite Television Corp. Airport Hilton, Los Angeles.

■ **Jan. 17**—*Women in Communications, New York chapter*, meeting. Equitable Life Insurance Building, New York.

■ **Jan. 17**—Third meeting of technical group of *Advanced Television Systems Committee*, on enhanced 525 television. National Association of Broadcasters headquarters, Washington.

Jan. 17-19—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Macon, Ga.

Jan. 18—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

Jan. 18—*New York chapter, National Academy of*

Television Arts and Sciences, drop-in luncheon. Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, New York.

■ **Jan. 18**—*American Women in Radio and Television* newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Capitol Hilton, Washington. Information: (202) 457-4517 or Dottie Townsend, (202) 223-3466.

Jan. 18—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

Jan. 18-20—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 19—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

■ **Jan. 20**—*Pacific Pioneer Broadcasters* luncheon meeting. Sportsmen's Lodge, Los Angeles.

Jan. 20-21—*Colorado Broadcasters Association* 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

■ **Jan. 21**—*Kansas Association of Broadcasters* management conference. Midtown Holiday Inn and Holidome, Wichita, Kan.

■ **Jan. 21-22**—Meeting of *National Academy of Television Arts and Sciences* board of directors and officers. St. Regis hotel, New York.

Jan. 23-27—*MIDEM '84*, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Seslowsky, Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791; (516) 364-3686.

Jan. 24-26—*Washington Journalism Center's* conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

■ **Jan. 25**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Mary Alice Dwyer-Dobbin, VP-programing, Lifetime, new 24-hour cable channel created by merger of Cable Health Network and Daytime. Copacabana, New York.

Jan. 25—*New Jersey Broadcasters Association* semi-annual sales seminar. Holiday Inn, North Brunswick, N.J.

■ **Jan. 25**—"Advertising and Cable: Beyond the New Frontier," sponsored by *Southern California Cable Association and Advertising Club of Los Angeles*. Luncheon speaker: Robert Wussler, executive VP, Turner Broadcasting System Inc. Beverly Hilton hotel, Los Angeles. Information: Ad Club of Los Angeles, (213) 382-1228.

■ **Jan. 25**—*Women in Communications, New York*, meeting. Speaker: Sandi Freeman, CNN. Essex House, New York.

■ **Jan. 26-27**—"Computers and the Shaping of Communications Policy," tutorial sponsored by *Washington Program, Annenberg School of Communications*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

Jan. 27-29—*Florida Association of Broadcasters* annual midwinter conference. Ponce de Leon lodge, St. Augustine, Fla.

Jan. 28-31—*Radio Advertising Bureau's* managing sales conference. Speakers include John Naisbitt, author of *Megatrends*; Dr. Norman Vincent Peale, author and lecturer, and Richard DeVos, co-chairman, Mutual Broadcasting System, and president, Amway Corp. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Washington.

Jan. 30—Deadline for reply comments on FCC pro-



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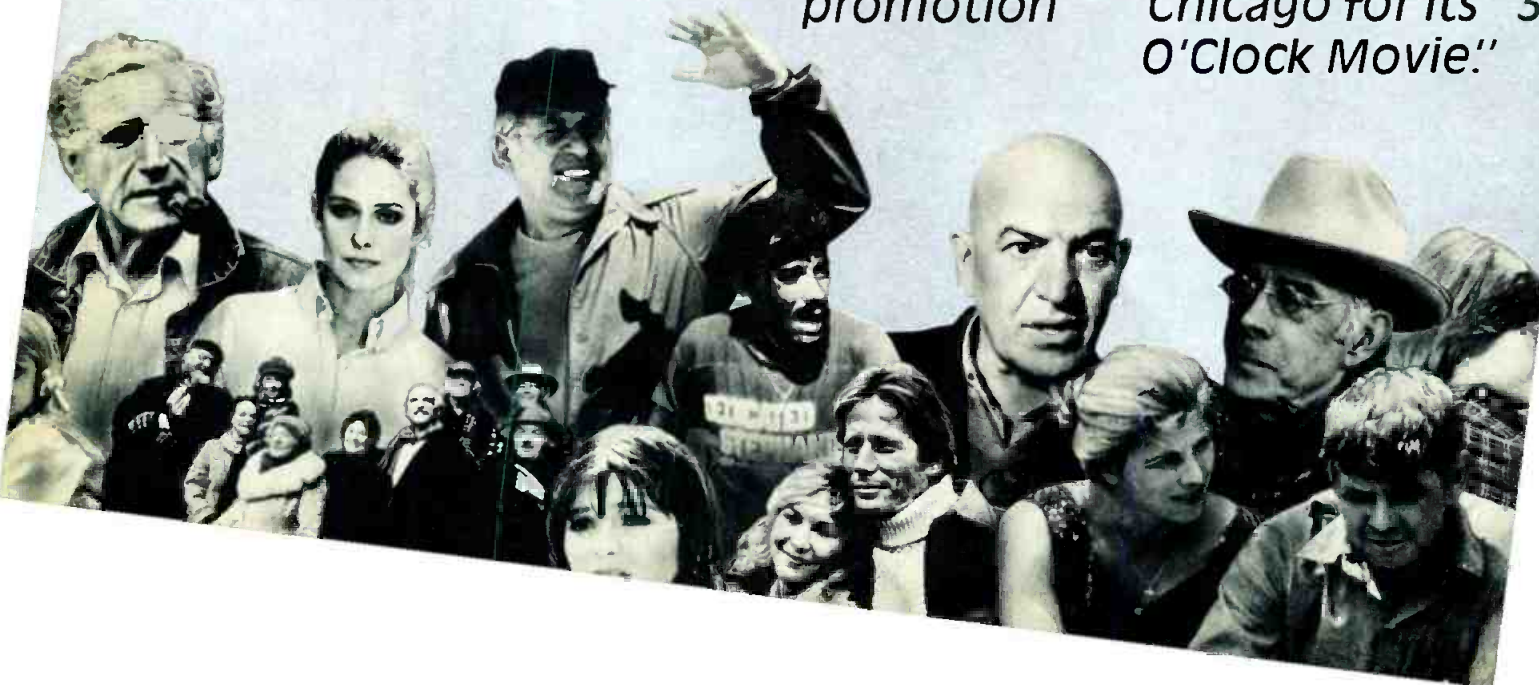
Telepictures 1 and Telepic

This November, when WLS-TV, Chicago wanted the strongest movies to play in the sweeps, they turned to the Telepictures 1 and Telepictures 2 movie packages. In this highly important rating period they

elected to run "Murder In Texas (Part 1 & 2)," "The Last Song," "The Suicide's Wife," "The Promise of Love," and "Before and After" as "trump cards" for their "3 O'Clock Movie," and backed them with an extensive promotion

campaign to assure the strongest ratings performance.

And perform they did. Every Telepictures title placed #1 in its time period, beating all competition and helping WLS-TV to capture the #1 position in Chicago for its "3 O'Clock Movie."



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And not only did the movies of Telepictures 1 and Telepictures 2 outperform the competition, they also outdistanced all other "3 O'Clock Movie" titles run in the sweeps and produced higher ratings than the "3 O'Clock Movie" has pulled for the past 4 sweeps.

WLS-TV CHICAGO 3 O'CLOCK MOVIE

NOV 83 **Telepictures 1 & 2 Movies** 10.4/27

NOV 83 **ALL OTHER TITLES** 9.6/25

JULY 83 **3 O'CLOCK MOVIE** 7/20

MAY 83 **3 O'CLOCK MOVIE** 7/21

FEB 83 **3 O'CLOCK MOVIE** 8/22

NOV 82 **3 O'CLOCK MOVIE** 9/23

Source: NSI As Noted

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Ninety seconds of humor and humanity every weekday in '84!

Mark Shields... On the Campaign Trail

Election year—and all the political promises, all the analysis, all the 'profound' commentary—looms ahead.

Thank goodness, then, for Mark Shields! His wisdom, wit and warmth is blessed relief from most of the political musings you'll be hearing during 1984.

Shields, nationally syndicated columnist and network commentator, brings nonpartisan good sense and incisiveness to his observations of the political scene. He'll be traveling throughout the country and to both conventions to comment first-hand on the '84 campaign. And the 90-second radio journal he'll broadcast live twice each weekday starting January 2, 1984, promises to be thought-provoking and fun.

Mark Shields...On the Campaign Trail is an AP feature which will be fed for live use at 7:10 A.M. and 10:10 A.M. (Eastern Time) over the AP Radio Network, and may also be taped for later broadcast.

Add a bright note to your '84 program schedule: **Mark Shields...On the Campaign Trail**. For more information, contact John Sullivan at (800) 424-2302.

This program is produced by PubSat, the Public Affairs Satellite System, and is underwritten by The LTV Corporation.



Public Affairs Satellite System, Inc.



posed rulemaking on use of aural subcarrier in TV-baseband. FCC, Washington.

Jan. 31—Deadline for entries in 16th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Caroline Croft, (202) 628-1300; 1031 31st Street, N.W., Washington 20007.

■ **Jan. 31**—Deadline for entries in *Global Village* 10th annual documentary festival, supported by *National Endowment for the Arts* and *New York State Council on the Arts*. Information: Global Village, 454 Broome Street, New York, N.Y., 10013; (212) 966-7526.

February

■ **Feb. 1**—*New York TV Academy* general membership meeting. RCA Recording Studios, New York.

Feb. 1—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of American legal system. Information: Margaret Reilly, ABA, 33 West Monroe Street, Chicago, 60603; (312) 621-1730.

Feb. 1-6—*International Radio and Television Society* annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—*International Radio and Television Society* newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlich, ABC. Waldorf-Astoria, New York.

■ **Feb. 2-3**—"Alternative Distribution of Technologies: The Technological Basis of Local Competitive Entry," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Headquarters of Washington Program, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

Feb. 3-5—*Northwest Broadcast News Association* annual meeting. Sheraton-Ritz hotel, Minneapolis.

Feb. 5—Deadline for entries in "Mark of Excellence" contest, recognizing student reporters, editors, broadcasters, cartoonists and photographers, sponsored by *Society of Professional Journalists, Sigma Delta Chi*. Information: Virginia Holcomb, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611; (312) 649-0224.

Feb. 5-7—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

Feb. 6-7—*Michigan Association of Broadcasters* winter conference. Harley hotel, Lansing.

Feb. 7—*West Virginia Broadcasters Association* sales seminar. Sheraton-Lakeview Resort, Morgantown, W. Va.

Feb. 7—*New York chapter, American Women in Radio and Television*, seminar, "Computers and the Communications Field." Clairmont headquarters, 345 Park Ave.

Major Meetings

Jan. 14-18—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

Jan. 15-20—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31—*Radio Advertising Bureau's* managing sales conference. Amlac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

March 7-10—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

March 27-28—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York.

April 8-12—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 24-29—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's

Anatole, Dallas.

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6—*National Cable Television Association* annual convention, Las Vegas Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 26-29—*National Association of Broadcasters'* Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 6-8—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

Sept. 16-19—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

■ **Sept. 21-25**—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Nov. 7-9—*Television Bureau of Advertising* 30th annual meeting. Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

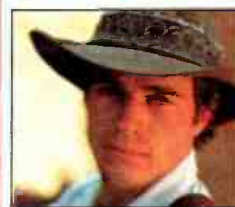
Nov. 18-21—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEAM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

VOYAGERS

#1 CHILDREN... #4 TEENS

VIEWERS-PER-SET IN ALL OF PRIME TIME NETWORK TELEVISION!



This kind of audience composition translates into enormous syndication success for *Voyagers*—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as *Buck Rogers*, *Battlestar Galactica* and *Star Trek* and the advertiser-supported *Hardy Boys/Nancy Drew Mysteries*. *Voyagers* is an ideal way to zero-in on children, teens and young adults!

In each episode, Jon-Erik Hexum—currently one of TV's hottest stars (*Making of a Male Model*)—

and Meeno Peluce, as two youthful time travelers, zoom back into the past and into breathtaking adventures that include battling gladiators in ancient Rome, rescuing President Lincoln from a rebel prisoner-of-war camp, plotting Lawrence of Arabia's escape from death at the hands of the Turks, and thrilling encounters with Marco Polo, Babe Ruth, Robin Hood, Billy The Kid, Cleopatra and others.

What's more, *Voyagers*—a Scholastic Production in association with Universal Television—can be played in access by *all* stations!

Voyagers

20 hour episodes & 20 repeats. Available September 1984.
Advertiser-supported programming from MCA TV.

Plus! When you sign on for *Voyagers*, we'll add 10 hour episodes of *Those Amazing Animals* for telecasting during the summer months—giving you a full year of exciting youth-oriented programming that can play in access!

MCA TV

INTV Biltmore Hotel/Suite 6357
Ask for the *Voyagers* tape.

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features for syndication.

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Warner Bros. Television Distribution



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nue, New York.

Feb. 7-8—Arizona Cable Television Association annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 8—Broadcast Pioneers "Mike Award" dinner. Hotel Pierre, New York.

Feb. 8—West Virginia Broadcasters Association sales seminar. Charleston Marriott, Charleston, W. Va.

■ **Feb. 8—New York chapter, National Academy of Television Arts and Sciences**, meeting. Speaker: Larry Kirkman, executive director, AFL-CIO's labor institute of public affairs. Copacabana, New York.

■ **Feb. 9-10—"Alternative Local Distribution Technologies: The Technological Basis of Local Competitive Entry,"** tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Ave., S.W., suite 750, Washington. Information: (202) 484-2663.

Feb. 9-14—NATPE International 21st annual confer-

ence. San Francisco Hilton and Moscone Center, San Francisco.

Feb. 10-11—18th annual Society of Motion Picture and Television Engineers television conference. Theme: "Image Quality—A Time for Decisions." Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

Feb. 14—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 15—Deadline for entries in Broadcasters Promotion Association's International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

Feb. 15—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by *Women in Communications*. Information: (512) 346-9875.

Feb. 15—Deadline for entries in Wilbur Awards, honor-

ing excellence in "presentation of religious values by radio and television stations and producers, sponsored by *Religious Public Relations Council*. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

Feb. 15—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by *Athens Center for Film and Video* and supported by grants from *National Endowment for the Arts, Ohio Arts Council* and *Ohio University College of Fine Arts*. Information: (614) 594-6888.

Feb. 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Westin St. Francis, San Francisco.

■ **Feb. 16-17—"Segmenting the Media Markets: The New Broadcast Technologies,"** tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, suite 750, Washington. Information: (202) 484-2663.

Feb. 16-19—"Communications and the New Technologies," 13th annual communications conference. *Howard University*, Washington.

Feb. 21-23—Washington Journalism Center's Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

■ **Feb. 22—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Robert Frye, executive producer, *World News Tonight*. Copacabana, New York.

Feb. 23—National Association of Broadcasters nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

■ **Feb. 23—American Advertising Federation West Coast "Advertising and Public Policy Seminar."** Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

Feb. 23-26—Technology Entertainment Design (T.E.D.) Communications Conference. Keynote speaker: Frank Stanton, President Emeritus of CBS Inc. Participants include Steve Sohmer, senior VP, NBC Entertainment, and Carl Spielvogel, chairman and chief executive officer, Backer & Spielvogel Advertising. Monterey Conference Center, Monterey, Calif. Information: Judi Skalsky, (213) 854-6307.

■ **Feb. 23-26—Oklahoma Association of Broadcasters** annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 28—International Radio and Television Society Gold Medal banquet. Waldorf-Astoria, New York.

■ **Feb. 28-29—"Cable Television and Satellite Broadcasting,"** conference sponsored by *Financial Times*, London. InterContinental hotel, London. Information: Financial Times Conference, Minister House, Arthur Street, London, EC4R 9AX; telephone, 01-621-1355.

■ **Feb. 28—Association of National Advertisers** television advertising workshop. Luncheon speaker: James Duffy, president, ABC-TV Plaza hotel, New York.

■ **Feb. 29—Association of National Advertisers** media workshop. Luncheon speaker: Frank Gifford, ABC Sports. Plaza hotel, New York.

■ **Feb. 29—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Al Jerome, president, NBC Television Stations Division. Copacabana, New York.

■ **Feb. 29—Broadcast technology chapter, Institute of Electrical and Electronics Engineers**, meeting.

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BE's FS-30 Stereo Generator For FM



Here's What Customers Say...

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 "Greatest separation ever!"..... WQRS-Detroit, MI
 "People hear sounds never heard before!"..... KLAZ-Little Rock, AR
 "Amazing separation, very happy!"... WCCO-Minneapolis, MN
 "Perfect match with FX-30, very pleased!"..... KEZK-St. Louis, MO
 "Listeners claim noticeable difference"..... Wisc. Ed. Net., Madison
 "Love it. Well built. Easy to install"... WPCH-Atlanta, GA
 "Sound separation best ever!"..... WINQ-Winchendon, MA
 "Sounds exceptionally clean!"..... KIOU-Corpus Christi, TX
 "Fantastic sound!"..... WMEZ-Pensacola, FL
 "We don't want our competitors to know what gives us our new unique sound!"..... *Call letters withheld by request.*

For more information on the Model FS-30 FM Stereo Generator, call or write Joe Engle at:

BE BROADCAST ELECTRONICS INC.

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606, (217)224-9600, TELEX: 25-0142

Errata

Alan Cohen, who joined Jack Hilton Productions, New York, came from **ABC Entertainment**, not NBC Entertainment, as reported in "Fates and Fortunes," Dec. 19, 1983.

**JUST ADDED-Z100 NEW YORK,
THE #1 STATION IN THE #1 MARKET!**

40 TOP SATELLITE SURVEY



**WITH DAN
INGRAM**

Something new and unique in contemporary hit radio.

Fresh from the explosive success of our A/C TOP 30 USA countUP, RADIORADIO now brings stations a new super-lively CHR countUP program—TOP 40 SATELLITE SURVEY. This new innovative weekly program gives you:

- Outstanding nationally known host, Dan Ingram...
- Three exciting hours of music weekly in our exclusive countUP format...
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A professional's guide to the intermedia week (Jan. 9-15)

Network television □ PBS: (check local times) *National Geographic: Among the Wild Chimpanzees*, Wednesday 8-9 p.m.; *Democratic Presidential Debate*, Saturday 3-6:30 p.m.; ABC: *Something About Amelia* (movie), Monday 9-11 p.m.; *Foul-Ups, Bleeps & Blunders** (comedy), Tuesday 8-8:30 p.m.

Cable □ HBO: *All the Rivers Run* (four-part mini-series), Monday 8-10 p.m. [to be concluded next week]; *Growing Up Stoned* (documentary), Tuesday 8-9 p.m.; *The Everly Brothers Reunion Concert*, Saturday 9-10 p.m.; Showtime: *Steve Martin: An Homage to Steve* (comedy), Wednesday 8-9 p.m.



The Everly Brothers on HBO

Museum of Broadcasting □ (1 East 53d Street, New York) *Fred Astaire: The Television Years*, 25 hours of dance specials, now-Jan. 28; *Arts Seminar: Drama on Television*, Tuesday 12:30-2 p.m.

*Indicates a premiere episode

"Technical Careers in Broadcasting," with executives of ABC Inc. United Engineering Center, New York.

March

March 1—Deadline for entries for *Action for Children's Television* program and PSAs awards. Entries can be sent to Kathleen Ehrlich, ACT, 46 Austin St., Newtonville, Mass. 02160

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 5—*Society of Cable Television Engineers* ninth annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

March 5-7—*Society of Cable Television Engineers'* "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.

March 6—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

■ **March 7**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Lawrence Fraiberg, president, Group W Television Station Group. Copacabana, New York.

March 7-11—*American Association of Advertising Agencies* annual meeting. Canyon hotel, Palm Springs, Calif.

March 11-13—*Ohio Cable Television Association* annual convention. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

March 13—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

March 13-15—*National Association of Broadcasters* state association presidents and executive directors conference. Marriott hotel, Washington.

March 14—*New York Market Radio Broadcasters Association* ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

March 14-16—*Arkansas Cable TV Association* annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

March 21—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

March 22-23—*Georgia Cable Television Association* 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

■ **March 23-24**—*Florida AP Broadcasters* 36th annual meeting. Holiday Inn, Gainesville, Fla.

■ **March 24**—*New York University* seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 505-0467.

March 27-28—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

March 27-28—LPTV West '84, West Coast conference and exposition for low power TV, sponsored by *National Institute for Low Power Television*. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

March 28—*International Radio and Television Society* "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

March 30—Presentation of ninth annual Commendation Awards, by *American Women in Radio and Television*. Waldorf Astoria hotel, New York.

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April

April 1—Deadline for entries for *Radio-Television News Directors Association* awards. Entries can be sent to RTNDA President Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash. 99203.

■ **April 1-3**—*Virginia Cable Television Association* annual convention. Williamsburg Lodge, Williamsburg, Va.

April 3-4—*Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

April 3-5—International Teleconference Symposium, co-sponsored by *Comsat, AT&T, ITT World Communications, RCA Global Communications, TRT Telecommunications Corp.* and *Western Union International*. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

April 4-8—*Alpha Epsilon Rho, National Broadcasting Society*, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

April 4-6—*Indiana Broadcasters Association* spring conference. Clarksville Marriott Inn, Clarksville, Ind.

■ **April 5-6**—*International Radio and Television Society* "Minority Jobs Fair." Viacom Conference City, New York.

April 8-10—*West Virginia Broadcasters Association* spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

April 8-12—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 8-14—International Public Television Screening Conference, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel, Charleston, S.C.

April 16-18—Videotex '84, organized by *London On-*



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April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

April 23-26—Twelfth annual *Telecommunications Policy Research Conference*. Airlie House, Warrenton, Va.

April 23-29—Pennsylvania Association of Broadcasters annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

April 24-29—20th annual *MIP-TV (Marche Internationale des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

April 25—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

April 25—Broadcast Pioneers George Foster Peabody Award luncheon. Hotel Pierre, New York.

April 27-28—Kansas Association of Broadcasters broadcast journalism seminar. University of Kansas, Lawrence.

April 29-May 2—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

May

May 1—Broadcast Pioneers annual breakfast. Las Vegas Hilton, Las Vegas.

May 4-6—Illinois News Broadcasters Association spring convention. Holiday Inn Mart Plaza, Chicago.

May 5-9—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

May 7-9—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 11-13—Pennsylvania AP Broadcasters annual meeting and awards presentation. Treadway Resort Inn, Lancaster, Pa.

May 13-16—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—Broadcast Financial Management Association 24th annual conference. Grand Hyatt, New York.

May 30-June 2—American Women in Radio and Television annual convention. Palmer House, Chicago.

May 31-June 3—Television Critics Association "Cable Day," sponsored by Women in Cable. Phoenix. Information: (202) 296-7245.

June

June 3-6—National Cable Television Association annual convention. Las Vegas Convention Center, Las Vegas.

June 3-6—Television workshop sponsored by JC Penney-University of Missouri. UM campus, Columbia, Mo. Information: (314) 882-7771.

June 10-13—Kansas Association of Broadcasters 34th annual convention. Holiday Inn and Holidome, Manhattan, Kan.

June 10-15—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas.

June 13-14—Illinois Broadcasters Association annual trip to Washington, for visits to Congress, FCC and associations. Information: (217) 787-6503.

June 14-16—Arizona Broadcasters Association spring convention. Poco Diablo Resort, Sedona, Ariz.

June 14-16—Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.

June 17-19—"Adult Radio Forum," presented by Burkhardt/Abrams/Michaels/Douglas and Associates. Fairmont hotel, New Orleans. Information: (404) 955-1550.

June 17-19—National Association of Farm Broadcasters summer meeting. Omaha.

June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 24-27—Virginia Association of Broadcasters annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 27-30—Florida Association of Broadcasters annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—National Press Photographers Association "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

July

July 19-20—Broadcast Financial Management/Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.

July 20-22—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 22-24—Louisiana Association of Broadcasters radio-television management session. Sheraton hotel, New Orleans.

August

August 16-19—West Virginia Broadcasters Association 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 28-30—Satellite Communications Users Conference. Louisiana Superdome and the Hyatt, New Orleans.

September

Sept. 6-8—Eastern Cable Show, sponsored by Southern Cable Television Association. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

Sept. 7—Deadline for entries in *National Black Programming Consortium's* "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 16-19—National Radio Broadcasters Association annual convention. Westin Bonaventure hotel, Los Angeles.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by IEE, SMPTE, Electronic Engineering Association, Royal Television Society, Institution of Electronic and Radio Engineers and Institution of Electrical Engineers. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by Illinois-Indiana Cable TV Association and Michigan Cable TV Association. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

October

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

Oct. 30-Nov. 1—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November

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

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Broadcasting Jan 9

Vol. 106 No. 2

TOP OF THE WEEK

Fin-syn goes off the track

The on-again, off-again effort to strike a bargain between Hollywood and the three TV networks on the matter of financial interest and domestic syndication was off-again late last week after bilateral negotiations between CBS (the remaining network with determination enough to press for a deal) and MCA (representing the major producers) ground to a halt. The impasse represented a major disappointment for Thomas Wyman, CBS Inc. chairman, who had taken personal charge of the effort in recent weeks and who was determined to "give it the very best shot" to see if an agreement could be reached.

The networks and the producers have been under a congressional mandate to arrange what amounts to an out-of-court settlement of the financial interest controversy after FCC Chairman Mark Fowler agreed to hold off action by the agency, and Congress, in turn, forebore asserting its own jurisdiction. Last year's most involved policy issue also merited White House intervention before the parties were left to settle it alone.

Details of the final negotiations are not known, although it is believed that CBS was willing to accept a "cap" on financial

interest in the area of one-third, with little or no syndication rights and a limit on in-house production. ABC and NBC had bowed out of the negotiations several weeks before because of the in-house issue; both those networks have higher production ambitions than does CBS and were insisting on a harder line. (The in-house production issue involves consent decrees with the Justice Department, not the FCC rules.)

The final straw came last Thursday when Lew Wasserman, chairman of MCA, imposed some additional "technical" requirements that in themselves may have been innocent enough but CBS felt serious enough to "emasculate" the deal. Until that moment CBS believed it was close enough to a deal that independent stations, the other major party, could accept. Had it been able to reach acceptable terms, a request for unilateral relief would have been made to the FCC.

All may not yet be lost in the CBS-Hollywood parley. One negotiator said an attempt would be made to bring the parties together in "the next week or two." He said "it's a fire gone out but the embers are still glowing."

CBS-Comsat DBS plan to offer up to 12 channels

Joint filing at FCC spells out ambitions to supply 'enhanced' and HDTV transmissions; if other six applicants go ahead with proposals, some 39 channels would be available; the scramble is now on for the best orbital slots

If Comsat's Satellite Television Corp. and CBS join forces to pursue the satellite broadcasting business, according to filings at the FCC last week, they will be able to offer subscribers throughout the country up to 12 channels of "enhanced" television and, possibly, high-definition television (HDTV).

Although STC and CBS have yet to strike a deal, they announced three weeks ago that they were "exploring" the possibility of forming a joint venture including themselves and other "appropriate" partners to share the risk and potential rewards of the DBS business.

That their filings were made jointly and contained many similarities underscored the closeness of their relationship. In a joint statement attached to the filings, STC and CBS explained why a partnership made sense. Because of the enormous costs involved, they said, "a pooling of resources would enhance the ability of the venture to accelerate the construction and deployment of DBS on a nationwide basis." Moreover, the launch of a five-channel medium-power DBS service by United Satellite Communi-

cations Inc. last November and the threat of still further competition from a low-power service being considered by Home Box Office and other cable programmers, they said, "have underscored the desirability of implementing high-power DBS on a joint basis."

CBS noted in its filing that it had awarded on Jan. 4 a contract to TRW Inc. for the construction of its first six-transponder DBS satellite. Such satellites cost tens of millions of dollars, but CBS officials declined to discuss provisions of the contract. Whether CBS is committed to buying a satellite and liable for millions of dollars is uncertain.

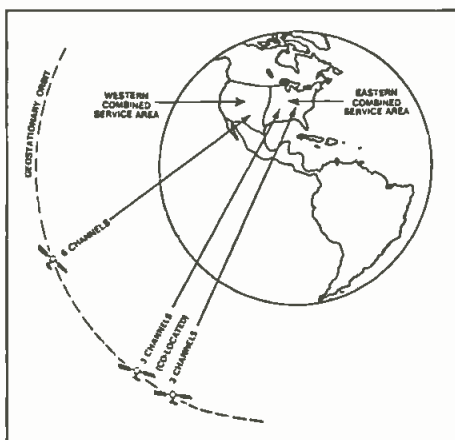
The filings were made in response to an

FCC request that all eight companies that were awarded high-power DBS construction permits in late 1982 submit any changes in their plans. All the permittees had to make some changes simply to conform to technical parameters agreed to at the Regional Administrative Radio Conference in Geneva last summer.

Taken as a whole, the filings bring into sharper focus the plans not only of STC and CBS, but of the other six companies holding DBS permits: Direct Broadcast Satellite Corp., United States Satellite Broadcasting, RCA Americom, Western Union, Graphic Scanning Inc. and Video Satellite Systems. If they all went ahead with their plans, the nation would be bombarded by up to 39 DBS channels and some regions within the view of DBS's spot beams would receive four additional channels.

The big question in high-power DBS, which was not answered in last week's filings, is how many of the permittees will be willing and able to come up with the hundreds of millions of dollars needed to launch each of the systems. Having contracted for satellites worth more than \$114 million, STC has shown their commitments to business. Of the others, only CBS, DBSC and USSB have shown signs of going ahead with their plans, but even they have yet to come up with the money it will take to enter the business.

The places to be in the geostationary orbital arc are 101 degrees west longitude for serving the eastern half of the continental United States (CONUS) and 148 degrees for serving the western half. The FCC received



STC's new DBS plan

specific requests from STC, CBS, DBSC and RCA for 28 channels at 101 degrees and specific requests from all but USSB for 40 channels at 148 degrees. There are 32 channels available at each orbital slot. To be co-located with other satellites is critical since it means that their signals can be received by a single receiving dish. In their joint statement, CBS and STC stressed that their satellites had to be co-located and that their channels had to have the same polarization.

STC's filing makes official the reconfiguration of its high-power DBS system, which was announced last spring (BROADCASTING, May 23, 1983). STC had originally proposed launching four three-transponder satellites, one to provide three-channel service to each of the four time zones. The first satellite would be placed into orbit at 115 degrees to serve the Eastern time zone. It awarded a contract to RCA Astro Electronics for the construction of the first satellite and a spare, the only ones it currently has construction permits for, in November 1982.

Recognizing that three channels were not enough to compete with other DBS ventures and that some of its original technical assumptions were too conservative, STC decided to press the spare into immediate service, co-locate both satellites in the same orbital slot and beam six channels of service to the entire eastern half of the country. For its eastern satellites, STC asked the FCC for 101 degrees west longitude. It also requested 148 degrees west for its western service, which, it said, will probably be provided from a single six-channel satellite rather than two co-located three-channel birds. (The only reason STC is using two co-located satellites in the east is because its contract with RCA Astro preceded its revised plans.)

The first of the STC satellites will not be ready for launch until late 1986 or early 1987. So to protect the market from competition and to gain some operational experience, STC also announced last spring it would offer a five-channel medium-power service late this year. Using SBS IV, a yet-to-be-launched fixed satellite, the early-entry STC service would serve the entire Northeast.

(That most of the systems would ask for 101 degrees west for their eastern service was foreshadowed by a request last October to move SBS IV, STC's medium-power broadcast satellite, to the same orbital slot. The request, which was made so STC could switch its customers from the medium-power service to the high-power service without having to re-point their antennas, tipped some of the other permittees that STC would ask for 101 degrees.)

The original CBS system was similar to the original STC system. It too would consist of four three-transponder satellites, each serving a different time zone. And CBS has apparently followed STC's lead in revising its system. It told the FCC it now wants to place two six-transponder satellites in orbit—one at 101 degrees to serve the eastern half of the country and one at 148 degrees to serve the western half.

Each of the CBS satellites will be designed so that any of the six channels can be beamed to either a single time zone or to half

the CONUS. The capability gives CBS the freedom to offer up to six channels of "enhanced" television to half the CONUS or up to three channels of HDTV to each of the two time zones.

STC and CBS confirmed their commitments to "enhanced" television. Instead of the conventional NTSC, both said they would employ a time-multiplexed component (TMC) transmission system. The format will "allow enhanced quality reception relative to that available with NTSC. Specifically, cross-color and cross-luminance artifacts are eliminated with component transmissions when an RGB-type television receiver is used, and improved performance during periods of precipitation will be available to all customers regardless of the type of television receiver used."

The use of a TMC system also paves the way for HDTV. HDTV is a generic term for any system featuring roughly twice the vertical and horizontal resolution of existing television systems and a wider aspect ratio. Last September, the CBS Technology Center released details of an HDTV transmission system with 1,050 lines and a five-to-three aspect ratio, which would be compatible with TMC DBS receivers in the same way color television is compatible with black-and-white television sets.

As described by CBS in its filing, its HDTV system requires two DBS transponders, one to carry the compatible TMC signal and the other—the "augmentation channel"—to carry the supplementary video information. A special HDTV receiver would be required to tune in both channels and combine them to create the wide-screen, high-resolution HDTV picture. CBS said it expects the quality of the DBS HDTV picture "to be very close" to the HDTV production standard, which may have as many as 1,125 lines and a five-to-three aspect ratio.

Both STC and CBS are designing their satellites so they can switch the coverage of their transponders from half CONUS to a single time zone. Reducing the coverage of a transponder by half effectively doubles its signal strength and, according to the CBS filing, the extra power is needed for broadcasting HDTV. By making all the transponders switchable, CBS and STC give themselves considerable flexibility in how they phase in HDTV. CBS, for instance, could use four transponders to offer four channels of "enhanced" television to the eastern half of CONUS and use the two remaining transponders to offer HDTV in the East.

Because of the switching capability, it is difficult to say just how many channels of enhanced television and HDTV a particular subscriber to a joint STC/CBS service would receive. With 12 transponders located in one orbital slot, STC/CBS could offer each subscriber in the eastern half CONUS 12 channels of enhanced television. But for every channel of HDTV the venture decides to make available, the number of enhanced television channels available will be reduced by one in the time zone where HDTV is offered and two in the zone where it isn't.

Direct Broadcast Satellite Corp., according to its filing, now plans to serve the nation from two orbital slots instead of three. Each

of its two satellites will be capable of broadcasting six channels of service to half of CONUS and four additional channels to three discrete regions within the primary coverage area through three spot beams. DBSC requested slots at 101 degrees for the eastern service and 148 degrees for the western service.

Western Union still plans to serve the country from four orbital slots. In phase one, it said, four-transponder satellites would be placed in orbit at 110 degrees west and 148 degrees. The satellite at 110 degrees would be able to provide either four-channel service to the eastern half of the country or two-channel service to the Eastern time zone and two-channel service to the Central time zone. The satellite at 148 degrees would be able to provide the same coverage in the western half of the country. In phase two, it said, two similar satellites would be launched in orbit at 119 degrees and 157 degrees, permitting four-channel service to each of the country's four major time zones. Although Western Union had technical reasons (early morning eclipse periods and higher elevation angles for the home earth stations) for choosing its four slots, it made clear it wanted to follow the crowd. "Because of the overriding importance or occupying slots toward which the most home antennas will be pointed," it said, "Western Union requests that it be assigned the same slots that are assigned other DBS principal operators."

Like Western Union, RCA stuck with its four-slot plan. Its first six-transponder satellite would orbit at 101 degrees to serve the Eastern time zone. Additional satellites would fly at 119 degrees, 148 degrees and 157 degrees to serve the Central, Mountain and Pacific time zones, respectively.

Graphic Scanning Inc.'s system configuration remained the same, although its orbital slots were changed. It plans to launch two two-transponder satellites, one at 148 degrees to serve the western half of the country and one at 119 degrees to serve the Eastern half. Unlike the other would-be DBS operators, Graphic Scanning intends to launch its first satellite to serve the West.

USSB retained its plans to launch two six-transponder satellites. Each would provide three-channel service in each of two time zones. It asked for slots at 115 degrees and 135 degrees in its original application, but failed to specify slots in its amendment. It said, however, that the FCC "should assign all channels in one orbital location prior to assigning channels in another orbital locations."

Video Satellite Systems, which, according to VSS Chairman Bob Johnson, made its filing two months ago, now proposes a system that is radically different than its original system. It plans to launch its first six-transponders satellite at 119 degrees west to provide three channels of service to the eastern half of CONUS and three channels to the western half. When its second satellite is placed into orbit at 148 degrees, the first satellite will be switch to provide six channels of service to the eastern half of CONUS, while the second satellite provides six channels of service to the western half. □

Much to do on Maui

NAB grabs its boards and heads for beach; broadcast deregulation issues and organizational structure head agenda, with internal staff concerns strong third

When the National Association of Broadcasters radio and television boards converge next week (Jan. 16-20) for their winter meeting at Stouffer's Wailea Beach Resort, Maui, Hawaii, they will have more on their minds than the surf and sunshine. A number of key legislative and internal issues must be wrestled with: the fate of broadcast deregulation legislation in Congress and a committee report that looks at the structure of NAB are two leading agenda items. An important third: board concern over the restaffing of a number of senior vice presidencies, including the senior lobbyist, the general counsel and the chief public relations specialist.

When the boards deliberate broadcast deregulation legislation they'll hear from someone with first-hand knowledge: Congressman Tom Tauke (R-Iowa), who will brief the broadcasters in Maui. Tauke is a key figure in the effort to move such legislation, favorable to the industry, from the Telecommunications Subcommittee. (Congressmen Al Swift [D-Wash.] and Billy Tauzin [D-La.] also were invited but are unable to attend.) Tauke will undoubtedly be subject to a barrage of questions about the prospects for passage of a comprehensive broadcast deregulation bill in the House this year.

The status of the negotiations on deregulation in the subcommittee is a major NAB concern. A draft deregulation bill, written

by aides to Subcommittee Chairman Tim Wirth (D-Colo.) and released in November, has aroused suspicions within the industry. There is little in the measure broadcasters could support. It contains stiff renewal standards and programing performance standards in exchange for repeal of the comparative renewal process (BROADCASTING, Dec. 12).

"We've got to decide what we are willing to accept and what we want to get out of the subcommittee," says TV board member Wallace Jorgenson of Jefferson-Pilot Broadcasting, Charlotte, N.C. Jorgenson and others feel its time to sit down and decide what NAB is willing to "compromise on." Says one TV board member, "we can't allow deregulation to continue to drift along."

Some radio and television board members think deregulation might best be achieved through the FCC, which has already deregulated radio, rather than through the Congress. That faction may push for an end to NAB's efforts on Capitol Hill, or it might back a plan to work for a radio-only bill. "A lot of radio people feel they are being held up by TV," said one radio board member. However, most members surveyed by BROADCASTING were eager to continue NAB's drive in Congress.

A report by NAB's structure study committee could generate an even more lively debate than deregulation. The committee was assigned to re-evaluate the association's structure based on the recommendations of former NAB board member, Peter Kenney, veteran NBC Washington vice president, who suggested that separate lobbying organizations be established for radio and televi-

sion (BROADCASTING, June 20 et seq.). Kenney's proposal also called for the establishment of a federation with independent radio and television divisions.

The committee found, however, that there was little need to restructure NAB. It recommended that the existing organization remain intact, except for the addition of two second-level lobbyists, one for radio and one for television, and the creation of an internal policy council comprising the NAB president, executive vice president, and senior vice presidents for government relations, radio and television. Response to the committee's report is mixed. Some members are satisfied and see no need for change. Others, however, feel differently. "I want to know how they came to the conclusions that they did," said one TV board member.

Radio board member Gary Capps, Capps Broadcasting Group, Bend, Ore., supports the concept of creating one umbrella organization to represent the diverse views of the broadcasting industry. "I feel NAB needs to have more flexibility to enable it to represent the various viewpoints. Something along the federation line may be a step in the right direction."

Capps's interest is shared by others. One TV board member, dissatisfied with the committee's report, said its finding was like "putting a Band-aid on a tumor." Jorgenson also favors Kenney's proposal and is eager to hear how the committee arrived at its recommendation.

While the boards discuss the structure of NAB, another plan calling for splitting the membership department's functions between the radio and television departments is likely to crop up (BROADCASTING, Dec. 12).

The growing number of resignations by key staff members over the past three



Executive committee. These are the incumbent leaders of the National Association of Broadcasters, pictured in Washington last week. L to r: Jerry Holley, Stauffer Communications, TV board chairman; Ted L. Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., radio board vice chairman; Eugene S.

Cowen, ABC Inc., network representative; Eddie Fritts, NAB president; Gert H.W. Schmidt, Harte-Hanks Communications, joint board chairman; Martin F. Beck, Beck-Ross Communications, radio board chairman; William F. Turner, Forward Communications, TV board vice chairman.



Pre-nuptials. Industry unity was the theme of last week's activities for members of the National Association of Broadcasters executive committee and its president, Edward Fritts, as they reached out to sister organizations. Pictured left (standing, l-r): Tom McCoy, executive vice president and general manager, National Radio Broadcasters Association; NAB board member Marty Rubenstein, president and chief executive officer, Mutual Broadcasting; Fritts, and NAB radio board vice chairman, Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark. Seated, l-r: NAB joint board chairman, Gert Schmidt, senior vice president, Harte-Hanks Communications; NRBA President Bernie Mann, and NAB radio board chairman, Marty Beck, Beck-Ross Communications. The group finalized talks with NRBA to combine NAB's annual radio programming conference with NRBA's annual convention. The meeting would be called "The Radio Con-



vention" and is scheduled for Sept. 16-19 at the Bonaventure hotel in Los Angeles.

They also announced the organizations would work together on legislative matters. The agreement is subject to board approval. The announcement may signify the first step toward the eventual merger of the two organizations.

Meanwhile NAB continued its discussions with the Daytime Broadcasters Association on plans to unite the two associations (BROADCASTING, Dec. 12, 1983). Pictured right (standing, l-r): Snider; NAB radio board member Bev Brown, KGAS(AM) Carthage, Tex.; DBA chairman and NAB board member, Gary Capps, Capps Broadcasting, and Ray Livesay, DBA past president, WLBB AM-FM Mattoon, Ill. Sitting, l-r: Schmidt, Jim Wychor, DBA president, and Beck.

months (at one time, at least four of NAB's eight senior vice presidents had resigned or were expected to leave) is an item of interest to both boards and could lead to a hearty debate. NAB lost its senior vice president for government relations, Steve Stockmeyer, in October, and loses its senior vice president and chief counsel, Erwin Krasnow, in March. Shaun Sheehan, senior vice president for public affairs, also is expected to leave and Carol Randles, acting head of the government relations department, will depart when the new director is on board.

Last month NAB filled the vacancy left by the senior vice president for radio, Wayne Cornils, who joined the Radio Advertising Bureau. David Pamigoni, NAB's Northeast regional manager for the last two-and-a-half years, was named to the post last month (BROADCASTING, Dec. 19, 1983).

"Whether or not the resignations are a coincidence or pattern will have to be discussed," said one radio board member. A majority of board members, however, didn't seem alarmed over the resignations. "If there were some common thread I would be concerned," said a TV board member. Still, some were not so trusting. "There are too many to be coincidental," remarked another TV broadcaster.

The overriding concern among the boards, however, is "getting the right person." Some NAB directors believe the vacancies will afford Fritts an opportunity to put his "mark" on the association. "Every change gives us an opportunity to find people with new talents and we've done quite well," said Joint Board Chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.

Earlier Fritts pledged to fill the government relations post in time for the Maui

meeting. NAB's first choice, James Range, legislative counsel to Senate Majority Leader Howard Baker (R-Tenn.), fell by the wayside when it became apparent that the association could not play in the salary league he could command (NAB was offering \$100,000, while the competition was in the \$135,000 class). A debate over the salary level may well ensue; some members expressed an interest in raising the level if that is what it takes to get the right person. NAB also is working to fill the chief counsel's position as quickly as possible, but it's no longer felt possible to land that individual in time for the Hawaii meeting ("Closed Circuit," Jan. 2).

One thing is certain, said a TV board member, "if the answers aren't forthcoming, the meeting is bound to get a little frosty."

Fritts's performance as president—he succeeded Vince Wasilewski in October 1982 after a controversial election process—may also be subject to criticism. An evaluation of his stewardship, however, would only be routine, according to one NAB executive committee member. "The poor guy has had to put out fires since the day he got there," noted one board member. "The TV guys have been calling him to task since day one," said a radio director.

Gary Stevens, president of Doubleday Broadcasting, New York, believes Fritts is doing a "decent and good job." He plans to recommend that the boards consider giving Fritts a vote of confidence. Stevens thinks the events at NAB have been a part of "unusual circumstances," and that the trade press has "portrayed them more darkly than they really are."

For the first time ever, the boards will receive a 28-page annual report compiled by

NAB's public relations department. The boards also will be presented with a fiscal 1984 budget estimated around \$10 million. Salaries are set to rise 4.8% overall, with top management limited to a 3% rise and staff permitted 5.6%.

NAB's long range plan falls under the board's scrutiny too. The association's priorities include:

- "Determine how to make our marketing of services more effective.
- Inventory and evaluate current NAB services with emphasis on cost-effectiveness.
- Investigate new ways to sell memberships.
- Identify new and emerging industry leaders and involve them in NAB activities.
- Explore foundation funding for children's, public affairs, minority and other special interest programming.
- Seek closer ties with state associations.
- Initiate more issue-oriented committees."

For TV board members a vigorous debate will likely develop over a proposal by NAB's television board composition committee calling for changing the board's election process. The committee may recommend that all TV directors now elected at large be elected to represent geographic regions. Details of the proposal are expected to be worked out during a committee meeting in Maui prior to the joint board meeting.

During the June board meeting last year, the TV board rejected a similar proposal; it instructed the committee to go back to the drawing board. A majority of the members oppose any regionalization, while representatives from the western part of the country are pushing for the change. They fear their region is underrepresented.

(TV Board Chairman Jerry Holley of

Stauffer Communications told BROADCASTING last week that, at the urging of TV board members, he had reconsidered the possibility of stepping down from that post. Instead, he will stand for reelection this June.)

A proposal to change NAB's by-laws and establish procedures for electing and selecting NAB presidents also goes before the boards. According to a report from the by-laws committee, the executive committee would serve as the search committee with the past joint board chairman serving as chairman. No member of the search committee would be eligible to run for president. (That change is an obvious reference to the controversy surrounding Fritts's election to the presidency. Fritts, a former joint board chairman, stepped down from the search committee, which he chaired, and ran for the post himself.) The boards also would elect the president and review his appointment every year.

They also will be asked to approve a resolution calling for the creation of two additional seats on the TV and radio boards. The executive committee, which endorsed the measure, would then appoint a woman and a member of a minority group to fill the seats. If the boards adopt the plan the seats become effective in June 1984. The hope is that the procedure eventually would be phased out once more women and minorities are elected to the board by conventional procedures.

Another issue likely to attract attention is the proposed merger of the Daytime Broadcasters Association with NAB. An ad hoc committee comprising NAB board members and DBA directors is exploring the idea (BROADCASTING, Nov. 14). A concrete proposal for the merger is expected to be finalized during the Maui meeting. Other radio board members are likely to bring up the topic of an NAB union with the National Radio Broadcasters Association. A merger of the two associations has repeatedly cropped up although NRBA members have shown little interest in the proposal. (A possible first step in that direction occurred last Friday when NAB and NRBA officials agreed to a joint venture that included joining the annual NRBA convention with NAB's Radio Programming Conference; story page 42).

The NAB officials are slated to consider a proposal to increase NAB's payments to the Television Advertising Bureau from \$20,000 to \$50,000 (for its participation at NAB's annual convention). The increase puts TVB on par with the Radio Advertising Bureau, which also receives \$50,000. The NAB's Distinguished Service Award winner will be chosen from a list of nominees that includes Elton Rule, ABC Inc.; Stanley E. Hubbard, Hubbard Broadcasting; John Jay Morris, Nassau Broadcasting, Princeton, N.J.; Fred Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, and Mort Waters, retired head of Scripps Howard Broadcasting.

There are a number of other regulatory issues that are slated to top the agenda. Included are radio broadcasters concerns about the increased use of FM translators. NAB has asked the FCC to "suspend its acceptance and processing of FM translator applications pending a review of how translators

and any low-power FM service would fit into the overall system of radio broadcasting."

The state regulation of FM subcarriers and efforts by state governments to tax broadcaster's advertising revenues also are on the

agenda. And proposals to ban liquor and beer advertisements from television has also aroused concern within the broadcasting community. Another sleeper issue concerns the impact of the AT&T divestiture on the broadcast industry. □

Murdoch maneuvers for Warner

Australian publisher is trying to buy WCI stock, Warner aligns itself with Chris-Craft

What started out about a month ago as a professed "investment" by Australian newspaper publisher Rupert Murdoch—the acquisition of stock in Warner Communications Inc. making Murdoch's News America Publishing the largest single WCI shareholder with 7%—has shaped up to be one of the most dramatic takeover battles in the communications industry in some time.

While Murdoch's intentions remained unclear throughout a series of moves and countermoves over the last two weeks focusing on the control of WCI, all doubts were removed late last week with his company's disclosure to the Securities and Exchange Commission that he intends to overtake the beleaguered communications giant.

In a filing to the SEC last Thursday (Jan. 5), Murdoch's News Corp. Corporation Ltd. said it will seek to acquire a majority of Warner's outstanding stock and that Murdoch would perhaps wage a proxy battle to achieve that end. That notice amended a previous filing in which Murdoch said he would acquire no more than 49.9% of WCI.

News Corp.'s amended filing with the SEC came the day after a face-to-face meeting between Murdoch and WCI Chairman Steven Ross, who were joined by Warner's ally in the takeover battle, Herbert Siegel, chairman of Chris-Craft Industries. Details of the meeting were not available, but a Warner official confirmed that it took place Wednesday evening at the offices of Murdoch's investment banker, Allen & Co., in New York. The only apparent outcome was that Ross was unable to persuade Murdoch to cease his efforts to take over WCI.

Those following the struggle had not known quite what to make of the News

Corp. maneuverings until the company's filing last Thursday, with some speculating that perhaps Murdoch was simply trying to gain as great a value for his current 7% of WCI as possible. That stock, purchased in increments over the past several months, cost Murdoch a little more than \$101 million, or between \$21 and \$24 per share. By the middle of last week, WCI's stock had risen to more than \$28. Warner has more than 65 million outstanding shares currently with a market value approaching \$2 billion.

WCI has been leery of Murdoch's investment from the start, and even warned the publisher of the *New York Post*, *Village Voice* and *Boston Herald* that his interests in WCI could endanger the cable franchise commitments that Warner Amex Cable has with Boston and New York, due to media crossownership restrictions.

The battle really began to heat up however, Thursday, Dec. 29, 1983, when WCI, obviously fearful of a takeover bid by Murdoch, brought a third player into the game—Chris-Craft Industries, a diversified company whose interests include control of six television outlets through its broadcast subsidiary, BHC Corp. That move was seen as an attempt to thwart Murdoch's apparent bid for control of Warner, although if that's what it was, it apparently failed, because the very next day, News America filed notice with the Department of Justice and the Federal Trade Commission, as required by a statute intended to curb takeovers with antitrust implications, that it had "good faith intentions" of acquiring more than 25% of WCI stock, but no more than 49.9%.

Murdoch's filing with Justice and the FTC, required by the Hart-Scott-Rodino Antitrust Improvements Act of 1976, gives the two agencies a minimum of 30 days to ponder the proposed acquisition before Murdoch is allowed to act. Justice and the FTC will decide among themselves who will do the formal investigation, probably this week. It's conceivable that the investigating department could expedite the matter before the end of the 30-day period and serve notice that it does or does not intend to block further purchases of WCI stock by Murdoch, a Justice Department spokesman said.

WCI's ally in the struggle, Chris-Craft, is in a similar position, having filed its own notice with Justice and the FTC just one day before Murdoch that it intends to acquire, with WCI's blessing, "more than 25%" of WCI's stock, but no more than 49.9%. The Chris-Craft filing came on the same day that it and WCI announced a "binding agreement" calling for an exchange of assets.

Under the agreement, Chris-Craft is to acquire 15.2 million shares of a new series of WCI stock, convertible into 12 million



Murdoch

shares of common stock that will be worth a minimum of 15.6% of WCI's total voting stock (18.4% if WCI elects to forego paying stock dividends). The Chris-Craft shares of WCI stock will be held as assets in the company's broadcasting subsidiary, BHC, which, in addition to owning independent TV stations in Los Angeles and Portland, Ore., holds 50.1% of the stock of United Television, which owns and operates four other TV outlets. In return, Warner receives a 42.5% interest in BHC.

The announcement of that deal was seen by many, at least before Murdoch's counter-move the next day, as a way of blocking a possible Murdoch takeover, in that the exchange of assets between Warner and Chris-Craft's BHC would limit the Australian publisher's potential share of WCI to 47%—any more than that would mean acquiring an interest in BHC of more than 20%, the legal limit on foreign ownership of broadcast properties.

However, observers noted that Murdoch might be able to take over WCI and immediately divest the company of the BHC interests, thereby avoiding any foreign ownership concerns the FCC might have.

And the question remains of just exactly what will constitute control of WCI—a question that may be answered only after both Chris-Craft and Murdoch play their final hands and acquire as much stock as they are able.

News of the WCI-Chris-Craft alliance had a favorable impact on the activity of those stocks. In fact, Chris-Craft was the highest gaining stock at the end of trading on Friday (Dec. 30, 1983), one day after the agree-

ment was announced—up 3½%, or 13.7%, to 30½%. The WCI stock also recorded a solid gain by the end of that trading day—up 1½% to 26½%—and was the fifth most active stock on the exchange with volume totaling 760,500. At the close of trading last Wednesday (Jan. 4), Warner's stock had climbed to 28, up one half, although Chris-Craft's stock came down a point from the previous week's high, to 29½%.

Warner executives downplayed speculation that the alliance with Chris-Craft was made from a defensive posture, to stave off Murdoch. WCI chairman Steven Ross described BHC as an "outstanding television company."

The market value of the WCI preferred convertible shares which BHC will hold (and which are expected to be issued after Justice or FTC scrutiny, although BHC has already been issued what officials are calling "interim" nonconvertible preferred shares, carrying 19% of the current total voting power of WCI stock), based on the closing price the day the deal was announced, is \$309 million. The cost of the alliance for Warner, however, is only about \$175 million, given the 42.5% stake it acquires in BHC. The face value of the shares to be issued to BHC, before conversion, is placed at \$276 million by Warner officials.

Chris-Craft's BHC television holdings include 100% of independents KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., and 50.1% through the Minneapolis-based United Television, of independents KMSP-TV Minneapolis and KHBK-TV San Francisco, and network affiliates KTVX(TV) Salt Lake City (ABC) and KMOL-TV San Antonio.

Shortwave slots issue in Geneva

Five-week ITU conference promises to pit developed and developing nations against one another over spectrum allocation

Once again, the nations of the world are gathering in Geneva for a conference aimed at developing a plan for the use of the electromagnetic spectrum. Once again, the issues are drawn mainly between the developed and the developing countries. Once again, there are those in the U.S. who view the conference as representing, for the U.S., a test of the usefulness of the International Telecommunication Union, the sponsoring organization. And while the conference, beginning tomorrow (Jan. 10) and scheduled to run for five weeks, deals with high frequency (shortwave) broadcasting, a calling that involves only a small, if rapidly growing, number of companies operating on U.S. soil.

The high frequency WARC is of critical concern to governmental services—the Voice of America and the Board for International Broadcasting's Radio Liberty and Radio Free Europe and their opposite numbers around the world—that use shortwave to broadcast their messages worldwide. It is of critical importance, too, to developing countries that use shortwave for communications within their borders. But the actual assignment of frequency space will not occur until the second session, in 1986; it is the nature of the plan to be developed over the next five weeks that is the cause of concern.

Developed countries favor a "flexible" plan that could be accommodated to countries' needs as they develop. Such a plan, they say, is the most efficient. Specifically, the U.S. is understood to favor a Canadian proposal that calls for a modification of the existing short-range flexible procedure in effect since 1959. Under it, representatives of all countries employing shortwave gather under the aegis of the International Frequency Registration Board at each change in the seasons—which affect shortwave transmissions—and divide the frequencies on the basis of actual use. The Canadians propose the use of computers as a means of matching countries' requirements and available frequencies more efficiently, and of equalizing protection ratios to a greater degree, than is possible under existing procedures. One of the arguments in support of the plan is that the computer services would be available to all countries, and thus remove the basis for the developing countries' complaint that they lack the engineering resources available to developed countries.

However, the theory of the Canadian proposal remains to be tested. And developing countries remain to be impressed. They are fearful of finding the spectrum exhausted by the time they are prepared to satisfy their needs, and they favor a long-term, rigid plan, specifying in advance the frequencies each country will be allocated. Algeria and India are the leaders of the group promoting

Murdoch tries another tack. Rupert Murdoch has fired off another salvo in the battle for Warner Communications Inc.—this one at the FCC.

In filings last week, Murdoch's News International has asked the commission to block the proposed stock exchange between Warner and Chris-Craft Industries Inc., alleging, among other things, that the move would result in violations of the FCC's crossownership rules.

"Absent a commission determination that grounds exist for a waiver of these and other rules, the public interest will be harmed immediately upon the closing of the agreement," Murdoch said. "Moreover, WCI would immediately be liable for the assessment of forfeitures, thereby harming the interests of News International, which owns a 7% interest in WCI."

Murdoch noted that Warner Amex Cable Communications Inc., which is 50% owned by Warner, has Los Angeles-area systems serving the communities of Lake Arrowhead, Crestline, Malibu, Big Bear City and Wrightwood. Chris-Craft, meanwhile, through its BHC Inc. subsidiary, owns KCOP(TV) Los Angeles, and the aforementioned cable systems would fall within that TV station's Grade B contour. Furthermore, Murdoch said, Warner Amex owns cable systems serving the communities of Sandy and Hood River, Ore., and both of those are within the Grade B contours of KPTV(TV) Portland, another BHC station.

On another front, Murdoch noted that BHC owns 50.1% of United Television Inc., which is the licensee of KMOL-TV San Antonio, Tex.—and that's home base for two Murdoch newspapers, the *San Antonio Express* and the *San Antonio News*. Murdoch maintained that "the burden" was on Warner and Chris-Craft "to obtain the advance approval of the commission for the proposed television-newspaper ownership that is in conflict with the rules and directly arises out of their agreement."

Murdoch also said the FCC had to make a judgment about Warner's qualifications to obtain an ownership interest in BHC—before the transaction is realized. It said the need for prior approval was especially urgent where "serious questions may exist" regarding the qualifications of Warner and its operating officers and directors to be FCC licensees. The FCC also should require the companies to file immediately an application for consent to transfer control of the various licenses held by Warner and its subsidiaries, Murdoch said.

Warner and Chris-Craft seemed to be taking the filings in stride. "We have analyzed this thing thoroughly, and I can unequivocally say that we are doing nothing, and will do nothing, that will be violative of any commission rule or policy," said an attorney for Warner Communications and Warner Amex. "Chris-Craft well understands its obligations under the Communications Act and will comply with them," added a Chris-Craft attorney.

that approach, which the U.S. regards as wasteful and inefficient. History is on the side of those countries opposed to such a plan. Efforts to develop one failed in eight conferences and related meetings between 1947 and 1959.

Other issues also separate the developed and less developed countries. There are questions involving limits on power and on the number of transmitters to be allowed to broadcast to an area. And both involve, at least in part, the determination of the U.S. and other countries to overcome the effects of the jamming of their programming by the Soviet Union. The U.S. wants to set the power limit at 500 kw and to permit the use of multiple transmitters. The less developed countries, concerned about interference and a drain on frequencies, are advocating a 250 kw ceiling and regulations permitting only single transmitters to broadcast to an area.

Jamming, itself, will be an issue. The U.S. and its allies will seek support for an effort to persuade the Soviet Union to end the practice. The U.S. will not make the free-flow of information argument in what is a technical conference, but it will cite the horrendous waste of spectrum that jamming causes and the difficulty it poses for those planning use of the high frequency spectrum. Jamming affects not only a targeted frequency but co- and adjacent channels, and forces affected countries to switch to other frequencies. But the U.S. has little hope of persuading the Soviets to abandon a practice that is already in violation of international regulations.

Some U.S. officials will be observing the conference closely for signs of politicization which the Reagan administration has criticized at other ITU conferences. And the administration's announced intention to withdraw from the United Nations Education, Scientific and Cultural Organization at the end of this year reinforces the implied warnings. David Markey, head of the National Telecommunications and Information Administration, came close to making the warning explicit, in November, when he told a House subcommittee hearing on preparations for the conference that "future U.S. participation in the ITU" will hinge on "how well we accomplish our objectives" (BROADCASTING, Nov. 14, 1983).

On the eve of the conference, the U.S. delegation was confident it was at least as well prepared as any previous delegation to an ITU conference. As a result, there was little talk of a collapse of the conference. Leonard Marks, the Washington communications attorney and former head of the U.S. Information Agency, who heads the delegation, said before his departure for Geneva, on Wednesday, "There is a dynamic to a conference that no one can predict. But because of our preparation, there will be no militant organized minority seeking to make political points rather than seek technical solutions to very complex problems."

He noted that the ITU plenipotentiary conference, in Nairobi, Kenya, was almost "destroyed" by an effort to bar the Israeli delegation. But, Marks said, "I don't sense a similar confrontation" developing in the weeks ahead. The plenipotentiary confer-

ence was attended by many political types; the delegations to the conference beginning today are expected to include principally technicians.

The extensive U.S. preparations for the conference included bilateral meetings with 40 countries—including all of those in Western Europe, China, Japan, the Philippines, Thailand, Liberia, Nigeria, Kenya, the Ivory Coast, Cameroon, Brazil, Argentina, Venezuela, Mexico, Ecuador, Peru, Canada, India, Algeria, Morocco and Tunisia. "Those are the leaders, the ones with large stakes in the conference or where the U.S. has transmitters," Marks said. And as a result of the one-one-one meetings, Marks added, "we know their positions, and they know ours, and we influenced them by giving them our arguments in advance. We know who the leaders [of the delegations involved] are. We've established rapport with them, and we'll be off to a running start at the conference. Damn few countries have done anything like this."

He also indicated that there would be no "give" in the U.S. position on the issue of a rigid plan. "I'm not going to accept *a priori* planning," he said. And indications are that other developed countries will be equally unbending.

But Marks seemed hopeful that less developed countries could be persuaded that their "legitimate demands" could be accommodated within a flexible plan. Without referring specifically to the Canadian proposal, he mentioned the use of computers, "never before available," to determine the maximum use of spectrum. He said the U.S. has a "test program" it will share, and predicted the computers would make an importance difference.

He also cited two other factors:

■ The 780 khz increase in space the General WARC in 1979 allocated to high frequency broadcasting. Some of it will become available in 1989, the rest in 1994.

■ A proposal to adopt standards providing for the use of single sideband transmitters and receivers instead of the double sideband equipment now in use. The switch would save considerable spectrum space—but it would also involve considerable investment in the new transmitters and receivers. As a result, chances that the conference will adopt the proposed standards do not appear good.

Marks also has a fourth suggestion, but it is beyond the competence of the conference to implement. It calls for the use of FM radio by developing countries to meet needs for internal communication. "FM," he said, "is cheap and efficient, and not subject to sun-spots and seasonal changes." He plans on his return from the conference to urge Congress to direct the Agency for International Development to recognize the importance of communications and to help less developed countries to establish FM networks.

Important as the U.S. considers the high frequency conference in its own terms, there is also concern that adoption of an *a priori* plan would be devastating to U.S. hopes for the Space WARC, which is to develop a plan

for the use of frequencies and the geostationary arc by communications satellites. The first of two sessions—the one that will develop the technical basis of the plan—is to be held next year. The U.S. fears adoption of an *a priori* plan for high frequency would serve as a precedent for the Space WARC.

The U.S. delegation in Geneva may find itself reminded in the next few weeks that the U.S. accepted a form of *a priori* planning at the Region 2 direct broadcast satellite conference last summer. The countries of the western hemisphere developed a plan under which each was assigned orbital slots in advance of need, on the basis of expressed "requirements." And the U.S., which saw most of its "requirements" satisfied, called the conference "a success."

But Marks said he would not consider the U.S. bound by the kind of plan adopted last summer. "I'm going to say that my concern is high frequencies," he said. "If someone in the space conference wants to argue otherwise, that's a different matter." But he added: "Many Third World countries are looking to what will be happening here as a precedent to what will be happening in the Space WARC."

In all of the planning for the conference now under way, the private sector has not received much attention. Only one broadcaster is on the 38-member delegation—Mark Bench, vice president of Bonneville International Corp. And while Bonneville and its officers are active in international broadcasting matters, the company does not own shortwave stations. The only FCC representatives are Neal McNaughten, an engineer with extensive experience in international conferences, and Daniel Brenner, legal assistant to Chairman Mark S. Fowler.

Marks said the relatively modest role assigned private broadcasting resulted from the belief it was "not at risk." There are only eight privately owned, U.S. shortwave stations now operating. Two are commercial; the others are religious. All told, they operate 20 transmitters. Marks said the private operations are not jammed, broadcast only a "relatively small number of hours," and do not require the kind of high power—500 kw—the government stations use.

Some observers in and out of government disagree with Mark's assessment, however. They say the private sector in shortwave broadcasting is growing, and is looking to the conference to assure continued growth. Besides the eight shortwave stations now operating under FCC authority—including two on Saipan and one in Agana, Guam—three construction permits have been granted, two to religious groups and one to a commercial operation—and three applications are pending. Furthermore, the number of frequency hours broadcast each day is growing rapidly—from 125 hours, in 1980, when four shortwave stations were on the air, to 250 hours today. That compares with the 300 frequency hours broadcast by VOA transmitters within the U.S. (the figure is 1,100 hours worldwide). And commission officials expect the number of frequency hours broadcast daily by the private sector to increase to 300 within a few years.

All of which leads one commission offi-

cial to comment: "We have a tremendously large stake in the conference. If anything negative occurs—the adoption of an *a priori* plan requiring a reduction in the frequencies occupied by the U.S.—the private broad-

casters would bear the brunt of the reductions."

But private shortwave broadcasters feel that in a dispute with the government they would have national policy on their side. A

law passed in 1948—Public Law 80-402—prohibits the State Department from monopolizing shortwave broadcasts abroad, a law private broadcasters feel encourages their type of operations. □

Syndicated shakeout follows November sweeps

**'BreakAway' gets green light,
'Thicke' still up in the air,
'Pop' and 'Salute!' gone**

November ratings for the 200-plus markets measured by A.C. Nielsen and the Arbitron Co. have been mailed and at stations all over the country, program changes are being made. Of 19 new first-run syndicated shows launched in September, two weekly half-hours, MCA Television's *Pop 'n' Rocker Game* and *Salute!*, have not been renewed, while a major strip, MGM/UA/InterMedia Entertainment's *Thicke of the Night*, hangs in the balance and another major strip, The Bennett Group's *BreakAway*, has been given the go ahead, at least through February.

Pop 'n' Rocker Game and *Salute!* are not being renewed because their ratings did not meet company expectations, according to an MCA executive, who said both barter shows will run out of original episodes in mid-March.

Thicke of the Night, on hiatus from production of new episodes until Jan. 23, has been renewed by Metromedia's five major market stations and has received verbal commitments from enough other affiliates to cover about 50% of U.S. television homes. MGM/UA will renew the show if it attains the 70% coverage demanded by national advertisers, according to executive producer and InterMedia Entertainment President Fred Silverman. *Thicke* went on the air in September on 121 stations, with a potential 83% coverage. Although it has averaged as high as a 2 rating in Nielsen's National Television Index, it averaged only a 1 rating in Nielsen's local rating sweeps in November (see page 119).

If production resumes as expected in late January, programs will be taped one-a-day instead of two-a-day, as they had been for the show's first 100 episodes, according to Silverman, who said the new, slower schedule will permit better production values. Shows will also be more topical, he said, because they will be taped a week before broadcast rather than the current six or seven weeks. Silverman said InterMedia Entertainment demanded the new production schedule before it agreed to renewal of the program.

Bennett Group President Alan Bennett, who has named a new director for *BreakAway*, said clearance of that show is not likely to drop below about 65% of the U.S. television homes as a result of cancellations following the November sweeps. The show has been dropped by stations in Miami, Kansas City, Mo., and Washington, although Metromedia last week began carrying it on its Washington independent, WTTG-TV, at 11 a.m., and has also agreed to carry it on its



BreakAway hosts: Martha Lambert and Norman Mark



Thicke and Silverman

new Dallas station, KJWK-TV, once it assumes operation of that facility. WAGA-TV Atlanta, a station that had put *BreakAway* on hiatus for the month of December, agreed to begin airing it again in time for the January rating period, according to vice president and general manager, Paul Raymon, who said changes The Bennett Group has made and continues to make in the program's format have given it "a good chance to succeed."

In a closed circuit broadcast to *BreakAway* affiliates on Wednesday, Dec. 21, 1983, and in a meeting with equity owners of the program the Friday before (Dec. 16), Metromedia Broadcasting and Production President Bob Bennett urged station operators to give *BreakAway* more time to develop, arguing that the high cost and shortage of off-network programming demands that stations make a greater commitment to development of first-run programming. In the closed circuit broadcast, Alan Bennett told stations that because of delays in getting

BreakAway into production last summer, the show was a "C" program when it first went on the air. After refinements, it has grown to a "B" program, he said, and in the coming months, it will become an "A."

At the meeting with equity owners in New York, Bennett introduced Robert Loudon, who has been named to replace Allen Kartan as director of *BreakAway*. Loudon has been director of *The Mike Douglas Show* and field director for ABC-TV's *That's Incredible*.

In a major production change that went into effect last week, all stations airing *BreakAway* are doing so on a one-day taped delay basis instead of live, as most stations have been doing. This will permit better production, according to Bennett, and will permit the program's hosts to refer on the air to a specific day, rather than have to be vague to accommodate live broadcasts in early fringe and taped-delay broadcasts on independents airing it at midday.

Henry Siegel, chairman of Lexington Broadcast Services, which sells national advertising in *BreakAway*, said the program is performing about 10%-15% below initial revenue expectations, but that, because the national spots air in the higher-rated final quarter-hour of each day's show, guarantees to advertisers have, for the most part, been fulfilled.

Colbert Television and Orion Television, distributors of *BreakAway*, are now permitted to clear the show on a straight barter rather than cash/barter basis, said Siegel, who believes the change could improve the program's national clearance level.

In other developments, Telepictures Corp. has committed to a second 35-week cycle of *Love Connection*, the game show strip it introduced in September, and is offering stations renewing the show first refusal on its new game show proposal for next fall, a revival of Monty Hall's *Let's Make a Deal*.

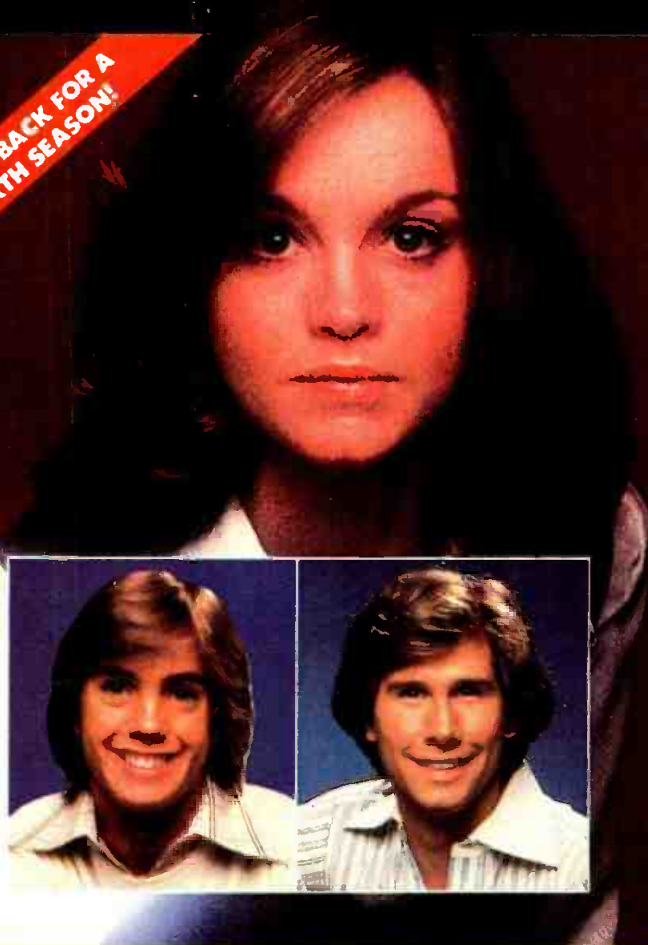
This Is Your Life, a weekly half-hour launched in September by Bill Andrews's Andrews & Associates, is now being distributed by Lexington Broadcast Services, which has also assumed responsibility for sale of national advertising time in the show.

Woman to Woman, Golden West Television's morning talk show strip, will complete its 40-week run of original episodes, according to Bruce Johansen, director of television distribution.

Television Program Enterprises, producer and syndicator of the weekly talent search program, *Star Search*, has begun producing a second season of that program, and two children's animated shows, Lexington Broadcast Services's *Inspector Gadget* and Group W Productions's *He-Man and Masters of the Universe*, have also been renewed. □

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SECOND SEASON...ALL
NEWLY-RELEASED EPISODES!



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SWITCH HOLMS

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FOR MORE INFORMATION, CALL (212) 605-2751, TODAY!

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THE ALL NEW

LET'S MAKE A DEAL

DEALER, MONTY HALL

format and faster pace, "The All New Let's Make A Deal" will give your prime access lineup the big payoff you've been looking for—bigger prizes, more big deals, larger sets, more energy, lots of unpredictable action, and most importantly, a pre-sold, popular host.

This time, don't get stuck with a "ZONK!"
Make a BIG DEAL for the fall of '84.
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It is a series of proven appeal and prestige.

An Emmy Award winner.

It is important programming for your station now.

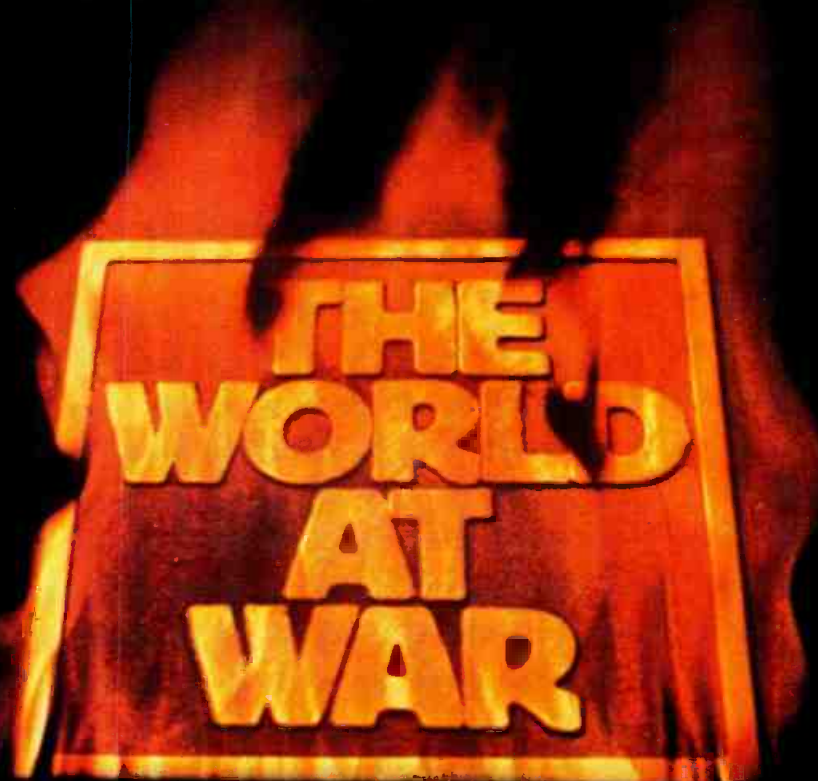
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Los Angeles' Biltmore hotel

Association's annual convention looks to be record-breaker in numbers of buyers and sellers; game shows and magazines flourish

With the opening shot of the 11th annual Association of Independent Television Stations convention less than a week away, early signs are that this year's gathering will be the largest in the association's 11-year history. Already INTV reports that 779 people have registered, which would compare favorably to last year's total attendance of about 750. INTV President Herman Land estimates that this year's attendance could run as high as 900.

At present, Land reported, 56 syndicators and program suppliers have requested screening rooms, up from last year's 42. He said that another 79 program suppliers would also be on hand, offering their wares for sale, up from 56 last year (program suppliers are divided between those seeking screening rooms and those who will conduct business either out of suites or their rooms).

Land said that representatives from more than 100 independent television stations were registered by last week, and more are expected by the time the curtain rises at the Biltmore in Los Angeles this Friday. Sure to be uppermost on the minds of independent operators, Land reported, is the issue of repeal of the FCC's financial interest and syndication rules. Although President Reagan supports legislation that would prevent the FCC from acting on a final decision for two years, Land termed the issue "still unresolved." Land reiterated INTV's position, permitting networks to have "noncontrolling" interest in programs—described by

Land as not in excess of 30%—but denying participation by the networks in syndication.

Another issue independents will be facing, Land said, is "where the programing is going to come from." As independents grow in number and as markets become more competitive, Land explained, quality programing becomes scarce. He noted that program suppliers are responding by offering more first-run syndicated product because there are not enough quality off-network reruns to go around. As a result, Land added, syndicators and independents are both finding that first-run programing is succeeding and increasingly is outperforming off-network programing.

One kind of programing that will be in abundance at INTV this year is game shows—11 of them by the latest count. Syndicators are unanimous when asked why game shows are so popular this year: the overwhelming success of King World's *Wheel of Fortune* this past season.

Syndicators parenthetically note that game shows are inexpensive to produce, too, and are rising in viewer popularity again. "This is a 'me too' industry," commented Bob Glaser, president of Viacom Enterprises, which syndicates *Family Feud*, the top-rated game show. Glaser warned, however, that when operators start counter-programing game shows, they risk splitting their audience, with everybody losing.

Game shows to be introduced at INTV are: *A Case in Point* (20th Century-Fox); *Anything for the Money* (Paramount); *Card Sharks* (Firestone); *Deception* (Golden West); *Every Second Counts* (Group W); *Freeze Frame* (Center Point); *High Rollers* (Orion); *Jeopardy* (King World); *New Let's*

INTV

Search for quality product, fin-syn dominate

Make a Deal (Telepictures); *Million Dollar Movie Game* (MCA), and *\$100,000 Name That Tune* (Sandy Frank).

Most syndicators agree, however, that the market cannot sustain all those game shows. To ease the entry of game shows into the market, several syndicators are redesigning them. Traditionally, syndicators note, game shows skew old, which is not a draw for advertisers or programers. But program analysts note that the rebirth of *Jeopardy*, for example, may include easier questions and "more set excitement," while *\$100,000 Name That Tune* is to include updated numbers and perhaps music videos. And in *Let's Make a Deal* there will be "more emphasis on comedy," according to one analyst.

In most cases, however, anxious independents will have to wait. So far, the only game shows with pilots are *A Case in Point*, *Anything for the Money* and *Jeopardy*.

Another category that is sparking interest this year is magazine-formatted programs. At least three will appear at INTV, including *All About Us* (Colbert), *Extra Dimension* (Group W) and *In Style* (Paramount).

Two of the magazine-formatted programs are being produced in association with publishers. *All About Us*, a half-hour strip jointly produced by *US* magazine and Barry & Enright Productions, will utilize features that appear in the weekly magazine. *In Style*, a strip produced by Paramount, will be about "success, wealth, power and fame" and will be produced with the assistance of Fairchild Publications, which publishes *Women's Wear Daily*, *W* and *M*. The relationship with Fairchild will be similar to Paramount's relationship with McGraw-Hill, which lends editorial resource and assistance

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Have you ever considered what people will or won't do for cold, hard cash? This is the unprecedented comedy show that captures people being asked to face outrageous situations—all for money!

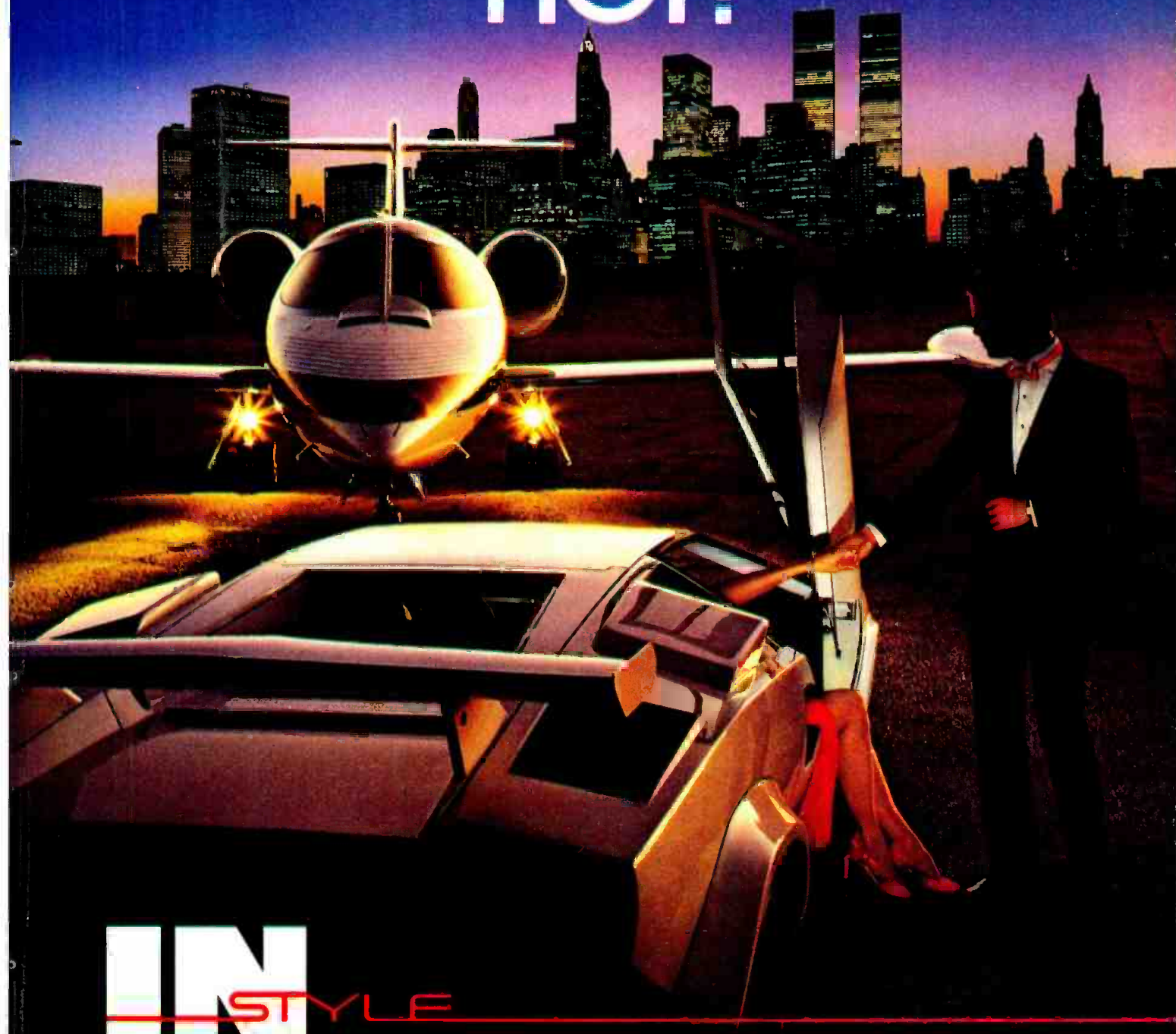
These hilarious, real-life challenges will guarantee "Anything For Money" and your station the all-important, comedy-loving men and women 18-49 audience—the demographics that advertisers crave. To this unique comedy, we add the backdrop of a game show—with all the advantages of viewer involvement but without the traditional disadvantage of older-skewing demographics.

This strong combination—hilarious comedy first and game show format second—insures stations the ideal total audience delivery. If there were ever a comedy concept that was fool-proof, "Anything For Money" is it!

There's only one thing people will do for money. Anything!



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Success. Wealth. Power. Fame.

How do the super rich really live? "In Style" is a fascinating trip into a seldom-seen world where the celebrated do what most people only get to dream about.

It's a daily peek at the world of private jets, stretch limos, exotic locales, executive suites, extravagant restaurants, lavish homes and the most beautiful people in the world!

We'll travel the world to show who's in, who's out, what's hot and what's not.

It's more than just fluff—it's compelling and entertaining and attracts young adults—the audience most sought by advertisers. Now—a high-appeal, sexy show that promises glamour for women and adventure for men! From the people who bring you the pace, polish and excitement of "Entertainment Tonight"!



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At 11:30 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

WASHINGTON D.C./WTTG

At 6:30 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

BALTIMORE/WJZ

At 5:30 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

CINCINNATI/WXIX

At 6:30 PM, M-F

In Women 18-34, 18-49;
Men 18-34, 18-49.

COLUMBUS, OHIO/WBNS

At 5 PM, M-F

In Women 18-34; Men 25-54.

ALBANY, NY/WTEN

At 5:30 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49.

FORT WAYNE/WPTA

At 5 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

BURLINGTON, VT/WCA3

At 5:30 PM, M-F

In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

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TAXI



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MOVIE PACKAGE OF ALL TIME!

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It's a sensational spectrum of movie brilliance that will dazzle audiences of all ages — from the drama of the Oscar-winning "Ordinary People" to the thrills of "Star Trek" and the outrageous hilarity of "Airplane!"

One look at the titles tells you PORTFOLIO X is the surest investment any station can make for movie dominance through the 80's!

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In the music show category, Group W will present *H.O.T.—Hits of Today*. The half-hour strip will be hosted by Bob Banner and have its own weekly top 20 video music countdown based on viewers' favorites.

Viacom will have *This Week's Music*, which it is co-producing with Charles Koppelman's The Entertainment Television Co. Designed for early fringe, the program will feature superstar guests, live music videos and a live dance audience.

Viacom is also offering *Bizarre*—which is entering its fourth season as a fortnightly series on the pay cable service Showtime—on a syndicated basis, to television. Viacom, which will hold back 30 seconds of the half-hour strip for barter advertising, has 100 episodes available but will sell it on the basis of 130 because it expects it to be in production

for at least another season. Viacom said it is the first time a pay cable series has ever made the jump to national syndication.

MCA is also introducing a music program, titled *Puttin' on the Hits*, for which it has completed a demo tape. The weekly half-hour series is being offered with 26 originals and 26 repeats. An MCA executive said that some markets have been sold already, but terms—all cash or barter—are still up in the air. *Puttin' on the Hits* features "ordinary folk from everyday life" who imitate and lip-sync to acts of popular music artists.

In addition to *H.O.T.*, Group W Productions will introduce three other half-hour strips: *Extra Dimension*, *Every Second Counts* and *Fat Albert*. *Extra Dimension* will feature the world of the paranormal and give a factual presentation of hard-to-believe

events. Ed Vain, president of Group W Productions, said the company is spending \$750,000 for a satellite-delivery test to all Group W stations next week. Each station will run the program in a different time period, Vain said, to determine the best time period and will go to INTV with those test results.

Metromedia Producers Corp. has "basically cleared" the country for *On Stage America*, reports Paul Rich, vice president, worldwide syndication. He said 63% of the country has been cleared for the show and he expects to announce it a firm go during INTV.

Another firm go should be *Rituals*, the syndicated first-run drama series from Telepictures, reported Dick Robertson, senior vice president. He said about 50% of the country is cleared. □

A day-by-day rundown at INTV

Friday, Jan. 13

General session. 9 a.m.-12:30 p.m.; 1:30-4 p.m. *New Independent Station Workshop*. Music room. Moderator: John Serrao, WPMT-TV Harrisburg, Pa. Panelists: Gene Adelstein, KZAZ-TV Tucson, Ariz.; Edward Aiken, Petry Television; James Alchenberger, Columbine Systems; Herb Altman, Herb Altman Communications Research; John Bailie, WWS-TV Jacksonville, Fla.; Ted Baze, KGMC-TV Oklahoma City; Michael Finkelstein, Odyssey Partners; Alice Frenz, Shawmut Bank.

Board meeting. 4-6 p.m. Suite 3-337.

Saturday, Jan. 14

Welcoming ceremony. 9:15-10:15 a.m. Biltmore bowl. Welcome: Eugene McCurdy, WPHL-TV Philadelphia. *Financial Interest and Domestic Syndication Rule: Where We Stand*. Moderator: Edward Adams, WCIX-TV Miami. Negotiating team: Mel Blumenthal, MTM Enterprises; Dean Burch, Pierson, Ball & Dowd. *The New Frontiers of Independent Television*. Herman Land, INTV president.

General session. 10:15-11:15 a.m. Biltmore bowl. *Independent Television and Tomorrow's Media Mix*. Moderator: Howard Kamin, INTV. Panelists: Lawrence Cole, Ogilvy & Mather; Bill Harvey, Media Science Reports; Marcella Rosen, N W Ayer.

Satellite session. 11:20 a.m.-noon. Biltmore bowl. Live via satellite: *A Two-way Conversation* with FCC Chairman Mark Fowler.

Screenings. Noon-6 p.m. Exhibition rooms.

Reception and dinner. 7-10 p.m. Biltmore foyer and bowl.

Sunday, Jan. 15

General session. 9:30-10:45 a.m. Biltmore bowl. *Confrontation: Media Buying Versus Independent Selling*. Moderator: Robert Jones, INTV. For the buyer: Jack Deitchman, Ogilvy & Mather; Gary Pranzo, Young & Rubicam; Yolán Toro, BBDO. For the seller: Cathy Egan, Katz Independent Television; Rich Feldman, KCOP-TV Los Angeles; Larry Vanderbeke, MMT Sales.

General session. 11 a.m.-noon. Biltmore bowl. *The Future of Sports on Independent Television*. Moderator: John Moffitt, WUAB-TV Cleveland. Panelists: Fred Botwinik, Katz Sports; Robert Briner, ProServ Television; Charles Fruit, Anheuser-Busch; A.E. Patterson, California Angels.

Luncheon. 12:45-2 p.m. Crystal room. Speaker: Victor Kiam, Remington

Products.

Concurrent sessions. 2:30-3:25 p.m. *The Basics of Vendor Support*. Renaissance room. Moderator: Paula Benko, INTV. Panelists: Ron Inman, WTOG-TV St. Petersburg, Fla.; Charlie Pittman, Jefferson-Pilot Retail Services. *Direct Response Advertising and the Independent Station*. Roman room. Moderator: John King, INTV. Panelists: Alvin Eicoff, A. Eicoff & Co.; Si Sanders, Wunderman, Ricotta & Kline.

Concurrent sessions. 3:35-4:30 p.m. *National and Local Independent Success Stories*. Gold room. Moderator: Paul Williams, INTV. Panelists: Harry Delaney, KTVT-TV Dallas-Fort Worth; Chuck Dunning, XETV-TV San Diego; Tim Gilbert, KWGN-TV Denver; Hal Katz, Vitt Media International; Gary Plumlee, KMPH-TV Fresno, Calif. *Research for Programming and Management Decisions*. Music room. Moderator: Donna Miller, INTV. Panelists: Roger Cooper, Roger Cooper & Associates; Peggy Filis, Information & Analysis; Harvey Gersin, Reymer & Gersin; Dot Stein, WOCA-TV Washington.

Monday, Jan. 16

General managers' breakfast meeting. 8-9:20 a.m. Music room. Moderator: Charles McFadden, WJTM-TV Winston-Salem, N.C. Special Guest: FCC Commissioner Mimi Weyforth Dawson.

Sales managers' meeting. 9:30-10:50 a.m. Colonnade room. Moderator: Michael Eigner, KTLA-TV Los Angeles. Presentations: Howard Kamin and Robert Jones, INTV. Panelists: Alvin Leitt, WTV-TV Milwaukee; Kathy Saunders, WPGH-TV Pittsburgh; Robert Stroud, WANX-TV Atlanta.

Program managers' meeting. 9:30-10:50 a.m. Gold room. Moderator: James Pratt, KGMC-TV Oklahoma City. Panelists: Don Lacy, KSTW-TV Seattle-Tacoma, Wash.; Stuart Powell, KSHB-TV Kansas City, Mo.; Barbara Smith, WPMT-TV Harrisburg, Pa.

General session. 11 a.m.-12:15 p.m. Biltmore bowl. *Promoting the Independent Station*. BPA promotion prize winners, INTV promotion awards. Executive producer: Mort Slakoff, MCA. Presenters: Frank Fletcher, WUAB-TV Cleveland; Phyllis Seifer, WNEW-TV New York.

Screenings. 12:15-6 p.m. Exhibition rooms.

Tuesday, Jan. 17

Breakfasts. 8-9 a.m. Directors and distributors—Music room. Congressional and FCC staffers—Renaissance room.

General session. 9:15-10:30 a.m. *The Impresarios Look at the Independent's Program Future*. Biltmore bowl. Moderator: Steven Bell, KTLA-TV Los Angeles. Panelists: Robert Bennett, Metromedia; Lawrence Gershman, MGM/UA; Alfred Masini, TeleRep; Henry Siegel, Lexington Broad-

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And there's even more coming in the future.

Great Comedy From Great Britain:



32 of the funniest movies ever to cross the Atlantic... the predecessors of "Benny Hill" and "Monty Python"...featuring the best of British comedy and spanning four decades of uproarious and zany humor.

American Life:



Exciting. Unique. Controversial. A prize collection of the most popular non-fiction films of our time, brilliantly reflecting our lives, hopes and dreams.

Almi Eight-Pack:



Mystery...romance...comedy...rock...Refresh your ratings with this spectacular selection of movie hits...featuring rock superstars David Bowie and Mick Jagger.

The Entertainers:



A collection of everyone's favorites...Starring Robert Wagner, Martin Sheen, Michael York, Cindy Williams, James Mason, Albert Finney, Cloris Leachman, Rex Harrison and the entire Monty Python troupe...

Scenes From A Marriage:



The genius of Ingmar Bergman...the passion of Liv Ullmann...creates the most prestigious event ever offered for television.

Enchanted Evenings:



Rodger's and Hammerstein's "Oklahoma!" and "South Pacific." Classics on stage... triumphs on screen... giants in ratings...America's all-time favorite musicals.

Rocky Joe:



No other animated adventure series can get into the ring with these 65 action-packed half-hours about a young boy fighting against all odds to become the #1 boxer.

Jennifer's Journey:



Innovative syndication programming, an extraordinary movie that will appeal to the whole family, from 18-time Emmy winner Daniel Wilson.

At INTV contact Chuck Larsen, Linda Lieberman or Mary Voll at the Biltmore Suite 5-129.

ALM Television Productions, 1585 Broadway, New York, N.Y. (212) 975-0590

cast Services; Daniel Wilson, Wilson Productions.

General session. 10:45-11:45 a.m. *The Congress and Independent Television.* Biltmore bowl. Moderator: James Hedlund, INTV. Panelists: Representatives Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.), Tom Tauke (R-Iowa), Matthew Rinaldo (R-N.J.).

Luncheon. 12:45-2 p.m. Crystal room. Speaker: Barry Goldwater (R-Ariz.).

General session. 2:30-3:10 p.m. *The Role of Independent TV News.* Biltmore bowl. Moderator: Bob Wormington, KSHB-TV Kansas City. Panel-

ists: John Corporon, INN; Pat Servodidio, RKO General; Phil Brady, CNN. Commentator: FCC Commissioner James Quello.

General session. 3:15-4:30 p.m. *Syndication: Off-network, Movies and First-run—The World of Shrinking Options.* Biltmore bowl. Moderator: Kevin O'Brien, WTTG-TV Washington. Panelists: Henry Gillespie, Turner Program Services; Leonard Koch, Syndicast Services; Gary Lieberthal, Embassy Telecommunications; Richard Robertson, Telepictures Corp.; Lucille Salhany, Taft Broadcasting.

Gala dinner party. 7-10 p.m. MCA TV/Universal stage 28.

Exhibitor list

The following is a list of exhibitors for the INTV convention at the Los Angeles Biltmore. An asterisk denotes a program new to the market this year.

Acama Films 6134
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Shogun Warriors (130)*, The Explorers (14)*, Martial Arts Theater (39), Acama Star I and II (20 each), ...Proudly Presents (120)*, Grand Old Country (260)*, Bill Burrud's Wonderful World of Travel (26)*, Bill Burrud's World of Adventure (26)*, Death Valley Days (260)*, Trails West (130)*, Western Star Theater (104)*, Call of the West (52)*, Super Country Superstars (3)*, Rich Little Salutes: The Cowboys and Bing Crosby*. **Staff:** John Cosgrove, Barrett McKee, William Morrison, James Sowards, Davy Rosenzweig.

Alan Enterprises 6129
26170 Pacific Coast Hwy., Malibu, Calif. 90265

American Caesar*, Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130), The Wizard of Oz*, The Promotables (15)*. **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Chris Buchanan.

Almi Television Productions 5129
1585 Broadway, New York 10036

Rocky Joe (65)*, Great Comedy from Great Britain (32)*, Eight-Pack (8)*, Scenes from a Marriage (6), Oklahoma, South Pacific, Jennifer's Journey, The Entertainers, American Life, Enchanted Evenings, Almi Eight-Pack. **Staff:** Charles Larsen, Linda Lieberman, Mary Voll, Elizabeth Gallo.

Arlington Television Sales 5112

Barris Industries 6209

Blair Entertainment 6303
1290 Avenue of the Americas, New York 10104

Cisco Kid (156), SCTV (156), Divorce Court, Celebrity Revue (120), That's Life (130), The Rovers (24), Let's Make a Deal (200), Pitfall (130), Broadway to Hollywood, Peter Marshall Salutes the Big Bands, Four Girls Four, Michel Legrand & Friends, Songs of Christmas, Astonishing Odyssey, Keystone Komedies (79), Wake Up the Echoes—A History of Notre Dame

Football, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be. **Staff:** Richard Coveny, Tony Brown, Warren Bahr, Len Ringquist, Jim Weathers, Joe Middelburg, Monte Lounsbury, Tony Falsola, Steve Hackett, Rhian Rhodes, Alan Berkowitz, Phil Kent, Dorothy Hamilton, Linda Prozeller.

Cannon Television 5212
6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Chapman Television 6111

Claster Television Productions 5216
200 E. Joppa Rd., Suite 400, Towson, Md. 21204

Great Space Coaster (180), Romper Room and Friends (100), Bowling for Dollars, G.I. Joe—A Real American Hero I and II (5 each)*, Transformers*, Charmkins, My Little Pony*. **Staff:** John Claster, Sally Bell, Janice Claster.

Colbert Television Sales 5207, 09
1888 Century Park East, Suite 1118, Los Angeles 90067

All About Us (24), Inter/Acter, Breakaway, Joker's Wild (185), Tic Tac Dough (185), Nipsey Russell's Juvenile Jury (36), Celebrity Bullseye (195), Lassie (192), The Rifleman (168). **Staff:** Dick Colbert, Jack Barry, Larry Lynch, Ritch Colbert, Meri Bentley, Jill Siegel, Dan Enright, Richard Kline, Skip Alexander, Jack Donahue.

Columbia Pictures Television 6218
Columbia Pl., Burbank, Calif. 91505

Hart to Hart, Benson, Police Story, Volume 4* (23), TV 20* (20), Charlie's Angels, Soap, Fantasy Island, Barney Miller, Carson's Comedy Classics, Police Woman, Starsky & Hutch, SWAT, What's Happening, Carter Country, Family, 18 feature packages, miniseries, cartoons and other series. **Staff:** Joseph Indelli, Richard Woollen, Steve Astor, Janet Bonifer, Richard Campbell, Diana Wilkin, Mitchell Sallitt, David Mumford, Herb Weiss, Ken Doyle, Steve Mulderig, Don Bryan, Tom Holland, Jay Silha, Stewart Stringfellow, Jack Ellison, Tim Overmeyer.

DFS Program Exchange 6232
405 Lexington Ave., New York 10174

Staff: Jack Irving, Susan Radden, Wally Chateauvert, Tim Strosahl, Beth Feldman.

Direct Response Marketing 5206

Embassy Telecommunications 6307-11
1901 Avenue of the Americas, Suite 666, Los Angeles 90067

Facts of Life (153), Archie Bunker's Place (92), Diff'rent Strokes (144), One Day at a Time (187), The Jeffersons (207), Maude (141), Professionals (52). **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Marty Ozer, Leslie Tobin, Corey Bender, Meade Camp, Christopher Egolf, Michael Mellon, Stephen Morley-Mower, Deborah Willard, Robert Oswaks.

Entervision 6310
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury, Sultans of Swat, Rock Show. **Staff:** Krls Gangadean.

Fisher Fever 5204

Four Star/Gold Key 5310-12
19770 Bahama St., Northridge, Calif. 91324

Big Valley, Wanted Dead or Alive, Wonderful World of Magic, Zane Grey Theater, Thrillseekers, Dick Powell Theater, Odyssey Package (14), Bill Burrud's Quest (4), Main Events II (15), Dazzledancin*. **Staff:** Joseph Doyle, Robert Neece, Robert Dickehuth, Steve Rosenberg, Rod Sterling, Ben Barry.

Genesis Entertainment 5230
245 Perimeter Center Pkwy., Suite 420, Atlanta 30246

Staff: Gary Gannaway, Bob Webb, Jeff Kinney, Charles Keyes, Betsy Green.

GMA Research Corp. 6112

Golden West Television 5308
5800 Sunset Blvd., Los Angeles 90028

Deception*, Woman To Woman, Scared Straight, Gene Autry movie package, Hollywood Christmas Parade, Wall Street Journal Consumer Newslines, American Video Awards (co-distributed with All-American Television). **Staff:** Anthony Cassara, Bill Schickler, Bruce Johansen, Bette Alofsin, John Garofolo, Tim Noonan, Bill Cameron, Dick Gold, Greg Nathanson.

Hunt Jaffe Productions 5352

Katz Sports 6224
One Dag Hammerskjold Pl., New York 10017
The Olympiad (22), Talkin' Baseball. **Staff:** Pat Garvey, Ed Papazian.

King Features Entertainment 6226-30
235 E. 4th St., New York 10017

The Performers (15), All New Popeye (192), Original Popeye (220), Cool McCool (20), Beatles (39), Beetle Bailey

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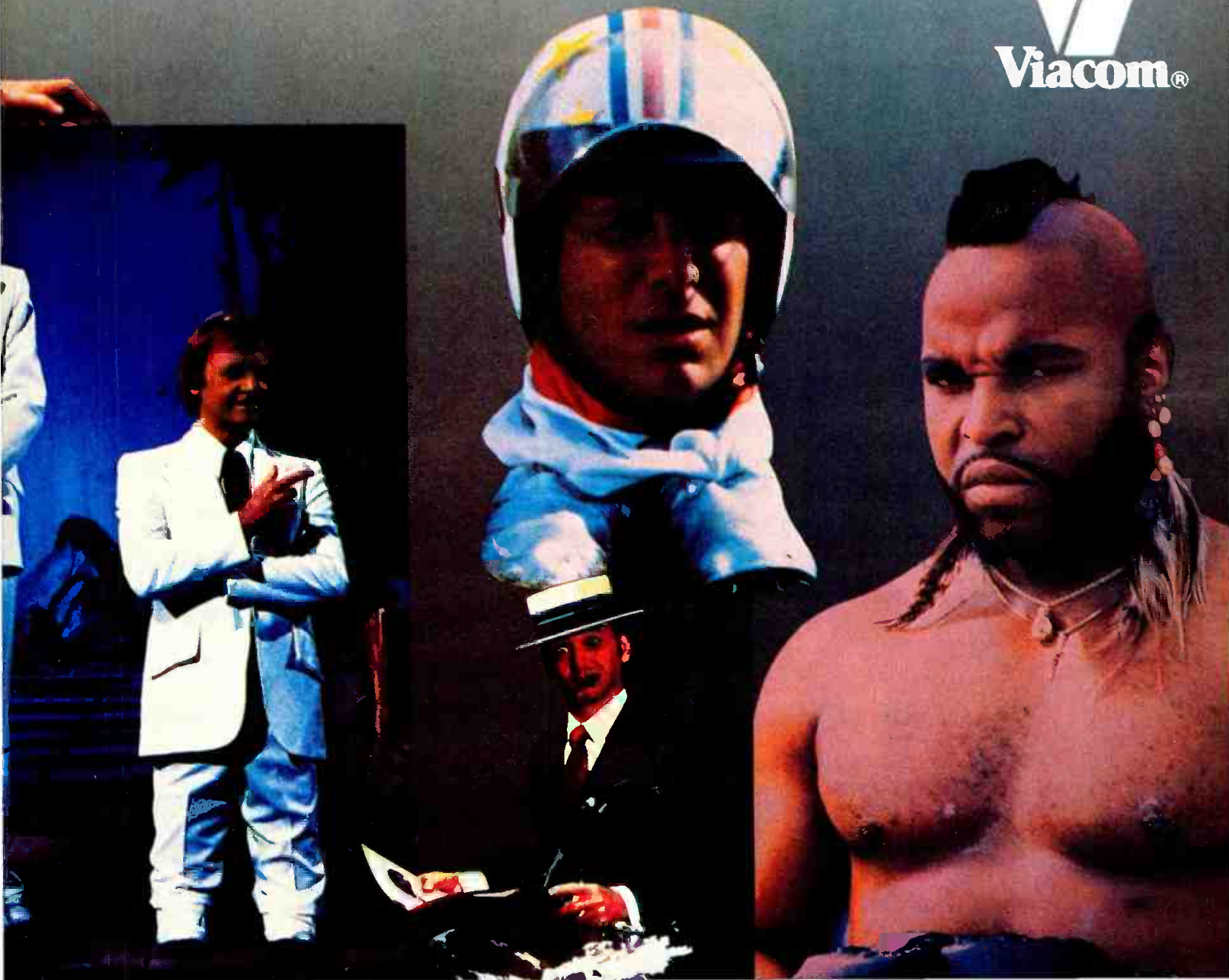


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(50), Barney Google & Snuffy Smith (50), Krazy Kat (50), Animated Flash Gordon (24), Perspective on Greatness (26), Hearst Reports (345), The Original Flash Gordon (4), Blondie (28), Linehan & Co. (130), T.V. Time Capsule, The Butcher, Hints from Heloise, Original Flash Gordon (40), Blondie (26), Vic Braden's Tennis for the Future (13). **Staff:** William Miller, Len Soglio, Chips Barrabee, Steven Weiser.

Lexington Broadcast Services 6204
800 Third Ave., New York 10022

The Greatest American Hero (42)*, Tales from the Darkside*, Rock Palace (35)*, Heathcliff (65)*, This Is Your Life (39)*, Fame*, Too Close for Comfort*, Breakaway*, Poochie*, Get Along Gang*, Golden Link*, Greater New Orleans Golf Classic*, Miss American Teen-ager Pageant*, From Hawaii with Love*, Family, Superfriends, How the West Was Won, Inspector Gadget, LBS's Children's Theater, LBS Movie of the Month, Health Field, America's Top Ten, Rowan and Martin's Laugh-In, Test Specials, Peter and the Magic Egg, Strawberry Shortcake, Woman to Woman, In Search of. **Staff:** Henry Siegel, Robert Turner, Dan Greenblatt, John Ranck, Roger Lefkon, Paul Siegel, Mike Weiden, David Friedman, Louis Granelli, Bobbie Marcus, Wendy Phillips, Ethan Podell, Robert Unkel, Donna Barrie, Christopher Gordon, Bruce Casino, Steven Pappas, Alan Strumwasser.

Local Program Network 6312

Lorimar 5307
3970 Overland Ave., Culver City, Calif. 90230

Laugh-In (130), Dallas (150), Eight is Enough (112), Lorimar I (25), Lorimar II (25), Lorimar III*, Lorimar—Allied Artists Film Library, Sci-fi Horror Package (34), Bomba the Jungle Boy (13), Time Capsule: The 1932 Los Angeles Olympic Games, Vincent Price's Dracula*. **Staff:** Ken Page, Pat Kenney, Chuck Atkins, Reid Davis, Marty Mills, Jack Garrison, Bruce Genter, Maury Lanken, Dennis Greshman, Dalton Danon, Linda Sheldon.

MCA TV 6357, 59
445 Park Ave., New York 10022

Magnum (129)*, Puttin' on the Hits (52)*, Voyagers (50)*, Million Dollar Movie Game (52)*, Universal's Most Wanted List (23)*, That's Incredible (165)*, Quest for Gold (50)*, Switch (50)*, Road to Los Angeles Year II (25)*, House Calls (57), BJ/Lobo Show (86), Memories with Lawrence Welk Year II (52), Brand New Woody Woodpecker & Friends (175), Olivia Newton-John—Let's Get Physical, Hardy Boys/Nancy Drew Mysteries (46), Quincy (148), Buck Rogers (37), Incredible Hulk (85), Rockford Files (125), Barretta (82), Kojak (118), Adam-12 (174), Alfred Hitchcock Hour (93), Alfred Hitchcock Presents (268), Alias Smith & Jones (43), Bionic Woman (58), Bold Ones (98), Dragnet (98), Emergency

(136), Ironside (198), It Takes a Thief (65), Jack Benny Show (104), Leave It To Beaver (234), Love That Bob (173), Major Adams (138), Marcus Welby M.D. (172), McHale's Navy (138), Munsters (70), Name of the Game (76), Woody Woodpecker & Friends (185), Rod Serling's Night Gallery (97), Run for Your Life (86), Six Million Dollar Man (108), Virginian (225), Wagon Train (32), Rich Man Poor Man Book 1 (12), Novels I and II, 23 movie packages. **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Marc Grayson, Chuck Gerber, Bob Davis, Phil Conway, Paul Hoffman, Tom Maples, Carl Runge, Bill Smith, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Jeffrey Hatcher.

Metromedia Producers Corp. 5215-19
5 TV Place, Needham Branch, Boston 02192

On Stage America (2 hours weekly)*, Stan Brock's Expedition: Danger*, Dynasty (118)*, Merv Griffin Show, Thicke of the Night, Miller's Court, Healthbeat, Vega\$ (68), Avengers (26), Untamed World (156), Presidential Command Performance, Assassins Among Us, Cancer Confrontation, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior, Little Gloria ... Happy At Last, Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, Premium I (8), Premium II (12), Premium Plus (28), MPC (20), Carry On... (11), Groovy Ghoules and Friends (104), Crusader Rabbit (13), My Favorite Martian, Fantasy Island (111), Charlie's Angels (115), Starsky and Hutch (92), Family (86), Strike Force (19), S.W.A.T. (37), Movin' On (44), Dynasty (37), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), movies of the week. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Bruce Marson, Regina Dantas, Carl Menk, Pat Pattison, Susan Bender, Jim Ricks, Bill Featherstone, Ed Hawkins, Grant Norlin, John Carson, Jack Duffield, Dale Sheets, Ron Geagan.

MGM/UA Television 5357
1350 Avenue of the Americas, New York 10019

Fame, Thicke of the Night, CHiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Gilligan's Island (98), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), The World of Mother Teresa, 28 motion picture feature packages, Pink Panther (226), Tom and Jerry (308), MGM/105, Bugs Bunny & Warner Bros. cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140), The Citadel (10), Gavilan (10), Seven Brides for Seven Brothers (22),

McClain's Law (16), Flamingo Road (37), Chicago Story (14), The Yearling (52), Pandemonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), Gabriela (132), George Washington (8), We Got It Made, Empire, For Love and Honor, New Adventures of Gilligan, Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, James Bond: The First 21 Years, The Making of Rocky III, Separate Tables, Cutter to Houston (9), Banjo the Woodpile Cat, The French Atlantic Affair, Kids from Fame Special, World of Entertainment, Logan's Run (14), plus other specials. **Staff:** Lawrence Gershman, Joseph Tirinato, Susan Swimer, William Dunkel, Peter Newgard, William Trotter.

Mizlou Television Network 6229
535 Fifth Ave., New York 10017

N.A.S.C.A.R. Auto Racing (7)*, Strohs Fight of the Month (8)*, College Rodeo Finals (1)*, Fun Moments in Sports (2)*, National Bowling (3)*.

Muller Media 5303
23 E. 39th St., New York 10016

Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10, Premiere Showcase (10), Cinema Greats (15), American Diary, Cheryl and Friends, Movie Mania, Masters of the Martial Arts (26), Fabulous Follies (36), Just for Laughs (13), Real McCoys (224), Car Care by Lucille. **Staff:** Robert Muller.

National Telefilm Associates 6212
12636 Beatrice St., Box 66930, Los Angeles 90066

A Currier & Ives Christmas*, Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (35), Noveltoons (43), Best of NTA (120), Horror (35), John Wayne Classic Westerns (30), Kung Fu Gold (13), Mystery/Suspense (393), Nostalgic Musicals (47), Nostalgic Westerns (455), Paramount Short Subjects (500), Republic Serials (71), Roy Rogers' The Great Movie Cowboys (26), Science Fiction (34), Bonanza (260), Dean Martin (26), Flip Wilson (26), High Chaparral (98), Laramie (60), Laredo (56), Car 54 Where Are You? (60), Get Smart (138), Loretta Young (192), T.H.E. Cat (26), Victory at Sea (26). **Staff:** Bud Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, John Herrin, Terez Kiely, Scott Lanken, Mickey Georgianna, Joe Termott.

OPT/TPE 6207
919 Third Ave., New York 10022

Lifestyle of the Rich and Famous (52)*, Key to Rebecca (4-hour mini-series)*, Jennie's War (4-hour mini-series)*, Star Search, Solid Gold (52), Solid Gold specials (3), Helen Keller: The Miracle Continues, A Woman of Substance, Sadat, Blood Fued, Smiley's People, A Woman Called Golda. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Mike Weiser, Bill Bee, Dick Waller, Ken Kagen.

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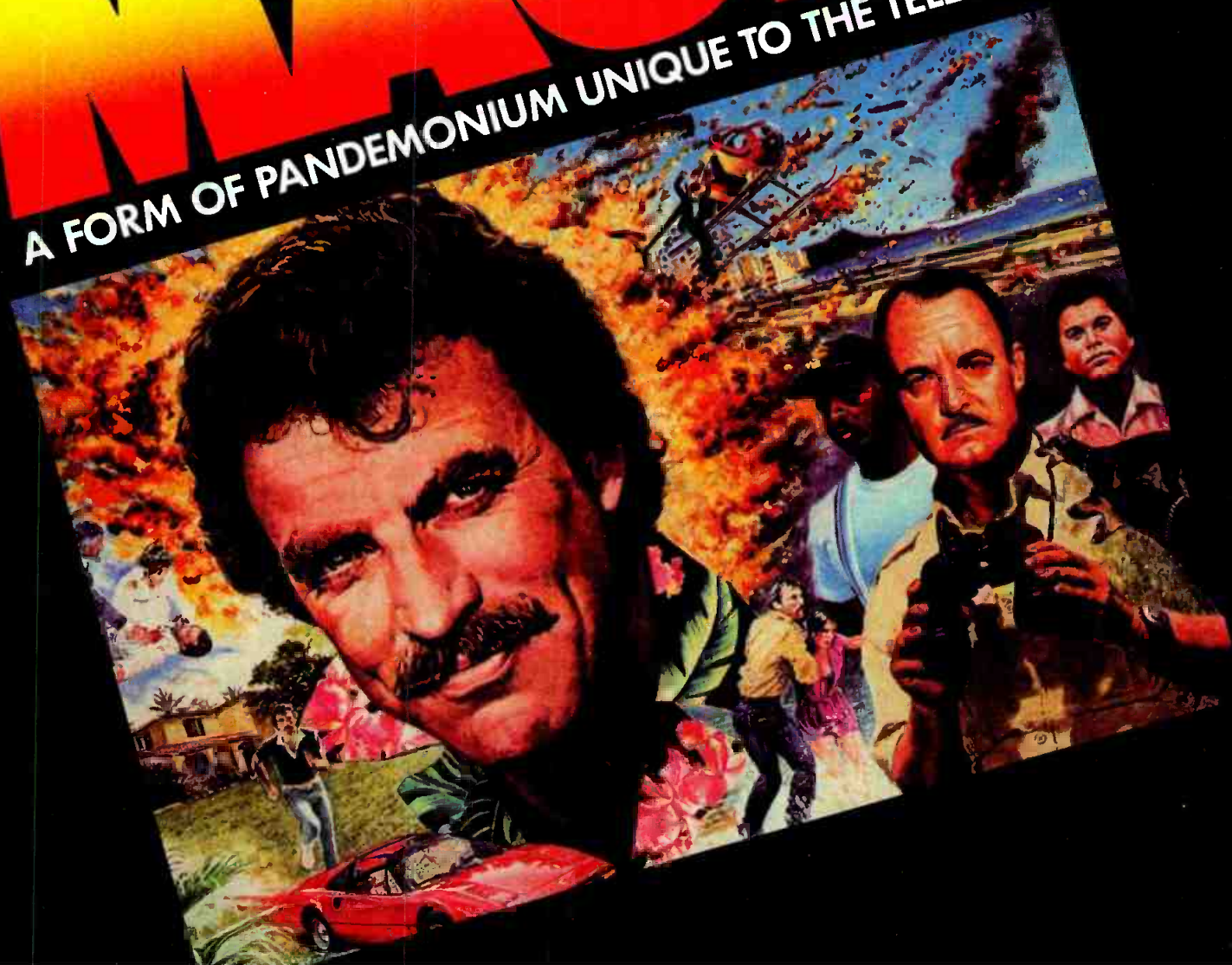
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Orion Entertainment 5208*1875 Century Park East, Los Angeles 90067*

New High Rollers (260)*, Twenty Minutes Workout (65)*, King* (6-hour mini-series), Best of Saturday Night (104), Monsters on the Prowl, 17 New Color Adventures, Children's Showtime, A.I.P. Feature Group, Addams Family (64), Avengers (83), Green Acres (170), Mr. Ed (143), Prince Planet (52), Sherlock Holmes (24), Sinbad Jr. (130), Touch of Music (6), Lorne Greene's Last of the Wild (78), Johnny Sokko & His Flying Robot (26), Adventure Package (8), Dominant 10 (6), Fantastic Science-Fiction Theater (14), Films for the 70's, Volume I (22), Ghoul-arama I & II (24), Holiday Storybook Fables (2), Miscellaneous Features (4), New Science Fiction (13), Outstanding Adventures (8), Sci-Fi (51), Strongmen of the World (21), Special Action Features Volume I (12), Star Time Theater (17), Winning Hand (25), World of the Macabre (8), Young Adult Theater (12) Real Life Adventures (2). **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Arthur Hasson, Larry Hutchings, Thomas Cerio, Jack Allen, Donald Frehe, Rick Jacobson, Jim Ricks.

Panasonic Industrial Co. 6352**Pappas TeleProductions 6355****Paramount Television 6225***1 Gulf & Western Pl., New York 10023*

Anything for the Money*, In Style*, Stars with the David Steinberg*, Jesse Owens Story*, Entertainment Tonight, Taxi, Cheers, Portfolio VII, IX and X, Taking Advantage, Mork & Mindy, Laverne & Shirley. **Staff:** Rich Frank, Randy Reiss, Bob Jacquemline, Steve Goldman, Kevin Tannehill, Greg Midel, Sid Cohen.

Primetime Entertainment 5233*485 Madison Ave., New York 10022*

Primetime 1 Package (17). **Staff:** Robert Shay, Harvey Reinstein, Albert Hartigan.

Samuel Goldwyn Co. 6233**Silverbach/Lazarus Group 6210****Syndicast Services 5203***2 W. 45th St., New York 10036*

Barbara Mandrell & The Mandrell Sisters, Olympic Gold, Celebrity Fun Cruise, Rhythm & Rawls, 1984 Mrs. America Pageant, Salute To America, The New Victor Awards, Barbara Mandrell Halloween Special, Thank Goodness-Thansksgiving, The Man in the Santa Claus Suit, An American Christmas Carol, Barbara Mandrell Christmas Special. **Staff:** Leonard Koch, Sheldon Boden, Harold Comings, William Koblenzer, Garry Lepkanich, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen.

D.L. Taffner 5229*31 W. 56 St., New York 10019*

Thames Originals, Three's Company, Too Close for Comfort, World at War, Hollywood, Beny Hill Show. **Staff:** Don Taffner, Dick Cignarelli, Mike Fahn, Rosemary Berry.

Telepictures Corp. 5123-27*15303 Ventura Blvd., Sherman Oaks, Calif. 91403*

Rituals (52)*, All New Let's Make a Deal*, Eureka Stockade*, New Dick Van Dyke Show/Mayberry R.F.D. (150)*, Littlest Hobo (100)*, People's Court, Love Connection, Newscape, N.I.W.S., More Real People (195), Here's Lucy (144), My Favorite Martian (107), Telepictures 2 (27), Telepictures 1 (13). **Staff:** Dick Robertson, Jim McGillen, Jody Shapiro, Scott Carlin, Jim Martz, Mark Robbins, Diana Foster, Alicia Windroth, Jeanine Kadow, Bob Lloyd, Michael Newsom, Robert Barnett.

The Good Life 6216*200 Park Ave., Suite 1702, New York 10166*

The Good Life. **Staff:** Bill Tenebruso, Michael Kerans, Mitch Glatt, John Horne.

Tribune Entertainment Co. 5224-5226*435 N. Michigan Ave., Suite 1632, Chicago 60611*

At The Movies (52), A Married Man (2), U.S. Farm Report (52), Martin the Emancipator, Third Annual Gospel Music Excellence Award, For Your Precious Love: Mother's Day Special. **Staff:** Sheldon Cooper, Joseph Antelo, Dick Moran, Anne Rodgers, Tovo Rogers, Leslie Lilien.

Turner Program Services 6308*1050 Techwood Dr., Atlanta 30318*

CNN Television, Cousteau Amazon*, Cousteau Odyssey, Cousteau North American Adventures, Black Beauty*, Last Convertible*, Women in White*, Centennial*, Star Cade*. **Staff:** Henry Gillespie, Robert Schuessler, Thomas Todd, Paul Wischmeyer, Bob Rierson.

TV Station Music License Comm. 5111**Twentieth Century Fox Television 6219***Box 900, Beverly Hills, Calif. 90213*

Dance Fever, M*A*S*H, Best of the Midnight Special, Batman, Fall Guy, Trapper John, Hollywood Gift of Laughter, Hollywood Theater '84, On and Off Camera II, Century V through XI, Fox 1 through 4, Shirley Temple, Super Sixty-Six, Special '42, Being Your Best, Voyage to the Bottom of the Sea. **Staff:** Steve Roberts, Robert Morin, Joseph Greene, Bob Buchanan, Stanley DeConvnick, David Skillman, Gary Grandolph, Jim Puffer, Denny Juravic, Al Shore, Tony Bauer, Joe Weinflash.

Twentifirst Century Distribution 6110*1650 Broadway, Suite 807, New York 10019*

Staff: Art Schweitzer, Hank Guzik, Donna Pastor.

U.S. Chamber of Commerce 5232**Viacom Enterprises 5218***1211 Avenue of the Americas, New York 10036*

Bizarre, Cannon, Gunsmoke, Hawaii Five-O, The Rookies, Mary Tyler Moore, Bob Newhart, The Alvin Show, The Harlem Globetrotters, The New Adventures

of Mighty Mouse, I Love Lucy, Honey-mooers, Twilight Zone, Hogan Heroes, Andy Griffith, Gomer Pyle USMC, Wild Wild West, My Three Sons, Dick Van Dyke. **Staff:** Robert Glaser, Joseph Zaleski, Jack Kelley, Paul Kalvin, Dennis Gillespie, Andrea Cetera, Frank Brown, Milt Strasser, Frank Flanagan, David Campbell, Dennis Emerson.

Warner Bros. Television 6127*4000 Warner Blvd., Burbank, Calif. 91522*

Scruples*, Volume 23*, Volumes 13 through 22, Volume IA, IIA, TVI*, 13 Classic Thrillers, Tarzan features, Bowery Boys, Starlight 3 through 6, Alice, Welcome Back Kotter, Chico and the Man, F Troop, Superman, Batman/Superman/Aquaman, Dukes of Hazzard, Harry O, Wonder Woman, Kung Fu, The Waltons, FBI, Tarzan, Maverick, Roots, Roots: The Next Generations, Pearl, Bugs Bunny & Friends, Porky Pig & Friends, Phenomenon of Roots, Specials of the '70's.

Western-World Television 5134**Worldvision Enterprises 5225***660 Madison Ave., New York 10021*

Barnaby Jones (177), Little House on the Prairie (216), Love Boat (140), The Invaders (43), The Fugitive (120), Dark Shadows, Man From Atlantis, Doris Day Show (128), The Rebel (76)*, Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (94), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104)*, Wendy and Me (34), Don Lane Show, Range Rider (78)*, Annie Oakley (80)*, Buffalo Bill Jr. (42)*, Adventure of Champions (26)*, Take My Word for It, Holocaust (10), Against the Wind (13), Prime I (10), II (16), III (16), IV (26), V (26), VI (19), VII (25), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. At the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jackson Five (23), Jerry Lewis Show (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link Secret Chimp (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13)*, 18 specials. **Staff:** John Ryan, Howard Lloyd, Randy Hanson, Burt Rosenburgh, Bill Baffi, Jim Thomson, John Barrett, Paul Danylik, Jesse Weatherby, Marty Weisman.

WW Entertainment 5359*205 E. 42d St., New York 10017*

WW Entertainment I (16), Best of Groucho, Century: The Story of Our Time, Black Belt Theater I, II and III. **Staff:** George Hankoff, Lou Israel, Frank Stanton, Ami Witt, Vicki Joe Hoffman.

Ziv International 5305

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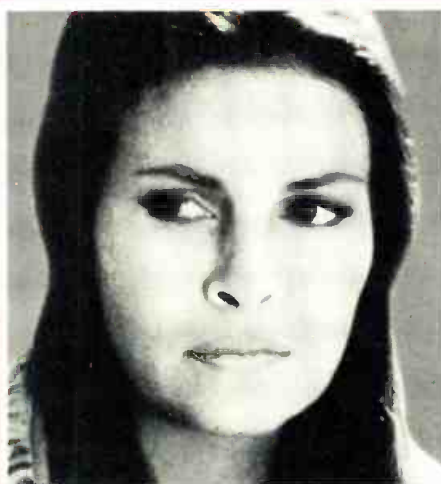
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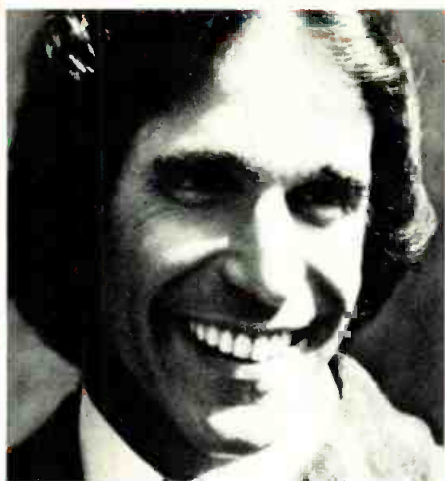
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Christopher George
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Raquel Welch, Bradford Dillman
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Chris Makepeace, Matt Dillon
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Richard Crenna, Patty Duke Astin, Vic Morrow
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Gary Coleman, Maureen Stapleton
- **THE SEDUCTION OF MISS LEONA**
Lynn Redgrave, Brian Dennehy
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Johnny Cash, Bo Hopkins
- **THAT LUCKY TOUCH**
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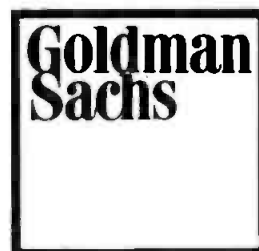
a radio station of

General Electric Broadcasting Co., Inc.

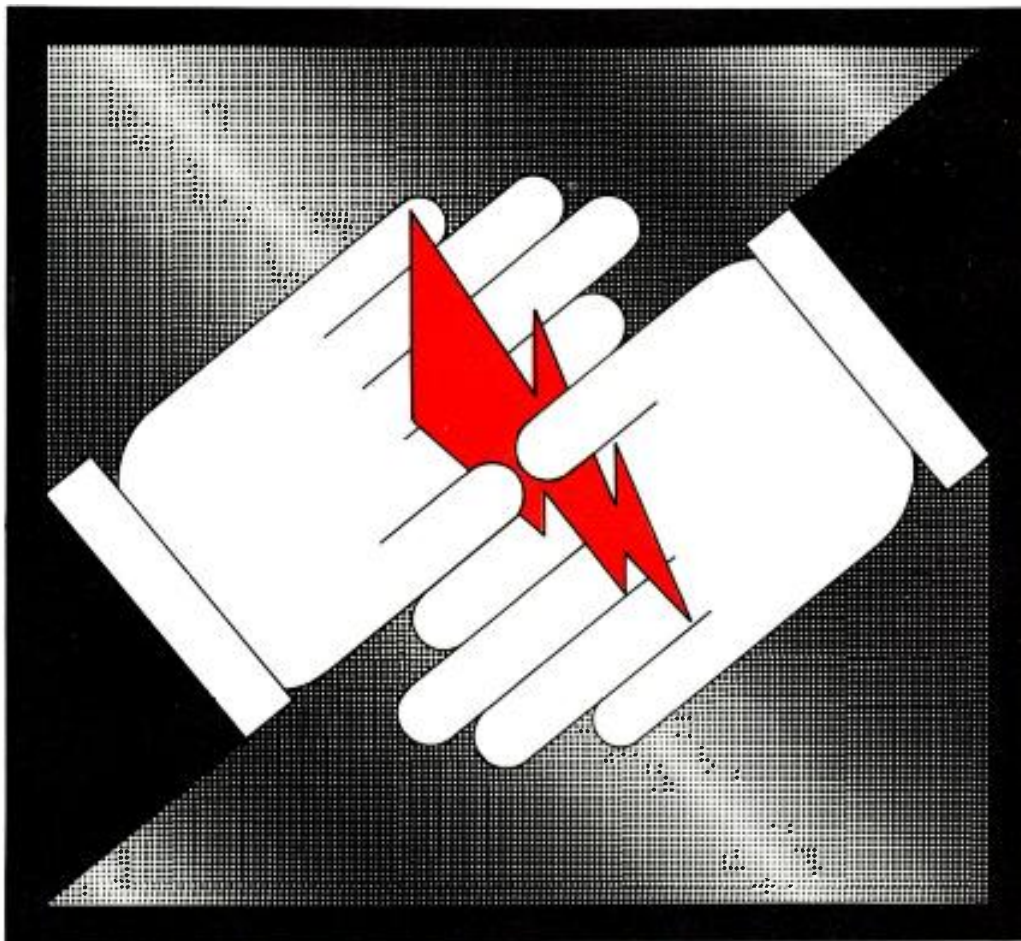
We acted as financial advisor to General Electric Company.

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December 30, 1983



Changing Hands 1983

Radio-TV station sales top \$2.8 billion; Cable system transactions hit \$1 billion

In 1983, the 30th year in which BROADCASTING has summarized annual station trading activity, the number of dollars spent on FCC-approved sales of broadcast stations—\$2,854,895,356—smashed all previous records. In fact, that total was greater than the three previous years combined.

The money spent for radio stations—\$621,077,876—was more than ever before, and the total for television sales—\$1,902,701,830—was greater than the five previous years added together.

Sales of cable TV systems also brought a number of brokers a record year. While figures for cable sales are not required to be reported to the FCC, estimates put the sales

total for 1983 at more than \$1 billion. Acquisitions made in 1983 pushed Tele-Communications Inc. into the number one MSO slot with its \$242-million purchase of Liberty Communications and Liberty's 263,000 subscribers. TCI also bought the country's 22d MSO, Tele-Media (248,000 subscribers), for \$185 million. TCI's total subscriber count at yearend was approximately 2.5 million.

Last year's two station group sales, A.H. Belo's \$606-million purchase of the Corinthian group from Dun & Bradstreet and the Rockefeller Center Inc.'s \$332-million purchase of Outlet Co., if excluded, leave the total dollar figure at \$1,916,895,356, still a

record. Also discounting Field Enterprises' divestiture of five TV's, General Electric Co.'s sale of 10 broadcast properties, and the \$245-million sale of KTLA(TV) Los Angeles still leaves a record-setting \$1,274,000,000 spent on the purchase of broadcast properties in one year. There were 669 radio sales in 1983, a 30-year high, and 61 television sales, also a new record.

The average price for a radio station last year was \$928,368, a 15.9% increase over the 1980 record of \$801,023. The components of that record setting figure were an average AM price of \$508,754, not a record, but a 2.7% increase over the previous year, a slightly improved FM average price of

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\$1,280,305, also not a new high, and an AM-FM combination average price of \$2,101,705, 25% greater than the year before.

There were 217 FCC-approved stand-alone AM station sales in 1983, one more than in 1982, but fewer than the 245 approved in 1981. The \$508,754 average price indicates at least a temporary bottoming out of a 35% drop from the 1980 stand-alone AM price of \$765,000.

The 156 stand-alone FM stations sold in 1983 are the most in at least three years, and a large increase over the 96 approved in 1981 and the 105 in 1982. The change in average price of those stations in recent years has mirrored that of stand-alone AM's, with FM's declining from a 1980 figure of \$1,493,000, to \$1,350,000 in 1981, to \$1,255,361 in 1982 and then increasing to \$1,280,305 last year, still 14% lower than in 1980.

The \$2,101,705 value of an average AM-FM combination has climbed 83% from the 1980 price of \$1,147,670. In 1981 it declined 8.8% to \$1,046,501, and then rose 59.4% to \$1,680,990 in 1982. The 147 AM-FM combinations sold were also the greatest in three years, just above the 138 in 1982 and the 139 sold the year before.

1983 was the year that the total dollar

value of television sales since 1954—\$5.45 billion—exceeded the total amount spent in those 30 years on radio properties, \$5.15 billion. This tipping of the scales toward television was accomplished by the weighty \$1,902,701,830 spent for television stations in 1983.

Excluding the \$342-million record-setting purchase of KHOU(TV) Houston, and the \$245-million purchase of KTLA(TV) Los Angeles, the average price of the 37 VHF sales in 1983 was \$24,024,714, bettering by 37% the previous high set in 1980. Excluding once again the \$136-million purchase of UHF WFLD-TV Chicago, the 21 UHF stations averaged a price of \$11,366,800, a 21.8% increase over the previous high, also set in 1980. The average television station in 1983, not counting those three sales, fetched \$20,339,672, a new record, and nearly doubled last year's average price of \$12,047,016. Among major VHF station sales in 1983, 5% involved independents, 7% dual affiliates and the remainder, ABC affiliates (31%), CBS (25%) and NBC (32%). Of the UHF sales, two-thirds were independents, 15% were ABC affiliates, 15% CBS and 4% NBC.

The figures speak for themselves, but waiting to be heard from is an announced station group acquisition, subject to FCC ap-

proval, that could possibly make 1984 an even bigger year. Metromedia chairman, John W. Kluge, has announced plans for a leveraged buyout of the Secaucus, N.J.-based company, whose broadcast properties have been estimated to be worth near \$1 billion (BROADCASTING, Dec. 12, 1983). Also possibly forthcoming in 1984 is the announced purchase of Miami-based soft drink bottler, MSO and group owner Wometco Enterprises (one FM and six TV's) by New York-based private investment banking firm Kohlberg Kravis Roberts & Co. (BROADCASTING, Sept. 26, 1983), the same firm that arranged the purchase of KTLA Los Angeles. Also on tap in 1984: Forward Communications, a Wausau, Wis.-based group of six television stations and 10 radio stations, announced an agreement to be acquired by William E. Simon, the former secretary of the treasury, and his partner, Raymond Chambers, for an estimated \$87 million (BROADCASTING, Oct. 31, 1983).

In 1983, the record price for an FCC-approved purchase of a group owner was broken when A.H. Belo bought Corinthian Broadcasting's six TV stations—five V's and one U—for \$606 million. The previous record, which had stood for four and a half years, was the \$370-million merger between Gannett Co. and Combined Communica-

30 years of station transactions

Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Comined Radio TV*	TV		Radio only	Comined Radio TV*	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000 **	267,296,410	1971	270	2 **	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	1973	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	1974	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	1979	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	1980	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	1981	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	1982	597	0	30
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830	1983	669	10	61
Total	\$11,562,316,651	\$5,150,238,917	\$1,593,169,833	\$5,450,199,977	Total	10,406	NA	900

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority interest transfers in which control of the license did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

* Prior to 1971 figures represent total number of deals involving both radio and television stations. ** Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

tions Corp. in 1979. Corinthian's parent, New York-based Dun & Bradstreet, had acquired the group in 1971 in an exchange of stock valued at \$137 million, and will keep Corinthian's cable systems in Virginia and North Carolina. Dallas-based Belo, headed by James M. Moroney Jr., president and CEO, owns *The Dallas Morning News*; seven community newspapers in the Dallas-Fort Worth area; a cable system in Clarksville, Tenn., and WFAA-AM-TV and KZEW(FM) Dallas. It also purchased KOA(AM)-KOAQ(FM) Denver. It sold WTVQ(TV) Chattanooga; KFDM-TV Beaumont, Tex., and two of the stations purchased from Corinthian to comply with FCC multiple ownership rules. Those transactions—giving it two AM's, two FM's and five TV's—as well as the individual prices allocated to Corinthian's stations, are listed below.

Outlet Co., the Providence, R.I.-based owner of one AM, three FM's and five VHF's, was purchased this year for \$332.1 million by Rockefeller Center Inc., making it the third largest FCC-approved deal for a group owner, behind the Corinthian purchase detailed above and the Combined-Gannett merger. The buyer, owned by trusts controlled by the descendants of John D. Rockefeller II, paid \$68 per share for Outlet's 3.6 million outstanding shares. Outlet, headed by Bruce Sundlun, chairman, and David Henderson, president, sold WSNE-FM Taunton, Mass., subject to FCC approval, to comply with the FCC's "one-to-a-market" rule—it also owns WJAR-TV Providence (NBC, ch. 10)—because the Rockefeller purchase invalidated its grandfather clause ("Changing Hands," Dec. 5, 1983). It also purchased during the year WHFS(FM) Bethesda, Md. (Washington) (now WTKS(FM)) to complement its WTOP(AM) Washington (see below). Other Outlet stations are WCPX-TV Orlando, Fla. (CBS, ch. 6); WCMH-TV Columbus, Ohio (NBC, ch. 4); KSAT-TV San Antonio, Tex. (ABC, ch. 12); KOVR-TV Stockton-Sacramento, Calif. (ABC, ch. 13); WIOQ(FM) Philadelphia; WQRS-FM Detroit, and KIQQ(FM) Los Angeles.

Field Enterprises, the Chicago-based media conglomerate, continued the process of liquidating its five broadcast stations and its cable systems begun a year and a half ago (BROADCASTING, July 28, 1982). With its three approved station sales this year (see below) and the yet-to-be approved sale of WKBD-TV Detroit for \$70 million to Cox Communications ("Changing Hands," May 23, 1983), Field has realized \$276 million from the sale of its broadcast properties. For its fifth station, WKBS-TV Burlington, N.J. (Philadelphia), Field decided not to sell whole, but instead kept the plant, sold off some production equipment to the Providence Journal Co., and in an unusual move, returned the station's license to the FCC (BROADCASTING, July 25, 1983). The divestiture of all of Field's communications properties was completed with the sale of its California cable systems ("Changing Hands," Dec. 5, 1983).

General Electric Co. sold all of its eight radio properties and two of its three TV's. It will keep KOA-TV Denver. The divestment, announced more than a year ago ("In Brief," Nov. 22, 1982), was accomplished in six

transactions totaling \$121 million. The Fairfield, Conn.-based diversified manufacturer, with 1982 revenues of \$28 billion, is the 16th ranked cable MSO.

Charter Co. sold its six remaining radio properties this year—the seventh station, WDRQ(FM) Detroit was sold a year ago ("Changing Hands," Nov. 1, 1982). Three of the stations went to Surrey Broadcasting, which was initially to have been the buyer of all six for \$32 million—but which canceled that deal after an investor pulled out ("In Brief," Nov. 15, 1982). Instead, the Jacksonville, Fla.-based oil and insurance company's stations were sold in three separate transactions at a combined price of \$30.9 million.

The following are summaries of all FCC-approved sales of \$1 million or more consummated last year:

VHF

The record single station price was broken twice last year, the first by the purchase of Gene Autry's KTLA(TV) Los Angeles (ch. 5 independent) for \$245 million by a group put together by the New York-based private investment banking firm of Kohlberg Kravis Roberts & Co. (BROADCASTING, April 4, 1983). That price, which exceeded the previous record of \$220 million, paid the year before for WCVB-TV Boston (BROADCASTING April 5, 1982), was topped eight months later by the \$342 million paid by A.H. Belo Corp. for Corinthian's KHOU(TV) Houston

(CBS, ch. 11).

In the KTLA(TV) deal, general partners of the buyer included seven members of the station's management, including Anthony B. Cassara, the president of the seller, the television division of Golden West Broadcasters. Included in the purchase were Golden West Productions, Golden West Videotape and Golden West Subscription TV of Dallas. Under the terms of the deal, Autry retained ownership of KTLA's studios on Sunset Boulevard. Kohlberg Kravis Roberts & Co., founded in 1976 by former partners in the Wall Street investment banking firm of Bear Stearns & Co., has more recently engineered a proposed leveraged buyout of Wometco Enterprises, the Miami-based station group with vending and entertainment holdings (BROADCASTING, Sept. 26, 1983).

Next in price among this year's VHF transactions was the \$97-million price tag attached to Corinthian's WISH-TV Indianapolis (CBS, ch. 8). WISH-TV and WANE-TV Fort Wayne (CBS, ch. 15), the only UHF among the Corinthian group, were spun off to LIN Broadcasting at a combined price of \$104.9 million.

Joe L. Allbritton, real estate investor, banker and group owner, bought KATV(TV) Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8), for \$80 million. James Leake, seller of the two stations, also owns 80% of WSTE(TV) Fajardo, P.R. Allbritton also owns WSET-TV Lynchburg, Va.; WCIV(TV) Charleston, S.C., and WJLA-TV Washington. He sold KRKR(AM)-KFKF(FM)

November 28, 1983

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Golden West gold. A prime example of escalating station trading prices in 1983 was the \$245-million sale of independent KTLA(TV) Los Angeles by Golden West Broadcasters to Golden West Television Acquisition Co., a new corporation formed by Kohlberg Kravis Roberts & Co. At the closing last spring (l-r): Gene Autry, chairman and 50.1% owner of Golden West Broadcasters; Anthony Cassara, Golden West Television division president, and George Roberts, general partner in the new owner of KTLA.

Kansas City, Kan. (see below).

The Belo purchase (see above) included \$78.1 million for KXTV(TV) Sacramento, Calif. (CBS, ch. 10).

Metromedia, which made headlines at the end of the year with the proposal by its chairman, John Kluge, and other officers to take the company private (see above), sold WTCN-TV Minneapolis (NBC, ch. 11) to Gannett Co. for \$75 million to help raise money for the \$136-million purchase of WFLD-TV Chicago (see below).

Gannett, a Rochester, N.Y.-based newspaper publisher, outdoor advertising company and group owner, whose broadcasting division is headed by J.B. Davidson, president, sold KARK-TV Little Rock, Ark. (NBC, ch. 4), to a group of seven buyers for \$25 million. The buyers included David Jones, president and general manager of the station, and Karl Eller, former president of group owner Combined Communications, which merged into Gannett in 1979. Eller is also chairman of Red River Resources Inc., a Tucson, Ariz.-based holding company, as well as a board member of both Turner Broadcasting System and the Corporation for Public Broadcasting.

Gannett bought one of the four Field stations sold, WLVI-TV Cambridge (Boston), Mass., and also sold WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. (see below). It now owns six AM's, seven FM's and six TV's.

In a swap plus cash deal, General Cinema Corp. exchanged WCIX-TV Miami (independent, ch. 6) for Taft Broadcasting's WGR-TV Buffalo (NBC, ch. 2), plus \$70 million. General Cinema, a Boston-based soft drink bottler and movie theater owner, also sold WIFB(FM) Philadelphia (see below) and owns 80% of WHUE-AM-FM Boston (the other 20%

is owned by Alexander M. Tanger, president of GC's broadcast division). Taft is a publicly traded, Cincinnati-based group owner, program syndicator and television production company, headed by Charles S. Meacham Jr., chairman and CEO. It also owns five AM's, six FM's and seven TV's and is a joint partner with TCI in 14 cable systems. It has also bought, subject to FCC approval, KEX(AM)-KQFM(FM) Portland, Ore. for \$8 million ("Changing Hands," Nov. 28, 1983), and recently announced plans to spin off its domestic theme parks division for \$167.5 million, to increase its liquid cash reserves in anticipation of FCC liberalizing of multiple ownership rules ("In Brief," Jan. 2).

In one of a number of leveraged buy-outs that were approved last year, the four remaining stations of Ziff Davis Broadcasting were purchased for \$57 million. The general partners in the group buying WRDW-TV Augusta, Ga. (CBS, ch. 12); WEYI-TV Saginaw, Mich. (CBS, ch. 25); WROC-TV Rochester, N.Y. (NBC, ch. 8), and WTOV-TV Steubenville, Ohio (NBC, 9), were Martin Pompadour, former Ziff Corp. president; Ralph Becker, former president of its broadcasting division, and Elliot Stein Jr., New York personal investment counselor.

John Blair Co. paid \$55 million cash for WKAQ-TV San Juan, P.R. (ch. 2). The station's seller was headed by the widow of Angel Ramos, founder of the San Juan daily newspaper, *El Mundo*. It will keep co-located WKAQ-AM-FM. Blair, a publicly owned and New York-based printing and station representative company, also bought KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis for \$50 million (see below), and owns four AM's, four FM's and four TV's.

For the third year in a row Santa Ana,

Calif.-based Freedom Newspapers was a buyer in a TV transaction. This year it purchased WTVC(TV) Chattanooga (ABC, ch. 9) and KFDM-TV Beaumont, Tex. (CBS, ch. 6), from Belo Broadcasting for \$49 million. Belo sold the Beaumont station to make room for KHOU-TV Houston, included in its Corinthian purchase.

The Corinthian station deal also comprised KOTV(TV) Tulsa, Okla. (CBS, ch. 6), for \$41 million, and WVEC-TV Hampton (Norfolk), Va. (ABC, ch. 13), \$40 million, both bought by Belo.

Knight-Ridder bought one of the GE properties, WGNE(TV) Nashville (ABC, ch. 2), for \$37 million. The Miami-based newspaper publisher also owns five TV's, and is a partner in cable systems with Times Mirror Co. and Tele-Communications Inc.

In another leveraged buyout, General Electric's WRGB(TV) Schenectady, N.Y. (CBS, ch. 6), went for \$35 million to Unicom, made up of John D. Backe, former CBS president and president and co-owner of the television production company, Tomorrow Entertainment Inc., and a New York investment firm, Forstmann Little & Co.

WOTV(TV) Grand Rapids, Mich., the last television station in the Time-Life Broadcast Group, was sold to LIN Broadcasting Corp. for \$32 million. LIN, a New York-based broadcaster, cellular radio common carrier and specialty publisher, also purchased WISH-TV Indianapolis and WANE-TV Fort Wayne (see above) raising its broadcast holdings to five AM/FM combinations and seven TV's.

Delores La Vigne, Winston B. Linam, and other stockholders sold KSLA-TV Shreveport, La. (CBS, ch. 12), to Viacom International in a tax-free stock swap valued at \$32 million. They had bought the stations in 1976 for \$2,823,600. New York-based Viacom, headed by Ralph M. Baruch, chairman, is a cable MSO, production and syndication company and group owner, which also acquired WHEC-TV Rochester, N.Y. (CBS, ch. 10) from Broadcast Enterprises National Inc. for \$24.5 million plus Viacom's KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis. Broadcast Enterprises, based in Philadelphia and majority owned by Ragan A. Henry, now owns six AM's and two FM's. Viacom now owns one AM, five FM's and four TV's.

Frank L. Beam, former owner of a Chicago-based advertising company, made his initial broadcasting purchase last year, buying three stations for \$25 million: KYEL-TV Yuma, Ariz. (CBS, NBC, ch. 13); WDAM-TV Laurel-Hattiesburg, Miss., (NBC, ch. 7), and WCFT-TV Tuscaloosa, Ala. (CBS, ch. 33). The seller was a group headed by Sy A. Rosenbaum.

Stephen Adams, a Minneapolis-based banker, who was involved in five FCC-approved transactions in 1983, bought WILX-TV Onondaga (Lansing), Mich. (NBC, ch. 10), for \$20.5 million from Figgie International Inc., a Willoughby, Ohio-based maker of recreation and safety equipment, which bought the station five years ago for \$12 million (BROADCASTING, Oct. 23, 1978). Last year Adams also bought WTWN(AM)-WLAV(FM) Grand Rapids, Mich.; WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis



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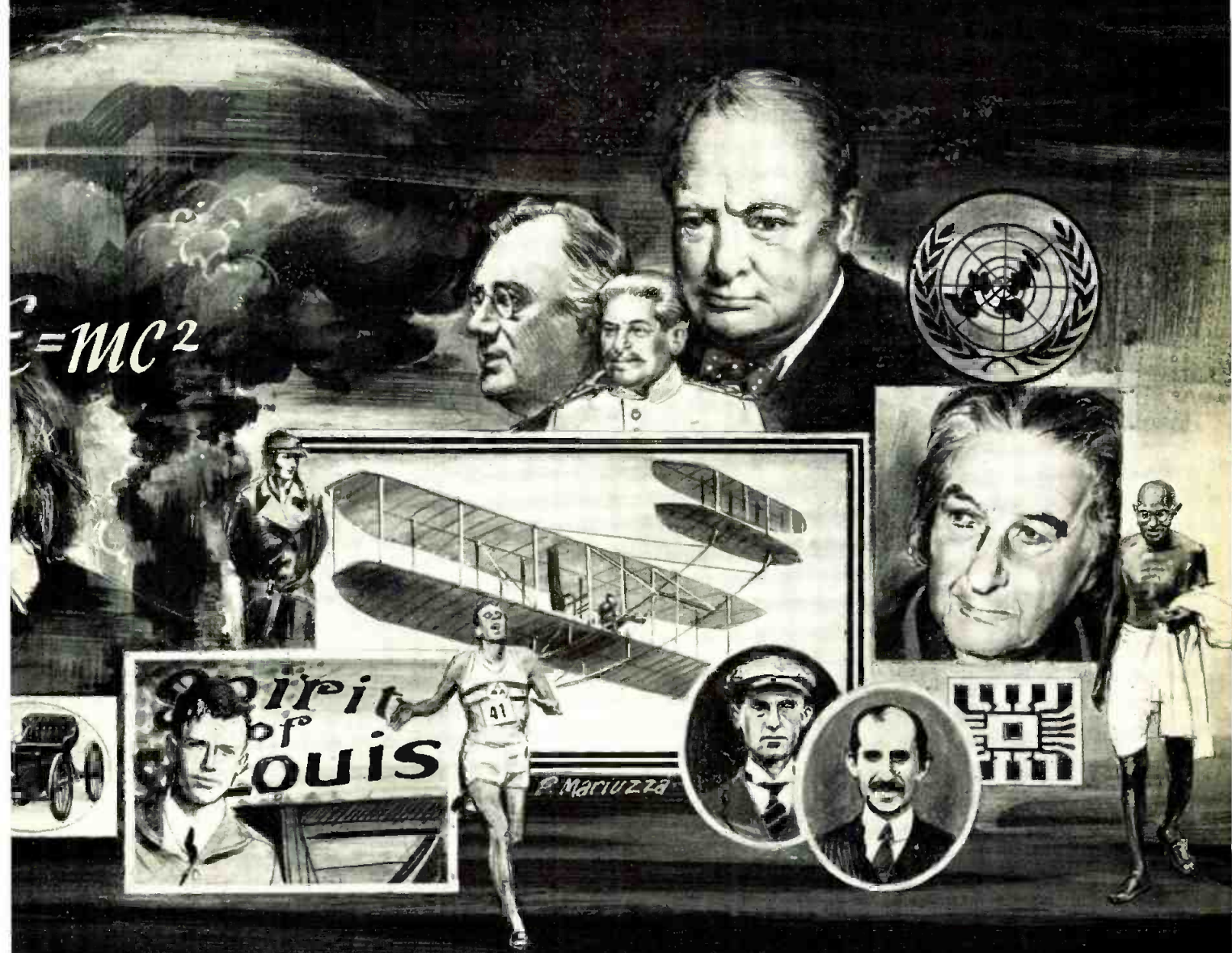
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(see below). He also owns WGTU(TV) Traverse City and its satellite WGRQ(TV) Sault Ste. Marie, both Michigan, which he bought in 1982. Adams also bought, subject to FCC approval, KAUZ-TV Wichita Falls, Tex. ("Changing Hands," Aug. 1, 1983), and WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for \$47.3 million. When approved by the FCC, those purchases will bring his broadcast holdings to two AM's, two FM's and seven TV's.

Adams sold KIVA-TV Farmington, N.M. (NBC, ch. 12) for \$2.35 million to St. Paul-based Hubbard Broadcasting. Hubbard, headed by founder, chairman and CEO, Stanley E. Hubbard, also bought, subject to FCC approval, KSWs-TV Roswell, N.M., and now owns three AM's, two FM's and four TV's.

Jackson, Miss.-based Capitol Broadcasting Co. sold WJTV(VT) Jackson (CBS, ch. 12) to News-Gazette Co. for \$19 million. News Gazette, majority owned by David R. Bradley Sr. and family, is the publisher of St. Joseph, Mo.'s two daily newspapers, and the owner of WSAV-TV Savannah, Ga., and KAAL(TV) Austin, Minn.

The first of Liberty Communications Inc.'s six TV's which new owner, TCI, divested was KEZI-TV Eugene, Ore. (ch. 9, ABC), which went for approximately \$18 million to Carolyn S. Chambers, Liberty's former vice president and treasurer. Chambers, who also controlled 17.7% of Liberty's shares, owns

four cable systems in Washington state and California. Liberty has also sold, subject to FCC approval KDFW-TV Dallas ("In Brief," Nov. 7).

Capitol also sold KKTU(TV) Colorado Springs (CBS, ch. 11), for \$15.5 million to Barry Ackerley, who owns a Seattle-based outdoor and airport advertising firm. Ackerley also bought KPWR-TV Bakersfield, Calif. (see below). He now owns three TV stations. Capitol also sold WSLI(AM)-WXYL(FM) Jackson (see below) and also owns KNAZ-TV Flagstaff, Ariz.

Aaron Henry, chairman of TV-3 Inc., licensee of WLBT-TV Jackson and WLBM-TV Meridian, both Mississippi, and Charles L. Young, president, increased their holdings in the stations and brought in new investors. Eighty-four percent of the stations changed hands for \$12,765,000. Among the new investors were Buford Television (25.4%) which also owns KLTU-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. In addition, it has cable holdings and a 20% interest in a subscription TV company, Home Entertainment Network Inc. Another investor, Interfirst Venture Corp. (10.9%), is a subsidiary of InterFirst Bank, Dallas.

Gene Reischman and family, owners of a Roswell, N.M.-based retail bakery, bought KCBD-TV Lubbock, Tex., and its satellite KSWs-TV Roswell, N.M., for \$10.75 million from State-Record Co., a Columbia, S.C.-based newspaper publisher. The Reischmans already own co-located KBIM-TV, and so are

spinning off KSWs-TV, subject to FCC approval, to Hubbard Broadcasting.

State-Record also sold its only other broadcast property, WCBD-TV Charleston, S.C. (ABC, ch. 2), to Media General for \$8 million. Media General is a publicly traded, Richmond, Va.-based newspaper publisher, MSO, broadcast service company and owner of WFLA-TV Tampa, and WJKS Jacksonville, both Florida.

Alfred T. Burke, who owns soft drink bottling franchises in Louisiana, bought KCYU-TV Cheyenne, Wyo. (CBS/ABC, ch. 5); KSTF(TV) Scottsbluff, Neb. (CBS/ABC, ch. 10), and KTSV(TV) Sterling, Colo. (CBS/ABC, ch. 3), for \$9.7 million. Seller, Lamb Enterprises, headed by Edward Lamb, chairman, also owns WICU-TV Erie, Pa.

Burke also bought KGNS-TV Laredo, Tex., from T. Frank Smith Jr. for \$3 million. Smith also owns KRIS-TV Corpus Christi, Tex. Burke owns 30% of the buyer of KBL-FM San Angelo, Tex. (see below), and is part owner of two Michigan TV stations (see above).

In another swap and cash deal, St. Louis-based Pulitzer Publishing Co. exchanged KSDK-TV St. Louis (NBC, ch. 5), for Multimedia's WFBC-TV Greenville, S.C. (NBC, ch. 4), WXII-TV Winston-Salem, N.C. (NBC, ch. 12), and \$9 million. Pulitzer, owner of *The Arizona Daily Star* (Tucson) and the *St. Louis Post Dispatch*, now owns KTAR(AM)-KKLT(FM) Phoenix and seven TV's. It also bought WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. (see below). Greenville, S.C.-based Multimedia, a newspaper publisher, MSO, producer and syndicator of *Donahue* and other programs, also owns six AM's, six FM's and five TV's.

Malrite Communications Group sold its WCTI(TV) New Bern (Greenville), N.C. (ABC, ch. 12), to Heritage Broadcasting for \$9 million. Cleveland-based Malrite, which bought WXIX-TV Newport, Ky. (Cincinnati) (see below), now owns six AM's, seven FM's and three TV's. It also bought WVNJ-FM Newark, N.J. (see below). The buyer, a subsidiary of a Detroit-based construction company, is owned by Mario Iacobelli (80%) and Richard Smith (20%). Smith is also an applicant for 39 low-power television stations.

WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., were bought by Mel Wheeler for \$6.6 million. Wheeler also owns WDNT(AM) Denton and KDNG(FM) Gainesville, both Texas, and WSLC(AM)-WSLQ(FM) Roanoke, Va. He sold KSRD(FM) Seward (Lincoln), Neb. ("Changing Hands," Dec. 12, 1983).

WBKO(TV) Bowling Green, Ky. (ABC, ch. 13), was sold to Benedek Broadcasting by Bluegrass Media Inc. for \$4 million. Richard Benedek, owner of the buyer, also was a half buyer of WYTV(TV) Youngstown, Ohio (see below), and is majority owner of WTAP-TV Parkersburg, W.Va.

W.M. Moore Jr., an Abilene, Tex.-based advertising executive, bought KTXS-TV Sweetwater (Abilene), Tex., (ABC ch. 12) for \$3.5 million from Prima Inc., headed by Charles Woods. Prima also owns KLBK-TV Lubbock, Tex.

Senator William L. Armstrong (R-Colo.), bought KPVI(TV) Pocatello, Idaho (ABC, ch.

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WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

6) for \$3.2 million. He also owns KEZW(AM) Denver.

UHF

The first of the Field station sales to be approved in 1983 was the \$136-million sale of WFLD-TV Chicago (ch. 32) to Metromedia. To make room for the purchase, the Secaucus, N.J.-based Metromedia sold WXIX-TV Newport, Ky. (Cincinnati) (ch. 19) to Malrite Communications Group for \$45 million, and also sold WMET(FM) Chicago (see below). It also sold WTCN-TV Minneapolis (see above), to raise additional money for its Chicago buy.

Malrite has filed for an initial public stock offering to raise money for its WXIX-TV purchase. It has also sold WCTI-TV New Bern, N.C. (see above) and bought WVNJ-FM Newark, N.J. (see below).

Metromedia's deals left an opening in its station portfolio which was filled by the purchase of KNBN-TV Dallas (ch. 33) from National Business Network Inc. for \$14.9 million. One of the principals of NBN, Nolanda Hill, headed a group purchasing WSMW-TV Worcester, Mass. (see below). The FCC granted Metromedia permission to hang onto co-located KRLD(AM), spoiling the plans of CBS, which had hoped to buy the radio station and sold its WEEI(AM) Boston (see below) in anticipation of the purchase (BROADCASTING, Nov. 14, 1983).

The second FCC-approved Field station sale during the year was that of WLVI-TV Cambridge, Mass. (ch. 56) to Gannett Co. for \$47 million. Gannett earlier bought WTCN-TV Minneapolis and sold KARK-TV Little Rock, Ark. (see above). It sold WLKY-TV Louisville, Ky. (ABC, ch. 32), to Pulitzer Publishing Co. for \$15.4 million, in a deal that also included WPTA(TV) Fort Wayne, Ind. (ABC, ch. 21), valued at \$8.8 million.

The last of Field's licenses to be sold was KBHK-TV San Francisco (ch. 44), which went to United Television Inc. for \$23 million. United is a publicly held company, majority owned by Chris-Craft Industries. The two companies, which have begun cooperative purchasing and programming activities, own between them six TV's.

Tribune Broadcasting Co. bought WANX-TV Atlanta from Continental Broadcasting Co. for \$32 million. Continental is a subsidiary of Christian Broadcasting Network Inc., headed by president and host M.G. (Pat) Robertson. It also owns WXNE-TV Boston; KXTX-TV Dallas, and WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. Tribune Broadcasting is a subsidiary of Chicago-based Tribune Co., which also owns the *Chicago Tribune*, New York *Daily News*, Independent Network News, Chicago Cubs baseball team and cable systems. Headed by James C. Dowdle, president, the broadcast group now owns three AM's, two FM's and five TV's.

Tribune Co. also bought WGNO-TV New Orleans (ch. 26) for \$21 million from General Media Corp., which had previously sold an 80% interest in KGMC(TV) Oklahoma City (see below). In 1983 Tribune made the first public offering of its stock, in part to help pay for its New Orleans and Atlanta pur-

chases ("In Brief," Aug. 29, 1983).

San Joaquin Communications Corp. sold KSEE(TV) Fresno, Calif. (NBC, ch. 24) to Meredith Corp. for \$17,611,230. San Joaquin, a group of 15 stockholders, primarily local businessman and ranchers, had paid \$13.5 million for the stations four years earlier. The sum was part of a settlement agreement with then licensee, McClatchy Newspapers, which had tired of a five-year license renewal contest in which San Joaquin was the competing applicant (BROADCASTING, Nov. 12, 1979).

Meredith also bought out the other owners of WOFL(TV) Orlando, Fla., for \$16 million—it already owned 40%. The Des Moines, Iowa-based group owner of *Better Homes & Garden* and other magazines, printer, and book publisher also sold WOW(AM)-KEZO(FM) Omaha, in separate sales, and KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below). It now owns WGST(AM)-WPCH(FM) Atlanta and seven TV's.

The Blade Co. bought WDRB-TV Louisville, Ky. (ch. 41) for \$10 million from Cowles Media Co. A Minneapolis-based newspaper publisher with cable interests, Cowles owns no other broadcast properties. The Toledo, Ohio-based newspaper publisher and MSO, Blade Co., also owns WLIO(TV) Lima, Ohio, and WLFI-TV Lafayette, Ind. It has sold, subject to FCC approval, WTKN(AM)-WWSW-FM Pittsburgh ("In Brief," Sept. 26, 1983).

Waltham, Mass.-based MSO and electronics manufacturer Adams Russell Co. sold its only broadcast property, WYTV(TV) Youngstown, Ohio, to A. Richard Benedek and Robert L. Dudley for \$8.8 million. Benedek also bought WBKO(TV) Bowling Green, Ky., and is majority owner of WTAP-TV Parkersburg, W.Va. Dudley, who is vice president in charge of finance at Avery Knodel, New York-based station representative, also had an interest in the seller of KLBK(TV) Lubbock and KTXS-TV Sweetwater, both Texas (see above).

Brothers Melvin, Fred and Herbert Simon sold WSMW-TV Worcester, Mass. (ch. 27) for \$8 million to a group headed by Nolanda Hill, president, who had a 40% interest in the seller of KNBN-TV Dallas (see above). The Simons have a minority interest in a construction permit for WSMK(TV) Indianapolis.

Ted Baze, vice president and general manager of KGMC(TV) Oklahoma City (ch. 34), bought 80% of the station from General Media Corp., a group of 80 stockholders headed by Earl W. Hickerson, for a reported \$5.2 million in March. He then sold 85% of the station, keeping the remaining 15%, to Beverly Hills Hotel Corp. for \$7 million. Beverly Hills is headed by New York financier, Ivan Boesky, who has been negotiating to buy WFBT-TV Minneapolis ("Closed Circuit," Dec. 12, 1983).

George N. Gillett Jr., who has bought, subject to FCC approval, Appleton, Wis.-based group owner Post Corp. ("In Brief," Sept. 12), sold KPWR-TV Bakersfield, Calif. (CBS, ch. 17), for \$6.3 million to Barry Ackerley, owner of a Seattle, Wash.-based outdoor and airport advertising company. Ackerley earlier in the year bought KKTU(TV) Colorado Springs (see above).

Orion Broadcast Group Inc. bought WQRF-TV Rockford, Ill. (ch. 39) for \$4 million. Orion, a publicly owned, and Denver-based company headed by Sam Matthews, president, owns satellite master antenna television systems in Denver.

Wooster, Ohio, based newspaper publisher and group owner Albert V. Dix and family bought KCBJ-TV Columbia, Mo. (ABC, ch. 17), for \$3.3 million. They now own four AM's, four FM's and two TV's.

Nonprofit Jacksonville State University Communications Foundation Inc. purchased WHMA-TV Anniston, Ala. (CBS, ch. 40) for \$2.9 million from a group majority owned by newspaper publisher, H. Brandt Ayers, and his sister, Elsie Ayers Sanguinetti. It also owns noncommercial WLJS-FM Jacksonville, Ala., but plans to continue WHMA-TV as a commercial station.

Missionary Radio Evangelism sold its 80% ownership of KCIC(TV) El Paso (ch. 14) to the Catholic DeRance Foundation for assumption of \$2 million in liabilities, after turning down an offer of \$3.5 million from a buyer who could not assure it would have a religious format. DeRance had purchased the other 20% the year before for \$600,000 ("Changing Hands," June 14, 1982). Harry G. John, who has a controlling interest in the DeRance Foundation, also has an interest in KCFM(FM) Florissant, Mo., and KBSA-TV Guasti (Los Angeles), Calif.

York, Pa.-based group owner Susquehanna Broadcasting Co., whose deal to sell WBSA-TV York (CBS, ch. 43), in 1982 for \$2.45 million fell through, sold the station last year for \$2 million. The buyer was a group of limited and general partners headed by Cary W. Jones, who is president and part owner of KTRV(TV) Nampa, Idaho.

Roy Hess, principal owner of WPMT(TV) Mobile, Ala., and David Smith, vice president of a Southwick, Mass., radio and TV station equipment company, Comark Industries Inc., bought WRIP-TV Chattanooga (ch. 61) for \$1.5 million and a \$500,000 consultancy agreement.

WBLN(TV) Bloomington, Ill. (ch. 43) was sold for \$1,907,000 to group of 26 Illinois investors, headed by Paul Misch, a Bloomington-based attorney. None of the investors had other broadcast interests.

Claude W. Bowers, half owner of WIYE(TV) Leesburg, Fla. (ch. 55), headed a group of five equal partners who bought the other 50% for \$1.45 million.

Byron H. Lasky, 49.8% owner of WTTQ(TV) Birmingham, Ala. (ch. 21), bought the other 50.2% of the station for \$1 million. Lasky also owns 80% of KNXV-TV Phoenix and 20% of WCGV-TV Milwaukee.

FM

KIOI(FM) San Francisco, the last property belonging to Charter Co., was sold for \$12.4 million to Price Communications. Charter also sold KCBQ-AM-FM San Diego, KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. (see below). The buyer is a publicly traded and New York-based company headed by Robert Price, president. It owns WOWO(AM) Fort Wayne, Ind., and also bought WIRK-AM-FM West

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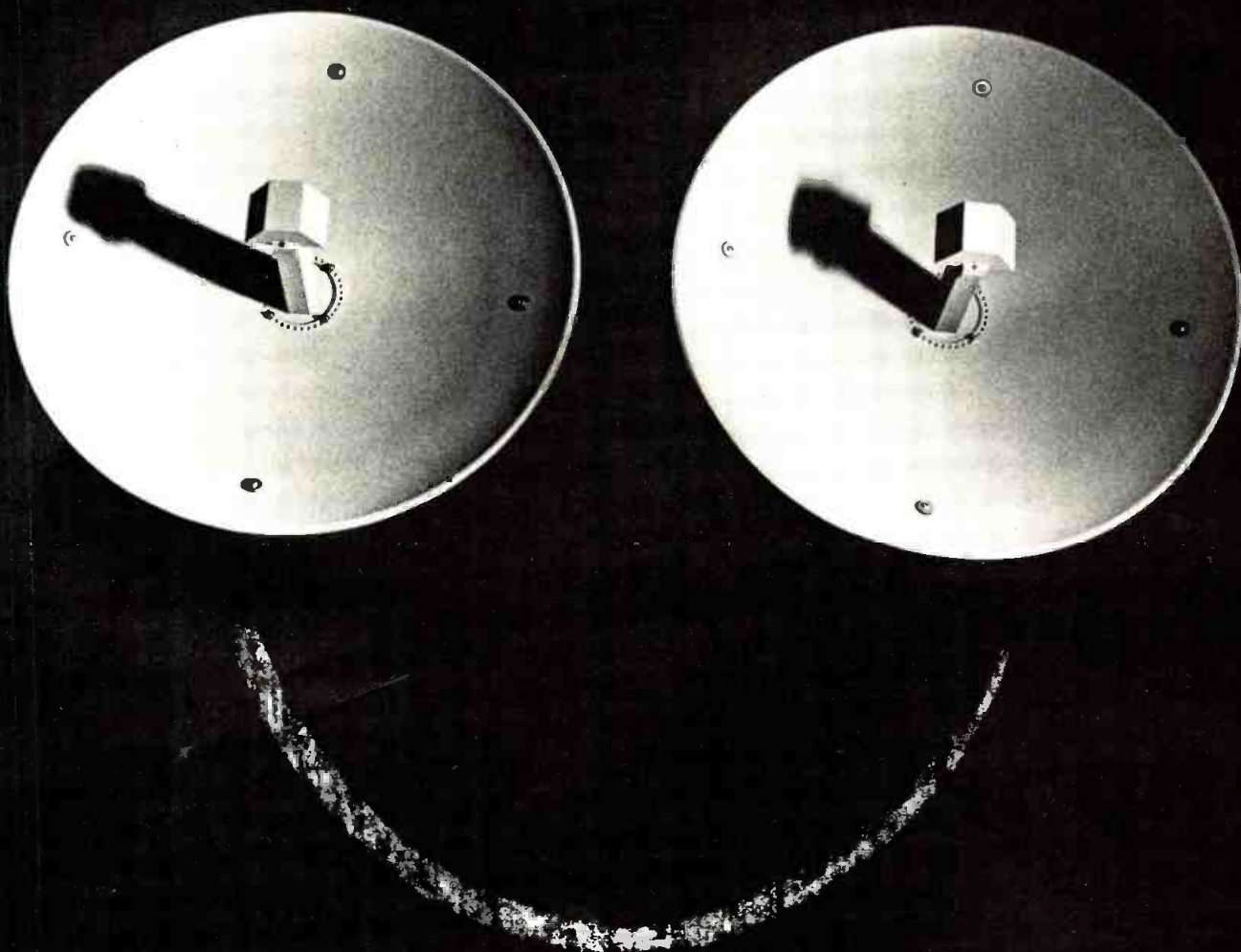
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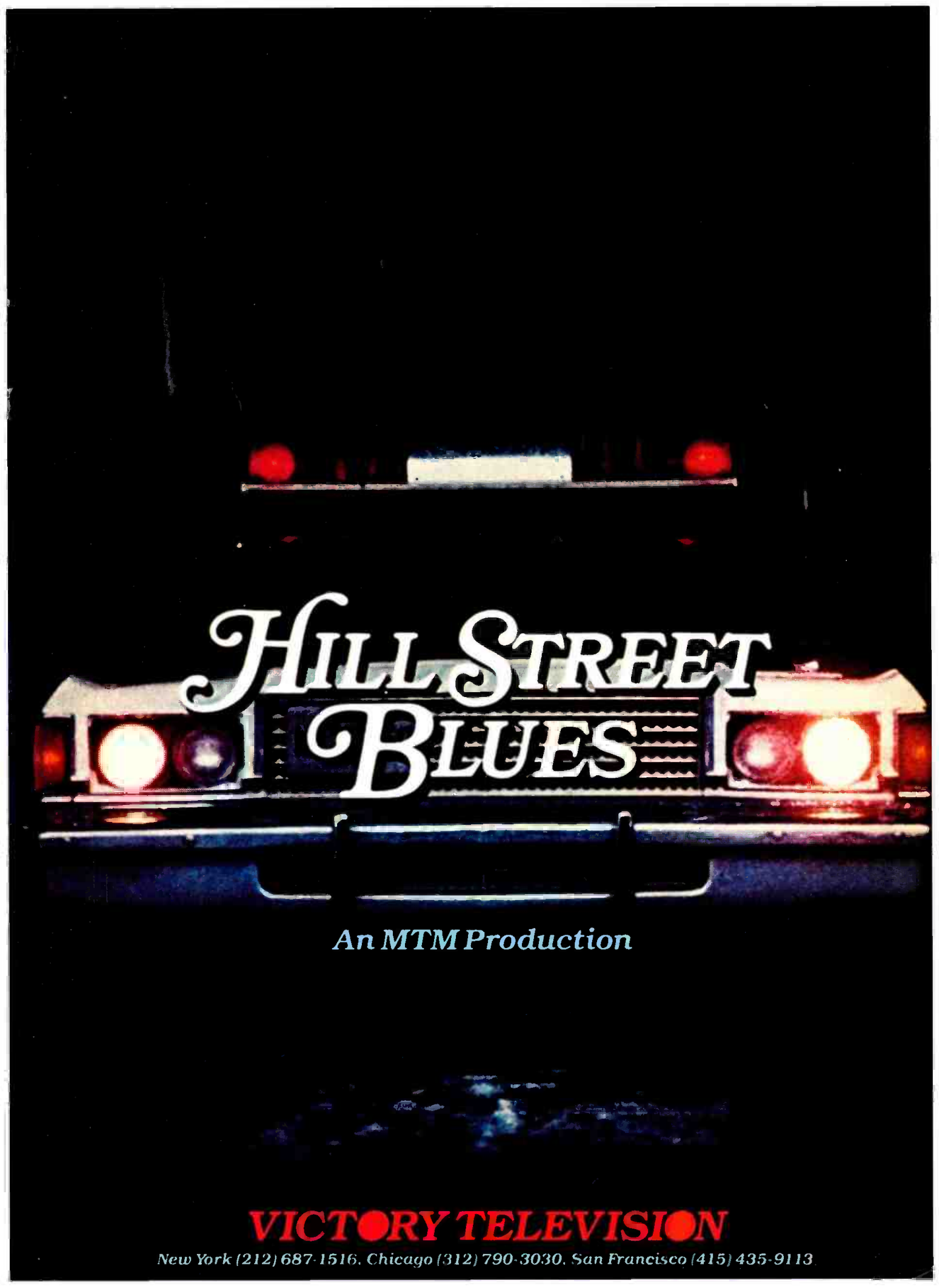
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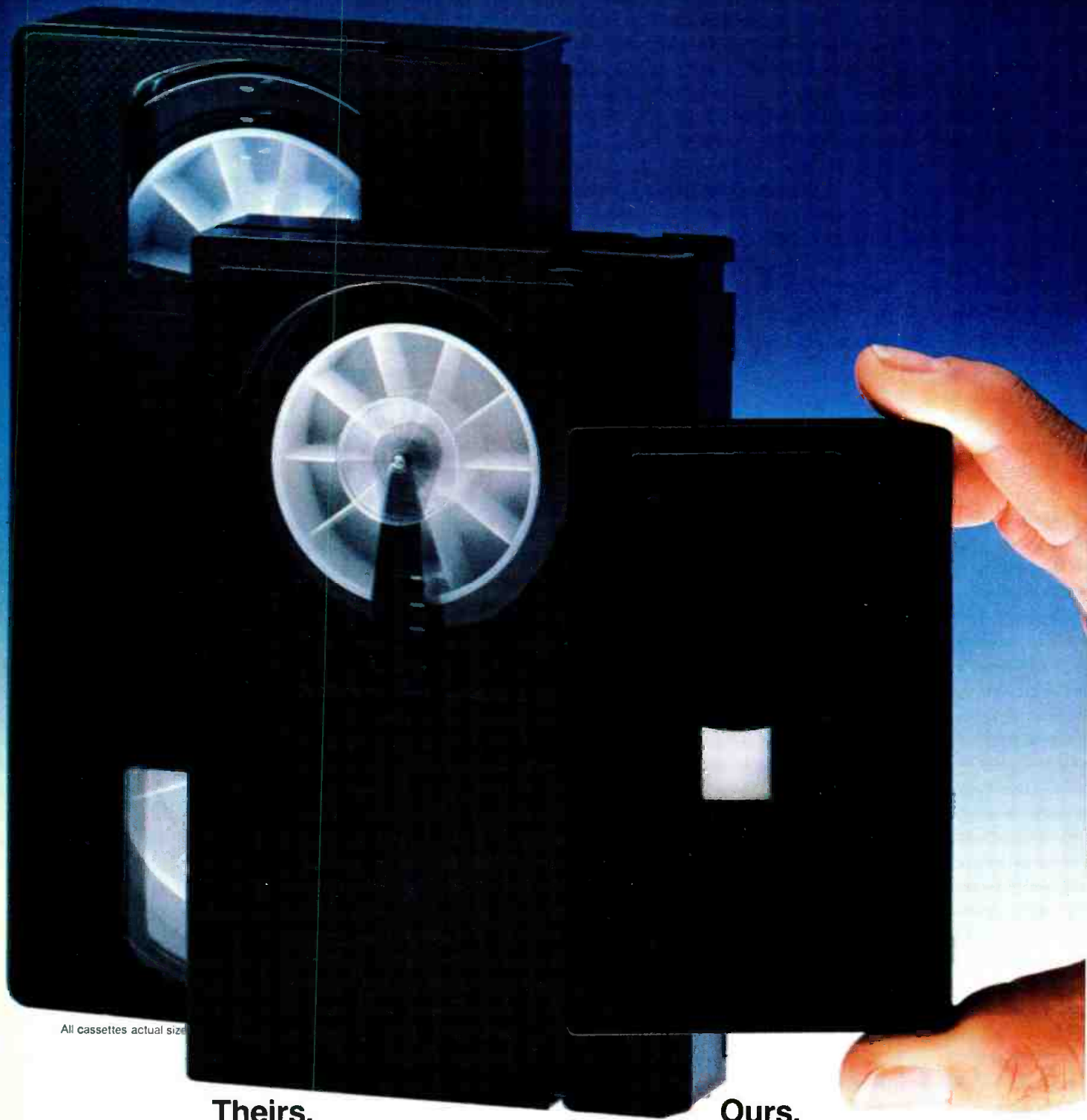
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Palm Beach, Fla. (see below).

Three of Charter's other stations, KYKY-FM St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., were sold earlier for \$10 million to Surrey Broadcasting, which then sold both Wisconsin stations for \$4,075,000 (see below). Surrey, headed by Kent Nichols, chairman, and Campbell Stuckeman, president, also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATF-AM-FM Oklahoma City.

Metromedia, in keeping with the FCC's crossownership rules, sold WMET(FM) Chicago to Doubleday Broadcasting Inc. for \$9.5 million, while purchasing WFLD-TV Chicago (see above). It now owns seven AM's, six FM's and seven TV's. New York-based Doubleday, has sold, subject to FCC approval, KWK-AM-FM St. Louis ("Changing Hands," Nov. 7, 1983), after which it will own one AM and six FM's. Gary Stevens is president of the radio division.

Cox Communications bought WXF(AM) Elmwood Park, Ill. (Chicago), for \$9 million. Atlanta-based Cox, headed by Garner Anthony, chairman, is a publicly traded major station group owner and MSO. The purchase forced Cox, in keeping with the FCC's seven-station rule, to sell WLIF(FM) Baltimore to Island Broadcasting Co. for \$5,750,000. Island is headed by Alan S. Beck, president and former general manager of WLIF, who also has an interest in WALK-AM-FM Patchogue, N.Y.

Herbert Salzman and three others sold WVNJ-FM Newark, N.J., to Cleveland-based Malrite Communications for \$8.5 million. Sellers bought the station and co-located WVNJ(AM) in 1978 for \$3.54 million. It also sold the AM for \$3.2 million (see below). Malrite also bought WXIX-TV Cincinnati and sold WCTI(TV) New Bern, N.C. (see above).

NBC bought one of the General Electric stations, WJIB(FM) Boston, for \$6.5 million. NBC also sold, subject to FCC approval, WRC(AM) Washington ("Changing Hands," Nov. 14, 1983) after which it will own three AM's, five FM's and five TV's.

GE also sold KFOG(FM) Walnut Creek (San Francisco), Calif., to Susquehanna Broadcasting Co. for \$4.5 million. Susquehanna, a York, Pa.-based group owner, now owns six AM's, seven FM's and three cable systems. To keep the KFOG purchase from pushing its FM holdings over seven-station limit it sold WLQR(FM) Toledo, Ohio, for \$3,275,000. Buyer is headed by Willard Schroeder, chairman. It also owns 80% of co-located WSPD(AM) and WOOD-AM-FM Grand Rapids, Mich.

KVOD(FM) Denver was sold for \$6 million to Charlton H. Buckley, a San Francisco investor, who also bought KYTE(AM)-KRCK(FM) Portland, Ore. (see below).

Beasley Broadcast Group, bought WIF(AM) Philadelphia for \$6 million from General Cinema Corp. Buyer, owned by George Beasley, is a Goldsboro, N.C.-based owner of six AM's, seven FM's and North Carolina cable systems. It also sold WKBX(AM)-WSGF(FM) Savannah, Ga. (see below). General Cinema owns 80% of WHUE-AM-FM Boston and WGRZ-TV Buffalo, N.Y., which it received, along with \$70 million, in exchange for its WCIX-TV Miami (see above).

Root Communications, former Florida-

based Coca-Cola bottler headed by Chapman S. Root, bought WVFM(FM) Lakeland, Fla., for \$3.1 million. It also bought, WNDB(AM)-WWLV(FM) Daytona Beach, Fla. (see below).

Meredith Corp. sold KEZO(FM) Omaha for \$2.95 million to a group principally owned by Bertram M. Lee and E.W. (Skip) Finley Jr. It also sold co-located WOW(AM) in a separate transaction (see below). Lee has an interest in WNEV-TV Boston. Finley, former president of Sheridan Broadcasting Network, and recently elected to the National Association of Broadcasters radio board (BROADCASTING Dec. 12, 1983), has an interest in WOL(AM) Washington. Meredith also sold KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below) and bought KSEE(TV) Fresno, Calif., and 60% of WOFL(TV) Orlando, Fla. (see above).

Nationwide Communications, Columbus, Ohio-based subsidiary of Nationwide Mutual Insurance Co., sold WSHH(FM) Pittsburgh to Tony Renda for \$2.7 million. Renda also owns WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Nationwide now owns three AM's, five FM's and three TV's.

Raymond I. Kandel, Los Angeles-based radio station consultant, sold KNDE(FM) Tucson, Ariz., to Rex Broadcasting Corp. for \$2.65 million. He also sold co-located KTUC(AM) in a separate transaction ("Changing Hands," Oct. 31, 1983), and earlier in the year transferred his 60% interest in

KHJS(AM)-KHYE(FM) Hemet and KONG-AM-FM Visalia, both California, to his daughter, Kandy Rohde, who now has full ownership. Rex, majority owned by James Sloane, also owns co-located KCUB(AM), KROD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, Tex.

WQLS(FM) (now WUSY(FM)) Cleveland, Tenn., was sold by Atlantic Broadcasting Co. Inc. to Colonial Broadcasting Co. Inc. for \$2.21 million. Sellers A. Thomas Joyner and David Weil still own co-located WCLE(AM). They bought both stations two and half years ago for \$1.3 million ("For the Record," June 15, 1981). Buyers Robert E., James K. and Thomas H. Lowder, brothers, also own WLWI(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla.

Bill Lacy sold KXLS(FM) Alva (Enid), Okla., for \$2.1 million to Larry E. Smalley, a jet pilot with no other broadcast interests.

Outlet Broadcasting, prior to being purchased by Rockefeller Center Inc. (see above), bought WHFS(FM) Bethesda, Md. (Washington) from High Fidelity Broadcasting Inc. for \$2.1 million. Outlet also owns co-located WTOP(AM) Washington. Some of the principals of High Fidelity, including general manager Jacob Einstein and president Philip Margolius, also were principals of Cardinal Broadcast Associates, which bought WEAM(AM) Arlington, Va. (Washington) (see below). Other High Fidelity principals, including Marvin Rosenbloom, were part of group buying WNAV(AM)-WLOM(FM) Annapolis, Md. (see below). At the end of



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the year, Outlet announced the sale, subject to FCC approval, of WSNE-FM Taunton, Mass. ("Changing Hands," Dec. 5, 1983).

WFMR(FM) (formerly WXJY(FM)) Menomonee Falls, Wis., was sold by Darrel Peters to H. Stewart Corbett Jr., Fred DeMatteis and Al Rogers for \$2 million. Peters also owns WSEX(FM) Arlington Heights, Ill. Corbett and DeMatteis are former owners of WHHR(FM) Hilton Head, S.C., where Rogers was vice president and general manager.

Aylett B. Coleman bought WVOC-FM Columbus, Ga., from Bluegrass Broadcasting Co. for \$2 million. Coleman also owns WXLK(FM) Roanoke, Va. Bluegrass, headed by H. Hart Hagan, also owns WHOO-AM-FM Orlando, Fla.; WWSA(AM)-WCHY(FM) Savannah, Ga.; WVOK-AM-FM and WKYT-TV, all Lexington, Ky.

Lawrence K. Justice, a Boston radio personality with Westinghouse and RKO radio stations for the past 18 years, bought WCIB(FM) Falmouth, Mass., for \$2 million. Seller was equally owned by Kenneth J. Patch and Robert A. Neuhoft and family. Neuhofts also own Eastern Broadcasting Corp., Washington-based group owner of five AM's and five FM's.

ABC sold KGO-FM San Francisco for \$5.5 million to Philip C. Davis, David Fowler and Bill Weaver, who also own KARM(AM)-KFIG(FM) Fresno, KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, all California. ABC now owns six AM's, six FM's and five TV's. It said the KGO-FM sale would allow it to pick up an "attractive" AM/FM combination.

Capitol Broadcasting Co. Inc., the Raleigh, N.C.-based group owner, bought KBEQ(FM) Kansas City, Mo., for \$5.25 million from Mariner Communications which also sold WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (see below). Mariner, owned by 12 investors, is left with WITS(AM) Boston. Capitol also sold KMAC(AM) San Antonio, Tex., (see below) and now owns three AM's, six FM's and one TV.

Sconnix Group Broadcasting Inc. sold WCMF(FM) Rochester, N.Y., to Stoner Broadcasting System Inc. for \$5.1 million. Laconia, N.H.-based Sconnix also bought KRKR(AM)-KFKF(FM) Kansas City, Kan., and sold WOCB(AM)-WSOX-FM West Yarmouth, Mass. (see below). It also owns WZZC(FM) East Moline, Ill.; WKZU(AM)-WLNH(FM) Laconia, and WTMA(AM)-WSSX(FM) Charleston, S.C.

Stoner also bought WAMX(FM) Ashland, Ky., for \$1.75 million from a group headed by Dick Martin, which also owns co-located WCMJ(AM). Stoner, a Des Moines, Iowa-based owner of five AM's and seven FM's, is headed by Thomas H. Stoner, chairman.

Stephen Adams, owner of Adams Communications Corp., bought KEZK(FM) St. Louis from Metroplex of Missouri for \$6.2 million. Metroplex is a Cleveland-based group owner of one AM and four FM's. Adams also bought co-located WRTH(AM) Wood River, Ill. (St. Louis).

Ron Campbell, Houston-based real estate developer, bought KSLR(FM) San Antonio, Tex., for \$4.1 million from Edward G. Atsinger III and his brother-in-law, Stuart Epperson. Sellers also sold co-located KUKA(AM) to make room for their purchase of KMAC(AM), also San Antonio (see below).

J.L. Moore, Bruce B. James and Allison R. Mercer sold KTWN-FM Anoka, Minn., to C.T. Robinson and William Moyes for \$3.8 million. The sellers also own co-located KKKC(AM). Robinson and Moyes have a majority interest in KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and KFYE(FM) Fresno, Calif. They have bought, subject to FCC approval, KRAB(FM) Seattle ("Changing Hands," June 27, 1983).

Broad Street Communications sold WYOR(FM) Coral Gables, Fla., to EZ Communications Inc. for \$3.6 million. Broadstreet, headed by Richard L. Geismar, chairman, and primarily owned by the Meriden, Conn.-based diversified manufacturer, In-silco Corp., also sold, in separate transaction, co-located WVCG(AM) (see below). Buyer, owned by Arthur C. Keller and James L. Draper, also owns WEZB(FM) New Orleans, WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia.

Jerry Atchley and Kerby Confer, who were half of equal-share partnership that owned KSSN(FM) Little Rock, bought out the other two partners, Paul Rothfuss and Jim Long, for \$2,425,000. Atchley and Confer also bought WEZI(FM) (now WGKX(FM)) Memphis for \$3.2 million from Harte-Hanks radio. Long is a principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principals in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C., and WGVL(AM) Greenville, S.C.

Harte-Hanks, San Antonio, Tex.-based newspaper publisher, and direct marketer, also sold KMJK(FM) Lake Oswego, Ore., for \$2.2 million to a group of nine headed by Victor M. Ives, the general partner and the station's general manager. Harte-Hanks now owns five AM's, four FM's, and four TV's.

Thomas Embrescia, who bought WIFE(AM) Indianapolis (see below), was also majority owner of WFMR(FM) Milwaukee, which was sold for \$3.2 million to Josephson International, a publicly owned and New York-based talent agency, office and furnishings planner and producer of *Captain Kangaroo*, which now owns three AM's and four FM's.

Sam Beard, president and general manager of KLUR(FM) Wichita Falls, Tex., bought the station for \$2 million from Carl Adams, who is also a two-thirds owner of KNCY-AM-FM Nebraska City, Neb., and votes the trust of his daughter, which owns WHAP(AM) Hopewell, Va.

Carl J. Marocci and his wife, Betty, bought WKTM(FM) Jacksonville, Fla., from KTM Broadcasting Inc. for \$2 million. Marocci was the owner of WAZE(AM) Clearwater, Fla., which he sold in 1981. Seller, William G. Dudley III, retained ownership of co-located WKNL(AM).

Founders Communications, a venture capital group involved in mobile home manufacturing and oil and gas drilling, bought KFJZ(AM) Fort Worth for \$2 million. Seller, Gerock H. Swanson, also owns WBYU(FM) New Orleans; KKNG(FM) Oklahoma City; KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Tex.

WDJF(FM) Westport, Conn., was sold by

Donald J. Flamm to Franz Allina and wife, Marcia, for \$2 million. Flamm kept co-located WMMM(AM). Buyers sold KACY(AM) Port Hueneme and KACY(FM) Oxnard, both California (see below). They also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York.

Gary L. Acker and W.E. Moore, co-owners of KEPT(FM) Shreveport, La., sold the station for \$1.85 million to equal partners, John N. Thomas, John R.L. Vaughn Jr. and Johnny L. Wooley, who own an oil and gas business in Longview, Tex. Acker and Moore bought the station in 1979 for \$423,000 ("Changing Hands," May 7, 1979). Acker also owns KVAS(FM) Amarillo, KPAS(FM) Fabens, KFIX(FM) [CP] Laredo, all Texas; KRIZ(FM) Roswell, N.M., 50% of KLFJ(AM) Springfield, Mo., and 60% of WROS(AM) Jacksonville, Fla. He has sold, subject to FCC approval, KERP(AM) El Paso ("Changing Hands," Dec. 19, 1983).

KVMT(FM) Vail, Colo., was sold for \$1.7 million to Richard H. Sucher, who also owns KKFM(FM) Colorado Springs and KRFX-FM Brownsville, Tex. Lee Lowenthal, president of seller, will retain his position with the new owner.

KBIL-FM San Angelo, Tex., was sold for \$1.6 million to Dale E. Palmer and Alfred T. Burke. Palmer has interests in KZOM(FM) Orange and KOLE(AM) Port Arthur, both Texas, and has bought KBLU(AM)-KTTI(FM), both Yuma, Ariz. ("Changing Hands," June 6, 1983). Last year Burke also bought KYCU-TV Cheyenne, Wyo., and three other TV's (see above). Seller is William W. Jamar Jr., Brownwood, Tex.-based station broker, who also, along with wife, Jane, sold KBWD(AM)-KOXE(FM) Brownwood, Tex., (see below). They also have interest in KSNY-AM-FM Snyder, Tex.

Eight investors, headed by Henry D. Vara Jr., bought WRCC(FM) Cape Coral, Fla., for \$1.55 million. Vara and five of the others also own WIZD(FM) Fort Pierce, Fla.

Leon Crosby bought KDOS(FM) Fremont, Calif., for \$1.5 million from Robert L. Williams (85%) and James E. Coyle (15%), who bought the station five years ago for \$500,000 ("For the Record," May 14, 1979). Sellers also own KCTY(AM)-KRAY-FM Salinas, Calif. Crosby also owns WFAT(TV) Johnstown, Pa., and has a one-third interest in a new UHF in Richardson, Tex.

KUIC(FM) Vacaville, Calif., was sold by the estate of Harvey Levin to Quick Broadcasting for \$1.5 million. Buyers were Harry J. Benton, Colorado investor, and family; Shirley Fuchsberg, and others. Seller also sold KFAT(FM) Gilroy, Calif. ("Changing Hands," Jan. 17, 1983).

The Baltimore Radio Show sold WBKZ(FM) (now WWIN(FM)) Glen Burnie, Md., to the owners of WWIN(AM) Baltimore for \$1.5 million. The seller also owns WFBR(AM) Baltimore and WOYK(AM) York, Pa.

Maurice Negrin and George Jacobson sold WQWD(FM) Tallahassee, Fla., for \$1.47 million. The two had bought the station four years ago for \$500,000 ("Changing Hands," Sept. 24, 1979). Negrin is also a principal in WMOE(AM) Alpharetta, Ga. Buyer, principally owned by Jim McCrudden, also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar

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Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbia, Mo.

Arthur Astor, president and 20% owner of KIKF(FM) Garden Grove, Calif., bought out the other shareholders for \$1.4 million. He also bought KTIM-AM-FM San Rafael, Calif. (see below), and is an applicant for the facilities of RKO General's KHJ(AM)-KRTH(FM) Los Angeles.

KWAO(FM) Sun City, Ariz., was bought for \$1.25 million by Lawrence Mazursky and wife, Beverly, who also own KLFF(AM) Glendale, Ariz.

D. Garry Munson and Scott V. Christenson bought KABE(FM) Orem, Utah, from Morris J. Jones for \$1.25 million. Munson and Christenson also own KSGR(AM)-

KKPL(FM) Opportunity (Spokane), Wash. Munson is also president of KIEE(AM) Harrisonville, Mo.

G. David Gentling and son, Gregory D., sold KTYD(FM) Santa Barbara, Calif., to Robert C. Liggett Jr. and N.L. Benton for \$1,225,000. Gentlings are Rochester, Minn.-based group owners who now own five AM's and four FM's. Buyers now own six FM's and have sold their only AM, WLFF(AM) Cayce, S.C., subject to FCC approval. Benton is one-third owner of Midcontinent Broadcasting Co., owner of three South Dakota TV's. He also is principal in WTSO(AM)-WZEE(FM) Madison, Wis., and various cable systems.

William Glassman and his wife, Sandra,

bought WJHR(FM) Jackson, Tenn., from WHJR Inc. for \$1.2 million. Glassman family interests also include co-located WDXI(AM), two other AM's and two FM's.

Jack Rich, an El Paso businessman with no other broadcast interests, bought KEZB(FM) El Paso for \$1.2 million from Michelle A. Haston, principal owner of permittee of KVFM(FM) Ogden, Utah.

Fred Thompson sold KYFM(FM) Bartlesville, Okla., to Galen O. Gilbert for \$1.1 million. Thompson, now a communications consultant in Bartlesville, also sold his other properties, KRSL-AM-FM Russell, Kan., ("Changing Hands," Nov. 21, 1983). In 1983 Gilbert sold KCOT(FM) La Mesa, Tex. ("Changing Hands," Jan. 10, 1983) and KSWM(AM)-KELE(FM) Aurora, Mo. ("For the Record," Jan. 17, 1983), and now owns five AM's and three FM's.

Samuel A. McMaster Jr., grain elevator owner in South Sioux City, Neb., bought KBCM(FM), Sioux City, Iowa, for \$1,050,000.

T. Ray Moran sold KTEZ(FM) Lubbock, Tex., for \$1,050,000. He is keeping co-located KJAA(TV) and also owns KJTV(TV) Amarillo, Tex. Buyer, Howard A. Kalmenson, now owns seven AM's and six FM's.

George M. Bakke majority owner of KMND(AM) Midland, Tex., bought, along with same partners, co-located KNFM(FM) for \$1,050,000. Seller, headed by Neal L. Spelce Jr., chairman, bought the station three years ago for \$775,000 (BROADCASTING, Dec. 8, 1980). Seller also owns KIZZ(AM)-KIXS(FM) Kileen, Tex., while Spelce also owns KTXZ(AM) West Lake Hills, Tex.

KDUV(FM) Brownsville, Tex., was sold for \$1,019,000 to Jesse Johncox, John A. Parry, Michael T. Reichert and Charles A. Whatley. They also sold KTXI(FM) Mercedes, Tex. ("For the Record," Oct. 17, 1983). Parry also owns KFIM(FM) El Paso and WWZD(FM) Buena Vista, Va.

Among several previous licensees who ended up reacquiring stations were Dan L. Johnson and his father, Elwyn. They bought WPLP(AM) Pinella Park, Fla., for over \$1 million from a court-appointed trustee. Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has an interest in a CP for TV in Lakeland, Fla.

AM

CBS/Broadcast Group sold WEEI(AM) Boston in anticipation of purchasing KRLD(AM) Dallas from Metromedia, which withdrew from the deal (see above). Buyer of WEEI was 93% owned by Helen J. Valerio, who with her family owns Papa Gino's fast food chain, which has more than 130 restaurants.

Gene Autry's Golden West Broadcasters sold KSFO(AM) San Francisco to Seattle-based King Broadcasting Co. for \$6 million. King, principally owned by Dorothy S. Bullitt and family, also owns four AM's, four FM's and four TV's. It sold co-located KYA(AM) to Bonneville International Corp. for \$3.5 million to make room for its purchase of KSFO, and also sold WRTH(AM) Wood River, Ill. (St. Louis) (see below). Bonneville, headed by Arch Madsen, president, is a subsidiary of Deseret Management Corp., owned by the Corporation of the

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President of the Church of Jesus Christ of Latter-Day Saints. It also is a television and radio program producer and half owner of a Logan, Utah, cable system. Bonneville now owns five AM's, seven FM's and two TV's.

Star-studded Western Broadcasting Corp. bought out the other shareholders with whom it established KRLA(AM) Pasadena, Calif. The transfer was part of a deal made in 1978, when all were competing applicants for the facility. The price paid by Leslie Townes (Bob) Hope, Art Linkletter and seven others for a 60% interest was \$4,679,164.

Spanish Broadcasting System bought WVNJ(AM) Newark, N.J., for \$3.2 million. Sellers Herbert L. Saltzman, Donald Softness and Ronald Wyman also sold co-located WVNJ-FM for \$8.5 million in a separate transaction (see above). The two stations were purchased in 1978 for \$3.45 million. Buyer is owned by Raol Alarcon, Adriano Garcia and Ralph Diaz, all of whom were broadcasters in pre-Castro Cuba.

James C. Nelly, former owner of KUJ(AM) Walla Walla, Wash., which he sold three years ago for \$1.7 million (BROADCASTING, Dec. 15, 1980), bought KMO(AM) Tacoma, Wash., for \$2 million. Seller, James L. Baine, bought the station for \$700,000 (BROADCASTING, Aug. 22, 1977).

Obie Broadcasting Corp. sold KSP(AM) Seattle for \$1,909,824. Obie, majority owned by Brian B. Obie, had bought the station four years ago for \$2.6 million (BROADCASTING, Nov. 23, 1979). Buying the station was a six-member group, some of whom also have an interest in KENI(AM) Anchorage, and KINY(AM) Juneau, both Alaska. They are applying for new FM's in both communities. Obie Broadcasting also owns KUGN-AM-FM Eugene, Ore., and 90% of KMVI(AM) Wailuka, Maui, Hawaii.

Omaha Great Empire Broadcasting Inc., owned principally by F. Mike Lynch, bought WOW(AM) Omaha from Meredith Corp. for \$1.9 million. It spun off co-located KYNN(AM) (see below) to make room for WOW. Seller, Meredith Corp., also sold co-located KEZO(FM) to a different buyer (see above). Buyer also owns co-located KYNN(FM), KFDI-AM-FM Wichita, Kan.; KWKH(AM-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo.; KBRQ-AM-FM Denver, and is an applicant for new AM at Council Bluffs, Iowa. Meredith also sold KCMO(AM)-KCEZ(FM) Kansas City (see below) and bought KSEE(TV) Fresno, Calif., and 60% of WOFL(TV) Orlando, Fla. (see above).

Denver-based developer, Jay C. Roulter, headed a group buying KKB(AM) Aurora (Denver), Colo., from Leo Payne for \$1.9 million. Payne, who is also an applicant for a new FM at Evergreen, Colo., will retain 2.8% interest.

One of the five broadcast properties purchased by Stephen Adams this year was WRTH(AM) Wood River, Ill., which he bought for \$1.8 million from Seattle-based group owner, King Broadcasting. King bought KSFO(AM) San Francisco (see above).

William S. Halpern and Louis N. Seltzer, who own cable TV systems in Chester county, Pa., sold WCOJ(AM) Coatesville, Pa., to H.F. Lenfest for \$1.8 million. Lenfest also owns Pennsylvania cable systems with 40,000 subscribers.

Statewide Broadcasting bought

WVCG(AM) Coral Gables, Fla., from Broad Street Communications for \$1.5 million. Broadstreet also sold, to a different buyer, co-located WYOR(FM) for \$3.6 million (see above). Broad Street now owns three AM's and two FM's. Pompano Beach, Fla.-based Statewide, majority owned by Jordan E. Ginsburg and family, purchased five radio properties in its first six months. It has bought, subject to FCC approval, WAPE(AM) Jacksonville, Fla., and WCFL(FM) Chicago (see above). It also sold its two-thirds interest in WAVS(AM) Fort Lauderdale, Fla. ("For the Record," Aug. 1, 1983).

A newly formed, publicly held, Naples, Fla.-based radio and TV syndicator headed by Mary J. Arthur, president, bought WEXY(AM) for \$1.5 million. Selling the station was James S. Beattie, who also owns WCVF(AM) Ocoee, Fla.

Manning Slater, who bought KXYZ(AM) Houston from ABC in 1979 for \$1.8 million, sold the station for \$1.5 million to New York-based group owner Infinity Broadcasting Corp., which also owns 80% of WJIT(AM) New York. During the year Infinity also bought KCBQ-AM-FM San Diego (see below).

David Strassler, former chairman of UA Columbia Cablevision, and brother, Robert, purchased WARE(AM) Ware, Mass., for \$1,275,000. Seller was principally owned by Allan W. Roberts, who is majority owner of WUHN(AM)-WUPE(FM) Pittsfield, Mass.

Thomas J. Embrescia, who sold WFMR(FM) Milwaukee (see above), bought a financially distressed WIFE(AM) Indianapolis for \$50,000 plus assumption of a \$1.25-million note. The station had been previously bought in May 1981 for \$1.3 million.

John Swanson, Dallas-based investor, bought KOWL(AM) South Lake Tahoe, Calif., for \$1.25 million. Sellers John B. Parker and wife, Kathleen, bought KTCR-AM-FM Minneapolis-St. Paul (see below) and also own KIKI(AM)-KMAI(FM) Honolulu.

KZHI(AM) Honolulu was sold for \$1.2 million to James E. Quinn Jr. and son, Ronald K., who are San Diego-based investors.

Paul C. Major, account executive with WTVN-TV Columbus, Ohio, and Rand Smith, Columbus lawyer, were among the buyers of WTMP(AM) Tampa, Fla., for \$1,083,420.

Kenneth A. Jonsson and family bought KQKK(FM) Manteca, Calif., from Jack L. McFadden Sr. and his wife, Virginia Jo, for \$1,072,000. McFaddens are applicants for a new FM at Twain Harte, Calif. Jonssons also own KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev.

Stuart W. Epperson and brother-in-law, Edward G. Attsinger III, were co-purchasers of KMAC(AM) San Antonio, Tex., for \$1 million. The two sold co-located KUKA(AM) to make room for the purchase ("Changing Hands," Jan. 24, 1983), and later sold KSLR(FM) also San Antonio (see above). Selling KMAC was Raleigh, N.C.-based group owner, Capitol Broadcasting Co. Inc., which bought KBEQ(FM) Kansas City, Mo. (see above).

The Thoms family of Asheville, N.C., sold WEAM(AM) Arlington, Va., for \$1 million to the principals of a group that earlier sold WHFS(FM) Bethesda, Md., to Outlet Co. (see above). Some of WHFS(FM) principals, including Marvin Rosenbloom, also purchased WNAV(AM)-WLOM(FM) Annapolis,

Md. (see below). Thoms family also owns WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina.

AM-FM Combinations

Fifty million dollars purchased KVIL-AM-FM Highland Park (Dallas), Tex., and WIBC(AM)-WNAP(FM) Indianapolis for John Blair & Co. from Fairbanks Broadcasting. Blair also bought WKAQ-TV San Juan, P.R., for \$55 million (see above). Fairbanks, an Indianapolis-based group owner and MSO with 14,000 subscribers, earlier bought KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below). It now owns three AM's and three FM's.

Two of the stations General Electric sold in 1983 were KOA(AM)-KOAQ(FM) Denver, which went to A.H. Belo for \$22 million. Belo owner of *The Dallas Morning News* and a Clarksville, Tenn., cable system also bought Corinthian Broadcast Group (see above). GE is keeping co-located KOA-TV as its sold broadcast property.

GE also sold WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville for \$16 million to Sky Corp. majority owned by Foster Management, a New York-based venture capital firm, headed by John Foster. Sky Corp. now owns six AM's and four FM's (see above).

Mariner Communications Inc., which bought WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio, four years ago for \$17 million (BROADCASTING Nov. 5, 1979), sold the two stations for \$8,265,000 plus \$2,249,000 noncomplete agreement. Buying the stations was a group headed by Charles Murdock, former general manager of the stations and 10% owner of the group that originally sold them to Mariner. Mariner also sold KBEQ(FM) Kansas City, Mo. (see above), and still owns WITS(AM) Boston.

Columbia Pictures Radio Stations Inc., a subsidiary of the Coca-Cola Co., sold its last radio stations, WWVA(AM)-WCPI(FM) Wheeling, W. Va., for \$8.8 million and KCPX-AM-FM Salt Lake City for \$2.95 million, to John Price and family. The Price family now owns five AM's and five FM's, all bought within last four years.

KCBQ-AM-FM San Diego were the fourth and fifth Charter Co. stations to be sold in 1983. Buying the two for \$8.5 million was New York-based group owner, Infinity Broadcasting, which also bought KXYZ(AM) Houston (see above). Infinity is headed by Michael A. Wiener, chairman, and now owns three AM's and six FM's.

KCMO(AM)-KCEZ(FM) Kansas City, Mo., was sold by Meredith Corp. to Fairbanks Broadcasting Co. for \$8 million.

The Lindsay and Shaub families, who sold Lindsay-Shaub Newspapers Inc. to Lee Enterprises in 1979, liquidated their broadcast holdings this year. They sold WFRL(AM)-WXXQ(FM) Freeport and WSOY-AM-FM Decatur, both Illinois; and WLAP-AM-FM Lexington, Ky., for \$8 million. C.R. Griggs, executive vice president of the seller was the buyer of the first two stations. Griggs joined with James D. McQuality, general manager of the Freeport stations, and Larry S. Ward, technical supervisor of Freeport and Decatur stations, to buy the

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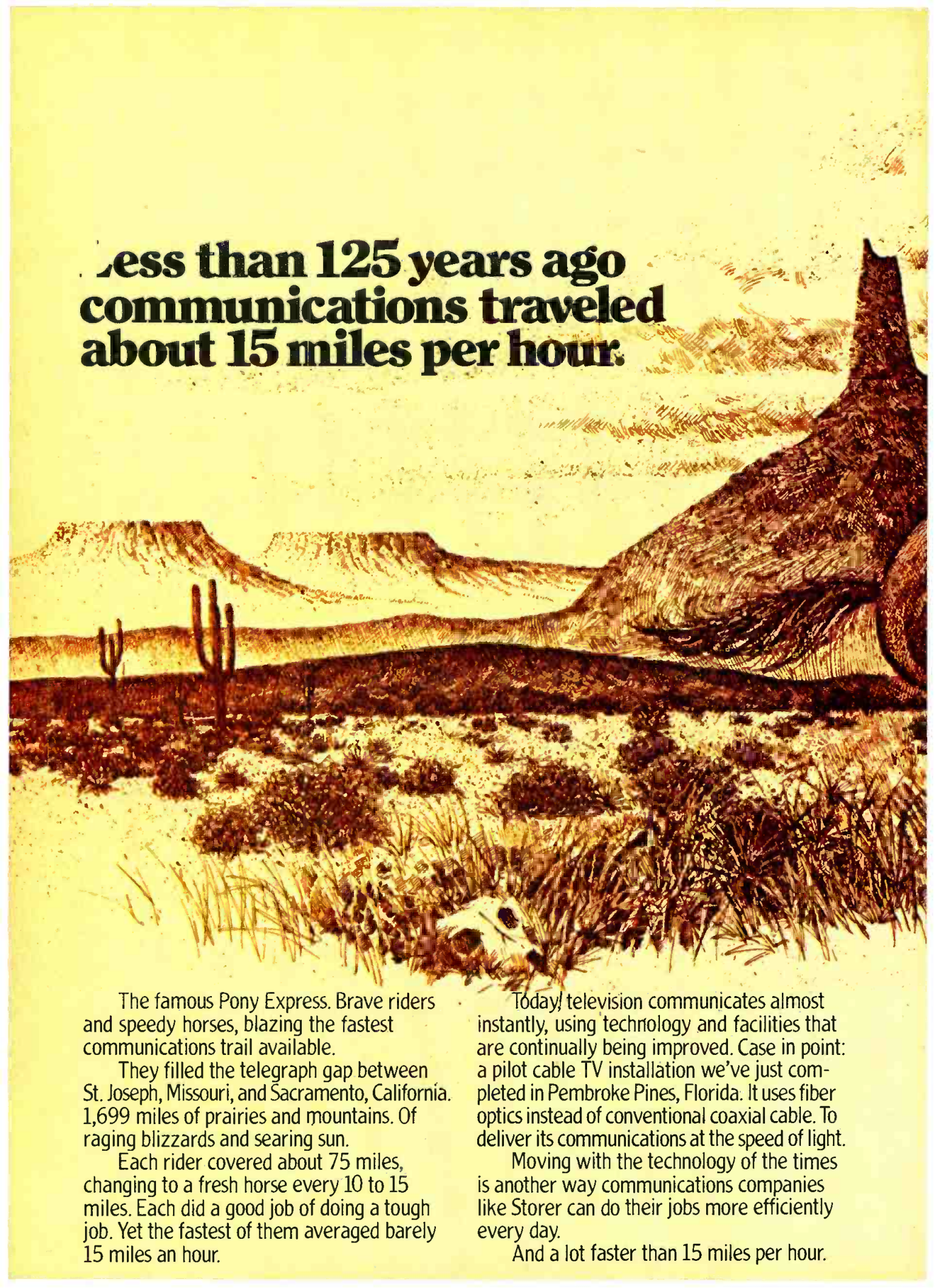
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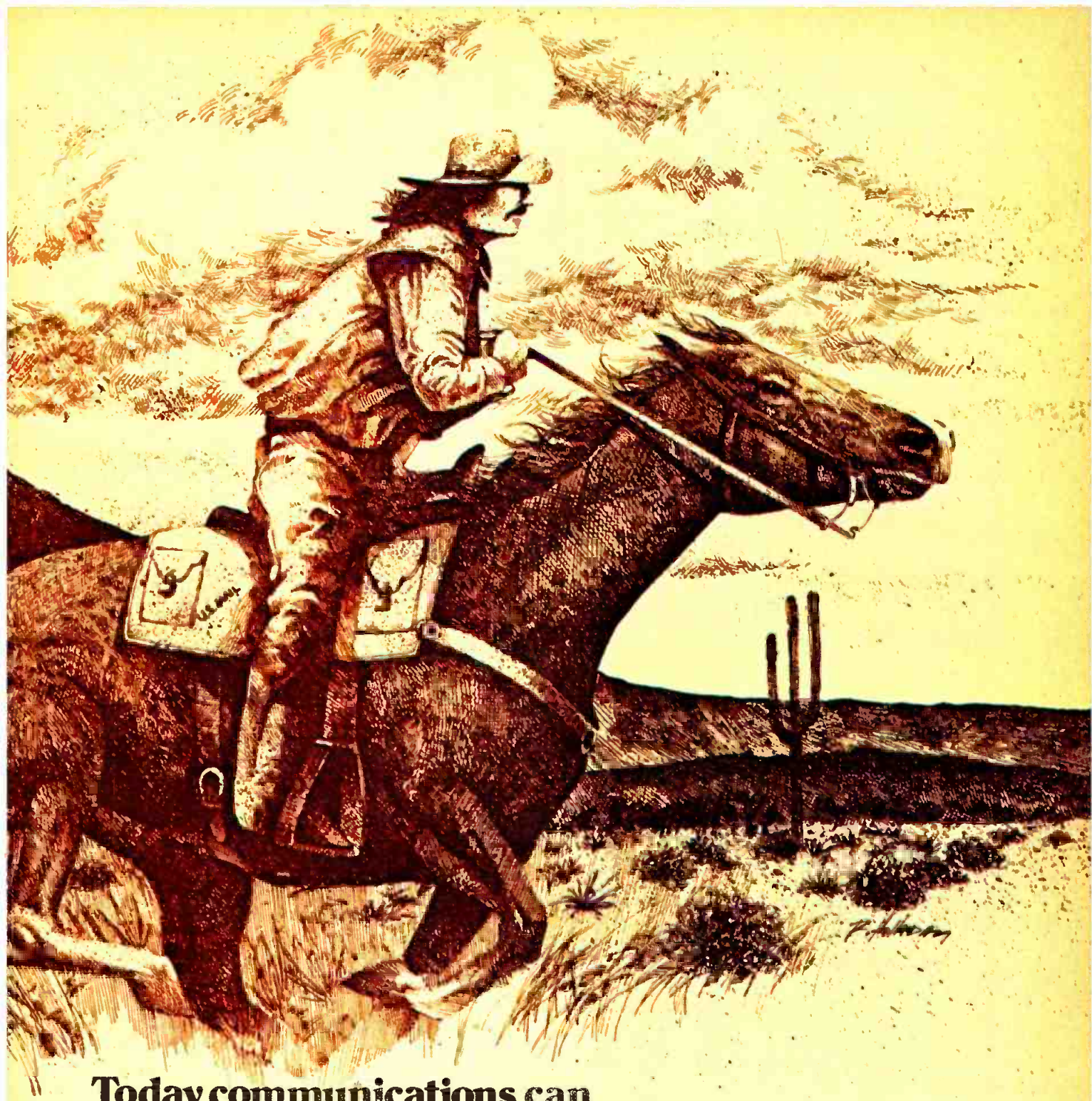
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travel at the speed of light.**



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ton properties.

Robert Herpe, former board chairman of the National Radio Broadcasters Association, disposed of his radio properties: WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla., for \$7.3 million. Buyer was headed by Michael Starr, general manager of WMOD-TV Melbourne, Fla., and his brother, Peter H. Starr. Brothers were former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, which was merged into Shamrock Broadcasting Co.

Price Communications bought WIRK-AM-FM West Palm Beach, Fla., for \$7 million. It also bought KIOI(FM) San Francisco (see above).

Stephen Adams bought WTWN(AM)-WLAV(FM) Grand Rapids, Mich., from Shepard Broadcasting Corp. for \$5 million plus a \$1.25 million noncompete agreement. Principal owner of the seller was John Shepard, who also owns 40% of a CP for a new TV on ch. 54 in Muskegon, Mich.

McCormick Communications sold WLKW-AM-FM Providence, R.I., to Jag Communications Inc. for \$4.9 million. McCormick, which also owns WJYE(AM) Buffalo, N.Y., and WLPM(AM)-WFOG(FM) Suffolk, Va., is 10% owned by William M. McCormick, president; 90% by parent Tech/Ops Inc., a Boston-based, publicly traded manufacturer of medical instruments. Jag is majority owned by John Gambling, personality on WOR(AM) New York. It also bought WROW-AM-FM Albany, N.Y., from Capital Cities Communications for \$3.2 million. Capital Cities is publicly traded, New York-based owner of six AM's, six FM's and six TV's. It also is newspaper and magazine publisher and MSO, headed by Tom Murphy, chairman.

O'Day Broadcasting Co. of Washington, debtor-in-possession, sold KXA(AM)-KYYX(FM) Seattle for \$5.5 million to Richard B. Pratt and Daniel D. Nelson, Seattle businessmen with no other broadcast interests. O'Day is headed by Robert R. Bingham, former general manager.

Bingham is also 48% owner of 27-member group buying KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, both Alaska, for \$4.5 million. Two of sellers, Robert J. Brown and Martin J. Hamistra, also own KWXYZ(AM) Everett, Wash.

Gaylord Broadcasting, headed by Edward L. Gaylord, chairman and president, sold KTYE(AM)-KLLB(FM) Portland, Ore., to Charlton H. Buckley for \$3.75 million plus \$750,000 noncompete agreement. Buckley is a San Francisco-based contractor, rancher and resort property owner, who also bought KVOB(FM) Denver (see above). Oklahoma City-based Gaylord, which publishes the *Oklahoma City Daily Oklahoman* and *Times* and several other newspapers, now owns one AM and seven TV's.

Surrey Broadcasting Inc., which bought WMIL-FM Waukesha, Wis., and WOKY(AM) Milwaukee, along with KYKY(FM) St. Louis from Charter last year, sold both Wisconsin stations this year for \$4.75 million. Buyer, Sundance Broadcasting, headed by David E. Reese, chairman, also owns KIDO(AM)-KIDG(FM) Boise, Idaho.

Air Waves Inc. sold its three stations,

WLCS(AM)-WQXY-FM Baton Rouge and KQXY(FM) Beaumont, Tex., to Robert Clark, Kent Anderson and Richard E. Oppenheimer for \$4.1 million. Buyers also own four AM's and three FM's.

Sillerman and Morrow Broadcasting Group Inc., owned by Robert Sillerman, Bruce Morrow, Howard Tytel and Gerald Wendel, doubled its radio holdings during the year. The Middletown, N.Y.-based group owner bought WOCB(AM)-WSOX-FM West Yarmouth, Mass., for \$4.1 million from Sconnix Group Broadcasting Inc., and also bought WHMP-AM-FM Northampton, Mass., for \$1.2 million from the publisher of Northampton's only daily newspaper. Sillerman and Morrow Group also owns WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middletown, both New York, and 50% of WATL-TV Atlanta.

Sconnix, owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill, also sold WCMF(FM) Rochester, N.Y. (see above). The Laconia, N.H.-based group owner bought the only radio properties of Allbritton Communications, KRKR(AM)-KFKF(FM) Kansas City, Kan., for \$3.8 million. Allbritton also bought KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla., (see above).

Newhouse Newspapers sold its last broadcast properties, WAPT-AM-FM Birmingham, Ala., for \$4 million to Bernard S. Dittman, owner of WABB-AM-FM Mobile, Ala., and Birmingham-based real estate developers Herbert A. Meisler and Harold W. Ripps. WPTR(AM) Albany and WLFY(FM) Troy, both New York, were sold to Robert Dyson for \$4 million. Dyson also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. Seller, majority owned by William F. Rust Jr., also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It also sold WNOW(AM)-WQXA(FM) York, Pa. to Harold G. Fulmer III for \$4 million. Fulmer also owns WLKK(AM)-WLWU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa.

Leonard Tow, president and half owner of MSO Century Communications Corp. bought WVJS(AM)-WSTO(FM) Owensboro, Ky., for \$3,793,000. Century, which purchased a co-located cable system in the deal, spun off stations to Tow because co-owner, Stevens Point, Wis.-based Sentry Insurance Co., had earlier bought WILS-AM-FM Lansing, Mich., for \$1.4 million, raising its holdings to seven AM's and six FM's. Sentry Broadcasting Co. is headed by Don Colby, president.

KSET-AM-FM El Paso, Tex., and KKJY-FM Albuquerque, N.M., were sold for \$3.75 million to John M. Dunn, an Evansville, Ind., investor with no other broadcast interests. Selling the stations were Dick Seffman, Steve Gold, Louis Weiner and Len Howard. The last three are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas.

The Fuller-Jeffrey Group, equally owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock, bought KPIP(AM)-KPOP(FM) Roseville, Calif., for \$3.5 million. They also own WOKQ(FM) Dover, N.H.; KJJY(FM) Lewiston, Me., and have a part interest in KCCY(FM) Pueblo, Colo.

Albert S. Tedesco sold KTCR-AM-FM Minneapolis-St. Paul to John B. Parker and wife,

Kathleen, for \$3.4 million. Tedesco also owns KDUZ-AM-FM Hutchinson, Minn. The Parkers sold KOWL(AM) South Lake Tahoe, Calif. (see above). They also own KIKI(AM)-KMAI(FM) Honolulu.

Harvey Grace, former president of WTTV-TV Indianapolis, bought KDON-AM-FM Salinas-Monterey, Calif., for \$3.3 million. Principal sellers, Robert A. Forrest and wife, Grace, are also principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif.

A group based in Dayton, Ohio, and headed by Richard J. Minor, chairman, bought WGH-AM-FM Newport News, Va., for \$3.2 million.

Leon Parma, owner of a San Diego Anheuser-Busch distributorship, and Ernest Rady, San Diego businessman, bought KUDE(AM)-KJFM(FM) Oceanside, Calif., for \$3,175,000.

John J. Taylor III bought WGAN-AM-FM Portland, Me., for \$3.1 million from Guy Gannett Broadcasting Services, a subsidiary of a Portland, Me.-based newspaper publisher. Majority owned by an estate benefiting its president, Jean Gannett Hawley, and two other relatives, it now owns three AM's, four FM's and three TV's. Taylor also owns WCOD-FM Hyannis, Me.

John B. Babcock, Park Broadcasting Co.'s former executive vice president and chief operating officer, headed a partnership buying KNOX(AM)-KYTN(FM) Grand Forks, N.D., for \$3 million. Henry P. Slane and other principals in Peoria Journal Inc., publisher and group owner, were the sellers. They also own KICT(FM) Wichita and KFRM(AM) Salina, both Kansas; KSSS(AM) Colorado Springs and KYNR(FM) Pueblo, Colo., and KEKE(AM)-KWXL(FM) Albuquerque, N.M.

Centennial Communications Inc., debtor-in-possession, sold KOOO(AM)-KESY(FM) Omaha, for \$3 million. Marshall Hambric, half owner of seller, also owns 40% of buyer and is joined by new partners Sherry Sanders (49%) and Ernest McRae (11%). McRae owns 40% of KBRL(AM) McCook, Neb., and KFNF(FM) Oberlin, Kan. Sanders is the wife of Mack Sanders, who owns four AM's and two FM's. Hambric and his partner, Bruce Mayer, bought the stations in 1978 for \$1.2 million. Hambric is also a principal in the group that bought KSTR(AM) Grand Junction, Colo. ("For the Record," March 7, 1983).

Rau Stations, former owner of six AM's and six FM's, largely completed the divestiture process begun two years ago, selling off eight stations in 1983. WNAV(AM)-WLOM(FM) Annapolis, Md., were sold for \$2.8 million to J. George Cuccia, Annapolis businessman, and Damian Einstein and Marvin Rosenbloom, part of the group that sold WHFS(FM) Bethesda, Md. (see above). Principally owned by the estate of Henry Rau and headed by his daughter, Robin Henry, Rau Stations also sold WBBB(AM)-WRCM(FM) Burlington, N.C., to Audubon Broadcasting Co. for \$2,625,000. Audubon, headed by Pegram Harrison, president, also owns WNOK-AM-FM Columbia, S.C. The third Rau AM-FM combination sold was WDOV(AM)-WDSD(FM) Dover, Del., for \$2.3 million to Barry J. Dickstein and Joel M. Harstone, principals of Hartford, Conn.-based investment banking firm that specializes in broad-

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casting. Rau also sold WATO(AM)-WETQ(FM) Oak Ridge, Tenn. ("Changing Hands," Sept. 19, 1983), and has announced the sale of WPDS-AM-FM Clarksburg, W. Va. ("Changing Hands," Jan. 2), which, if approved, will complete Rau's divestiture.

Capitol Broadcasting Co. of Jackson, Miss., sold WSLI(AM)-WXLY(FM) Jackson to J.D. Osburn and Russ D. Reynolds for \$2,750,000. Capitol also sold KKTU(TV) Colorado Springs and WJTV(TV) Jackson, Miss. (see above). Osburn and Reynolds also own KYKZ(FM) Lake Charles, La., and KEAN-AM-FM Abilene, KYKX(FM) Longview and KYKS(FM) Lufkin, all Texas.

WASK-AM-FM Lafayette, Ind., was bought for \$2,650,000 by Richard L. Duchossois, who also owns KDAL(AM) Duluth, Minn.

Franz Allina and wife, Marcia, who bought WDJF(FM) Westport, Conn. (see above), sold KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2,590,000. Edmund Ansin, owner of WCKY-TV Miami, and Harold Frank, vice president and general manager of WINZ-AM-FM Miami, were the buyers.

Broadcast Management sold WNDB(AM)-WWLV(FM) Daytona Beach, Fla., to Chapman Root and others for \$2.5 million. Broadcast Management, headed by Joel M. Thrope, general partner, also owns WRKR-AM-FM Racine, Wis.; WCNW(AM) Fairfield, Ohio, and WINF(AM) Manchester, Conn. Root Communications has also bought WVFM(FM) Lakeland, Fla. (see above).

WINN(AM)-WFGP(FM) Atlantic City was sold for \$2.5 million to a group headed by Allan W. Roberts, president. It also owns WWHN(AM)-WUPE(FM) Pittsfield, Mass.

Mid America Media sold KIOA(AM)-KMGK(FM) Des Moines, Iowa, to Midwest Communications Inc. for \$2.5 million. Mid America is a Kankakee, Ill.-based group owner of five AM's, four FM's, and owns a cable system at Hilton Head, S.C. Midwest, owned by the D.E. Wright family and others, also owns WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin.

WASK-AM-FM Lafayette, Ind., was sold for \$2,425,000 to Richard L. Duchossois, who also owns KDAL(AM) Duluth, Minn.

Frank L. Outlaw II. sold his 75% interest in WAIM(AM)-WCKN(FM) Anderson, S.C., and Robert B. Nations, president, general

manager and 25% owner sold 3% to a group of about 20 investors for \$2.4 million.

WKZE-AM-FM Orleans, Mass., was sold for \$2.5 million to David Roth, Boston neurosurgeon who also owns WIRA(AM)-WQV(FM) Fort Pierce, Fla., and KCVN(AM)-KRNO(FM) Reno. The station was sold by Albert Makkay, Donald Wilks and Michael Schwartz. They also purchased WOSC(AM)-WKFM(FM) Fulton, N.Y., for \$1,504,250. All three also own WZFM(FM) Briarcliff Manor, N.Y.

Wilks and Schwartz own two AM's and two FM's, and have two-thirds ownership of WPET(AM) Greensboro, N.C., which is being sold, subject to FCC approval, ("Changing Hands," Dec. 12, 1983).

George Beasley, owner of five AM's and six FM's, sold WKBX(AM)-WSGF(FM) Savannah, Ga. for \$2.2 million. The stations were bought separately in 1977 for \$945,000. Two of the buyers, Robert H. Burstein and John L. Laubach, also own WCKK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. In addition they, along with a third buyer, Larry O. Garrett, own WKRT(AM)-WOKW(FM) Cortland, N.Y. Beasley bought WIFL(FM) Philadelphia (see above).

WWWQ(AM)-WPFM(FM) Panama City, Fla., was sold to Culpepper Communications Inc. for \$2,105,000. Culpepper, majority owned by John C. Culpepper, also owns KDOK(AM)-KFML(FM) Tyler, Tex., and KAGC(AM) Bryan, Tex., and is applicant for new FM's at Bryan, Idaho Falls, and Helena, Mont.

David C. Schaberg, Lansing, Mich.,-based broadcasting consultant, bought WCTW(AM)-WMDH(FM) New Castle, Ind., for \$2 million plus a \$50,000 noncompete agreement.

KOOK-AM-FM Billings, Mont., was sold to a buyer 90% owned by John W. Hough for \$2,005,500. Hough also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL(AM)-KQIX-FM Grand Junction, Colo. Sellers, Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III, also own KYJC(AM) Medford, Ore.

Eighty percent of KPRO(AM) Riverside and KWTC(AM)-KZNS(FM) Barstow, both California, were sold by five of six stockholders for stock and assumption of liabilities valued at about \$2 million. Howard Fisher, president and 20% owner, kept his position and inter-

est. The buyers were Milt Klein, former general manager of KHJ(AM) Los Angeles and Shayle R. Ray, Los Angeles business and financial consultant.

Country and western singer, Charlie Pride, was majority owner in a group buying KAYC(AM)-KAYD(FM) Beaumont, Tex. The stations were bought for \$1,750,000 plus noncompete covenant of \$250,000, from David H. Morris, who still owns KNUZ(AM)-KWUE(FM) Houston. Other buyers were Jim Long, the owner of First-Com Broadcast Services, Dallas-based radio programmer and syndicator; Jerry Lastelick, Dallas-based attorney, and H. Roger Dodson, president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick.

Dennis Behan sold KCEY(AM)-KMIX(FM) Turlock, Calif., to Melvin Winters, Harry S. McMurray and F. Robert Fenton for \$1.8 million. Winters owns KNGT(FM) Jackson, Calif. McMurray has an interest in KATO(AM)-KXKQ(FM) Safford and KVRD(AM) Cottonwood, both Arizona. Fenton has an interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California.

WQRB(AM)-WBAG-FM Burlington, N.C., was sold by Burlington-Graham Broadcasting Inc. to Village Companies of Chapel Hill for \$1,750,000. The buyer, principally owned by James A. Heavner, president, spun off WQRB(AM) ("For the Record," April 18, 1983) because of that station's proximity to WXHL(AM) Chapel Hill, N.C., which it also owns. Village also sold WMFD(AM) Wilmington, N.C., ("Changing Hands," April 18, 1983) but kept co-located WWQQ(FM) and also owns WKQQ(FM) Lexington, Ky., and North Carolina cable systems.

KNGS(AM)-KKYS(FM) Hanford, Calif., was sold to Sunrise Communications of Central California for \$1,750,000. Sunrise is equally owned by the Des Moines, Iowa-based Central Life Assurance Co. and Sunrise Media Inc., which is owned by Al Lobeck, Raymond McCarty and Scott Huskey, all former Stauffer Broadcasting Co. executives, and James Bongfiglio, a Scottsdale, Ariz., businessman.

KKIS(AM) Pittsburg, Calif., and KDFM(FM) Walnut Creek, Calif., were bought for \$1.7 million by James Chabin, former Western marketing manager, CBS-owned TV stations, and his brother, Harry, president of an Arvada, Colo.-based oil drilling company.

Forward Communications, before being acquired by Wesray Corp., a private investment banking firm headed by former Secretary of the Treasury, William Simon, (BROADCASTING, Oct. 31, 1983), sold WKQE(AM)-WBGM(FM) Tallahassee, Fla., to Statewide Broadcasting Co. for \$1,575,000. Statewide, also purchased WVCB(AM) Coral Gables, Fla. (see above).

Booth America Co. sold WIOW(AM)-WZWZ(FM) Kokomo, Ind., to Community Service Radio Inc. for \$1,550,000. Detroit-based Booth, owned by John L. Booth and family, also owns three AM's and six FM's, 11 cable systems and an SMATV system in Belleville, Mich. Community Service also owns three AM's and three FM's.

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Charlotte, N.C.-based group owner, bought WDSC-AM-FM Dillon, S.C., for \$1.5 million from Border Broadcasting Inc. Five months later, Bahakel sold the station to W.C. Dai-ley, a Florence, S.C., real estate developer for \$50,000 more.

National Association of Broadcasters President Eddie Fritts sold WELO(AM)-WZLQ(FM) Tupelo, Miss., to Big Thicket Broadcasting Inc. for \$1.46 million. Fritts also has sold, subject to FCC approval, KCRI-AM-FM Helena, Ark. ("Changing Hands," Aug. 29, 1983). He owns WNLA-AM-FM Indianola, Miss., and 85% of KMAR-AM-FM Winnsboro, La. Big Thicket is 80% owned by Richard Beauchamp. It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo.

KTIM-AM-FM San Rafael, Calif., was sold for \$1.4 million to Arthur Astor, who also bought out other shareholders for complete control of KIKF(FM) Garden Grove, Calif. (see above).

Lawrence Ludka, Brownsville, Tex., attorney, and wife, Susan, bought KBWD(AM)-KOXE(FM) Brownwood, Tex., for \$1.4 million. William Jamar Jr., and his wife, Jane, who sold the stations, also sold KBIL(FM) San Angelo, Tex. (see above) and are part owners of KSNY-AM-FM Snyder, Tex.

KCRC(AM)-KNID(FM) Enid, Okla., was sold to a group headed by Michael DeLier, former station manager of KWTW(TV) Oklahoma City. Price of the station was \$1.4 million.

KWEY-AM-FM Weatherford, Okla., was sold for \$1,378,000 to Philip C. Spivey and Lynn Wolfgang. Spivey is majority owner of KBBB(AM)-KDKQ(FM) Borger, Tex., and Wolfgang is sales manager at KWEY and a daughter of one of the sellers.

Thomas J. Wiens bought KAT(AM)-KAWY(FM) Casper, Wyo. from Casper Broadcasting (James Stuart and family) for \$415,000 plus the assumption of \$960,000 in notes. Casper, a Lincoln, Neb.-based group owner of six AM's and six FM's, had bought the stations for \$1.55 million in 1981. Wiens also owns KWDE(FM) Montrose, Colo.

Group owner Western Broadcasting Co., headed by Earl E. Morgenroth, sold KSEI(AM)-KRBU(FM) Pocatello, Idaho, for \$1.35 million to Pacific Northwest Broadcasting Corp. Pacific, majority owned by Charles H. Wilson, now owns five AM-FM combinations.

WRKB(AM)-WJZR(FM) Kannapolis, N.C., was sold to Paul H. Downs and William H. Sanders for \$1,345,000. Downs and Sanders also own WQIM(FM) Prattville, Ala.; Sanders has a one-third interest in WGUL(AM)-WPSO(FM) New Port Richey, Fla.

A partnership headed by Kenneth W. Gneuchs bought WAKE(AM)-WLJE(FM) Valparaiso, Ind., from Porter County Broadcasting Corp. for \$1.3 million. Gneuchs is also part owner of WAIK(AM)-WGBQ(FM) Galesburg, Ill.

Kenneth E. Meyer bought KBOA(AM)-KTMO(FM) Kennett, Mo., for \$1.3 million from Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Meyer also owns KFAL(AM)-KKCA(FM) Fulton and KLEZ(AM)-KBEK(FM) Lexington, both Missouri. He also has interests in

KARD(TV) Monroe, La., and KMTC(TV)-KTXR(FM) Springfield and KREI(AM)-KTJJ(FM) Farmington, both Missouri.

Polo Broadcasting Corp. bought KFTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah, for \$1.2 million from Mountain States Broadcasting Corp. Mountain States, majority owned by Dan Lacey, also owns KIQQ(FM) Durango, Colo. Polo is owned by broadcast consultant and British citizen Peter Scheurmier, and majority owned by David Forier, former director of sales at KHJ(AM) Los Angeles.

Buckley Broadcasting Corp., 80% owned by Richard D. Buckley Jr., bought WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine, for \$1,125,000 from Eastport Broadcasting Corp. Eastport also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. Buckley also owns WDRG-AM-FM Hartford, Conn., and KGIL(AM) San Fernando, KWAV(FM) Monterey and KKHI-FM San Francisco, all California.

KKBZ-AM-FM Santa Paula, Calif., was sold for \$1,104,600, including assumption of \$650,000 debt, to Kachina Broadcasting Corp., headed by William S. Sanders, president. Kachina also has interest in KDHI(AM)-KQYN(FM) Twentynine Palms and KKZZ-AM-FM Lancaster, both California; KPER(FM) Hobbs, N.M., and KVKM(AM) Monahans, Tex., where it also has a construction permit for a new FM.

KMHT-AM-FM Marshall, Tex., was bought by George Franz, Clint Formby and Ray Eller for \$1.1 million. Formby also owned one-third of seller of KTBB(AM) Tyler, Tex. ("Changing Hands," Jan. 3, 1983). He also has interests in AM-FM's at Hereford, Levelland and Temple, all Texas. Franz is general manager of Temple stations, KTEM(AM)-KPLE(FM) and, along with Eller, is principal owner of KSAM(AM)-KHUN(FM) Huntsville, Tex.

Wayne C. Cornils, former radio senior vice president of the National Association of Broadcasters, now executive vice president, Radio Advertising Bureau, was among those selling KFSD-AM-FM Nampa, Idaho, for \$1.1 million. The buyers, Philip T. Kelly and Richard L. Voight, also own WBDQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCP(AM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis.

Donald W. Sheehafer bought KWEB(AM)-KRCH(FM) Rochester, Minn., for \$1.1 million. Sheehafer also owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCQ(AM) Wausau, all Wisconsin, and also is an applicant for a new FM at Wausau.

Calvin G. Arnold, former vice president and general manager of KKYK(FM) Little Rock, Ark., bought KOTN(AM)-KFEX(FM) Pine Bluff, Ark., for \$1,075,000.

C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C., bought WDLV(AM)-WIOZ(FM) Pinehurst-Southern Pines, N.C., for \$1,040,000.

John Mullen, Media, Pa., businessman, with no other broadcast interests, bought WMID(AM) Atlantic City and WGRF(FM) Pleasantville, both New Jersey for \$1 million.

WMOA-AM-FM Marietta, Ohio, was sold for \$1 million to a group majority owned by Carl Clovis. To keep its co-located station,

WBRJ(AM), Clovis group sold off WMOA(AM) to nonprofit Washington Technical College ("For the Record," July 18, 1983). Clovis is also a principal of WSYX(FM) London, Ohio.

Cable TV

The following is a list of cable purchases compiled by BROADCASTING. For some deals, prices were not revealed and were otherwise unobtainable. For deals for which prices were available most could be computed to be between \$800 and \$1,000 per subscriber, a figure often used in the industry. Prices vary, however, according to system size, channel capacity, degree of construction remaining, amount of debt and geographical location. The purchases listed below were announced, but not necessarily completed, last year.

Cable figured in part of one of the largest communications deals of the year. Kohlberg Kravis Roberts & Co. announced its intention to purchase Wometco Enterprises for \$842 million. In addition to Wometco's broadcast holdings, its Wometco Cable currently lists 260,000 subscribers. The portion of the \$842 million ascribed to cable holdings was not announced.

Tele-Communications Inc. became the number-one cable MSO in 1983 based on additions to its portfolio principally through acquisition. It bought Eugene, Ore.-based Liberty Communications for \$242 million. Liberty was the 21st largest MSO at the time, with 263,000 subscribers.

As part of the deal, TCI spun off systems to Liberty executives. The largest block went to Carolyn Chambers, Liberty's executive vice president/treasurer, who set up Chambers Communicom with four former Liberty systems in Edmund, Wash., and San Bernardino, Novato and Sun City, all California, which TCI sold to her for \$30 million. The systems serve 40,000 subscribers.

TCI also bought the 22d MSO, Tele-Media, based in State College, Pa. The price for T-M's 248,000 subscribers was \$185 million.

Prime Cable bought out Cable America's Atlanta area franchises for \$223 million. The company set up two limited partnerships, one for the city of Atlanta and north Fulton county, and one for the franchises in DeKalb county and East Point/College Park. There are 100,000 subscribers and 330,000 homes, combined, in both partnerships. Cable construction continues. Prime Cable, which is the general partner, put up \$11 million. The two limited partnerships have nearly met their goal to raise \$52 million. The other \$160 million in debt will be assumed by Prime Cable.

United Cable bought Communicom's Los Angeles area franchise which was in the initial stages of construction. The price for the 300,000-home area was \$200 million.

Area Communications sold its 91,000-subscriber system in Jacksonville, Fla., to Continental Cablevision for \$106.5 million.

Comcast bought Calvert Telecommunications' system surrounding Baltimore for \$65 million. The system serves 92,000 subs.

American Cablesystems purchased from American Video Corp. cable systems serving eight communities in Broward county,

Fla. The systems serve 57,000 subscribers. The purchase price was between \$55 million and \$65 million.

Group W sold systems in Morgantown, W.Va., and Bridgeton, Vineland, Ocean City and Ventnor, all New Jersey, to Cablenertainment for \$58 million. The subscriber count was 55,000. Group W sold its 27,000-subscriber Worcester, Mass., system to Greater Media for \$18 million. Other sales by Group W to comply with FCC crossownership restrictions included systems in Newark, Los Gatos, Milpitas and Santa Clara, Calif., sold to Hearst Cable. The systems serve 20,000 subscribers; a price was not announced. Group W swapped its 29,000-subscriber Johnstown, Pa., system for 10 ATC systems covering 27,000 subscribers in Oregon, Nevada, Tennessee and Florida. Group W sold its Oakland, Calif., system, serving 22,000 subscribers in a 117,000-home franchise area, to Radcliffe Broadcasting for an unannounced price. Group W bought one system: Clearview TV Cable in Auburn, Wash. A price for the 20,000-subscriber system was not disclosed.

ATC bought systems in the Rochester, N.Y., area from People's Cable Co. The price for the 62,000 subscribers was \$55 million.

Heritage Communications bought from Indiana Cablevision its 62,000-subscriber South Bend, Ind., system for what analysts estimated at \$50 million.

Cablevision Systems of Southern Connecticut consolidated its holdings in that part of the state with the purchase of Southern Connecticut Cablevision. The price was \$47 million for the system's 48,000 subscribers.

Storer Cable sold its primarily unbuilt system in Prince George's county, Md., (a Washington suburb) to a group of local partners headed by Winfield Kelly. The system has 16,000 subscribers. The franchise has 190,000 homes. The price was between \$30 million and \$35 million.

Former Warner Amex Cable Communications Chairman Gus Hauser purchased Arlington Telecommunications, which runs the Arlington, Va., system. The price was in excess of \$30 million for the 27,000-subscriber system.

Jones Intercable established four limited partnerships in 1983 in deals that ranged from \$11 million to \$32 million. In all four Jones is the managing general partner with limited partnerships sold locally to complete the deal. Jones Cable TV Fund 10-A purchased systems in Oxnard and Castro Valley, Calif., for \$32.8 million from Oak Industries. The systems serve 36,600 subscribers. Jones Cable TV Fund 11-B bought five Buffalo, N.Y., area systems serving 20,000 subscribers from Global Cable Corp. for \$22 million. Rau Radio sold its Anne Arundel, Md., system to Jones Cable TV Fund 11-A for \$16.25 million. The system serves 10,400 subscribers. And Jones set up Jones Cable TV Fund 10-B for systems in Oro Valley and Pima county, Ariz. The systems, serving 10,500 subscribers, were purchased from six individuals for \$11.2 million.

Centel purchased Cable Communications of Iowa, which ran 17 systems in Iowa. Centel paid \$23 million for the systems' 30,000

subscribers.

ATC sold its systems in Cushing, Midwest City, Norman and Stillwater, Okla. (30,000 subscribers), to Multimedia for \$22.5 million and the latter's Archdale, Gaston county, High Point and Monroe, N.C.,

In addition to all the sales brokered by Daniels & Associates, the leading cable broker, it established two limited partnerships with local investors and Daniels as managing partner. American Cable TV Investors 2 bought systems serving 18,800 subscribers in the San Bernardino, Calif., area from Field Enterprises for \$20.5 million. American Cable TV Investors 1 bought from Thoms Cablevision an Asheville, N.C., system for between \$12 million and \$15 million. The system serves 16,000 subscribers.

Cable America, which owned Valley Cable TV in the west San Fernando Valley in Los Angeles, set up a limited partnership in that franchise, selling 55% of it to the Canadian-based Standard Broadcasting for \$20 million. Standard owns four AM's, three FM's and one television station in Canada and Telecable-Laurentien Inc., a Candian MSO with 20,000 subscribers. The remaining 45% is owned by Cable America and the local partners it had originally lined up for the franchise. CA remains the general partner in the franchise which passes 160,000 homes and has 47,000 subscribers.

Comcast increased its presence in the Detroit area by purchasing Cox Cable's St. Clair Shores system of 16,000 subscribers for \$19 million.

LCI Chester Inc. bought cable systems in West Chester and Coatesville, Pa., from Chester County Broadcasting for \$15.2 million. The systems serve 14,200 subscribers.

American Cablesystems purchased eight systems serving the Tarrytown, N.Y., area from McLean Cable Associates. The price for the block of 16,500 subscribers was \$15 million-\$20 million. Coweta Cable Corp. sold its La Grange, Manchester, Newnan, Thomaston, Ga., systems to the McDonald Group for \$15 million-\$20 million. The systems serve 17,000 subscribers.

Cablevision Systems expanded its holdings in the Boston area by buying Times Mirror's unbuilt Brookline, Mass., system for \$12 million. There are 23,000 homes in the franchised area.

Another \$12-million sale: Centel's purchase of Warner's Winter Haven and Polk county, Fla., systems with 12,000 subscribers.

Continental sold a system in northwest St. Louis, designated county B, to ATC for \$10 million. The partially built system has 6,000 subscribers and 27,000 homes in its franchise area.

Evans Cablevision sold its 18,000-subscriber Orlando, Fla., system to Orcable Ltd. for \$10 million.

Monroe Rifkin, under the Rikfin Associates banner, got back into cable operation last year. His largest purchases: a 9,000-subscriber system in the Boca Raton, Fla., area for \$10 million from Paducah (Ky.) Newspapers and a system serving 12,000 subscribers near Jacksonville, Fla., from Clay Video for an undisclosed price.

Warner Amex enlarged its Houston hold-

ings with the purchase of Gulf Coast Cable, which had franchises in southwest Houston and surrounding counties. The unbuilt area has 300,000 homes. A price was not disclosed. Warner also purchased Columbia Cable which held franchises in western Houston and the northwest and southwest sections of Harris county.

Times Mirror bought out the remaining 50% interest it did not own in American Cable Television's Phoenix franchise and a few neighboring systems. The parties did not give a price for the sale. The system serves 94,000 subscribers.

ATC purchased the 43,000-subscriber systems owned by TV Systems Inc. in Honolulu. The final price has yet to be determined pending final negotiations. The sale goes before a state commission for approval later this month.

Century Communications announced its intention to purchase RVS Cablevision systems in the Milwaukee area. RVS is building in suburban Milwaukee and has 33,000 subscribers and 90,000 homes in its franchise area. Century was to purchase 80% of RVS, with the remaining 20% to be split among local partners.

Simmons Communications bought CATV General Corp.'s systems in Maryland and Delaware which served 18,300 subscribers and U.S. Cable's Owego, N.Y., 11,000-subscriber system.

Encom Cable sold to Coaxial Development seven systems in South Carolina with 14,200 subscribers.

Brokers see 1983 as 'year of the turnaround'

Interest rates are down; interest is up. That, according to brokers who talked with BROADCASTING last week, was the bottom of a line that reached record heights this year.

Cincinnati-based broker Ted Hepburn, who last year helped Goldman Sachs sell General Electric's radio properties, summed up the feeling of many: "1983 became the year of the turnaround, in the economy and the trading climate. You suddenly had people with a limited amount of capital but financing from other sources."

Noting that the prime interest rate declined from a 1982 average of 14.9% to 10.8% for the first 10 months of 1983, brokers of both radio and TV stations said that buyers were having less trouble obtaining outside financing, and confirmed that bankers were taking a very active role in the station trading process (BROADCASTING, May 16, 1983). Charles H. Kurtz of Blackburn & Co. said: "A number of bankers have come to speak to us, demonstrating an increased interest in putting money into radio and TV, and wanting us to introduce them to good operators. I can think of several cold calls... they haven't dealt with any media broker before. There are banks wanting to provide loans; then you have the banks with venture capital arms wanting to be part of the



Jim Blackburn



Crisler



Hepburn

buyer."

Not emphasized as a reason for this year's records in trading were FCC deregulatory policies. The general consensus was that the FCC's repeal, late in 1982, of the three-year antitrafficking rule (BROADCASTING, Nov. 27, 1982) had a barely noticeable effect on the level of trading. Keith Horton, who heads an Elmira, N.Y.-based brokerage firm, said: "Previously people with economic difficulties or death could always get waivers. I do expect that... in future years, it might make buyers a little less reluctant to make certain purchases than in the past—they can turn it quicker—but I'm only speculating."

The pending rulemaking on the broadcast station ownership limit, the rule of sevens, raised the question of how much that imminent change—the FCC staff expects final action by the middle of this year—altered station trading habits in 1983. That question was being discussed as Taft Broadcasting Co. made an end-of-the-year announcement that it will divest some of its assets, in part to increase its cash reserves in anticipation of FCC deregulation ("In Brief," Jan. 2).

The opinion of most brokers was that the possibility of liberalized multiple ownership rules had only a mild effect on station trading in 1983. Most said they knew of no one who was holding back properties from sale in anticipation of a heated market next year—assuming group owners would begin expanding their holdings soon after the rule change. Blackburn & Co.'s president, Jim Blackburn, pointed to a possibly contradictory effect: "There have been buyers that I've suspected, though I don't know it, who maybe have had it in the back of their mind that they would rather do their buying now because in six or eight months the competition would

be there for certain types of facilities."

This year's increased station trading did not, as the numbers show, affect all types of stations equally. Blackburn said, "It's better for UHF television. I'd like to think there was some improvement, somewhere, in AM's but I can't think of specific examples. With FM I personally think it was an even year, all other things being equal."

Sales of TV's were up, even discounting the sales of the Corinthian, GE, Field and Outlet stations. Richard C. Crisler, whose Cincinnati-based firm brokered at least seven TV sales this year gave several reasons for the increase: "The TV business just continues to be good, and people have not had losses and saw that they could profit by new acquisitions. Financing has become enormously simple; individuals who have good records and an opportunity to buy a good property now have financing they would never had dreamed of getting before. Leveraged buyouts increased trading that might not have otherwise taken place. And, three, buyers are looking toward the broadening of the ownership rules. A fellow who was hesitating to buy a marginal property said to himself: 'It may not be here next year.' " Other brokers also pointed to the greater programming available to independents, which has increased their viability (BROADCASTING, Jan. 17, 1983).

Then of course there were the large sell offs. Howard Stark, whose 1983 FCC approved brokered deals totaled at least \$400 million and included the sales of WFLD-TV Chicago, WCIX-TV Miami and WTCN-TV Minneapolis, said: "With the inner workings of large corporations whose main business is not broadcasting, like General Electric and Dun & Bradstreet, you never know what's going to happen. The GE deal was a big surprise. I was working with them helping them to build their holdings, then Win Baker [former head of GE's broadcast and cable operations] left for the Boston station surrendered by RKO [BROADCASTING, May 31, 1982]. He was part of the local group, has an equity interest in it and is the chief operating executive. They [GE] just got tired of fighting, every time they got top management [in place], somebody would leave."

Stark, who says he is "never pessimistic," doubts that those "special situation" sales will occur in 1984.

Radio brokers recounted, as they have for the past several years, the difficulty of selling AM stations. Tom Gammon, of Washington-based Gammon & Ninowski, said:

"Selling an AM as a turnaround is a very difficult thing to do. For an AM to acquire more market share than it has, it has to climb uphill, whereas the trend for AM's is to slide gently downhill; it's like trying to win in a stock market that's falling. AM's in the small and medium markets still have a chance, because there is not a lot of competition."

Horton confirmed his colleague's remarks: "The demand is almost universal, everybody is looking, first of all, for FM's, preferably B's or C's, which means combos are also popular. Daytime AM's alone, even very successful ones, are a more difficult sell and the supply continues to grow. Daytime AM's in very competitive markets are very difficult indeed; we can talk to the wind. To sell one of the those you have to sell to a very specialized broadcaster. It [the current market preference] started several years ago; it has not gone backwards."

John Emery, president of Chapman Associates, which he and three other associates bought in 1983 ("Closed Circuit," March 21, 1983), emphasized, however, that market mechanisms, such as dropping prices and increased seller financing, insure that sellers can dispose of properties: "It is easier to sell the top 10 FM's in the top 10 markets. At the same time, there are a lot of small 'undesirable' properties that get sold."

Regional differences in the prices paid for broadcast properties were noted. Both those who worked in the South and those in the North agreed that there was a premium paid for stations in many sunbelt markets, exemplified by cities such as Dallas and states such as Florida.

Gammon, who covers the Southern radio market for his firm, said: "Most of the growing group owners are looking at the station and market and determining the station's po-



Gammon



Horton

tential under his management, considering the population growth and the economic health of the sunbelt market. The prices people are paying are based on the future. They are paying speculation prices for good FM's. In the North you don't get a speculation price, you pay for what the station is doing."

But every broker, at the same time, pointed out that the contours on the marketplace map could not be easily drawn. Jim Blackburn's brother, Richard R. Blackburn, said: "I do think that the multiples are higher in the sunbelt; in fact I know they are... but you have to go market by market. A lot of people would be happy to buy a station in Detroit and are happy that a lot of buyers are not eager to buy there. It's not a North versus South kind of thing, it's not a line across the middle of the country. It has to do with Boston as a market and with Dallas as a market."

Do those who broker station sales think that next year could possibly repeat the performance of 1983? To a man, brokers felt that 1984 would again be a good year. And they each gave a different reason:

■ Hepburn—"I think 1984 will be very active. The sellers sense that there are a lot more buyers out there; as a result, it tends to bring the sellers out of the woodwork."

■ Jim Blackburn—"I don't think interest rates are going up before the election, I'll bet on that."

■ Emery—"Comparing the first quarter of 1983 and the first quarter of 1984, projected closings for January, February and March show we can expect to double that of last year."

■ Crisler—"When they let the bars [station ownership limitations] down, it's going to be a scramble. The big owners are making very careful surveys as to what markets they would like to be in. I think there will be increased demand for TV's, particularly for independents."

Emery, who is also president of the National Media Brokers Association, said that the brokers' share of business would increase, whether the number of stations did or not. He said that numbers compiled by Chapman Associates show that announced brokered sales as a percentage of total sales increased from 29% in 1981 to 36% in 1982, although last year's final tally is not in, the preliminary totals show another increase.

Emery explained: "I think that the market for trading radio stations is going through what the real estate market did 30 years ago; then it wasn't uncommon for people to sell their own homes, today it's not uncommon for people to sell their own radio stations. The issues that have to be resolved now are more complex and as a result we, as brokers, are being brought in an earlier stage in the decision process." □

Cable TV

In 1983, cable brokers Daniels & Co. and Communications Equity Associates, reported a significant increase in their business, measured by the dollar values of the cable system sales they brokered. Denver-based Daniels, now in its 25th year, in 1983 brokered sales worth approximately \$550 million, up from 1982's \$244 million, and almost at 1981's level of \$590 million. CEA



Michaels



McCullough

handled approximately \$200 million in sales, its best year ever, and up from 1982's \$140 million.

Harold D. Ewen, president of the Tampa, Fla.-based CEA said: "The market seems to have been driven by MSO's getting back into business, and probably more significantly, limited partnerships, which clearly were at an all-time high. Those were obviously the two major factors in the demand. Also it was affected to a great extent by the fact that interest rates are lower now than they were in '82 or '81. An acquisition business such as ours is clearly driven by interest rates. Our type of business is interesting in that it is really two-headed—if interest rates are high there are more people looking for loans; then our investment banking activities, the private placement of debt, picks up. When the rates are low, our brokerage business picks up. The same is probably true for Daniels." Ewen added, "Most people selling were taking advantage of the uptick in station values.... The financial press has not been particularly kind to cable with stories about the pay services that have gone under, franchise problems or the earning problems of the large MSO's that are publicly held companies. In years past when the press was favorable, prices increased because of the euphoria; 1983 was favorable in the face of the press coverage."

In the midst of this prosperity, both firms are laying the groundwork for the day, not many years from now, when they expect trading activity to diminish. Executives at both CEA and Daniels said that, assuming interest rates remain near present levels or drop further, they expect business to be good with more limited partnership and MSO activity, but in the foreseeable future, the concentration of cable ownership will slow down trading activity.

Hugh McCullough, senior vice president, mergers and acquisitions at Daniels, who last year personally handled TCI's acquisition of Liberty Communications Corp. for \$240 million, as well as Heritage's acquisition of Indiana Cablevision's South Bend, Ind., system for an estimated \$50 million, explained: "I feel that in 10 years, and this might even happen in five, the top 25 MSO's will hold 80% of the subscribers. What will happen to brokerage? My feeling is that it will be good for the next 10-20 years, yet it can't go on, better and better, if consolidation nears 20%.... Systems keep getting more valuable and the big fish keep swallowing the little fish, as it probably hap-

pened near the end of the last century when there were brokers who handled the sale of private telephone systems to Ma Bell. We will make a decision in the next two months whether to move into other communications fields. We're studying the idea of moving into broadcast brokerage, because we feel that the same skills apply, and a lot of the sellers and buyers are the same."

Rick Michaels, chairman of CEA, who founded the company 10 years ago, also saw an end to the high volume of cable trading.

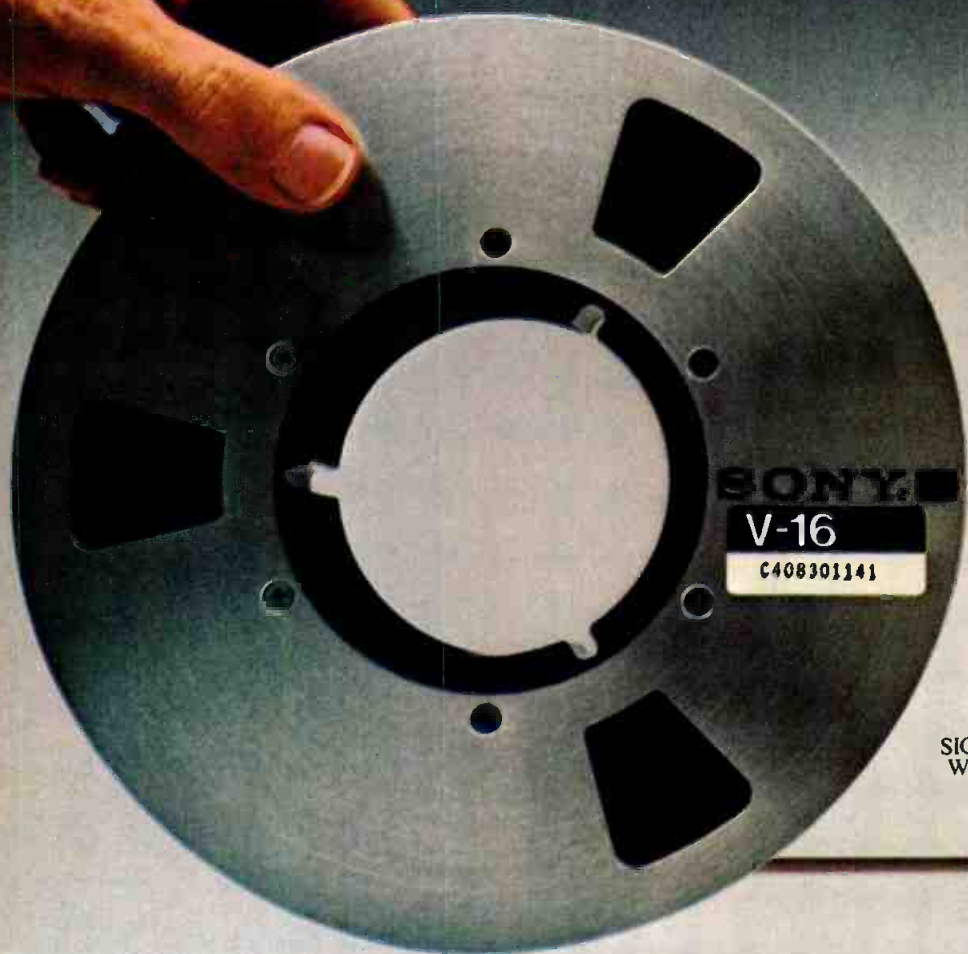
"I think it will probably be a good five years before the consolidation process begins to wind down. In the ensuing years there will be a lot of money to be made (for brokers), with acquisitions and financing arrangements. We are looking at a joint venture, based in London that will offer communications and entertainment financial services, and fund management. That deal is not put together but I hope it will be in the first quarter of this year. We have done work in the broadcasting area, the odd deal. We are looking to hire some expertise beyond what we have here that would allow us to expand into the broadcast area, probably more in the financial services area than in brokerage."

Limited partnerships can be expected to continue to buy and sell available cable systems, every five or seven years, taking advantage of the depreciation tax breaks and, when the property is sold, capital gains. McCullough said prices per subscriber would continue to rise: "I see them going up next year even higher. The only reason I see them coming down is if the interest rates go higher or if we go into a recession. You're going to see more and more revenues coming from the subscribers and as the revenues increase there will be a proportionate increase in the amount of profit, which will make each subscriber in the system more valuable. I don't know of anybody who I think has any insight in the industry who really believes" that the prices will come down.

Although rising system prices should continue to encourage limited partnership investment, McCullough observed, as have his counterparts in the broadcast business, that a change in the tax laws could affect investment in communications properties.

"If the federal government came back and said 'we don't like the five-year write-off' and changed it to 10, it would have a ripple effect.... Maybe instead of prices increasing they would flatten out." □

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COLOR S/N	AUDIO SENSITIVITY	FREQUENCY RESPONSE		RUBBING NOISE		PRINT- THROUGH			



At Large



Gergen (at left) with BROADCASTING chief correspondent Leonard Zeidenberg

For three years, David Gergen has been at the center of the White House's communications effort. As assistant to the President for communications, he has helped "package" the news, as he once referred to it, served as a source for reporters, and mounted campaigns to counter developments in the media regarded as unfavorable by the White House—the nuclear-disaster, made-for-television movie, "The Day After," for instance. Thus, if the White House "manipulates" the news, as many journalists claim, Gergen is one of the manipulators. Yet, he has managed to retain the confidence and respect of at least most of the White House press corps. They regard him as honest and reliable. CBS News's Lesley Stahl describes herself as a Gergen "fan." And there are those who wonder whether relations between the White House and the press, which show signs of strain, will not deteriorate further with Gergen's departure, this month, for posts at Harvard and the American Enterprise Institute. In the "At Large" that follows, Gergen looks back on his service in the Reagan White House, discusses the state of affairs between the White House and the press, and offers some frank comments on the efforts the President's men make to put him in the most favorable light possible.

The two-way street between press and President

Where do you go next, and when?

In the next couple of weeks, I'll be reporting to Harvard as a fellow at the Institution of Politics and to the American Enterprise Institute here in Washington as a visiting fellow, both starting in January. The Cambridge appointment is for the spring semester and will provide a wonderful opportunity for reflection and rejuvenation. My plans after that are not yet settled.

Looking back, what would you say of the Reagan administration's actions toward the press during the three years you've been here? It started like a honeymoon—Reagan was well liked, seemed to like the press, the press seemed like puppy dogs. It's not that way any more.

It has soured some in recent months. I would like to think that's a temporary detour from a road we've been trying to follow most of the time we've been here. We set out in the beginning to have a good relationship with the press. The President was committed to an open Presidency and one that was accountable to the public through the press. And we intentionally sought to encourage good relations with the press. It's been my hope, and one that was shared by others—the President, Jim Baker and others—that one of the legacies of this administration would be to leave behind a greater sense of civility and professional respect between the White House and the press corps.

That was very important to us. During Vietnam and the Watergate days we created a very unhealthy climate in the press room, and there was too much of the "we versus they" and the "press-as-the-enemy" attitude that took over in the government. At the same time in the press corps there was a tremendous—it really went far beyond skepticism—disbelief, almost, in government, so we set about to see if we could put things on a different plane.

That hasn't uniformly been the case, and there are feelings on the part of the press that we've been too restrictive and that we have not been as successful as we should have been. But I think that if you look back over the three years, generally speaking, the relations have been decent and there has been a feeling of respect on the part of the White House for what journalistic professionalism is all about and for the rights of journalists. I can't speak for the press, but it does seem to me that their coverage, at least, would suggest that, while they have been critical from time to time, they've generally respected the professionalism within the White House.

But you do get a lot of hostility on the part of the press—Jack Nelson of the *Los Angeles Times*, for example, is very down on the President. He has said that whereas Carter might have gotten mad at the press because of an occasional story, Reagan seems to have no sympathy for the role of the press. It seems that criticism is almost unpatriotic. There was something he said in a *TV Guide* article that was critical of the press's coverage of Vietnam, and similarly of the press coverage of El Salvador.

I think it would be unnatural for any President to feel the press was entirely fair or accurate. The press itself doesn't believe that. There have been instances of disagreement, but generally speaking the President has never taken it personally, nor does he form grudges. We have not gone to the kind of excesses that I think you've seen in some past administrations, and the President hasn't called network executives and threatened to pull a license or throw somebody out of the White House, or cancel subscriptions. Every President that I've known in the last 20 years has had moments of extreme irritation.

That's right. But journalists think this administration has been more subtle and more sophisticated and more clever in going after the press. Those other things you mention are reason to fight back. If Kennedy tells the publisher of the *Times* to get rid of David Halberstam, naturally he's not going to. But if there is the low-level pressure

of anti-press attitudes and activities, it's harder to fight against those. We discussed some of these before: the lie detector tests, the FBI investigation, the pre-publication censorship of employees, government workers who had access to classified information. That sort of thing is harder to rail against.

Well, I know people who complain about that, and we could talk about individual programs or efforts being made to deal with classified information, and, yes, we have had the lie detector test applied in some instances, but we have nowhere near the record of the Kennedy administration. In one year over 19,000 polygraph tests were administered by the Kennedy folks. And yet people look back upon the Kennedy administration as one with a love affair between the press corps and the administration. I think some parts of history are very quickly forgotten.

Well, why are you leaving? Is it because of a better offer?

Since January 1971 I have had the privilege of serving in the White House under three Presidents—Nixon, Ford and Reagan. It's been very rewarding, but after eight years of experience in even as supercharged an environment as this one, it's time for a change. Just ask Sam Donaldson; he'll tell you what it's like after several years in the saddle.

But let me go back a moment to that question of the difficulties the administration has had with the press. We have had a rough spot here in the last three months. It's something we need to get over to return to the relations that we had. One of the ways that I think we ought to do that is to return to the schedule of more regular and more frequent interviews with the press. I am not particularly a fan of the big evening prime time press conferences. They have become unproductive over the years. We have 250 reporters in there. But I would strongly encourage that, as President, Reagan do something he did in California as governor—and that's meet with the press once a week. It worked out very well. He answered their questions, and it was extremely effective. I was not there, but everyone I talked to said it was very, very good. It would not have to be once a week here, although that could be a good thing, and would serve everyone's interest. The President has a lot to say. He has had many mini-press conferences—or availabilities, as we've called them in the past. He's enjoyed them.

Why haven't there been more? There have been 20 press conferences, big ones, production numbers, but—and I know there was talk of doing all kinds of things to supplement them—but have they been going on without my knowledge, or have they not been going on?

He's had a number of interviews at other times, and I think he's got a record of over 150 individual interviews of one sort or another in addition to his regular press conferences. But there is a lot to be said for going out and seeing the White House press corps periodically, especially in the mini-sessions and smaller, more intimate groups where he really has a chance to explain his policies.

But he hasn't. And that's probably part of the unhappiness and frustration on the part of the press corps. Press people I've talked to think that he doesn't want to do it because people around him think he's not good at it and makes too many blunders.

I don't agree with that. I happen to think he's first rate at it. I'm a firm believer in Ronald Reagan with the press, and I think that, when he does it with regularity as he did in California, when he's been out there on a regular basis—and we've gone through periods like that—he's been very good and very effective.

So why can't you just say, "Let's do it"?

It's the pressure of the schedule and other activities and a variety of other things. If you don't meet regularly, there's a tendency on any

particular day to say, "Oh, there's this story out there or that story out there, and why don't we have that story dealt with at the State Department or the Defense Department or Interior." That's why it's necessary to have a commitment.

Is there any chance of that happening?

There's some sentiment to go to that.

From what I gather, Mike Deaver is going to take over most of your functions—at least in the communications area.

He will have a very large share of the responsibilities.

How does he feel about the President being so available?

Mike is positive on that score. It hasn't been recognized just how much Mike has contributed to the whole process of communication in this administration. He's very creative—a master at many aspects of communication. With my departure he will not only continue his previous responsibilities but he will also take the lead on communications tactics and strategy, and he will be administering the public affairs office, the media relations office (which deals with the out-of-town press) and the White House television office.

That's a nice fit between his old duties and his new ones, and I can't think of anyone who is better qualified or will do a more superb job than Mike.

There's also a good fit between Mike's deputy, Mike McManus, and the new responsibilities. McManus, for example, is deeply involved in planning the China trip. And now he can work more closely than ever with the press, especially the broadcasting media, in figuring out what they may be doing over there.

What about your role—and this is not unique to this administration or the White House—as a packager of information?

Some people call it "putting a spin on it." Jim Baker, Mike Deaver, Larry Speakes and I do spend some time thinking about how we're going to lay out certain stories and how the President might want to handle a breaking news event. Is the President going to do something on the way to the helicopter? Is he going to say something to a reporter? What is the process going to be? How do we get the maximum bang out of a story, if it's a good story we want to get out? Some people say that's manipulative, and they accuse us of trying to manage the news.

There is an element of truth to that charge, but I've always felt that the press has ways it likes to produce the news. It's not unhealthy for the White House to be in a situation where we want to get the maximum play out of our story. We want to have the most unvarnished message go out, and have to find ways of doing that. The press is in effect a filter, and we want to get as much of our story through as we can.

I think some White Houses have gone too far; they've been preoccupied with press play. But in every modern White House there's going to be competition with the news media to see how the White House itself can get the right story out. If it doesn't, it has no way to persuade people about its policies, and to build majority support for what it's trying to do. That's part of our democratic process.

On the other hand, there are things like the television picture of the President going to the front lines, the 38th parallel and services with the troops in Korea.

No one liked that better than the networks. One of the reporters from the networks came to us and said that was the best story we've done since we've been here. Mike Deaver and Bill Henkel, our advance men, deserve a lot of credit for that. It was great television. I think every White House would rather see its President in what amounts to a heroic situation—there also was an element of courage there. And [Reagan's] being out there sent an important message to a lot of people in the military as well as people back home, and it sure is a hell of a lot better picture than a guy like Carter, stumbling up in Camp David when he's jogging around up there, falling down. One picture builds support for the President. The other, I think, destroys him.

It wasn't planned that way for them.

Sure it was. There's no secret about the fact that advance teams spend enormous time planning out every moment of a President's time. But meticulous planning, combined with a creative flair, pays enormous dividends—and in the long run helps a President govern more effectively.

As much as the press joshes the White House for the various ways we create events, there is frequently a greater degree of respect, even if they feel they've been had occasionally. We try not to fool them in that sense. When Nancy Reagan came out in front of television cameras with a birthday cake, we didn't tell the networks in advance. Frankly, we thought it would spoil the surprise if we told them. We were worried that the word would get out there was going to be a surprise, and the President wouldn't have any spontaneity. We did not expect the event to go on as long as it did, and I called the networks back and apologized. They were caught in a situation where they couldn't break away and go back to regular programing as quickly as they wanted. They said, in effect, that they'd rather put on their game shows than our game shows.

Getting back to the question of why you are leaving. Is it a case of burnout or a matter of unhappiness with the way the White House is dealing with the news?

As I said, there comes a time when you need a change. That's the main reason. Secondly, I came here because I was concerned about the state of the country and of the Presidency. I thought those were in a state of decline. I think this President has turned that situation around a great deal over the last three years. Now, as we go into a more political year, there are the kinds of responsibilities and challenges that others are extremely well qualified to handle. There are a lot of very good political people who can come in. I really came to help him get the Presidency rolling, and he's doing so well that I feel very comfortable in leaving.

It's also no secret that on some issues that relate to information policy I've lost a few battles. I think it's terribly important for this President to maintain the original commitment to openness.

And there are some that are going the wrong way?

There are other competing interests that have to be recognized and taken into account that have succeeded on occasion. For instance, on the Grenada issue, I'm very glad we have a commission that's taking a look at how to deal with those kinds of situations.

But to come back to the point, I am leaving here in a very positive frame of mind about this administration and about what this administration has accomplished. Ronald Reagan has done an extraordinary job here.

After three years dealing with the media with this tour, how do you think the media and the press, television and radio have handled the coverage? Clear, unclear, sloppy, accurate, responsible?

It gets a little tiresome, frankly, to see some folks lash out at the media every time there's a problem in an administration or a slide in a President's polls. Yes, there are certainly those in the press who are guilty of the indictments you hear all the time—arrogance, intrusiveness, bias, sloppiness, etc. But all of us need to step back from the fray a moment and recognize that the great majority of those who cover this White House are highly educated, honest men and women who try to be objective.

President Reagan believes that, on balance, the press has treated him with reasonable fairness. There has been one line of stories to which we have objected a great deal—the line that he is insensitive and his programs are biased against blacks, women and the poor. And we also object to the misperceptions that have been spread about his nuclear policies. But looking across the broad range of reporting over the past three years, I would have to say that the administration has generally met with fair treatment.

You know, the *New York Times* did an interview with [Dan] Rather a few weeks ago and talked about the unrelenting pressure from this administration.

Yes. He and I talked about that both before and after the article.

And a lot more calls are directed from the White House to CBS than to any other network. There's also the time when the President himself picked up the phone and called Rather himself during the broadcast. Could you discuss the situation?

I think it is true that among the networks, CBS is the hardest-nosed and the hardest-edged in its coverage, and I think it intentionally sets out to be a hard-hitting news organization. If we were a wildly liberal administration, I think they would have that same hard edge, to tell you the truth. Some of my friends disagree with that, but day in and day out they are just tougher, and we do keep an eye on that. If we find that the story is wrong factually or that it's totally unbalanced, we have no objection to calling them and saying, "Gee, we have a real problem with this." And I have to say that on their part, they have tended to be responsive, although not in every case. We have had a particularly difficult problem trying to deal with Bill Moyers. His commentaries, generally speaking, have been very hard slashes at the President, and we would like to see more balance in those commentaries.

But we certainly don't call them every night, or even very often. Dan Rather probably calls me more often than I call him.

Why would that be?

He has called for information, or to talk. And I'll say this—and it ought to be said—that my relationship with him has always been

think that's good journalism, I think that's heads-up journalism. They're not afraid to say they're wrong, and if they think we're wrong they stick it to us. We're not asking for favorable treatment; we are asking for balanced and accurate treatment.

You have said that some Reagan people want war between the White House and the networks.

Some of the President's most ardent supporters do, as do some strong, conservative columnists. Take Pat Buchanan. He has never thought there is any love lost between the press and this administration. He thinks that the press is basically liberal and we ought to be in hand-to-hand combat with them. And we haven't felt that was the right way to go. I happen to disagree with him for a variety of reasons.

What are your reasons for thinking it's not a good idea?

Well, I witnessed the Agnew period, and there's no question that if you go to the country and you launch an assault upon the media, that is immensely popular in some quarters. But over time, it's very destructive to the credibility of the administration and the relationship that exists between the administration and the press. The relationship deteriorates and degenerates into a very nasty situation, and I think that over time the press becomes even more unbalanced in its coverage. Sure, there may be occasions when an administration



extremely courteous and extremely professional, and it's always been a learning experience; there has always been something new to learn about how people in the networks see reality.

And I would venture to say that's been true of the other executives in CBS. I talk most frequently with Jack Smith, the Washington bureau chief, a first-rate individual, very professional, extremely responsive. We've spent a lot of time together over the last three years, and in more than one instance I've called him, he has checked into something, and if he says, "You guys are wrong," they don't change it. If he calls back and says, "Hey, you're right," they change it.

In looking at things, it's been my impression—my very strong impression—that CBS makes more changes between its first and second evening news feeds than anyone else. They rewrite a fair amount of their copy so that, in fact, if you're on the ball and you see that first feed...

Oh, I see. That's when you do it.

Well, frequently; not always. A lot of times our calls will be late in the afternoon, and sometimes we won't know there's a problem until the next morning. But on a number of instances, when something has come across on the 6:30 news, and it's been factually incorrect, and we've called the correspondent—say Bill Plante or Lesley Stahl—and they've checked into it, then when the 7 o'clock feed comes on, if it was incorrect they've changed it. And I respect them for that—I

should make a frontal assault on press bias, but we shouldn't be out spoiling for a fight. That doesn't serve anyone's interest—government, press or, most assuredly, the public.

I was talking to Fred Friendly, mainly about the Grenada situation, and he said basically there are two large institutions in the society—the government and the press—and they are mistrustful of each other. There's always that friction—that tension. It can perhaps go too far, as with Grenada. But there is a feeling that this administration does not trust the press, and maybe it shouldn't—maybe it even has reasons for it. But there have been cases where you could have taken in a pool of reporters and said, "Now look, this is what's at stake: there are lives at stake here, and we don't want to risk that, but we're going to take you in because that's the thing to do."

There are some in this administration, just as there have been some in other administrations, who do not trust the press. If you took a cross-cut of the American population, you would find that many in the general public share that view, and when some of those come to work at the White House it is not surprising that they share some views that are very popular.

But I think that has not been the predominant view in this administration. My own personal opinion, for what it's worth, is that there are some members of the press whom one comes to trust and admire, and you can trust absolutely, and there are others that you can't trust worth a damn. There are members of the administration who,

through trial and error, learn who the good ones are—they can spot them—and whom not to trust.

There is an element of yellow journalism that still exists in the press. There is an element of investigating to excess. It's absolutely shameful the way some members of government are subjected to pillorying when their names are linked—even indirectly—to stories of possible wrongdoing. Too often, reputations are unfairly damaged. I've seen it in this administration and we've seen it in past administrations.

There is a responsibility on the press to police itself, and I think it doesn't always do it. The press is saying it would like to be loved. I don't think that's the issue. The press shouldn't want to be popular. There is something to be said for the old adage about the press comforting the afflicted and afflicting the comfortable.

However, it ought to want public respect. That's the only way it will be taken seriously.

Whether it's loved or not, it's certainly not respected by the public. Not as it should be.

A few words for civility

Not all of David Gergen's journalistic concerns have to do with the freedom of the press issues, or balanced media coverage. One of them—it may come as a surprise to the newspeople concerned—has to do with the environmental comfort of the press corps itself. Acted upon, it could be the most revolutionary of all Gergen's ideas for improving the state of the art.

I wish there were a way to improve the general physical conditions under which the press works. In Williamsburg [Va.], when we went down there for the economic summit, we had outstanding physical conditions: nice layout for them to work in, there were good phones and communications services. Coffee was easily available. They were treated more as professionals. And the quality of reporting was superior.

There are so many people in the press corps now that when they go places, they tend to be herded like cattle. The conditions are not as good as they ought to be. I know that journalists are supposed to be tough—always with the porkpie hat and very able to take all that—but I wish there were a more civilized way to treat the press. I think it would make a big difference in the environment and the way the government is covered.

The more professional they can be treated, the more profes-

the institution improve relations with the press. What happens now when you leave? Have you created a situation that is going to prevail, or is it going to collapse? It's a day-to-day battle, isn't it?

It is indeed, and please don't allow me to leave the impression that I was alone here in those views. There are a number of people who feel as I do, and let me just cite Jim Baker again.

I think it's overstated to say that the President is antipress, because it's not the case. He has a healthy regard and respect for the press—and as an institution, he rates it well.

As long as people keep their eye on the main ball—the need for open and frank relations with the press—things will be fine, and I am optimistic about the future here.

The President has talked—and I've got to ask this question to hold my franchise—but the President has written a number of letters and has made a lot of statements about First Amendment rights for broadcasters. That's one day. The next day he'll say something that seems to take it back. But never mind. Let's say that he believes what he says about the First Amendment. Why doesn't he do something

sional they are. They'll have more self respect and there'll be more respect for them. We have very cramped quarters at the White House [and] I do think the physical conditions and the difficulties of working under the kind of pressure that they have have something to do with the way the press reports and the way they behave. You take a Sam Donaldson [of ABC]. He feels all those frustrations. He appears to most people to be rude and eccentric, while his reporting is straight and I think he's one of the best. I think this is something that needs to be addressed over time. When you talk to some reporters in person, there is a problem. And it ought to be something we can work out with the press associations.

There are some things over which you have no control, obviously.

Yes, there are things over which you have no control, but we ought to be erring on that side. You can take the wrong attitude initially, if you say they're all animals. If you treat them like animals, they will act like animals. Or you can treat them like professionals—and they are, they're damn good professionals. More than half of our press corps has masters degrees. They're very well educated. They are sophisticated people for the most part, if not all of them. But there ought to be a way to improve the conditions and I do think everybody would be better off.

That's one of the greatest frustrations of the good reporters.

Why would you say this is the case? Why would you guess the public feels as it does about the media? I'm giving you a free ball there.

The press is beginning to suffer from the same kind of criticism and loss of confidence that other major institutions have experienced in the last 15 or 20 years. The American people tend to distrust large and powerful organizations that are seen as trying to serve their own ends. Not only has the press become a huge institution within our society, but too many who now work as journalists are seen as serving not the public but their own private interests—trying to make a buck, attract an audience, grind an axe and the like.

If the press were like a hospital or a charitable institution, people would respect it, but it's seen out there as serving its own ends too often, and that is not a healthy situation.

They have a number of other problems: the arrogance that you find in some reporters, the techniques that are used to intrude upon people's private lives. There is a whole litany of what some people call "abuses"—others would call them problems—that needs to be addressed.

You occupy a bit of an unusual situation. You came here to do this particular kind of job, and I don't remember anybody in the previous administration who came in with the same attitude, the same hopes, the same ambitions for the job. Maybe Herb Klein, but I don't think he had the problems that you do. You wanted to help the Presidency and

about it? Why doesn't he get out there or send his people up on the Hill to support legislation that would really support deregulation for broadcasters, and repeal the fairness doctrine and equal time?

It would be my hope that in a second Reagan term those on the domestic policy side would take a harder look at a series of issues that deal with the communications industry and telecommunications. It seems to me that we've had an awful lot of to-ing and fro-ing in this administration about where responsibilities lie—who's in charge of what?—and government as a whole is not well organized to deal with the overall question of telecommunications policy. And that ought to be one of the commitments of the second term, to deal with that.

In the coming month, I'll be joining the American Enterprise Institute, and they are setting up a center on communications to study telecommunications policy as well as the press. And it's my hope that this will be one of the important forums for taking a serious look and trying to resolve some of these telecommunications issues for they certainly need to be addressed in an extremely serious way.

On the subject of financial interest and domestic syndication. The President, you feel, to back up a minute on the First Amendment and deregulation issues, came back apparently favoring retention of those rules, which seems to run counter to everything else he supports, in communications regulation and deregulation. How does he square that?

In his view, the danger presented on repeal of the syndication rule and the financial interest rule was that the networks would acquire a monopolistic position with regard to the producers. Therefore, from his viewpoint, it's quite consistent to talk about deregulation and at the same time talk about a system that does not allow monopolies. It's almost an antitrust-type viewpoint. What he really came down in the end and said was let's hold off on a final decision on this and let the dust settle.

Getting back to the relationship with the press, the networks anyway. You mentioned Bill Moyers, who a year or so ago did that documentary entitled *People Like Us*. The White House reacted quite strongly to that. You did yourself.

Some in the White House thought I overreacted, that we shouldn't have taken him on.

Yes, but you did. You thought it was necessary then [to take him on]. Do you still think it was necessary.

Absolutely. Just as press criticism keeps the government straight if we attempt anything phony or dishonest, then I think if the White House cries foul, it will keep the network people honest. We never threatened them with loss of license. We made no institutional threat.

The administration also reacted very strongly to ABC's *The Day After*.

We did. Again, some people thought we were overreacting. Two things about that. I noticed that the British government reacted the same way when it was aired. The Secretary of Defense, Mr. Hazel-tine, tried to go on the air as soon as the show was over to answer the program and he was kept off the air. They let him tape something and it was presented later. I found it interesting that the conservative government in Britain did precisely the thing we did.

Well, of course they're in the middle of the missile business.

So are we. We thought—let me just put it this way—there was an enormous amount of media hype before we got involved in this issue. In one day in the *Los Angeles Times*, there were six stories. Six stories. It was on the cover of *Newsweek*, on the cover of *TV Guide*. It was in a segment of *60 Minutes*. I have a stack of clippings two or three inches thick that all appeared before we said a word. That guaranteed a large audience.

We were concerned that with a huge audience, such a depressing film would have an emotional impact, an emotional impact that would turn into very negative feelings about the President's policies and that, in effect, would make it much more difficult to carry on those policies. It did have a large audience. One of the largest ever. And for the public affairs program that followed—a public service for the viewer—they had an audience of 50 million to 60 million people. Contrary to what some people think, the audience for the movie built over time. The Nielsen study showed an increase in the size of audience and they held 50 million-60 million people for a 10:30 p.m. hour-long show.

The emotional impact is more uncertain, but I think it was there. Just look at the way concern over nuclear war has shot up to the top of public concerns in recent weeks. We also have one survey on the movie, taken by Qube out of six metropolitan areas, which seemed to be fairly representative demographically. In the survey, 5,000 to 6,000 people responded. The interviewers asked the question before and after, "Is nuclear war something you feel strongly about because it's a very serious issue and you're very worried about it." And the number of people in that category started at 26% before the show and went up to 48% after the show. So it did have an emotional impact.

We, of course, had a small army of administration spokesmen on the air after the show, led by George Shultz. And although there was an emotional impact to the show, there was a slight increase in support of the President's program after the show. There was not a negative impact. There was a positive impact. And the predictions that people had that we might go down the tubes over the show never panned out.

Now, I would have preferred not to have been so public in our response—everybody knew exactly what we were doing. That didn't

help us. But I would argue—and the President agrees, he and I were talking about this and he said we did the right thing. In fact he called one of the people who spoke out very effectively for us, Kathy Troia (assistant secretary of public affairs), and thanked her and said she was doing the right thing. I'm really glad we were out there making our case. Under similar circumstances we should do exactly the same thing again.

Now a question that plays off Grenada. At the same time that was going on, UNESCO was meeting to talk about the New World Information Order. The Third World countries, backed by the Soviet Union, were trying to get resolutions passed in favor of licensing journalists and bringing them under the control of governments. And the United States is out there leading the charge against it.

A lot of the critics are saying that the Grenada-type thing really weakens the United States position in international bodies when you talk about the free flow of information, the honor of the press and the responsibility of the press and when you shut them out it doesn't do much good. I guess that was the fourth or fifth thing down the list to think about at the time.

It was.

But it really does cause a problem.

Trying to link Grenada to proposed press rules at UNESCO is mixing up apples with kumquats. The press rules that have been under discussion by some countries at UNESCO would be a terrible impediment to the flow of international information. The Newspeak of George Orwell would be arriving right on schedule.

In Grenada, journalists did find they could not reach the island for approximately 48 hours. But once it was opened up, no one in government tried to dictate who could come or what they could write.

I am not trying to suggest that the Grenada experience is unworthy of debate. My own view after that episode is that in nearly all cases, representatives of the press ought to go in with the military on "the first wave." If that proves impossible, then the government ought to open things up for the press just as soon as there is a plot of ground big enough to hold a reporter, a pencil and, hopefully, a camera. The press needs to let the military do the fighting, but we ought to let a free press do the reporting.

We talked about this briefly before. Under the general heading of pre-publication censorship or polygraphs or whatever—you said all those things are related to security matters. But have there been any leaks that warrant that kind of attitude? Those policies?

With one exception, I've never been aware of any FBI investigations or polygraph tests within the administration that dealt with anything other than national security. The exception was the investigation that Secretary Baldrige ordered into the leak of new economic statistics hours before their release date. He rightly felt that premature release could allow the unscrupulous to make economic profits, and he has tried to cut off the leaks.

You mentioned something about the size of the current press corps and the competition getting so fierce. Has that become a problem?

Over the past quarter century, there's been a virtual explosion in the size of the press corps covering the President, and that's caused a number of problems. Not only does it increase competitive pressures, but it becomes more and more difficult to develop personal relationships of trust between the White House and members of the press. No one on either side has enough time to spend with everyone they should, and reporters find they no longer can develop the kind of intimacy with a President that existed some years ago. Naturally, then, there are frustrations and some of the trust between the White House and the press is destroyed. But again, if both sides recognize the problem, you can make some progress in overcoming it.

I still hope that one day people will look back and say that in the 1980's, both the government and press began to restore the spirit of civility, professionalism and honesty that should exist between the two institutions.

Washington these days is the scene of a struggle between press and government that has about it an air of unreality. Increasingly, journalists—print and broadcast—complain about the Reagan administration's clampdown on the flow of information, through the media, to the public. The exclusion of reporters from Grenada during the first two days of that invasion was only the most visible and electrifying element of what is perceived by critics as a deliberate policy. Yet the person behind the policy, President Reagan, handsome and smiling and friendly and cheerful, seems immune to attack. No dark-visaged Nixon he, a man exuding hate for the media and thus easy to characterize as the villain. And the public, in whose name the press claims the right to the information it says it is being denied, seems clearly on the President's side. Not the cheeriest circumstance in which to welcome 1984.

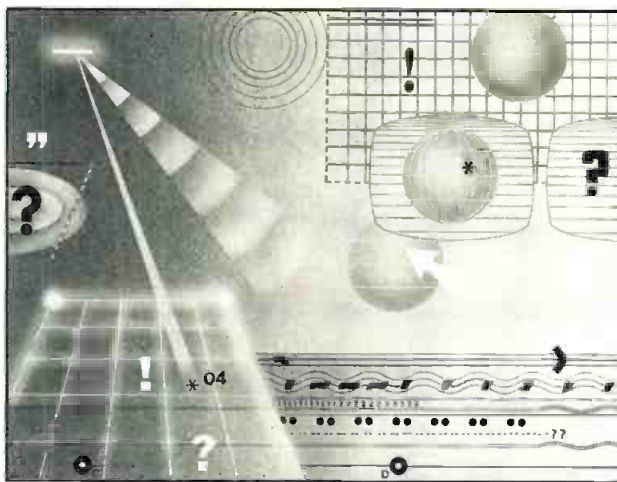
As observers in and out of government have noted with no little frustration, the Reagan administration's campaign of information control has generated little public notice, let alone concern. Efforts to narrow the scope of the Freedom of Information Act, to provide for the classification of more rather than less information, to use the Federal Bureau of Investigation and polygraph tests in latter day plumbers' operations to plug leaks, and to require more than 100,000 government employees with access to classified information to agree for the rest of their lives to submit for prepublication review anything they intend to publish that bears on their government service—those are among the litany Reagan administration critics quote to each other and, when possible, before congressional hearings, which generally transfix not even the media.

The Reporters Committee for Freedom of the Press has compiled a laundry list of 30 actions—taken and proposed by the Reagan administration—that it says add up to "a systematic censorship campaign on government information." Floyd Abrams, arguably the country's leading First Amendment lawyer, said in a lengthy article in the *New York Times Magazine*, last September, that the administration "seems obsessed with the risks of information, fearful of both its unpredictability and its potential for leading the public to the 'wrong' conclusions." William Safire, *The New York Times* columnist, who travels the same ideological road as the President, is among the bitterest critics of his efforts to shut down the flow of information. He has called the administration's "obsession with secrecy" its "Frankenstein's monster."

And those are characterizations of an administration, it might be noted, that has announced its intention to withdraw the U.S. from the United Nations Education, Scientific and Cultural Organization in part because of what the administration says is UNESCO's own proclivity for carving away press freedom.

But the public is not impressed. Grenada demonstrated that with startling clarity. Instead of siding with the journalists who complained of being prevented from joining the troops in the invasion, the public applauded the administration's action. The reasons given by the military that struck the media as specious—the need to maintain secrecy and concern for the safety of journalists—seemed perfectly reasonable to the public. What of the public's right to know? What of the fact that for two days the public was learning what was happening on the beaches and at what passed for a

Perspective on the Fifth Estate



The Case of the People vs. the Press

battlefront only what the Pentagon wanted known? What of the anti-military aspect of the Vietnam syndrome? Forget it. ABC News anchor Peter Jennings said "99%" of his mail on the subject sided with the administration. His colleague, White House correspondent Sam Donaldson, said his mail was more evenly balanced—70-30. And a *Washington Post*-ABC News poll showed that only about half of its 1,505 respondents felt that the government had attempted unduly to control news reports out of Grenada. In any case, Secretary of State George Shultz seemed in tune with the public's attitude in his remarks, last month, to the editors of Gannett newspapers in Washington for their annual yearend gathering. He even showed the common touch in his language. He said reporters "are always against us," then added: "They're always seeking to report something that's going to screw things up."

The public indifference, if not hostility, is causing an unusual amount of soul-searching on the part of the media. Robert McCloskey, in one of his final columns as the *Washington Post*'s ombudsman, suggested that the public may have reacted to the ban on press coverage of the early stages of the Grenada operation with "a judgment that the press had it coming."

Time magazine last month published a cover story on the phenomenon: "Journalism Under Fire: A growing perception of arrogance threatens the American press." And in truth the piece opened with a description of journalists that seems to be regarded as gospel by many of the nation's viewers and readers: "They are rude and accusatory, cynical and almost unpatriotic. They twist facts to suit their not-so-hidden liberal agenda... They are arrogant and self-righteous... To top it off, they claim that their behavior is sanctioned, indeed sanctified, by the U.S. Constitution."

Whether concerned about their public image or not, there is a growing frustration on the part of some in the White House press corps who regard themselves as outmaneuvered and outgunned by the administration in a public relations battle. ABC's Donaldson, normally combative, seems outraged. "This administration is more successful [than previous ones] in manipulating the news and casting the press in the role of something the public should discount, except for its publication of the administration line." And he has no doubt where responsibility lies. "We're talking about Ronald Reagan, not thugs below him. He has that smile, and that actor's manner, but the downright hostility to the press that many politicians entertain—he shares that, more than Carter and certainly more than Ford."

Jack Nelson, Washington bureau manager of the *Los Angeles Times*, snarcs Donaldson's respect for what he says is the Reagan administration's ability to "control information." He cited the White House order requiring all reporters' telephone calls to White House officials to be routed through the office of David Gergen, who this month will leave his post as the President's director of communications. "It's an intimidating practice," Nelson says, adding that calls are less likely to be returned than would otherwise be the case. And he joins with Donaldson in his estimate of the administration's regard for the press: "I think they have contempt for the press."

It's not enough to say—as some journalists do—that their apparent low standing with the public is the consequence of being the

bearer of bad news. Then, there are those, mainly in the print press, who attribute the public's attitude to what some refer to as television's "intrusiveness." They cite the television crews who converged on the homes and families of the Marines killed in the bombing of the Marine headquarters in Beirut. To many in television, the pictures of weeping mothers were a legitimate part of the story; to others, they were the ultimate in callousness.

Not surprisingly, those in television reject the charge that television is to blame for the low estate in which journalism is held. "I disagree absolutely," says Donaldson. "There may be individual examples [of poor performance], but overall, I think we have better reporters and editors, and they are doing a better job than ever." And he is not alone in that assessment. Gergen, who has dealt closely with the press in his three years in the Reagan White House, and has not hesitated to criticize and seek corrections when he felt reporters were wrong, speaks well of the journalists—most of them anyway—who cover the White House. In this issue's "At Large," beginning on page 110, he describes them as "highly professional."

But when one pulls back from the trenches occupied by those engaged in the every-day business of journalism, the perspective changes a bit, as defensiveness fades. Richard Salant, former president of CBS News, later an adviser to NBC, and currently president of the National News Council, suggests some responsibility for the problem lies with the journalists. He speaks of "advocacy journalists" and of the need for editors who recognize their "fallibility": "There is a need for conscientious editors whose minds are open and who don't always say, 'We stand by our story.'"

Fred Friendly, Salant's predecessor as president of CBS News and now Edward R. Murrow professor emeritus at Columbia Graduate School of Journalism, sees the problem, at least as manifested in the Grenada chapter, as the product of mutual suspicion on the part of two large institutions, the military and the media. "We [the media] don't trust the generals, partly because of the Vietnam war, partly because of El Salvador and Nicaragua." And he notes that retired General William Westmoreland, because of his experience in Vietnam, believes that television may have made it impossible for a democracy to wage a protracted war. "The generals," says Friendly, "don't want the media along, ever again." And the people, Friendly says, "are bewildered. They believe in a free press yet are dedicated to the proposition that the President has the responsibility for waging war. And they perceive the press to be against the President." It's time, Friendly says, for the media to begin considering the consequences of that state of affairs.

Friendly also has a sobering thought for those journalists and their supporters who brush aside as a makeweight the Pentagon's expression of concern for secrecy as one of the reasons for denying the press before-the-fact information regarding the Grenada invasion. Friendly posed a hypothetical question to a number of editors that produced responses indicating the demands of the journalist in some may be overcoming the instincts of the citizen: The Pentagon invites a group of 10 military affairs writers to accompany a secret mission on condition they maintain strict security. Could the secret be kept? Most of the editors involved would honor the commitment after being informed by their reporters, Friendly learned. But some would assign other reporters to the job of learning the secret and would "report the whole thing."

(The ethical problem involved can have unexpected dimensions. What if the mission is a foolhardy one that, because security is maintained, proceeds to a disastrous conclusion? In the spring of 1961, as a brigade of U.S.-trained Cuban exiles was about to mount an invasion of their homeland at the Bay of Pigs, *The New York Times* was prepared to publish a detailed account of those preparations—an account that, if published, would probably have forced the government to abort the mission. On their own initiative, and in the interest of national security, the editors killed the story. Following the debacle on the beaches, President Kennedy—ruefully—expressed regret that the *Times* had not followed its journalistic instinct.)

For those searching for causes of the public's apparent distaste for the press, such items as arrogance, bias, intrusiveness, even simple incompetence and a lack of patriotism do not exhaust the list. A case can be made of the media being a victim of their own success; many among them have grown to colossal size. They are

big business in every sense of the word—members, in many cases, of the Fortune 500, conglomerates owning strings of newspapers, television stations and magazines. Never mind that such size and wealth enable them to resist intimidation by an even larger government. To many, they seem no more public spirited than, say, General Motors, and about as concerned with the bottom line. One indication of the difficulty viewers and readers have in identifying with the media conglomerates is the large judgments juries frequently return against the media in libel cases—judgments, it should be added, that are usually overturned by the presiding judge or by appeals courts.

Confronted with so many negative assessments of them and their colleagues, and even of their profession, some reporters shrug and say they are not supposed to be loved—which is just as well, since they so clearly are not. But that is not the point. The freedom of the press may be provided for in the First Amendment, but it is guaranteed only with the full faith and credit of the American people. And it seems a reasonable assumption that the antipathy the public has for the press—that and the fact Ronald Reagan, as President, is viewed as speaking for the nation—that enables the administration to pursue so zealously its campaign to control information.

Of course, it is easy to document public dismay, if not disgust, with the press throughout American history. It may be that the current squall of bad public relations through which the press is passing will be short-lived. But Art Buchwald a few months ago offered a chilling prospect in the event it is not. He wrote of "the swift, bloodless victory by our armed forces over the entire American press corps in the Battle of Grenada..." He quoted "a government official" as saying the victory would not have been possible "without the support of the American people," and added, "We proved for the first time a well-armed, highly disciplined military force can rout a badly demoralized press corps without one shot being fired." Buchwald's "source" then boasted that the Grenada operation was only the beginning: "You haven't seen anything yet."

How does the profession win over the public's confidence, if not its love, and thus gain the constituency needed to deflect the administration from what seems a determined drive to control information? Friendly thinks journalism should "demystify" itself. "I want print and broadcast journalists to inform the public how news is gathered and edited...I want news treated as a consumer item. People know how automobiles are made and sold, but they know nothing about the most important consumer item, one that is a central nutrient of democracy."

Friendly also suggests the profession is without individuals the public might regard as heroic. "We need a Murrow or a Cronkite or a Walter Lippmann or a young James Reston as a symbol of fairness," Friendly says. "They were not always right, but they were fair." More than symbols, they could serve as role models. Murrow, for instance, at the conclusion of the devastating half-hour documentary he did on Senator Joseph McCarthy (R-Wis.), on March 9, 1954, exposing him as a threat to American democracy, offered him 30 minutes of prime time for a reply, an offer that was accepted. CBS might have saved itself some problems, and enhanced its own prestige, had it followed that course in connection with its 90-minute documentary alleging that General Westmoreland, while commanding American forces in Vietnam, had engaged in a "conspiracy" to manipulate estimates of enemy troop strength. Things had changed at CBS over the past 30 years.

And that may be part of the problem. Manipulation and control of the news, of course, did not begin with the Reagan administration. But the vastness of the effort and the skill with which it is being carried out make it easy, especially as 1984 dawns, to suggest that a Big Brother complex is taking hold in the White House, with encouragement from the Oval Office. But complaints from the media will not impress the public. Even invocations of the First Amendment begin to sound self-serving. Perhaps it would do well for the media to listen to the rumblings of discontent, not from the government, necessarily, but from the public. True enough, rudeness, even a touch of chaos are often healthy concomitants of a free press. But when that freedom is being chipped away, it is not too much to say that the press needs the public as much as the public needs the press. □

Stock Index

	Closing Tues. Jan 4	Closing Wed. Dec 27	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	57	55 3/4	+ 1	1/4 +	2.24	11 1,671
N Capital Cities	141 1/2	144 1/2	- 3	-	2.07	18 1,897
N CBS	67 1/8	64 7/8	+ 2	1/4 +	3.46	10 1,992
N Cox	46 1/4	45 1/2	+ 3/4	+ 1.64	18	1,310
A Gross Telecast	61 1/2	61 1/4	+ 1/4	+ .40	13	49
O LIN.	21 3/8	22 7/8	- 1	1/2 -	6.55	21 446
N Metromedia	35	34 7/8	+ 1/8	+ .35	30	979
N Outlet Co.	44 1/4	44 1/4			36	182
O Price Commun.	7	6	+ 1	+ 16.66	0	18
O Scripps-Howard	27 1/2	26 1/2	+ 1	+ 3.77	16	284
N Storer	37	35	+ 2	+ 5.71	22	607
O Sungroup Inc.	6 1/8	6	+ 1/8	+ 2.08	3	4
N Taft	55 1/4	54 3/4	+ 1/2	+ .91	13	503
O United Television	13 3/4	12 5/8	+ 1	1/8 +	8.91	18 161

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	24 5/8	24	+ 5/8	+ 2.60	22	148
A Affiliated Pubs.	38 5/8	38 5/8			15	313
N American Family	19 1/8	18	+ 1	1/8 +	6.25	10 261
O Assoc. Commun.	14 1/2	14 3/4	- 1/4	- 1.69	0	69
N A.H. Belo	37 1/8	39 3/4	- 2	5/8 -	6.60	12 424
N John Blair	29 3/4	28 3/4	+ 1	+ 3.47	13	235
N Chris-Craft	29 1/2	25 3/8	+ 4	1/8 +	16.25	35 187
N Cowles	23 7/8	22 5/8	+ 1	1/4 +	5.52	23 95
N Gannett Co.	58 1/2	59 1/4	- 3/4	- 1.26	16	3,121
N General Tire	37 7/8	38 3/8	- 1/2	- 1.30	14	797
O Gray Commun.	60 1/2	60 1/2			13	30
N Gulf United	29 5/8	29 7/8	- 1/4	- .83	13	855
N Harte-Hanks	24	22 7/8	+ 1	1/8 +	4.91	15 525
N Insilco Corp.	19 3/8	19	+ 3/8	+ 1.97	10	328
N Jefferson-Pilot	36 5/8	37 3/4	- 1	1/8 -	2.98	8 787
O Josephson Intl.	15 3/4	15 1/2	+ 1/4	+ 1.61	11	77
N Knight-Ridder	26 1/2	26 1/4	+ 1/4	+ .95	9	1,733
N Lee Enterprises	24	24			15	323
N Liberty	22 7/8	21 3/4	+ 1	1/8 +	5.17	13 229
N McGraw-Hill	42 3/8	43 1/8	- 3/4	- 1.73	17	2,124
A Media General	57 1/2	56 5/8	+ 7/8	+ 1.54	12	400
N Meredith	44	46 1/8	- 2	1/8 -	4.60	12 414
O Multimedia	37	37 1/4	- 1/4	- .67	17	616
A New York Times	26 5/8	26	+ 5/8	+ 2.40	6	345
O Park Commun.	21 1/4	21 3/4	- 1/2	- 2.29	18	196
A Post Corp.	58 1/2	60 3/8	- 1	7/8 -	3.10	21 107
N Rollins	19 1/4	19 1/4			23	498
N Schering-Plough	37 3/4	38	- 1/4	- .65	11	2,013
T Selkirk	14 3/4	14	+ 3/4	+ 5.35	32	120
O Stauffer Commun.	50	50			13	50
A Tech Operations	38 1/4	38 1/4			9	35
N Times Mirror	75	76 1/2	- 1	1/2 -	1.96	15 2,575
N Tribune	31	30 1/8	+ 7/8	+ 2.90	14	1,270
O Turner Bcstg.	24 1/2	24 1/4	+ 1/4	+ 1.03	153	499
A Washington Post	73	70 1/2	+ 2	1/2 +	3.54	17 1,035
N Wometco	43 1/2	43 3/8	+ 1/8	+ .28	26	760

SERVICE						
O BBDO Inc.	37 1/4	37 3/4	- 1/2	- 1.32	13	239
O Compact Video	5	4 7/8	+ 1/8	+ 2.56	23	16
N Comsat	33 3/4	33 3/4			11	608
O Doyle Dane B.	19	17 3/4	+ 1	1/4 +	7.04	15 115
N Foote Cone & B	46 3/4	48 3/4	- 2	- 4.10	12	135
O Grey Advertising	115	115			9	68
N Interpublic Group	51 3/4	48 1/2	+ 3	1/4 +	6.70	12 276
N JWT Group	38 1/2	37 1/4	+ 1	1/4 +	3.35	21 228
A Movielab	8 1/8	6 7/8	+ 1	1/4 +	18.18	8 13
O A.C. Nielsen	36 3/8	37 1/4	- 7/8	- 2.34	17	817
O Ogilvy & Mather	48 3/4	51 3/4	- 3	- 5.79	15	213
O Sat. Syn Syst.	9	8 3/4	+ 1/4	+ 2.85	13	51
O Telemation	6 3/4	6 5/8	+ 1/8	+ 1.88	7	8
O TPC Commun	1 1/4	1 1/4			1	3
A Unitel Video	10 1/2	8 1/2	+ 2	+ 23.52	14	21
N Western Union	36 1/2	36 1/4	- 1	3/4 -	4.57	10 877

	Closing Tues. Jan 4	Closing Wed. Dec 27	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	5 3/8	5 5/8	- 1/4	- 4.44	28	31
N Coca-Cola	54 7/8	54 3/4	+ 1/8	+ .22	13	7,471
N Disney	53	51 1/8	+ 1	7/8 +	3.66	20 1,833
N Dow Jones & Co.	48 1/4	47 1/2	+ 3/4	+ 1.57	27	3,092
O Four Star	7	7 1/4	- 1/4	- 3.44	7	6
N Getty Oil Corp.	104 3/8	80 3/8	+ 24	+ 29.86	19	8,259
N Gulf + Western	31 7/8	30 1/4	+ 1	5/8 +	5.37	9 2,462
O Robert Halmi	1 1/2	1 1/2			30	25
O Lorimar	22	22 1/8	- 1/8	- .56	13	112
N MCA	43 5/8	39 3/4	+ 3	7/8 +	9.74	13 2,103
N MGM/UA Ent.	14 5/8	14 7/8	- 1/4	- 1.68	26	728
N Orion	15 1/8	14 1/8	+ 1	+ 7.07	17	140
O Reeves Commun.	11 3/4	10 1/2	+ 1	1/4 +	11.90	19 146
O Telepictures	15 1/4	14 1/2	+ 3/4	+ 5.17	25	92
O Video Corp.	10 1/4	10 1/8	+ 1/8	+ 1.23	18	17
N Warner	28	25 7/8	+ 2	1/8 +	8.21	4 1,822
A Wrather	39 3/8	39 1/2	- 1/8	- .31	43	88

CABLE						
A Acton Corp.	7 1/8	6 5/8	+ 1/2	+ 7.54	25	40
O AEL	30	29 1/2	+ 1/2	+ 1.69	39	61
O AM Cable TV	4 3/4	5	- 1/4	- 5.00	24	17
N American Express	32 1/8	33 1/2	- 1	3/8 -	4.10	6 6,410
N Anixter Brothers	23 7/8	23 1/2	+ 3/8	+ 1.59	33	434
O Burnip & Sims	5 7/8	5 3/4	+ 1/8	+ 2.17	6	52
O Comcast	23	23 1/4	- 1/4	- 1.07	22	188
N Gen. Instrument	33 1/4	31 3/8	+ 1	7/8 +	5.97	21 1,047
N Heritage Commun.	17	15 1/2	+ 1	1/2 +	9.67	35 126
T Maclean Hunter X	17 1/8	16 3/4	+ 3/4	+ 2.24	24	512
A Pico Products	11	9 5/8	+ 1	3/8 +	14.28	35 31
O Rogers	9 1/8	8 7/8	+ 1/4	+ 2.81	8	201
O TCA Cable TV	13 1/4	12 3/4	+ 1/2	+ 3.92	24	88
O Tele-Commun.	21 1/2	19 7/8	+ 1	5/8 +	8.17	22 925
N Time Inc.	60 1/4	61 3/8	- 1	1/8 -	1.83	20 3,494
O Tocom	2 5/8	2 5/8			2	20
N United Cable TV	22 1/2	25 1/8	- 2	5/8 -	10.44	15 248
N Viacom	33 1/4	30 7/8	+ 2	3/8 +	7.69	20 423

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24 7/8	24 1/2	+ 3/8	+ 1.53	10	185
O C-Cor Electronics	11 3/4	9 1/2	+ 2	1/4 +	23.68	11 40
O Cable TV Indus.	4 1/8	4 1/4	- 1/8	- 2.94	19	12
A Cetec	10 5/8	9 3/4	+ 7/8	+ 8.97	20	23
O Chyron	14 1/2	13 3/4	+ 3/4	+ 5.45	14	89
A Cohu	8 1/4	7 5/8	+ 5/8	+ 8.19	18	14
N Conrac	16 1/4	16 3/8	- 1/8	- .76	12	99
N Eastman Kodak	77	76 1/4	+ 3/4	+ .98	19	12,749
O Elec Mls & Comm.	8 1/4	8 1/4			32	24
N General Electric	58	58 3/8	- 3/8	- .64	13	26,333
O Geotel-Telemet	1 3/4	1 7/8	- 1/8	- 6.66	25	5
N Harris Corp.	40 5/8	41	- 3/8	- .91	23	1,604
N M/A Com. Inc.	19 7/8	19 1/8	+ 3/4	+ 3.92	23	855
O Microdyne	9	9			29	42
N 3M	84 1/8	84	+ 1/8	+ .14	14	9,874
N Motorola	135 5/8	135 7/8	- 1/4	- .18	23	5,318
N N.A. Phillips	77 1/2	77 1/4	+ 1/4	+ .32	13	1,112
N Oak Industries	6 1/2	6 3/8	+ 1/8	+ 1.96	2	106
A Orrox Corp.	5 1/4	4 1/8	+ 1	1/8 +	27.27	5 2
N RCA	31 3/8	34 5/8	- 3	1/4 -	9.38	15 2,561
N Rockwell Intl.	33	33 3/4	- 3/4	- 2.22	13	5,094
A RSC Industries	5 5/8	5 1/2	+ 1/8	+ 2.27	70	19
N Sci-Atlanta	14 3/4	15 5/8	- 7/8	- 5.60	738	352
N Signal Cos.	33	33 1/4	- 1/4	- .75	25	289
N Sony Corp.	15 1/8	15 5/8	- 1/2	- 3.20	39	3,488
N Tektronix	76 1/4	75	+ 1	1/4 +	1.66	30 1,458
A Texscan	19	18 1/2	+ 1/2	+ 2.70	21	117
N Varian Assoc.	55 3/4	53 7/8	+ 1	7/8 +	3.48	28 1,192
N Westinghouse	54 1/4	56	- 1	3/4 -	3.12	10 4,750
N Zenith	36 1/4	35	+ 1	1/4 +	3.57	16 793

Standard & Poor's 400 188.05 186.00 + 2.05 + 1.10

Notes: A-American, N-New York, O-OTC and T-Toronto (Canadian dollars). Some bid prices by Shearson/American Express, Wash. Common A stock unless otherwise

noted. P/E ratios are based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 months are used. "0" in Price Earnings ratio is for deficit.

Leading the syndicated sweeps: 'Family Feud' dethrones 'M*A*S*H'

Nielsen's Cassandra report, ranking syndicated programs, shows 'M*A*S*H' now in third, 'Wheel of Fortune,' second

Family Feud replaced *M*A*S*H* as the highest-rated syndicated TV program, and the new *Wheel of Fortune* followed it into second place, dropping *M*A*S*H* to third, in the A.C. Nielsen Co.'s Cassandra report for the November 1983 sweep period.

The Cassandra report, with ratings and rankings for 418 syndicated programs, was published by Nielsen last week.

Family Feud, in second place in November 1982, averaged a 12.3 rating/22 share in the 135 markets carrying it in November 1983. Those numbers represented a gain of 11 markets and a fractional decline in rating from 12.4/22 a year earlier. *Wheel of Fortune*, seen in 59 markets, averaged 12.1/23. *M*A*S*H*, in 172 markets, averaged 11.2/24, down from 13.5/29 in November 1982.

Family Feud was also number one among women (10.7 average rating) and adults (9.1), second among women (8.2) and men (7.4) aged 25-54, third among men 25-54 (5.7), 20th among teens (5.5) and 28th among children (6.4).

Wheel of Fortune, in addition to ranking second overall, was first among women 25-54 (8.3), second among total women (10.6) and adults (9.0), third among total men (7.2), seventh among men 25-54 (5.4), 10th among teens (6.2) and 30th among children (6.3).

*M*A*S*H* dropped to third place overall, but remained first among men (7.5) and among men 25-54 (7.6), and was third among women (7.7), women 25-54 (7.7) and adults (7.6), and seventh among teenagers (7.2).

Three's Company came in fourth in the overall rankings with an average 10.3/23 for its 141 markets—a gain from 9.6/20 a year earlier. It was also the only series, other than the top three, to produce double-digit ratings overall.

PM Magazine, which ranked third in November 1982 with a 12/21 average on 76 stations, slipped to fifth place in November 1983 with 9.8/18 on 87 stations.

Other series with ratings of 8 or higher were *People's Court* (9.1/22) in 166 markets, *Hee Haw* (9.0/20 in 167 markets), *Entertainment Tonight* (8.8/18 in 132 markets), *Jeffersons* (8.3/19 in 121 markets) and *PM Magazine* Saturday edition (8.3/19 in six markets).

For this season's new syndicated entries, aside from *Wheel of Fortune*, the results were mixed. *Fame*, the extension of the for-

mer NBC series, tied (with *Donahue*) for 28th ranking overall, averaging 6.0/13 in 106 markets. *He-Man* and *Masters of the Universe* generated a 4.7/15 in 73 markets to tie with several programs for 46th. *Star Search* originals earned a 4.6/12 in 163 markets, tying for 51st.

Among other new series, *Newscape* came in with 4.3/12 in 67 markets to tie for 61st. *Love Connection* had a 4.2/15 in 105 markets, and *This Is Your Life* a 4.2/9 in 55 markets, to tie each other for 64th. *This Week in Country Music* registered 3.4/11 in 120 markets to tie for 97th. *Taking Advantage* did a 2.7/10 in 149 markets, tying for 147th. *Salute*, with Dick Clark, averaged 2.5/7 in 96 markets, tying for 157th. *Inspector Gadget* had a 2.4/9 in 53 markets for a tie for 172d. *Woman to Woman* produced a 2.3/11 in 46 markets and *Pop 'n' Rocker* a 2.3/9 in 57, for a 178th-place tie. *BreakAway* did a 2.1/8 in 58 markets to tie for 201st place, and *Thicke of the Night* averaged 1.0/7 in 114 markets for a 319th-place tie.

In Monday-Saturday prime access, *Hee Haw* was number one, averaging 14/30 in 110 markets. *Wheel of Fortune*, in prime access in 50 markets, and *Family Feud*, in 127, tied for second at 13/23 each. *Wild Kingdom*, in 15 markets, was fourth at 12/26, and *M*A*S*H* was fifth at 12/22 in 106 markets.

In Monday-Friday daytime, the top five were *Donahue*, which averaged 6/29 in 162 markets; *Little House on the Prairie*, 5/23 in six markets; *Hawaii Five-O*, 4/14 in five markets; *People's Court*, 4/17 in 10 markets; and *Joker's Wild*, 4/20 in 26 markets.

In Monday-Friday early fringe, the leaders were *M*A*S*H* (10/25 in 62 markets); *Three's Company* (9/22 in 72 markets); *Wheel of Fortune* (9/22 in nine markets) tied with *People's Court* (9/24 in 111 markets), and three that tied for fifth place: *Jeffersons* (8/21 in 71 markets), *Tic Tac Dough* (8/22 in 12 markets) and *Quincy* (8/20 in eight markets).

In Monday-Friday late night, top rankings went to *M*A*S*H* (9/25), *Three's Company* (8/24), *Taxi* (5/13), *WKRP in Cincinnati* (5/15) and *Barney Miller* (5/16).

In prime time, top ratings went to *Three's Company* (9/15), *Being With JFK* (8/14), *John F. Kennedy* (8/12), *M*A*S*H* (7/12) and *Solid Gold* (6/11).

Among situation comedies, the top five in ratings were *M*A*S*H*, *Three's Company*, *Jeffersons*, *WKRP in Cincinnati* and *Taxi*. In the suspense and mystery category, *Charlie's Angels* and *Wonder Woman* were tied for first place, followed by *Hardy Boys*, *Nancy Drew*, *Night Gallery* and *Perry Ma-*

son. In the private-eye department, *Barnaby Jones* led and was followed by *Rockford Files*, *Cannon*, *Vegas* and *Switch*, while in the "official police" category, *Blue Knight*, *CHiPs*, *Hawaii Five-O*, *Starsky and Hutch* and *Baretta* led in that order. In general drama, the leaders were *Little House*, *Love Boat*, *Quincy*, *Eight Is Enough* and *Fantasy Island*. For children, the multiweekly favorites were *Bugs Bunny*, *Pink Panther* and *Little Rascals*; the animation parade was led by *G.I. Joe*, *Scooby Doo* and *Tom and Jerry*, and the top weekly program was *He-Man* and *Masters of the Universe*. □

What radio listeners like to hear: adult contemporary, country

NRBA announces results of its second annual survey of radio stations; among findings are that satellite programming is popular among broadcasters, AM stereo only in use by 2%

Adult contemporary and country are the most programmed formats by both AM and FM commercial radio stations today, according to the second annual nationwide programming survey conducted by the National Radio Broadcasters Association.

The NRBA sent out questionnaires to approximately 7,600 radio stations last August and of the 3,497 responding stations (43% response rate), 29% were airing an adult contemporary format and 28% country. The next most popular format for AM stations was news/talk while on the FM side, top 40 or contemporary hit radio (CHR) captured third place.

NRBA's survey also shows that AM stereo is not sweeping the industry. Only 2% of all responding AM stations are broadcasting in stereo, and 20% indicated a switch to stereo in the near future. However, 73% indicated they were content with monaural broadcasting.

NRBA officials reason that the lack of interest in AM stereo is due to the continuing battle over which, if any, of the four AM stereo transmitting systems (Harris, Kahn/Hazeltine, Magnavox and Motorola) will prevail. Also a factor is the small amount of AM stereo receivers available in the marketplace.

While the AM stereo survey results are not encouraging for the immediate future, the NRBA study shows that satellite-delivered programming has arrived. In 1983, 39% of all responding AM stations—up from 11% the previous year—and 33% of responding FM stations—up from 9% in 1982—said they have affiliated with a satellite-delivered service or network. A quarter

of all remaining respondents said they plan to equip themselves for satellite reception of programming in the near future. Industry observers note that the large number of satellite conversions among local stations can be traced to the fact that the radio networks of ABC, CBS and NBC dropped most land line transmissions late in 1983.

On the rise for AM stations in 1983 was the use of syndicated program material. While the percentage of FM stations that said they used syndicated programming remained virtually the same from 1982 to 1983 (83%), the percentage of AM stations that picked up some form of syndicated programming climbed from 76% to 84%.

Sports and religious syndicated programming have increased on AM stations since 1982, with regular feature programming up on both AM and FM outlets. Music was the most popular form of syndicated programming, according to the survey, but its use dropped dramatically in 1983. Only 16% of the AM respondents and 13% of those from the FM band said they plan to purchase more syndicated programming this year.

As for time allotted to commercial messages, news/talk-formatted AM stations registered the highest use of commercials of all the AM formats, with 16.5 spots per hour in 12:52 minutes. The country-formatted FM stations aired more commercial time than the other FM formats, with 14.5 spots per hour in 10:30 minutes.

Overall, the average number of commercial spots per hour was down slightly since 1982—from 15.5 to 14.9 for AM stations and from 12.7 to 12.4 for FM.

Average length of newscasts has also dipped a little from 1982, from five and a half to five minutes for AM stations and from four and a half to four for FM.

When asked whether they were leasing a cable channel to carry their signal, only 6% of the AM and 7% of the responding FM stations said yes, with several more saying they plan to. The overwhelming majority of all respondents, however, said they had no plans to lease cable channels.

Of the 3,497 respondents, 1,812 were AM stations; the rest were either FM outlets or AM-FM combinations that simulcast. □

broadcast manager for Lever Bros., a large soap and detergent packaged goods manufacturer, said weekly contemporary music countdown programs allow the company's youth-oriented brands to reach their target audience—12-to-24-year-olds—in a single morning. He said that, of Lever Bros.' newer products, Impulse perfume body spray was a major sponsor of both RKO radio networks' *Countdown America With John Leader*, a four-hour program produced by San Francisco-based IS Inc., and ABC/Watermark's *American Top 40*.

Heim told BROADCASTING that Lever Bros. is eyeing a long-term sponsorship of another countdown program for one of its



Kasem



Leader



Clark



Kingsley

Countdown to success

Radio networking's latest trend: programs that track the tops of top 40 and C&W charts

In 1935 CBS Radio introduced *Your Hit Parade*, which lasted well into the television era before it disappeared. Suddenly, the *Hit Parade* countdown formula, spruced up to meet modern tastes, is the rage of radio.

At least five countdown programs, featuring contemporary hits and mostly distributed by networks on a barter basis, were started in 1983 to join others already on the air. Another, CBS RadioRadio's *Top 40 Satellite Survey* ("In Brief," Nov. 14, 1983), is to be launched next April with a veteran disk jockey, Dan Ingram, as host. "After an extensive survey of a large number of stations, we saw a definite need for such a program," said RadioRadio Vice President and General Manager Robert Kipperman. RadioRadio's first foray into countdown programming was last summer when it launched the adult contemporary *Top Thirty USA*, hosted by radio personality M.G. Kelly.

Why the revival of the countdown formula? The answer, according to radio and advertising executives, seems to be that stations see it as a weekend revenue enhancer and advertisers use it for sponsor identification and program continuity.

If a countdown show is executed properly, listeners will keep tuned throughout its duration, said Nick Verbitsky, president of The United Stations, New York-based radio producer and distributor of *Rick Dees's Weekly Top 40 Show* (a recent entry in the contemporary hit radio [CHR] countdown arena featuring the KIIS[FM] Los Angeles personality) and *The Weekly Country Music Countdown*, with host Chris Charles. According to Verbitsky, the Dees show has cleared 96 markets, including stations in the top 10 markets.

Veteran radio programming consultant Michael Joseph attributed today's "bandwagon

effect" of producing weekly countdown series to the financial and ratings success of ABC/Watermark's *American Top 40* show, the granddaddy of these programs by which all others are now judged. *American Top 40*, with Casey Kasem as host, is carried by 565 stations affiliated with the ABC radio networks. Joseph, who has been consulting radio stations with a variety of different formats since 1958, and who is primarily responsible for top 30's new popularity through his "Hot Hits" sound, said he has always been a firm believer in the countdown programming concept and has advised his contemporary music client stations throughout the years to institute some form of it using local playlists. Listeners like the countdown because it's a reflection of our society. "It's what's happening now," said Joseph.

Although station program directors nationwide like the idea of airing weekly countdown programs because they are easy to sell and promote locally and, at the same time, can save on hiring a part-time disk jockey for a weekend air shift, they are now questioning whether the marketplace is becoming cluttered. "The more of these shows there are, the less of an impact they are going to make," said Scott Shannon, program director of Malrite's WHTZ-FM Newark, N.J.

From the advertising side, Bruce Heim,



Ingram



Charles

youth-oriented brands. The way it looks now, the last hour will be totally sponsored by the product, said Heim, who declined to name the brand and the network he's negotiating with.

To Sam Michaelson, vice president/associate media director, Dancer Fitzgerald Sample, New York, short, one-hour countdown programs can be the most effective for advertisers. Michaelson was referring to the six-month-old *Country Music's Top 10* program produced and distributed by Los Angeles-based Country News Inc., and hosted by radio personalities Charlie Cook and Janine Wolf, in which Michaelson placed Toyota cars and trucks as the exclusive sponsor. "Advertisers are able to build an identity with these weekly countdown shows," she said.

Among the other major countdown programs are: *The Dick Clark National Music Survey*, produced by Mutual, and *American Country Countdown*, produced by ABC/Watermark and hosted by veteran radio personality Bob Kingsley.

And if American-produced radio countdown shows aren't enough, there is *Rock Over London*, a one-hour British chart show described as a forecast of the songs that may eventually be hits in the U.S. The show, which made its U.S. debut on April 7, 1983, is hosted by London radio personality Graham Dene and distributed to stations in more than 100 markets by New York-based London Wavelength. □

Wrestling with the split 30

Division within both advertiser and broadcast ranks will make it difficult for consensus to appear; issue has already been taken to court by Alberto-Culver; some see ads as a fait accompli

As 1984 began last week, the battle over split 30-second commercials continued to heat up, with the expectation of rising temperatures.

Broadcasters, advertisers and agency executives are divided. For some, the split-30 is a concept whose time has come. Others think it will cause enormous clutter and singlehandedly ruin the power of television as an advertising medium.

Many executives from television station groups report they will, in the end, take their cue from what the networks do. ABC and NBC are now accepting split-30's on what they describe as an experimental basis. CBS accepts them according to its own guidelines. And agency executives say that what their shops eventually do rests with what their clients decide. Those advertisers who are willing to talk about it report they are studying the situation.

The only parallel to the present controversy over split 30-second TV commercials, agency executives recall, is the similar battle waged in the 1960's over the introduction of split 60-second television spots. Although bitterly opposed at their advent, 30-second television commercials are now the industry standard.

A majority feel that the split 30 will not join its split-60 cousin as a standard by which all commercial length is measured, although there are a handful of agency executives who disagree. "Creatively," pointed out Eugene A. Petrillo, executive vice president at D'Arcy-MacManus & Masius, "people won't accept it." Petrillo said it's difficult to give a "clear presentation" for many products within 15 seconds. "I don't foresee split 30's taking over the networks," he concluded.

Candid conversation among television station group operators is difficult to come by. The Alberto-Culver Co. antitrust suit against CBS and 10 group owners that have rejected split 30's has sent a silent chill through the broadcasting community. The suit is still pending, but Alberto-Culver has entered into agreements with both ABC and NBC to carry split 30's on what the networks call an "experimental" basis. A spokesman for Alberto-Culver said the company is "pretty close" to reaching final agreements with two of the group owners named in the suit, Metromedia and Scripps-Howard Broadcasting, while negotiations with the other eight are at the "first-contact" stage.

The spokesman said that Alberto-Culver ran nine different split-30 commercials on all

three networks during December 1983, and plans 10 for this month. CBS has been carrying them, but only according to the network's own terms, which restrict the form to closely related products connected by a "bridge" or company identification. Most of the split-30 commercials have been running in daytime, the spokesman said, a few in prime time.

Apprehensive that Alberto-Culver "will scoop them up in their net," in the words of one television executive, most group owners are wary about taking a stand on the issue. At the center of controversy is the debate about commercial clutter, and a belief by many that split 30's will exacerbate it.

"There are two bodies of opinion," summed up Robert Daubenspeck, senior vice president and director of national broadcast at Foote Cone & Belding. "The first is it contributes to clutter—and everybody knows down deep in their heart it does," Daubenspeck explained, "and the second is it's going to happen anyway." Daubenspeck said the split-30 vehicle may be appropriate for "uniquely situated products," such as household products, small budget items or even groceries. But interest from clients "has been rather modest at this point." Daubenspeck predicts that viewers will be seeing more split 30's in the first quarter of this year, "but in a gingerly way."

Procter & Gamble, the world's largest advertiser, will not comment on the subject, except to say it believes the proliferation of split 30's will add to clutter. The American Association of Advertising Agencies has gone on record against the ads, but attorneys for the Television Bureau of Advertising have advised that body to withhold its comments until the lawsuits are settled. A spokesman for Lever Bros. reported that to date that company has produced no split 30's, but is researching the possibility. "Every packaged goods company in the country is looking at it," the spokesman for the company remarked.

"We've had lots of inquiries, but no one has come forward," reported Richard J. Busciglio, senior vice president and director of national broadcast at McCann-Erickson. Busciglio, however, called it a matter of "days and weekends before they do." He noted that the idea is not altogether revolutionary—Procter & Gamble, he said, has been running 60-second commercials with a 45/15 split "for years." Interest will pick up in the next 12 months, Busciglio believes, especially among brands that heretofore have been excluded from advertising in prime time television because it's too expensive.

Some agency executives say they are dreading the day split 30's become more than an occasional occurrence. "Somewhere you have to say: 'Enough!'" proclaimed

Robert E. Igiel, senior vice president and manager of network programming at N W Ayer. Television, Igiel explained, has been the pre-eminent selling medium in the country—"it helped make our consumerist economy"—but the medium will lose some of the eminence, Igiel said, if the clutter takes over. "I'm trying to preserve the quality of the medium," he declared.

Station operators have opinions also, although, like the agency executives, many decline to go on the record. Many describe it as a state of confusion since the National Association of Broadcasters advertising code was struck down last year in an antitrust settlement with the Justice Department. Several station groups, originally opposed to split 30's in the network feed, have now relented. One major-market group executive said the policy of his company initially was to cover the network-fed split 30's but the problem soon became unwieldy. Nor would his company accept them in national spot availabilities, but it backed off on that also, accepting them "on an experimental basis along the network lines."

According to Robert E. (Buck) Buchanan, executive vice president and U.S. media director at J. Walter Thompson U.S.A., the outcome of split 30's rests with the individual advertiser. "The difficult part is both sides [advertisers for and against split 30's] are crying the other is hurting his advertising," Buchanan said. He added, however, that advertisers that use split 30's won't persist in using them if a consensus develops otherwise.

William G. Moll, president of Harte-Hanks Communications' broadcasting and entertainment division, said Harte-Hanks "decided early on" that it was going to clear the network feed carrying split-30 commercials. "We had some concern," he said, "but we reviewed our network contract." The decision whether split 30's contribute to clutter, Moll explained, is "up to the sponsors." George Koehler, president of Gateway Communications, a group including three CBS affiliates and one ABC affiliate, all in medium-sized markets, said the company's policy in the beginning was not to accept split 30-second commercials. But with an average staff of 65 to 75 employees at Gateway stations, "it becomes a virtual impossibility to cover commercials." Peter Kizer, executive vice president in charge of the broadcasting division at Evening News Association, a Detroit-based group of two CBS affiliates, one ABC and one NBC, said his company is "probably going to follow the lead of the networks." Back in the late 1960's, Kizer recalled, the company had a policy against carrying "piggyback" commercials, but "it cost us millions of dollars and didn't make any sense."

Jeff Davidson, president of Gannett Broadcasting Group, explained that his group accepts split-30 commercials for its national spot availabilities, but only when

they conform to specific guidelines. Among the guidelines, Davidson said, are rules that no 15-second spots will be sold individually, all 45-second spots will be sold at 60-second rates, and that no more than two integrated products from the same parent company will appear in the same split-30 commercial.

Roy Park, president of Park Communications—the only company with a full portfolio of seven AM's, seven FM's and seven TV's—said he had “reservations” about the effectiveness of split-30 commercials. “I don't think we'll encourage it locally,” he said, “but we wouldn't turn them down, either.”

The question remains, however, who is best served by split 30-second commercials. Agency executives explain that if a 30-second spot is to contain multiple product mentions, advertisers would be wise to avoid

products that require considerable description and positioning. Fifteen seconds (or even 20) are not enough to explain some products. Therefore, they reason, “brand name” products are the most likely candidates to take advantage of the short lengths because of their high recognition factor. Automobiles and financial service industries are out, for example, while packaged goods are better positioned, it was explained.

In the end, whether it all works will be up to the advertisers to decide. Agency executives complain about the dearth of research on the topic—most admit they base their judgments in this case on “gut reaction.” Broadcasters are predicting sponsors will experiment with split 30's, find they are not effective and drop them. In the minds of a lot of broadcasters, however, is the reaction to a tape of eight 15-second commercials—four

split 30's—shown by the Station Representatives Association at a Television Bureau of Advertising conference last November in Las Vegas. Most were aghast, those present recall. Although no network or station has run two minutes worth of split 30's back-to-back, many feared what was shown is what will happen if the use of split 30's is left unchecked. “And that example was the absolute height of creativity,” remarked one station representative who attended. “What will happen down the road when everybody gets into the act?” he asked.

The view down the road may be observable sooner than later. The split 30 “is a fact of life,” observed Joel Segal, senior vice president and director of network television at Ted Bates Advertising, New York. “Once people get a taste of it, they'll move in that direction.” □

Law & Regulation

Appeals court upholds CRT cable rates

NCTA loses appeal of 1982 fee schedule that would increase amount operators would pay for distant signals; association will not appeal, but will seek relief in Congress

The new, higher rates the Copyright Royalty Tribunal directed cable television systems to pay in the wake of the FCC decision to repeal the distant signal and syndication rules have been affirmed by the U.S. Court of Appeals in Washington. The National Cable Television Association had appealed the new fees, set in 1982, contending that the CRT decision lacked evidentiary support and that the cable operators would be unable to afford the additional channels of service the commission's action was intended to make available. In rejecting NCTA's arguments, the court indicated it did not expect precision in CRT opinions, given the nature of the tribunal's work and the latitude Congress gave it to arrive at decisions.

The commission had regarded its distant signal and syndicated exclusivity rules as copyright surrogates. The former set limits on the number of signals a cable operator could import from distances of 100 miles or more; the latter permitted a broadcaster with exclusive rights to a program in the community to require a local cable operator to delete the program from its distant signals. Repeal of the rules led NCTA and a number of copyright owners to petition the CRT to adjust the rates cable systems pay into the royalty pool from which copyright owners are paid.

The CRT determined that cable systems must pay 3.75% of their gross receipts from basic services for each distant signal “equiv-

alent” added as a result of the commission's action, and adjusted the then-existing distant signal fee scale to compensate copyright owners for the repeal of syndicated program exclusivity protection.

NCTA complained that the CRT, in the distant-signal portion of its decision, had in effect restored the barrier the commission had once imposed on the carriage of more than a limited number of distant signals. NCTA said the new rate far exceeds the value of additional signals to cable operators and that, as a result, the cable operators will not carry them. NCTA also said the CRT should have adhered to the fee schedule contained in the basic copyright statute, a schedule that sets modest, declining rates, and maintained that the 3.75% solution lacked support in the record.

A three-judge panel of the court, in an opinion written by Judge Ruth Ginsburg, said the law did not require the CRT to base its distant signal adjustment on the statutory schedule. “Further,” Ginsburg said, “we find that the CRT...acted on the best evidence its resources permitted it to garner.” The court noted that the tribunal operates without legal assistants “to embellish or elaborate” its decisions. “Thus, we do not expect ‘ideal

clarity’ from the tribunal.”

As for the part of the CRT decision pertaining to repeal of the syndicated exclusivity rule, Ginsburg said that “substantial evidence supports the CRT's findings that cable importation of distant broadcast signals harms local purchasers of syndicated programming, and that television broadcasters are not compensated by advertisers for the additional distant audiences generated by cable transmissions.”

And the court rejected NCTA's contention that CRT acted arbitrarily in resting its final determination on its “judgment.” Ginsburg wrote, as she did in the section of the opinion on distant signals, that the court reviews the tribunal's rate determinations only to insure that they fall within “a zone of reasonableness.” The record provides the necessary assurance that they do, Ginsburg said. She noted that Congress has given the tribunal the task of making “legislative judgments” and that the 1976 Copyright Act that created the CRT provides a “dearth of substantive guidance.” Accordingly, she said, it is unwilling to engage in a “lint-picking critique” to undermine the CRT's effort simply because it “cannot and does not purport to attain anything like the refinement of a mathematical

Major changes proposed. The FCC has proposed to revise what it will consider “major changes.” Current rules classify changes in frequency, station location or any alteration in power, antenna location or height that would result in a 50% change in the service areas of an FM or TV station as a major change. For FM and TV translators, a change in primary station is also classified as major.

Major changes are subject to the FCC's cut-off procedures and to formal petitions to deny. Minor changes are not, although informal objections against them can be filed.

Under the proposal, all changes within a service area for FM and TV applications would be considered “minor.”

For pending FM and TV applications, only changes in frequency, station location and controlling ownership would be classified as major amendments. Changes in primary stations rebroadcast by FM and TV translators also would be considered minor.

The FCC also proposed to permit applicants for AM, FM and TV facilities to amend their ownership as minor changes, as long as one of the original applicants, or a group of them, retains more than 50% ownership.

discipline."

Besides, Ginsburg said, if it develops that the CRT "misjudged the impact its higher royalty rates will have on the cable industry or on copyright owners, it can reconsider and modify the changes it has ordered in 1985, when its next rate adjustment proceeding will almost certainly occur."

Joining Ginsburg in the opinion were Senior Circuit Judge David Bazelon and Judge Abner Mikva.

The NCTA indicated it would not appeal the decision but would, instead, seek relief in Congress. The association issued a statement in the name of its president, Thomas Wheeler, asserting that the court's decision rests largely on the "broad legislative mandate" given the CRT but that the mandate has been construed by the CRT "to justify reversing communications policy and denying 10 million consumers of television channels which they had been receiving." The statement added, "The consumer impact of the court's decision cries out for Congress to provide more specific direction to the CRT. We will continue to push for legislation to mitigate the anticonsumer impact of the CRT's actions."

Two bills (H.R. 2902 and H.R. 3419) are now pending before the House Telecommunications Subcommittee and another has been introduced in the Senate (S. 1270) that would nullify the CRT's rate hike. □

FCC has change of heart on license award of KROQ-FM Pasadena

In a supplemental initial decision, FCC Administrative Law Judge John H. Conlin has granted the application of AWARE Communicators Inc. for the facilities of KROQ-FM Pasadena, Calif., denying the competing application of San Marco Broadcasting Co.

In his original initial decision, Conlin denied Burbank Broadcasting Co. renewal for the station, finding that it wasn't qualified to be a licensee (BROADCASTING, Feb. 8, 1982). Then he granted the application of San Marco, finding it superior to AWARE on grounds of ownership diversification and integration of ownership with management.

The FCC Review Board, however, directed Conlin to reopen the case to consider new evidence directed at whether San Marco president James C. Gates had misrepresented the location and coverage area of KMJC(AM) El Cajon, Calif., a station for which he served as a sales rep. Conlin determined that Gates had been using misleading promotional materials. Moreover, Conlin said, Gates also had lacked candor in attempting to downplay his relationship with that station to the FCC. All of that added up to enough to tip the scales in favor of AWARE.

Willie D. Davis is president and 49% owner of AWARE. Davis also has interests in KACE(FM) Inglewood, Calif.; WAWA(AM) West Allis and WLUM(FM), both Wisconsin, and KQIN(AM) Burien, Wash. □

Still on hot seat. KCTL(FM), the Dodge City, Kan., station that is under challenge at the FCC for broadcasts of programming attacking Jews, blacks and others (BROADCASTING, May 30, 1983), is still sitting on the hot seat. The FCC is still working on an order designating its renewal for hearing, even though things at the station apparently have changed. The big change: Charlie Babbs, who co-owns the station with his wife, Nellie, has told the FCC he has assumed complete control of the station. In a letter to the FCC, Babbs said he had obtained a court order prohibiting his wife from returning to the station. The Posse Comitatus programming responsible for the controversy also is no more, he said. "All the alleged offensive types have been removed and will remain off KCTL radio," he said. Babbs also said that since the allegedly offensive programming had been removed, the FCC had no reason to deny the station renewal. An FCC official said the pending competing application, petitions to deny and informal objections would be considered together. Also to be considered will be the matter of the Babbs's operation of a land-mobile operation in Dodge City. The official said Kansas state authorities canceled the Babbs's certificate to operate their Dodge City Mobil-phone operation, effective Feb. 1 last year. But the Babbses failed to notify the FCC of the cancellation of their authority and continued to operate in violation of a state court order, the official said. The official added that the common carrier matter would be considered along with the broadcast issues "because all of that is relevant to their qualifications to remain a commission licensee in either service."

One for the money. The Public Broadcasting Service is seeking "about \$10 million" to defray its costs of covering this year's national political conventions and presidential debates. According to Lawrence K. Grossman, PBS president, the *MacNeil/Lehrer NewsHour* staff will provide most of the "full coverage." Grossman said Feb. 1 is the "go-no go" deadline for the fund-raising effort and has sent letters to major corporate underwriters around the country in an effort to raise the funds. PBS has collected \$500,000 from Gannett, which is part owner of *NewsHour*, and "some encouraging responses" from the letters, although it is still "too early" to tell, Grossman said. PBS is seeking funding from the Corporation for Public Broadcasting, corporate underwriters and the three commercial networks, Grossman said.

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Changing Hands

PROPOSED

WDZL(TV) Miami □ Eighty percent sold by 39 Broadcasting Ltd. to Odyssey Partners for \$10.9 million, \$4.5 million as cash down-payment with remaining \$6.4 million to be paid four years after closing. **Seller** is group of investors headed by Howard Conant. Susan Jaramillo, station's general manager and 15% owner, and William Lincoln, station manager and 5% owner, will retain their jobs and interests. **Buyer** is New York investment company owned by Leon Levy, Jack Nash and Lester Pollack, general partners, and more than 25 limited partners. It also owns WTXX(TV) Waterbury, Conn.; WPMT-TV York, Pa.; WTSG(TV) Albany, Ga., and interest in MSO, Essex Cable Group, and in Arlington county (Va.) cable system. WDZL is independent on channel 39 with 5,000 kw visual, 500 kw aural and antenna 735 feet above average terrain.

WORLD(AM) Orlando and WJYO(FM) Mount Dora (Orlando), Fla. □ Sold by Sudbrink Broadcasting to Metroplex Communications for \$7 million. **Seller** is Fort Lauderdale, Fla.-based group owner, majority owned by Robert W. Sudbrink and family, who also own WNWS(AM) South Miami, Fla.; KPOI(AM)-KDUK(FM) Honolulu, and WLAC(FM)-WJYN(FM), Nashville. three AM's and two FM's. **Buyer** is Cleveland-based broadcasting group headed by Norman Wain, president. It intends to keep WJYO and

sell WORL. Metroplex also owns WFYV(FM) Atlantic Beach, WMGG(FM) Clearwater and and WHYI(FM) Fort Lauderdale, all Florida; WRMR(AM) Alexandria and WPKS-FM Woodbridge, both Virginia. WORL is a 5 kw day-timer on 1270 khz. WJYO is on 107.7 mhz with 100 kw and antenna height 829 feet above average terrain.

WMGW(AM)-WZPR(FM) Meadville, Pa. □ Sold by Regional Broadcasters Group to Great Circle Broadcasting Co. for \$900,000, including \$100,000 noncompete agreement. **Seller**, headed by Alastair B. Martin, president, owns WXQT(AM)-WGRD-FM Grand Rapids, Mich.; WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM)-WAAL(FM) Binghamton, N.Y. It recently sold WAMT(AM)-WAJX(FM) Titusville, Fla., for \$700,000 ("Changing Hands," Sept. 12, 1983). **Buyer** is principally owned by Gary Gunton of Berwyn, Pa., and his parents, Robert and Beth Gunton, building product distributors. They have no other broadcast interests. WMGW is on 1490 khz with 1 kw day and 250 w night. WZPR is on 100.3 mhz with 10 kw and antenna 530 feet above average terrain. **Broker: Keith W. Horton Co.**

KLGT(FM) Breckenridge, Colo. □ Sold by Summit Communications to Summit Broadcasting for \$850,000, including \$126,250 noncompete agreement. **Seller** is owned by Alfred C. Sikes, his wife, Martha H., and J. Neal Ethridge and his wife, Betty. Alfred

Sikes and J. Neal Ethridge also have interests in KRMS(AM)-KYLK(FM) Osage Beach, KJAS(AM) Jackson and KJAO(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. **Buyer** is majority owned by Ronald L. Fowler, San Diego, Calif.-based beer distributor with no other broadcast interests. KLGT is on 102.3 mhz with 3 kw and antenna 230 feet below average terrain. **Broker: Blackburn & Co.**

KGOE(AM) Thousand Oaks, Calif. □ Sold by Conejo Broadcasting Inc. to Comedy Broadcasting Co. for \$750,000, including real estate and \$150,000 noncompete agreement. **Seller** is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. **Buyer** is limited partnership owned by Ira Barmak, general partner, and 13 limited partners. Barmak is Beverly Hills, Calif., doctor with no other broadcast interests. KGOE is on 850 khz with 500 w day and 250 w night. **Broker: Chapman Associates.**

WQCK(FM) Clinton, La. □ Eighty percent of licensee, Bayou State Broadcasting Co., sold by Dan R. Boyce and Ralph D. Boyce to Carver L. Henry for \$350,000 including \$270,000 in notes. Bayou State acquired station in May for \$190,220 ("For the Record," May 9, 1983). **Sellers** are father and son, Brandon, Miss., businessmen with no other broadcast interests. Other 20% will remain with John K. Wilson, station's general manager. **Buyer** is Houston attorney who also has minor interest in applicant for new TV at Houston. WQCK is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

WBKF(FM) MacClenny, Fla. □ Sold by John Locke to Ninety-Two FM Inc. for \$342,623, including assumption of \$312,623 note. **Seller** also was majority owner of WPUL(AM) Bartow, Fla., which was recently sold for \$220,000 ("Changing Hands," Dec. 19, 1983). Locke is also court-appointed receiver for WDLF(AM) Deland, Fla. Locke purchased WBKF two years ago for \$400,000 ("Changing Hands," Feb. 15, 1982). **Buyer** is owned by Arthur P. Smith Jr., who was chief engineer and owned (20%) of WPUL. WBKF is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WVNH(AM) Salem, N.H. □ Sold by WVNH Broadcasting Co. Inc. to John R. Hughes and his wife, Eve, for \$275,000, including assumption of \$225,000 note. **Seller** is headed by J.W. O'Connor, president. It recently sold WQXQ(AM) (now WACM(AM)) West Springfield, Mass. ("Changing Hands," Jan. 17, 1983), and has no remaining broadcast interests. **Buyers** are also applicants for new FM's at South Burlington, Vt. John Hughes is former vice president and general manager at WEZF(TV) (now WVNY(TV)) Burlington, Vt. WVNH is daytimer on 1110 khz with 5 kw. It has a pending application for full-time operation. **Broker: Blackburn & Co.**

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WQRF-TV Rockford, Ill. □ Sold by Lloyd Hearing Aid Corp. to Orion Broadcast Group Inc. for \$4 million. **Seller** is Rockford-based company, owned by Marvin

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

BROADCAST REGULATORY REVIEW COMMITTEE □ A key issue weighing heavily on broadcasters minds is broadcast deregulation. For the broadcasting industry, which is perhaps more regulated than most, the removal of those regulatory restraints is a primary concern. Aiding NAB in its efforts to rid the industry of "unnecessary" rules and regulations at the FCC and on Capitol Hill is the broadcast regulatory review committee. Formerly called the broadcast deregulation committee, it was renamed last year because the committee felt a new title was necessary to more accurately reflect its interests.

"We do not intend to be policymakers. We make recommendations on how NAB might proceed on these issues," says the chairman of the committee, Robert Hilker, board chairman and chief executive officer of Suburban Radio Group, Belmont, N.C. Its chief goal, he explains, is to rid the industry of unnecessary paperwork. To accomplish that goal, committee members monitor the FCC and Congress and analyze old and new regulations.

Much of their attention remains focused on the commission where many regulatory items



Hilker

are on a fast track. For example, the group reviewed the FCC's television deregulation rulemaking and made a final recommendation that NAB back it. "The committee tries to identify some of the rules that don't make sense and clear up some of the underbrush," says

Barry Umansky, NAB deputy general counsel and staff liaison for the committee. There are a number of issues the committee will study. At the top of the agenda is the fate of the commission's multiple ownership rules. The FCC is proposing to relax or eliminate the rules this year and while NAB favors relaxation, the industry is divided over the matter. It is an issue, Hilker says, that will continue to be debated by his committee.

There are other matters pending before the FCC that have generated concern among broadcasters, Umansky says. NAB opposes the FCC's decision to discontinue its involvement in call letter disputes and is filing a petition for reconsideration. The committee is also keeping an eye on the commission's proposal to change its rules applying to the rebroadcast of telephone conversations. NAB favors modifying the rules concerning prior notice requirements on broadcasting live or recorded conversations.

Broadcast regulatory review committee members, other than Hilker, are: Leslie Arrles Jr., WIVB-TV Buffalo, N.Y.; Clark Davis, Great Trails Broadcasting, Dayton, Ohio; Martin Greenberg, Belo Broadcasting, Dallas; Wade Hargrove, North Carolina Association of Broadcasters, Raleigh, N.C.; Jerry Lyman, RKO General Broadcasting, Rockville, Md.; Anthony Marano, WCTC(AM) New Brunswick, N.J.; Roy Park, Park Broadcasting, Ithaca, N.Y.; Nathan Safir, KCOR(AM) San Antonio, Tex.; Joseph Tabback, KAZM(AM) Sedona, Ariz., and Ronald Townsend, WDMV-TV Washington.

Palmquist and family. It has no other broadcast interests. Buyer is publicly owned company, based in Denver and headed by Sam Matthews, president. It is also part owner of low-power TV in Ottumwa, Iowa, applicant for new LPTV in Jackson, Tenn., and owns SMATV systems in Denver. WQRF-TV is independent on channel 39 with 1,045 kw visual, 104.5 kw aural and antenna 575 feet above average terrain.

WDSC-AM-FM Dillon, S.C. □ Sold by Cy N. Bahakel Jr. to Dailey & Associates Inc. of Florence, S.C. for \$1.55 million. Seller is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner, who bought station just three months prior for \$50,000 less. He has no other broadcast interests. Buyer is owned by W.C. Dailey, Florence real estate developer and investor, who has no other broadcast interests. WDSC is daytimer on 800 khz with 1 kw. WDSC-FM is on 92.9 mhz with 100 kw.

KRSL-AM-FM Russell, Kan. □ Sold by Thompson Communications Inc. to Russell Broadcasting Ltd. for \$923,000. Seller is owned by Fred Thompson, who recently sold KYFM(FM) Bartlesville, Okla. ("Changing Hands," April 11). He will be half owner of buying general partner. Buyer will be general partnership with additional financing from limited partnerships. Owners of general partnership will be Thompson (50%), William Aufleger and Kenneth E. Garrett (25% each). Aufleger and Garrett are Stillwater, Okla., businessmen who syndicate limited partnerships. KRSL is daytimer on 990 khz with 250 KRSL-FM is on 95.9 mhz, with 3 kw and antenna 295 feet above average terrain.

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Consensus forms on MTS

Zenith's transmission and dbx's companding systems endorsed by industry; ball's in FCC's court to bring multichannel TV sound to life

The television industry doesn't know quite what to make of multichannel television sound (MTS), the technology that will permit television stations to broadcast stereo sound and a second audio service, perhaps a foreign-language soundtrack.

The MTS subcommittee of the Electronics Industries Association recommended an MTS transmission system and a complementary noise-reduction system on Dec. 22 (BROADCASTING, Jan. 2) and it appears the FCC will authorize MTS broadcasting (and perhaps adopt the recommended systems as national standards) in 1984.

Manufacturers of television are eagerly awaiting the advent of multichannel sound, seeing stereo and multilingual sound capability as enhancements that could boost tremendously sales of television receivers. (According to the Electronic Industries Association, some 19.3 million television sets

were sold to U.S. retailers in 1983.)

But before receiver manufacturers can make major commitments to producing television equipment with the MTS capability, they must be sure television stations are going to broadcast stereo and multilingual sound, and before television stations broadcast the new services, they must be sure they're worth the considerable expense. "We don't anticipate across-the-board stereo broadcasting for quite some time," said Kevin Dauphinee, equipment planning engineer, broadcast operations and engineering, ABC, and ABC's representative on the EIA subcommittee. "It will be an evolutionary type of situation."

For cable television, the advent of MTS is more a curse than a blessing. It will complicate the lives of most cable operators, causing serious and potentially costly problems for many of them because of incompatibility of the MTS with cable headend and scrambling equipment.

Because of the compatibility problem, the National Cable Television Association asked the FCC for a partial exemption to the must-

carry rules so cable operators could strip off MTS signals before retransmitting them. With the exemption, it said, the cable industry could go to work on developing its own stereo sound system. "NCTA suggests that the public may in fact be better served by a system—not yet developed—which would not degrade the video and audio quality of signals received by cable subscribers."

After years of testing and much debate, the EIA subcommittee unanimously endorsed the Zenith transmission system and the dbx Inc. companding systems. By the end of the month, it will submit the systems to the FCC, urging it to adopt them as national standards.

The industry is nearly unanimous in its belief the FCC should abandon its policy of allowing the "marketplace" to decide technical standards—the policy has retarded the development of AM stereo and teletext—and set standards for MTS. In comments filed with the FCC, the National Association of Broadcasters said the adoption of standards by the FCC will "foster confidence in receiver manufacturers that an active market will exist for their products. It will encourage broadcasters to implement MTS transmissions. And it will insure that consumers can purchase TV stereo receiving equipment with the confidence it will receive all TV stereo signals."

The industry has at least one important ally in its effort to win an FCC standardization for MTS—James McKinney, chief of the FCC's Mass Media Bureau. He told BROADCASTING last week that "it's going to be difficult for [commissioners] to adopt a standard, but I think it would be the right thing to do." Referring to the EIA subcommittee, he said, the industry came up with systems they could all agree on. "I think that's the way the marketplace works." Although he couldn't predict what the commissioners would do, he said he intended to make his formal recommendation and push for a commission decision within the next three months.

If the FCC decides to leave the decision to the marketplace, all is not lost. Said Eb Tingley, vice president, Consumer Electronics Group, EIA: "If the FCC rejects the standard, then the whole package becomes kind of a de facto standard, which might later be issued by the EIA as a recommended industry standard."

Not everyone wants the FCC to adopt a standard. Dolby Laboratories, whose companding system was one of the two rejected by the EIA subcommittee (the other was CBS's CX system), now seems to be looking to the marketplace as its only hope. "We agree that a standard is needed to avoid the AM stereo fiasco," said Dolby President Bill Jasper. "On the other hand, we don't want the government telling us how to run things."

Jasper said Dolby would probably not push for a marketplace decision by the FCC

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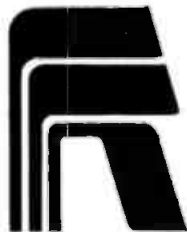
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as long as it is made aware that the EIA subcommittee was sharply divided between Dolby and dbx. Given those facts, he said, "the FCC will go marketplace" without encouragement.

If all goes well, the receiver manufacturers will be showing MTS reception equipment at the EIA's consumer electronics show this summer. Assuming broadcasters supply the software and help create the demand, receiver manufacturers will be shipping adaptors to retrofit existing sets for MTS late this year. According to Zenith spokesman John Taylor, some sets beginning in late 1981 and all sets beginning in May 1983 were outfitted with "redi-plugs," which permit hookup of MTS adaptors by a serviceman. General Electric's "command-performance" line of sets, said GE spokeswoman Judy Ziegler, are "stereo-ready," containing two high-quality speakers and requiring only the appropriate MTS adaptor. But Ziegler stressed that GE wasn't rushing into anything. "Our policy is not to come out with a product that consumers don't want... before software is available."

Broadcasters are primarily concerned with the cost involved in making the switch from monophonic to stereo sound. For the local television station, the cost could range from a few thousand dollars for the addition of an MTS generator to hundreds or thousands of dollars for the complete rewiring and re-equipping of older facilities.

At a minimum, said Bob Weirather, director of product marketing, Harris Corp., the station that wants to retransmit stereo programming from the network or syndicator must add a stereo generator and monitor. If the transmitter aural exciter is old and doesn't have the necessary bandwidth, signal-to-noise performance and linearity to handle the stereo signal, he said, it will have to be replaced. (Only in rare cases, he said, would the transmitter itself have to be replaced.) From there, broadcasters would have to check other elements of their plant: videotape recorders (most one-inch, but few two-inch VTR's have stereo capability), audio boards, studio-to-transmitter links, routing switchers and the wiring that circulates television signals around the studio. Broadcasters interested in producing local programs and commercials in stereo would have to spend more money for new production equipment.

MTS has been developing for several years and new television facilities should be ready for it. John Owen, vice president, engineering, television, Taft Broadcasting, said the group owner's television stations have been upgraded over the past three years and are ready for stereo. "If the networks wanted to do it at 4 o'clock today," he said, "we could do it at 4 o'clock today." But Owen expressed concern about the added software costs. Once the networks go to stereo, he said, nonstereo programming becomes obsolete. Broadcasters can redub old syndicated programming in stereo or "synthesized" stereo from the mono, he said. "But either way, it's going to add to the cost."

The degree of angst many other broadcasters are suffering at the thought of upgrading for MTS depends on where they are in their equipment-buying cycles. For WXIA-

TV Atlanta, MTS could not come at a better time. Michael Howey, the station's chief engineer, said the station is preparing to replace much of its equipment and, when it does, it will make sure it's all compatible with MTS. "It's a good case of the right thing happening at the right time."

Considering the costs involved and the little incentive to produce local programming and commercials in stereo, the broadcast networks will have to take the lead in producing MTS programming. According to ABC's Dauphinee, the first stereo programming the networks distribute will probably be feature films, which are now shot in stereo. That will be followed by prime time programming, he said. Stereo production techniques developed for the movies, he said, can be readily applied to prime time programming production. Overall, he said, stereo will add between 10% and 15% to programming costs.

According to Dauphinee, ABC's "main concern" right now is not stereo, but the "separate audio program" (SAP) channel. ABC is considering broadcasting a Spanish-language soundtrack over the SAP channel to Hispanic people, he said. It would not be tough reaching a large percentage of them, he said, since ABC owns stations in four of the top six Hispanic markets—New York, Los Angeles, San Francisco and Chicago. And it has affiliates in the other two—San Antonio, Tex., and Miami, he said. Marketing research indicates a ready market for Spanish-language programming, he said, but

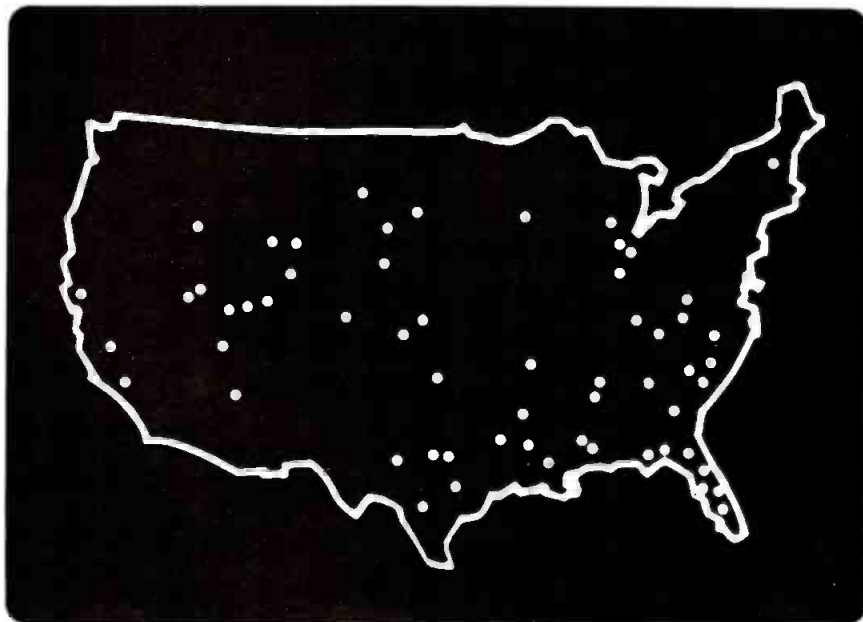
the cost of producing the soundtrack is high and the cost-effectiveness uncertain.

NBC has been toying with stereo sound for several years. According to Don Musson, director of technical development, it distributes *Friday Night Videos* in stereo to between 20 and 25 stations for simulcast by the television affiliate and a cooperating FM stereo radio station. How quickly the network expands its stereo programming, he said, depends on how much the network is willing to spend. "The flesh is willing," he said, "if the money can be justified."

At CBS, there is interest in using stereo for sports production. Neal Pilson, executive vice president, CBS/Broadcast Group, said stereo enhances greatly the viewing of a sporting event on television. The sound of a race car moving before the viewer or the crack of a bat hitting a ball, he said, "will eventually bring viewers to the set." The crowd noise alone in stereo is a great asset, he said. "It generates a sense of excitement and immediacy in the viewer... a sense of a being part of something, rather than looking at it." Pilson said, however, that CBS currently has no plans for producing anything in stereo, even on an experimental basis.

The voting by the EIA subcommittee that led to the selection of the Zenith and dbx systems was carried out on Dec. 22 at the Public Broadcasting Service headquarters in Washington after three days of presentations by the system proponents before the subcommittee members. There were 12 votes up for grabs: the receiver manufacturers

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(three votes), broadcast equipment manufacturers, the integrated circuit manufacturers, the National Association of Broadcasters, the National Cable Television Association, the Association of Maximum Service Telecasters, PBS, ABC, NBC and CBS. However, PBS and AMST abstained from voting.

Although the selections were eventually made unanimous, the initial votes on the systems showed that opinion was divided. The Zenith transmission system beat out the EIAJ system seven votes to three with three abstentions. Only the receiver manufacturers' group, dominated by nine Japanese companies, voted for the EIAJ system. The other losing transmission system was proposed by Telephonics. The dbx companding system barely beat out the Dolby system. The vote was five for dbx, four for Dolby and three abstentions. The receiver manufacturers, the broadcast equipment manufacturers and NBC voted for dbx, while the NAB, NCTA, ABC and the integrated-circuit manufacturers went with Dolby. CBS joined PBS and AMST in abstaining because it was a system proponent. The vote was recorded as a six-three-three win for dbx after ABC, presumably to help the subcommittee present a united front, switched its vote from Dolby to dbx.

The receiver manufacturers were a key group and representatives of Dolby (which included former NAB President Vince Wasilewski) and dbx worked hard to win their three votes. The subcommittee record contains the technical reasons for the receiver manufacturers selection of the dbx system, but subcommittee members also cite the licensing positions of the two proponents as a major factor. Not only did Dolby propose higher receiver royalties than the other proponents, it also planned volume discounts based on the total units (audio and video) using Dolby noise-reduction technology. The scheme alienated the three big domestic television manufacturers (General Electric, RCA and Zenith), which, because they don't have extensive audio lines, are not major Dolby licensees. Under the plan the domestic manufacturers would end up paying higher Dolby royalties on their television sets than their Japanese counterparts, which are major audio equipment manufacturers and Dolby users.

Like the receiver manufacturers, the broadcast equipment manufacturers had a number of technical reasons for going with dbx, but at least one good reason for eschewing Dolby. Just a few months before the voting, Dolby modified its system to increase its noise-reduction capability when it sensed that that was what the subcommittee wanted. The broadcast equipment manufacturers, according to the subcommittee record, marked down Dolby because it never tested the modified Dolby system with the SAP channel. "In the absence of the test data, we couldn't vote for the Dolby system," said one group member. "And there was a lot of suspicion that the system would not work very well with the SAP channel."

The broadcast equipment group was also unhappy with Dolby's presentation. "They made a slick Madison-Avenue presentation that had no substance," said the group member. What's more, he said, it seemed to be

"tailored" for the receiver manufacturers.

After extensive testing, NCTA found all three proposed transmission systems equally troublesome. According to its FCC filing, some scrambling systems use the aural portion of a television signal to send descrambling information to the homes. The multichannel sound signal threatens to interfere with the reception of the descrambling information, it said. In sine-wave scrambling systems, it said, the addition of multichannel sound signals could cause annoying interference in the television picture, which "could lead to subscriber complaints about signal quality." If cable operators were forced to retransmit the multichannel sound, the only solution to the problem would be replacement of the 14 million sine-wave descramblers now in use at the "staggering cost" of \$1.6 billion.

A major problem is the growing number of baseband converters, which are unable to pass any kind of multichannel sound signals. Although future baseband converters could be made compatible with the multichannel sound systems, it would cost roughly between \$375 million and \$450 million to re-

place the between 2.7 million and 3.4 million units already in use.

Various combinations of scrambling systems and multichannel sound, NCTA said, also cause degradation of the multichannel sound. One combination, it said, reduced stereo separation below the suggested FCC level and to a point where "information intended for the left channel [would appear] in the right channel and vice versa [and cause] the stereo signal to sound monophonic." What's more, it said, simple cable converters can cause substantial increases in the stereo noise levels.

Some headend equipment also degrades the stereo quality, the NCTA said. The tests found that although "the headend processor will not be the sole reason for inadequate multichannel sound transmission, degradation caused by headend processing will lessen or eliminate any margin to allow for further impairment that may result from scrambling systems, converters or television receivers." NCTA estimated that, as a result, at least 75% of all headend processors would have to be replaced at a cost of \$500 to \$1,000 per processor. □

Trying to end flow of good money after bad in DBS

Murdoch finds untangling direct satellite project is costly venture itself

Rupert Murdoch is discovering that getting out of the direct broadcast satellite business can be as difficult as getting in.

Two months ago, the Australian media magnate's Skyband Inc. postponed indefinitely its DBS service, citing difficulty in procuring programming and home earth stations and the insufficient power of its broadcast satellite, SBS III.

Starting early last spring, Murdoch and his agents scrambled to pull together the manifold elements needed to create and launch a five-channel nationwide DBS service in the spring of 1984, spending millions of dollars in the process and committing many millions more.

It all came to an abrupt halt on Nov. 7 when Skyband announced it was putting off the launch of the service for at least a year and a half. Since the announcement, Skyband has been trying to extricate itself from deals it had made for various goods and services in its rush to enter the DBS business and, by so doing, limit its financial liability.

Skyband has brought suit to get out of its \$75-million long-term lease for the SBS III transponders, stopped payment on a \$50,000 check it signed for computer software and is looking for buyers of an array of state-of-the-art video equipment.

The transponder lease is Skyband's big problem. Last April, Murdoch's British-based News Satellite Television Ltd. (Skyband's parent company) signed a six-year lease with Satellite Business Systems for five transponders on the carrier's SBS III and for a three-antenna satellite uplink. The monthly lease payments would be

\$1,078,396 and, over the life of the contract, would total more than \$75 million. To show its good faith, NSTL produced a "letter of credit" from its bank, European American Bank and Trust Co., that directs the banks to pay drafts presented by SBS up to \$16,175,940 (15 months' rent) should NSTL fall in arrears on its monthly lease payments.

On Dec. 8, Skyband served SBS with a lawsuit, charging, in part, that SBS breached the agreement and that the agreement is "unconscionable and unenforceable." The suit asks the New York State Supreme Court to order SBS to return Skyband's October lease payment, the only one Skyband made, and to relieve Skyband of any liability under the lease agreement.

Skyband and NSTL base their complaint on the failure of SBS to meet two conditions of the lease agreement—that SBS receive authorization from the FCC to lease the transponders by Oct. 1, 1983, and also that it shift SBS III's geostationary orbit by two degrees.

The complaint indicated NSTL and Skyband are particularly worried about the letter of credit and the \$15,097,544 (\$16,175,940 minus the October payment) still within SBS's reach under its terms. "Upon information and belief SBS will demand payment from [the bank]. . . . Although no rent is due and owing, [the bank] will be obliged to pay such drafts, and will charge NSTL's account therefore. As a result, NSTL will be wrongfully deprived of its assets and its capacity to borrow, and its credit standing will be irreparably injured."

SBS, which is pressing for its lease payments from Skyband, dismisses the complaint as without merit. Robert Beury, an attorney with SBS, said that the company

received FCC authorization to lease the transponder on Sept. 9, 1983, although the action did not become official, under FCC procedures, until Nov. 3. He also said SBS moved to SBS III after Sept. 1, but "we don't feel we violated any of [Skyband's] rights." SBS has yet to press for back rent from Skyband's bank, he said. Why? "We have a strategy game going on with these guys," he said. "We will just have to wait and see."

Beury stressed that SBS considers Skyband and NSTL liable for the full \$75 million. Recognizing that Skyband and NSTL may be so structured as to limit Murdoch's liability, he said: "We might not get \$75 million, but certainly the \$16 million is available and we will go for more."

On Friday, Nov. 4, Sun Software Inc. of Anaheim, Calif., was congratulating itself on having two days earlier signed an agreement with NSTL to supply Skyband with \$100,000 worth of software for a computer billing and equipment inventory system. At the signing, it had received a \$50,000 check from NSTL as an advance. But by the following Monday afternoon, according to Eileen Salmas, manager of training and marketing for Sun Software, "we knew we were sitting on a bum check." Having made the decision to postpone the service that Sunday, she said, Murdoch was able to stop payment on NSTL's check to Sun Software just before it cleared on Monday morning.

According to Salmas, Sun Software believes it has a contract and is entitled to at least \$50,000 and, since it is prepared to

deliver the software, possibly the full \$100,000. "We are trying to settle this amicably," she said, "but are not going to let them walk all over us either. . . . We have a five-page binding document with no escape clause in it."

Skyband President Harvey Schein was unsympathetic. He said Skyband was not obliged to make good on the check and didn't believe Sun Software would get very far if it took Skyband to court. Sun Software would have a hard time proving and quantifying damages, he said.

Skyband's other major expense in connection with its DBS preparation was its operations center in the Hartz Mountain industrial park in Secaucus, N.J. According to some sources, Skyband was spending as much as \$6 million on designing, building and outfitting the center. Much of that money flowed through VCA Teletronics, a subsidiary of the Video Corp. of America, which was the prime contractor. When Murdoch pulled the plug, said Thomas DeMaeyer, executive vice president of VCA, most of the studio equipment had been purchased and was being prepared for installation by AF Associates Inc. of Northvale, N.J., one of the subcontractors. That's where the equipment has remained since the announcement.

Unlike SBS and Sun, DeMaeyer was troubled by Skyband's postponement, noting most of the money the DBS venturer owed it had been paid. His main concern was what to do next: complete the center, warehouse the equipment or "sell it on the

open market."

As of last week, Skyband's Schein had not decided what to do. He said that Skyband would still like to lease the transponders and the operations center as a package to someone with heavy requirements for voice, data or video communications. If such a party could be found, the center could be completed and the lawsuit against SBS dropped, he said.

Schein said he has worked out an arrangement with Hartz Mountain to get out of the lease for the operations center if he chooses to. "It's pretty desirable space in a very desirable location," he said.

Murdoch's false start into DBS has been costly, Schein said, and, depending on the outcome of the suit against SBS, it could cost him even more. But, considering Murdoch's total holdings, it's a "modest amount" and, considering what Skyband has learned, it was well spent, he said. "We consider it research and development, education, learning about the market."

Schein said Skyband is continuing to look for a way back into the DBS business with higher power transponders and is watching closely the progress being made by the other DBS operators or would-be operators: United Satellite Communications Inc., Comsat's Satellite Television Corp. and Home Box Office.

And Schein believes Murdoch's decision to put everything on hold was the correct one. "As Shakespeare says in Henry IV, Part I, 'The better part of valor is discretion.'" □



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For the Record

As compiled by BROADCASTING, Dec. 21 through Dec. 28, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. 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. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

AM's

- Scottsmoor, Fla.—Lorena M. Durocher seeks 840 khz, 250 w-D. Address: 485 South Robbins Ave., Titusville, Fla. 32796. Durocher has no other broadcast interests. Filed Dec. 12.
- St. Andrews, S.C.—Hercules Broadcasting Co. seeks 830 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48087. Principal is owned by Leigh N. Feldstein and Donald L. Markley (33 1/3% each), and Harold Gordon and Robert W. Healy (16 2/3% each). It also has app.'s

for new AM's at North Fort Myers and Holly Hill, both Florida; Sartell, Minn., and DePere, Wis. Owners are also limited partners in app. for new AM at Austin, Tex. Feldstein is 25% owner and president of WWHK(AM) Mt. Clemens, Mich. Filed Dec. 9.

■ Jacksonville, Tex.—Cherokee Broadcasting seeks 840 khz, 250 w-D. Address: 650 North Bolton St., Jacksonville, Tex. 75766. Principal is majority owned by G.E. Gunter (65%), general partner. He is also applicant for five FM's, three commercial TV's and six LPTV's. Five other commercial TV app.'s have been either dismissed, or request for dismissal has been made. Filed Sept. 26.

■ Hurley, Wis.—Big G Little o Inc. seeks 1450 khz, 1 kw-D, 250 w-N. Address: 813 East Cloverland Dr., Ironwood, Mich. 49938. Principal is owned by James J. Gervasio, Raymond J. Rigoni, and families. It also owns WUPM(FM) Ironwood, Mich. Filed Dec. 23.

FM's

■ Soldotna, Alaska—King County Broadcasters seeks 96.5 mhz, 100 kw, HAAT: 258 ft. Address: Box 527, Soldotna, Alaska 99669. Counsel: Shrinky, Weitzman & Eisen (Washington). Principal is owned by Sally Blakeley (75%) and husband, Norman (25%). It has also filed for AM at Soldotna. Filed Dec. 15.

■ *Phoenix, Ariz.—Family Life Broadcasting Inc. seeks 90.3 mhz, 2.7 kw, HAAT: 353 ft. Address: Robert G. Schwartz, 155 W. Council, Tucson, Ariz. 85702. Principal is nonprofit organization headed by Warren J. Bolthouse, president. It is also licensee of three AM's and four FM's. Filed Dec. 13.

■ *Phoenix—Family Stations seeks 88.3 mhz, 100 kw, HAAT: 878 ft. (see Tarpon Springs, Fla., app.). Filed Dec. 12.

■ *Bakersfield, Calif.—Pacific State Educational Broad-

casting Foundation seeks 88.3 mhz, 300 w, HAAT: 562 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees including Joel Heath, Santa Maria, Calif.-based real estate developer. Filed Dec. 16.

■ *Chico, Calif.—American Media Education Network seeks 89.1 mhz, 300 w, HAAT: 1,523 ft. Address: P.O. Box 1226, Redding, Calif. 96099. Counsel: F. Joseph Brinig (Washington). Principal is charitable trustee headed by trustees, including Truman A. Mays, retired judge. It has also filed app.'s for new, noncommercial FM's at Marysville, Redding, Santa Rosa and Ukiah, all California. Filed Dec. 20.

■ Freedom, Calif.—Freedom Community Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1300, Freedom, Calif. 95019-1300. Counsel: John H. Midlen Jr. (Washington). Principal is equally owned by Eric R. Hilding, Joseph C. Miller and Claudia Ward Bartosiewicz, none of whom have other broadcast interests. Filed Dec. 16.

■ *Goshen, Calif.—Goshen Educational Broadcasting Foundation seeks 90.1 mhz, 383 w, HAAT: 119 ft. Address: 30544 Camp Drive., P.O. Box 283, Goshen, Calif. 93227. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Principal is charitable trust headed by trustees, including Lula Mae Stackhouse, pastor. Filed Dec. 16.

■ *Marysville, Calif.—American Media Education Network seeks 90.5 mhz, 100 w, HAAT: 1,972 ft. (see Chico, Calif., app.). Filed Dec. 20.

■ *Redding, Calif.—American Media Education Network seeks 89.7 mhz, 388 w, HAAT: 1,493 ft. (see Chico, Calif., app.). Filed Dec. 20.

■ San Diego—Radio Representatives Inc. seeks facilities of KIFM(FM) San Diego (98.1 mhz, 27 kw, HAAT: 640 ft.) in mutually exclusive app. Address: P.O. Box 420, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgathy, her brother, N. James Patterson Jr., and his wife, Sharon, and Delgathy's other brother, Sherwood Patterson II, and his wife, Myrtil. All are shareholders of KGD(P)(AM)[CP] Santa Ynez. Sharon and N. James Patterson Jr. also own 50% of KIRV(AM) Fresno. Filed Dec. 16.

■ *Santa Rosa, Calif.—American Media Education Network seeks 91.1 mhz, 500 w, HAAT: 730 ft. (see Chico, Calif., app.). Filed Dec. 20.

■ *Ukiah, Calif.—American Media Education Network seeks 89.5 mhz, 100 w, HAAT: 1,135 ft. (see Chico, Calif., app.). Filed Dec. 28.

■ *Pueblo, Colo.—TRC Educational Broadcasting Foundation seeks 91.9 mhz, 600 w, HAAT: 472 ft. Address: 711 South Second St., Suite 184, El Cajon, Calif. 92020. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Tom Cordell of La Mesa, Calif. It has also filed app.'s for Sterling, Colo.; Fort Myers and Sarasota, both Fla.; Lafayette, La.; Youngstown, Ohio, and Palestine, Tex. (see below). Filed Dec. 19.

■ *Sterling, Colo.—TRC Educational Broadcasting Foundation seeks 91.9 mhz, 600 w, HAAT: 346 ft. (see preceding app.). Filed Dec. 19.

■ Bonita Springs, Fla.—Elizabeth Fitch seeks 96.1 mhz, 100 kw, HAAT: 455 ft. Address: 301 N. Edgewood St., Arlington, Va. 22201. Principal and husband own 34%, jointly, of Ming Broadcasting Ltd., which is applicant for facilities of WGMS-FM Washington. Her father is 45% owner of Ming. Filed Dec. 16.

■ *Fort Myers, Fla.—TRC Educational Broadcasting Foundation seeks 91.7 mhz, 600 w, HAAT: 187 ft. (see Pueblo, Colo., app.). Filed Dec. 19.

■ *Sarasota, Fla.—TRC Educational Broadcasting Foundation seeks 91.5 mhz, 55 kw, HAAT: 350 ft. (see Pueblo, Colo., app.). Filed Dec. 19.

■ *Tarpon Springs, Fla.—Family Stations seeks 88.9 mhz, 50 kw, HAAT: 335 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corporation, promoting religious programming and headed by Harold Camping. It is licensee of eight FM's, two AM's, assignee of FM, and applicant for two TV's and 14 other FM's including Phoenix (see above); Holt, Mo., and Greenville, S.C. (see below). Filed Dec. 12.

■ Vero Beach, Fla.—Vero Beach Broadcasters seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 721 Shady Lake Lane, Vero Beach, Fla. 32960. Principal is equally owned by Rob-

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December 8, 1983

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ert L. Heald and Thomas H. Wall. Wall is director of WINZ-AM-FM Miami Beach, Fla. Filed Dec. 16.

■ *Athens, Ga.—Prince Avenue Baptist Church seeks 88.9 mhz, 1.33 kw, HAAT: 328.45 ft. Address: P.O. Box 1149, Athens, Ga. 30603. Principal is headed by William H. Ricketts, pastor. Filed Dec. 28.

■ Hilo, Hawaii—Big Island Broadcasting seeks 100.3 mhz, 10 kw, HAAT: minus 439.3 ft. Address: 688 Kinoole St., Hilo, Hawaii 96720. Principal, majority owned by Hugh E. Gordon, is licensee of co-located KIPA(AM) Hilo. Filed Dec. 27.

■ *Lewiston, Idaho—Idaho Educational Broadcasting Foundation seeks 90.9 mhz, 600 w, HAAT: minus 27 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Lewiston trustees, including Richard C. Moore, minister. Filed Dec. 28.

■ *Twin Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.7 mhz, 600 w, HAAT: 476 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Lewiston trustees, including Richard C. Moore, minister. Filed Dec. 16.

■ Petersburg, Ill.—Richard L. Van Zandt seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 2508 Glenwood Ave., New Smyrna Beach, Fla. 32069. Principal is former chief engineer at WEMI-FM and is president of Cornerstone Community Radio Inc., nonprofit corporation which is applicant for new educational FM's at Topeka, Kan. (see below), Milladore, Wis., and New Smyrna Beach, Fla. Filed Dec. 9.

■ *Mishawaka, Ind.—Mishawaka Educational Broadcasting Foundation seeks 89.9 mhz, 378 w, HAAT: 226 ft. Address: 302 E. Grove, Mishawaka, Ind. 46545. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Principal is charitable trust headed by Indiana trustees including George Snyder, private school administrator. Filed Dec. 16.

■ *Topeka, Kan.—Cornerstone Community Radio Inc. seeks 89.9 mhz, 20 kw, HAAT: 343 ft. Address: 2929 W. Canal St., New Smyrna Beach, Fla. Principal is headed by Richard L. Van Zandt, president, who is applicant for new FM at Petersburg, Ill. (see above). It also has app.'s for new FM's at New Smyrna Beach, Fla. and Milladore, Wis. Filed Dec. 13.

■ *Lake Charles, La.—Southwest Educational Media Foundation Inc. seeks 91.7 mhz, 39.82 kw, HAAT: 377.76 ft. Address: 704 Esplanade, Lake Charles 70605. Principal is nonprofit corporation whose president is T. Kent Atkins, minister. Filed Dec. 16.

■ *Lafayette, La.—TRC Educational Broadcasting Foundation seeks 91.9 mhz, 300 kw, HAAT: 319 ft. (see Pueblo, Colo. app.). Filed Dec. 19.

■ Maurice, La.—Vector Enterprises Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 51603, Lafayette, La. 70505. Principal is owned by Rosemary Azar, who is also applicant for new UHF at New Iberia, La. Her brother, Paul J. Azar Jr., is one-third owner of KADN(TV) Lafayette, La. Filed Dec. 15.

■ Madawaska, Me.—Appalachia Media seeks 102.3 mhz, 4 kw. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principal is equally owned by Pete Storer, Helen Storer, Elizabeth Douglas and George Douglas. It has also filed app. for Appomattox, Va. (see below). Filed Dec. 16.

■ *St. Mary's City, Md.—St. Mary's College of Md. seeks 91.7 mhz, 285 w, HAAT: 33 ft. Address: St. Mary's College, St. Mary's City, Md. 20686. Principal is four-year public college partially supported by tax revenue and headed by Edward T. Lewis, president. Filed Dec. 16.

■ Northampton, Mass.—Ace Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 312 Stuart St., Boston, Mass. 02116. Principal is owned by Kenneth R. Carberry, a/k/a Ken Carter. Carter owns WROL(AM) Boston, WACE(AM) Chicopee, is applicant for 23 LPTV's and is tentative lottery selectee for LPTV at Key West, Fla. Filed Dec. 16.

■ *Holt, Mo.—Family Stations seeks 88.1 mhz, 50 kw, HAAT: 493 ft. (see Tarpon Springs, Fla., app.). Filed Dec. 16.

■ Willow Springs, Mo.—Woodridge Enterprises Inc. seeks 100.1 mhz, 1,466 kw, HAAT: 437 ft. Address: 1660 E. Pythian, Springfield, Mo. 65802. Principal is owned by Richard A. Jesse, president, and seven other Missouri investors. Filed Dec. 16.

■ *Bozeman, Mont.—Montana Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: minus 272 ft. Address: 5326 East Side Highway, Florence, Mont. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Montana trustees, including Will Zeiler, Florence, Mont.-based building contractor. Filed Dec. 20.

■ *Great Falls, Mont.—Montana Educational Broadcasting Foundation seeks 91.9 mhz, 600 kw, HAAT: 473 ft. (see

preceding app.). Filed Dec. 16.

■ *Missoula, Mont.—Montana Educational Broadcasting Foundation seeks 89.9 mhz, 300 w, HAAT: 524 ft. (see Bozeman, Mont. app.). Filed Dec. 28.

■ Reno—Arthur Winburn Saunders Jr. seeks 102.3 mhz, 1,445 w, HAAT: 440.5 ft. Address: 1126 Pine St., Santa Monica, Calif. 90405. Principal's son is assistant program director at WBAP(AM) Fort Worth. Filed Dec. 19.

■ *Syracuse, N.Y.—WJPZ Radio Inc. seeks 89.1 mhz, 100 w, HAAT: 120 ft. Address: P.O. Box 239, Syracuse, N.Y. 13210. Principal is not-for-profit group of Syracuse University students. Filed Nov. 22.

■ *Greensboro, N.C.—Triad Educational Radio Foundation seeks 91.3 mhz, 600 w, HAAT: 191 ft. Address: 1414 Clifford Dr., Greensboro, N.C. 27406. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees including Jane Rose Wiles, systems engineer at IBM. Filed Dec. 20.

■ *Belpre, Ohio—Belpre Educational Broadcasting Foundation seeks 89.5 mhz, 383 w, HAAT: minus 21 ft. Address: P.O. Box 151, Belpre, Ohio 45714. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Principal is charitable trust headed by trustees including Steve Johnson, employed by TCI of West Virginia. Filed Dec. 16.

■ Millersburg, Ohio—James Phillips seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 125 South Superior Street, Toledo, Ohio 43602. Principal has no other broadcast interests. Filed Dec. 8.

■ *Youngstown, Ohio—TRC Educational Broadcasting Foundation seeks 91.7 mhz, 600 w, HAAT: 331 ft. (see Pueblo, Colo., app.). Filed Dec. 19.

■ Lawton, Okla.—Roni DeAnn Gardner seeks 94.3 mhz, 3 kw, HAAT: 295 ft. Address: 6777 S.W. Chaucer Drive, Lawton, Okla. 73505. Principal has no other broadcast interests. Her husband, James Lynn Gardner, is technical consultant at co-located KLAW(FM). Filed Dec. 15.

■ *Miami, Okla.—Oklahoma Educational Broadcasting Foundation seeks 91.5 mhz, 550 w, HAAT: 394 ft. Address: 617 Marvel, Chandler, Okla. 74834. Counsel: F. Joseph Brinig (Washington). Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. Filed Dec. 16.

■ *Muskogee, Okla.—Oklahoma Educational Broadcasting Foundation seeks 91.7 mhz, 55 kw, HAAT: 431 ft. (see preceding app.). Filed Dec. 16.

■ *Oklahoma City—Oklahoma City Counseling Center Inc. seeks 89.3 mhz, 1 kw, HAAT: 304.59 ft. Address: P.O. Box 32097, Oklahoma City, 73123. Principal is headed by H.D. Williams, president, and also owns commercial KRMC(AM) Midwest City, Okla. Filed Dec. 22.

■ *Shawnee, Okla.—Oklahoma Educational Broadcasting Foundation seeks 91.3 mhz, 55 w, HAAT: 348 ft. (see Miami, Okla., app.). Filed Dec. 19.

■ *Astoria, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: 376 ft. Address: 3732 Zion Place, Santa Maria, Calif. 93455. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by James O. Holder, pastor. It is also applicant for new, noncommercial FM's at Coos Bay and Newport, both Oregon. Filed Dec. 28.

■ Burns, Ore.—Christine E. Paul seeks 92.7 mhz, 300 w, HAAT: 878 ft. Address: 20389 Barnard Ave., Walnut, Calif. Principal's father, Hugh R. Paul, has interest in app. for 2 FM's and for third FM, in which his party will be bought out as part of settlement agreement yet to be approved. Her mother will be trustee of majority of stock in corporation formed to buy FM[CP] at Gold Beach, Ore. Filed Dec. 13.

■ *Coos Bay, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 89.5 mhz, 600 w, HAAT: 670 ft. (see Astoria, Ore., app.). Filed Dec. 28.

■ *Klamath Falls, Ore.—Joy Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: 417 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is charitable trust headed by Darrell D. Collard, salesman. It also has filed app.'s for Medford, Ore., and Moses Lake, Wash. (see below). Filed Dec. 28.

■ *Medford, Ore.—Joy Educational Broadcasting Foundation seeks 90.9 mhz, 600 w, HAAT: 450 ft. (see preceding app.). Filed Dec. 28.

■ *Newport, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 91.3 mhz, 300 w, HAAT: 759 ft. (see Astoria, Ore., app.). Filed Dec. 28.

■ *The Dalles, Ore.—Judson Baptist College seeks 89.5 mhz, 500 w, HAAT: minus 567 ft. Address: 400 E. Scenic Drive, The Dalles 97058. Principal is private educational institution headed by Roger Crabbs, president. Filed Dec. 20.

■ *Bloomsburg, Pa.—Bloomsburg University of Pennsylvania seeks 91.1 mhz, 1 kw, HAAT: minus 73 ft. Address:

Bloomsburg, Pa. 17815. Principal is 4 year public university governed by council of trustees appointed by Governor of Pennsylvania. Filed Dec. 16.

■ St. Mary's, Pa.—Pisces Broadcasting seeks 97.5 mhz, 50 kw, HAAT: 500 ft. Address: 100 Poplar St., Portage, Pa. 15946. Principal is owned by Pete K. Hons (80%), Marty Fenik and John Petro (10% each), none of whom have other broadcast interests.

■ *Greenville, S.C.—Family Stations Inc. seeks 88.5 mhz, 10 kw, HAAT: 512 ft. (see Tarpon Springs, Fla., app.). Filed Dec. 16.

■ Reliance, S.D.—Midcontinent Broadcasting Co. seeks 94.5 mhz, 35.4 kw, HAAT: 900 ft. Address: 501 South Phillips Ave., Sioux Falls, S.D. 57102. Principal is equally owned by E.R. Ruben, chairman; his son-in-law, N.L. Benson (33 1/3% each); Joseph L. Floyd (31.85%), and his son Joseph H. (1.48%). It is 47th ranked MSO, and owns KELO-AM(FM)-TV Sioux Falls, KDLO-FM-TV Watertown and KPLO(TV) Reliance, all South Dakota. It is also applicant for new TV at Rapid City, S.D. Filed Dec. 15.

■ *Abilene, Tex.—Criswell Bible Institute seeks 89.7 mhz, 1.5 kw, HAAT: 106 ft. Address: 525 N. Ervay, Dallas, Tex. 75201. Principal is nonprofit Texas corporation headed by Ed Rawls, chairman, Dallas-based architect; Herschel Forester, vice chairman, Dallas-based commercial realtor and Ed Drake, secretary/treasurer, Dallas-based attorney. It has also filed app.'s for Longview, Midland, Texarcana, Waco and Wichita Falls, all Texas. Filed Dec. 8.

■ *Abilene, Tex.—Waco Educational Broadcasting Foundation seeks 91.3 mhz, 300 w, HAAT: 592 ft. (see Brownwood, Tex., app.). Filed Dec. 19.

■ *Amarillo, Tex.—Caprock Educational Broadcasting Foundation seeks 91.5 mhz, 550 w, HAAT: 415 ft. Address: 3515 Goodfellow Lane, Amarillo, Tex. 79121. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by three Amarillo trustees, including Mark Ensign, C.P.A. It has also filed app.'s for new noncommercial FM's at Borger, Lubbock and Plainview, all Texas (see below). Filed Dec. 16.

■ *Borger, Tex.—Caprock Educational Broadcasting Foundation seeks 91.9 mhz, 550 w, HAAT: 481 ft. (see preceding app.). Filed Dec. 16.

■ *Brownwood, Tex.—Waco Educational Broadcasting Foundation seeks 91.5 mhz, 550 w, HAAT: 388 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees including R.L. Whitworth, minister. It has also filed app.'s for new, noncommercial FM's at Abilene (see above) and Bryan (see below), both Texas. Filed Dec. 16.

■ *Bryan, Tex.—Waco Educational Broadcasting Foundation seeks 89.9 mhz, 550 w, HAAT: 402 ft. (see preceding app.). Filed Dec. 20.

■ *Jacksonville, Tex.—Southwest Educational Media Foundation seeks 90.3 mhz, 3 kw, HAAT: 300 ft. Address: 704 Esplanade, Lake Charles, La. 70605. Principal is headed by T. Kent Atkins, president, who is Lake Charles, La.-based minister. It also has filed app. for new, noncommercial FM at Midland, Tex. (see below). Filed Dec. 15.

■ *Longview, Tex.—Criswell Bible Institute seeks 91.7 mhz, 3.1 kw, HAAT: 103 ft. Address: 525 N. Ervay, Dallas, Tex. 75201. (see Abilene, Tex., app.). Filed Dec. 8.

■ *Lubbock, Tex.—Caprock Educational Broadcasting Foundation seeks 90.1 mhz, 550 w, HAAT: 267 ft. (see Amarillo, Tex., app.). Filed Dec. 20.

■ *Midland, Tex.—Southwest Educational Media Foundation seeks 90.1 mhz, 3 kw, HAAT: 300 ft. (see Jacksonville, Tex., app.). Filed Dec. 8.

■ *Midland, Tex.—Criswell Bible Institute seeks 90.1 mhz, 2.9 kw, HAAT: 336 ft. (see Abilene, Tex., app.). Filed Dec. 8.

■ *Palestine, Tex.—TRC Educational Broadcasting Foundation seeks 91.5 mhz, 55 kw, HAAT: 499 ft. (see Pueblo, Colo., app.). Filed Dec. 19.

■ *Plainview, Tex.—Caprock Educational Broadcasting Foundation seeks 91.1 mhz, 55 kw, HAAT: 344 ft. (see Amarillo, Tex., app.). Filed Dec. 19.

■ *Springtown, Tex.—Springtown Educational Broadcasting Foundation seeks 89.1 mhz, 378 w, HAAT: 70 ft. Address: Rt. 1, Box 868-1, Springtown, Tex. 76082. Principal is charitable trust headed by Springtown trustees, including Wesley Yeager Jr., pastor. Filed Dec. 15.

■ *Texarcana, Tex.—Criswell Bible Institute seeks 88.5 mhz, 880 w, HAAT: 146 ft. (see Abilene, Tex., app.). Filed Dec. 8.

■ *Waco, Tex.—Criswell Bible Institute seeks 88.7 mhz, 880 w, HAAT: 223 ft. (see Abilene, Tex., app.). Filed Dec. 8.

■ *Wichita Falls, Tex.—Criswell Bible Institute seeks

90.5 mhz, 6.5 kw, HAAT: 702 ft. (see Abilene, Tex., app.). Filed Dec. 8.

■ Appomattox, Va.—Appalachia Media seeks 102.7 mhz, 15 kw. (see Madawaska, Me., app.). Filed Dec. 16.

■ *Franklin, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, 550 w, HAAT: 280 ft. Address: 9546 Shore Drive, Norfolk, Va., 23518. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by, among others, Phyllis J. Offutt, housewife. It has also filed app.'s for Richmond, Tappahannock and Winchester, all Virginia (see below). Filed Dec. 16.

■ *Richmond, Va.—Alpha Educational Broadcasting Foundation seeks 89.7 mhz, 55 w, HAAT: 194 ft. (see preceding app.). Filed Dec. 19.

■ *Tappahannock, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, 550 w, HAAT: 401 ft. (see Franklin, Va., app.). Filed Dec. 16.

■ Winchester, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, 100 kw, HAAT: 667 ft. (see Franklin, Va., app.). Filed Dec. 16.

■ *Moses Lake, Wash.—Joy Educational Broadcasting Foundation seeks 91.5 mhz, 300 w, HAAT: 1,057 ft. (see Klamath Falls, Ore., app.). Filed Dec. 16.

■ *Cheyenne, Wyo.—Heritage Educational Foundation of Wyoming seeks 90.7 mhz, 600 w, HAAT: 178 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees, including Nancy G. Mader, homemaker. It has also filed app.'s for noncommercial FM's at Gillette, Laramie and Rock Spring, all Wyoming (see following app.'s). Filed Dec. 28.

■ *Gillette, Wyo.—Heritage Educational Foundation of Wyoming seeks 91.9 mhz, 55 kw, HAAT: 974 ft. (see preceding app.). Filed Dec. 16.

■ *Laramie, Wyo.—Heritage Educational Foundation of Wyoming seeks 90.7 mhz, 100 w, HAAT: 743 ft. (see Cheyenne, Wyo., app.). Filed Dec. 19.

■ *Rock Spring, Wyo.—Heritage Educational Broadcasting Foundation seeks 91.9 mhz, 100 w, HAAT: 1,082 ft. (see Cheyenne, Wyo., app.). Filed Dec. 16.

TV's

■ Flagstaff, Ariz.—Contemporary Communications Inc. seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,777 ft.; ant. height above ground 299 ft. Address: P.O. Box 6448, Pittsburgh, Pa. 15212. Principal is equally owned by Larry G. Fuss Sr. and Rebecca R. Barney and has 50% minority ownership. Fuss operates Pittsburgh-based broadcast consulting firm. Barney is Meridian, Miss., retail clerk. Principal also has app.'s for new FM's at Mary Esther, Fla.; Delhi, La. (see "For the Record," Dec. 12), and Marion, Miss. Filed Dec. 5.

■ Barstow, Calif.—Sunbelt Television Inc. seeks ch. 64, ERP: 1,202 kw vis., 240 kw aur., HAAT: 47.8 ft.; ant. height above ground: 340.2 ft. Address: 6353 Homewood Ave., Hollywood, Calif. 90028. Principal is owned by Ray Webb (47.5%), Riley Jackson and wife, Margaret R. (23.75% each), and Pat Buttram (5%). None have other broadcast interests. Filed Nov. 28.

■ San Luis Obispo, Calif.—Morro Rock Resources Inc. seeks ch. 33; ERP: 5,000 kw vis., 500 kw aur., HAAT: 360.81 ft.; ant. height above ground: 569.1 ft. Address: 265 Kern Ave., Morro Bay, Calif. 93442. Principal, headed by Ross H. Boyd, president, intends to raise additional funds with public stock offering. It has no other broadcast interests. Filed Dec. 19.

■ Hartford, Conn.—Shurberg Broadcasting of Hartford seeks ch. 13; ERP: 5,000 kw vis., 500 kw aur., HAAT: 619 ft.; ant. height above ground: 294 ft. Address: 100 Cold Spring Road, Rocky Hill, Conn. 06067. App. is mutually exclusive with renewal app. of WHCT-TV Hartford, Conn. Principal is owned by Alan Shurberg, who until 1980 was employed in technical capacity at TV stations in Hartford and New York City. Filed Dec. 2.

■ Seaford, Del.—L.E.O. Broadcasting Inc. seeks ch. 38; ERP: 3,544 kw vis., 354 kw aur., HAAT: 990 ft.; ant. height above ground 973.1 ft. Address: 800 St. Germain St., St. Cloud, Minn. Principal is owned by N. Walter Goins, who also is owner of KXLI(TV) St. Cloud and of CP for satellite KXLI(TV) (ch. 47) at Rochester, Minn. He is also applicant for LPTV at Washington, for 3 new MMDs at Minnesota, and his father and sister are applicants for LPTV at St. Paul. Filed Dec. 19.

■ Seaford, Del.—Seaford Television Co. seeks ch. 38; ERP: 593 kw vis., 60 kw aur., HAAT: 525 ft.; ant. height above ground 522 ft. Address: 9779 Whiskey Run, Laurel, Md. 20707. Principal is owned by Barbara Chavez (20% equity; 100% voting) and Robert Vinson (80% equity). Neither has other broadcast interests. Filed Dec. 19.

■ Las Vegas—Freedom Development Co. seeks ch. 15; ERP: 1,600 kw vis., 160 kw aur., HAAT: 1,598 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is owned by Dan Mahoney, who is also applicant for new FM at Spenard, Alaska; and for new TV's at Mobile, Ala., and Waikuku, Wis.

■ Las Vegas—Hispanic Women in Broadcasting seeks ch. 15; ERP: 151 kw vis., 15.1 kw aur., HAAT: 1,870 ft.; ant. height above ground: 35 ft. Address: 35 Hunter Drive, Las Vegas 89115. Principal is owned by Maria Ana Nino, who has no other broadcast interests. Filed Dec. 19.

■ Las Vegas—El Monte Negro Television Co. seeks ch. 15; ERP: 4,270 kw vis., 427 kw aur., HAAT: 1,280 ft.; ant. height above ground: 228 ft. Address: 3887 E. Monja Circle, Las Vegas. Counsel: Norman P. Leventhal (Washington). Principal is owned by Henry F. Jojola and Daniel L. Villanueva (35% each), and Franklin S. Ramirez and Horacio Lopez (15% each). Jojola also owns 30% of LPTV at Las Vegas. Villanueva is general manager of KTVW(TV) Phoenix and is also 16.67 owner in LPTV permittees at Arlington, Va. (Washington) and of LPTV licensee at Detroit. His father, Daniel D., is 15% owner of KTVW(TV), 11% owner of KDTV(TV) San Francisco, and is vice president and 6% owner of Spanish International Communication Corp. Filed Dec. 19.

■ Las Vegas—LV Pictures seeks ch. 15; ERP: 1,826 kw vis., 183 kw aur., HAAT: 1,997 ft.; ant. height above ground: 213 ft. Address: 569 Bonita, Las Vegas 89104. Principal is equally owned by Sharon Chappell, Dr. Pamela Moore and David Polan. Polan's father, Julius Polan, is 55% stockholder of CP for ch. 40 at Tucson. Filed Dec. 19.

■ Las Vegas—People of the Fire Ltd. seeks ch. 15; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft., ant. height above ground: 236 ft. Address: 4574 Skyland Drive, Las Vegas 89121. Counsel: Seymour M. Chase (Washington). Principal is equally owned by general partners, Roy Layton Parrish and her son, Liola Parrish, and limited partners Terry A. Trousdale and Douglas K. Freeman. Trousdale is general partner, and Freeman, limited partner, of applicant for new TV at Charleston, S.C., Charleston Community Television Ltd. Filed Dec. 19.

■ Las Vegas—Rebel Broadcasting Co. seeks ch. 15; ERP: 4,985 kw vis., 499 kw aur., HAAT: 2,004 ft.; ant. height above ground: 223 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. Principal is equally owned by Gary Spire and Lawrence Rogow. They each are 31.7% owners of Ponyland Broadcasting Co., applicant for 22 LPTV's, 28.2% owners of applicant for ch. 61 at Houston; part owners of applicant for ch. 23 at Arcata, Calif., half owners of applicant for ch. 29 at Sacramento, Calif., and each have minor interest in LPTV applicant, Response Broadcasting

Corp. Spire also owns 100% of nonvoting stock in applicant for ch. 58 at Milwaukee (see below). Filed Dec. 19.

■ Belmont, N.C.—Scott Neisler seeks ch. 46, ERP: 936 kw vis., 93.6 kw aur., HAAT: 328.86 ft.; ant. height above ground: 199 ft. Address: 410 Pineview Dr., Kings Mountain, N.C. 28086. Neisler is general partner owning 55% of principal. He is also seeking LPTV; also for Belmont. Filed Dec. 5.

■ Wilson, N.C.—Family Television 30 Inc. seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 576 ft.; ant. height above ground: 633 ft. Address: 283 Bellaire Dr. N.E., St. Petersburg, Fla. 33704. Principal is owned by Charles O. Richardson, president, and five others. None have other broadcast interests. Filed Dec. 2.

■ Carolina, P.R.—Good TV Broadcasting Co. seeks ch. 52; ERP: 42.6 kw vis., 4.3 kw aur., HAAT: 1,760 ft.; ant. height above ground: 93 ft. Address: P.O. Box 1373, Hato Rey, P.R. 00919-1373. Principal is headed by Frederick Gauthier de Castro, who is in process of forming corporation and/or partnership. He is 51% owner of Gauthier and Rodriguez Assoc., permittee WPRX(AM) Sabana Grande, P.R., which has been sold, subject to FCC approval. Gauthier and Rodriguez Assoc. has also bought WBOZ(AM) San German, P.R. (see "For the Record," Oct. 3, 1983). Gauthier's wife, Carmen B., is applicant for new FM at Lajas, P.R. Filed Dec. 22.

■ Amarillo, Tex.—Amarillo Junior College District seeks ch. 2; ERP: 65.4 kw vis., 6.6 kw aur., HAAT: 763 ft. Address: P.O. Box 447 (2201 S. Washington), Amarillo, Tex. 79178. Principal operates public educational institution and is headed by Mr. Ben Bruckner Jr., chairman. Filed Dec. 19.

■ Cedar City, Utah—Michael Glenn Golden seeks ch. 4, 64.6 kw vis., 6.5 kw aur., HAAT: 2,569 ft. Address: One Chalet Drive, P.O. Box 188. Principal also is president and 25% owner of Cable TV system at Brian Head, Utah. He pledges to divest cable interest if app. is granted. Filed Nov. 10.

■ Ogden, Utah—Weber State College seeks ch. 9; ERP: 166 kw vis., 16.6 kw aur., HAAT: 2,920 ft.; ant. height above ground: 62 ft. Address: 3750 Harrison Blvd., Ogden 84408. Principal is public 4-year undergraduate college headed by Rodney H. Brady, president. Filed Dec. 19.

■ Milwaukee—Ronald W. Cochran and William D. Forster seek ch. 58; ERP: 5,000 w vis., 500 kw aur., HAAT: 528 ft.; ant. height above ground: 638 ft. Address: 300 E. 46th St., New York 10017. Counsel: Kenkel, Barnard & Edmundson (Washington). Principals are equal owner with Cochran, who is national sales manager for Katz Independent Television as general partner. Forster is a managing director of Shearson/American Express. Filed Dec. 19.

■ Milwaukee—Enhancement Services Inc. seeks ch. 58; ERP: 2,114 kw vis., 211.4 kw aur., HAAT: 925 ft.; ant. height above ground: 952 ft. Address: 4532 N. Oakland, Milwaukee, Wis. Principal's equity is equally shared by Rene J. Miller, Dr. Edward Mabry, John Stone and Brad Carr. Carr owns all of voting stock. It has no other broadcast interests. Filed Dec. 19.

■ Milwaukee—Heriberto B. Colon seeks ch. 58; ERP: 80.8 kw vis., 8.08 kw aur., HAAT: 930 ft.; ant. height above ground: 1,000 ft. Address: P.O. Box 10743, Chicago 60610. Colon has no other broadcast interests. Filed Dec. 16.

■ Milwaukee—George Fritzinger seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 806 ft.; ant. height above ground: 833.5 ft. Address: 6735 Yucca St., Los Angeles 90028-4691. Principal is vice president and 30% owner of WKAF(TV)[CP] Syracuse, N.Y., and WGGF(TV)[CP] Lebanon, Pa. He also has filed 100 MMDs app.'s; 59 LPTV app.'s, and six cellular app.'s. Filed Dec. 19.

■ Milwaukee—Glory Ministries seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 908 ft.; ant. height above ground: 902 ft. Address: P.O. Box 17333, Milwaukee 53217. Counsel: Gammon & Grange (Washington). Principal is headed by Molly A. Cornell, president, and has no other broadcast interests. Filed Dec. 19.

■ Milwaukee—Greater Milwaukee Broadcasting seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,398.9 ft.; ant. height above ground: 1,474.8 ft. Address: 208 McFee Road, Knoxville, Tenn. Principal is owned by Dorothy A. Vaughn, who has no other broadcast interests. Filed Dec. 22.

■ Milwaukee—Milwaukee Broadcasting Limited Partnership seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 838 ft.; ant. height above ground: 882 ft. Address: P.O. Box 1605, Milwaukee 53201. Principal is 51% owned by Gary R. George, general partner. Limited partners, brothers David and James Carley (24.5% each), also have interest in CATV covering Madison, Wis., and surrounding communities. Filed Dec. 19.

■ Milwaukee—TV58 Ltd. seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 884 ft.; ant. height above ground: 909 ft. Address: 5555 N. Port Washington Road, Suite 208, Milwaukee 53217. Voting stock of principal is equally

Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
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.

owned by Howard Weiss, Debra M. Jackson and John Torres. Nonvoting stock is owned by Gary Spire, who also has interest in applicant for TV at Las Vegas and in other applicants (see above). Filed Dec. 19.

Facilities changes

AM applications

Tendered

- KGFL (1110 khz) Clinton, Ariz.—Seeks CP to increase power to 5 kw/1 kw (CH). Ann. Dec. 12.
- KMTL (760 khz) Sherwood, Ariz.—Seeks CP to increase power to 10 kw. Ann. Dec. 22.
- WBXJ (1010 khz) Jacksonville Beach, Fla.—Seeks CP to change hours of operation to unlimited by adding 5 kw-N, and to make changes in ant. sys. Ann. Dec. 22.
- WDUN (1240 khz) Gainesville, Ga.—Seeks CP to increase power to 2.5 kw-N and change ant. sys. MEA under section 1.1305. Ann. Dec. 15.
- KRNO (102.5 mhz) Des Moines, Iowa—Seeks CP to change TL; change HAAT to 1,260 ft., and make changes in ant. sys. Ann. Dec. 22.
- WIDS (1190 khz) Russell Springs, Ky.—Seeks CP to change frequency to 570 khz and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 22.
- KAAV (870 khz) New Hampton, Mo.—Seeks CP to change city of license to Bethany, Mo. Ann. Dec. 15.
- WRID (1520 khz) Homer City, Pa.—Seeks CP to increase power to 1 kw. Ann. Dec. 28.
- WTNX (1290 khz) Lynchburg, Tenn.—Seeks CP to change frequency to 870 khz; change power to 1 kw, and change to NON-DA. Ann. Dec. 15.
- WNPC (1060 khz) Newport, Tenn.—Seeks CP to change frequency to 1180 khz and increase power to 10 kw/2.5 kw (CH). Ann. Dec. 22.
- KDRY (1100 khz) Alamo Heights, Tex.—Seeks CP to increase day power to 5 kw. Ann. Dec. 28.
- KIUN (1060 khz) Farewell, Tex.—Seeks CP to add 250 w-N; increase power to 5 kw-D; install DA-2, and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 15.

Accepted

- WGNB (1520 khz) Seminole, Fla.—Seeks CP to construct new ant. and change TL. Ann. Dec. 15.
- WPLK (1220 khz) Rockmart, Ga.—Seeks MP (BP-21119) to make changes in ant. sys. and increase tower height. Ann. Dec. 15.
- WAOB (1280 khz) Winamac, Ind.—Seeks CP to construct new ant. sys. and change TL. MEA. Ann. Dec. 27.
- KRSL (990 khz) Russell, Kan.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Dec. 15.
- KEHG (1480 khz) Fosston, Minn.—Seeks MP (BP-821008AJ, as mod.) to augment D-A pattern. Ann. Dec. 27.
- WBIP (1400 khz) Booneville, Miss.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Dec. 15.
- WIIN (1450 khz) Atlantic City—Seeks CP to make changes in ant. sys. and increase tower height. Ann. Dec. 19.
- KGAK (1330 khz) Gallup, N.M.—Seeks MP (BP-811106AK) to augment nighttime pattern. Ann. Dec. 15.
- WEAN (790 khz) Providence, R.I.—Seeks CP to make changes in ant. sys. and to change from DA-2 to DA-N. Ann. Dec. 27.
- WWGM (1560 khz) Nashville—Seeks CP to make changes in ant. sys. and in daytime pattern during noncritical hours. Ann. Dec. 15.
- KNUZ (1230 khz) Houston—Seeks CP to make changes in ant. sys. and increase tower height. Ann. Dec. 19.
- WOMT (1240 khz) Manitowoc, Wis.—Seeks CP to construct new ant. and change TL. Ann. Dec. 20.

FM applications

Tendered

- WENN-FM (107.7 mhz) Birmingham, Ala.—Seeks CP to change TL; change HAAT to 1,100 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- KNDE (99.5 mhz) Tucson, Ariz.—Seeks mod. of CP

(BPH-820915AD) to change TL; change ERP to 94.8 kw; change HAAT to 2,000 ft., and make changes in ant. sys. Ann. Dec. 28.

- KFMF (93.7 mhz) Chico, Calif.—Seeks CP to change TL; change ERP to 7.5 kw, and change HAAT to 1,244 ft. Ann. Dec. 16.
- KBBY (95.1 mhz) Ventura, Calif.—Seeks CP to change TL; change ERP to 9.55 kw; change HAAT to 966 ft., and make changes in ant. sys. Ann. Dec. 27.
- KVOD (99.5 mhz) Denver—Seeks CP to change TL; change HAAT to 1,311 ft., and make changes in ant. sys. Ann. Dec. 28.
- WWLV (94.5 mhz) Daytona Beach, Fla.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 472 ft., and make changes in ant. sys. Ann. Dec. 28.
- WKES (101.5 mhz) St. Petersburg, Fla.—Seeks CP to change TL; change HAAT to 1,429 ft., and make changes in ant. sys. Ann. Dec. 15.
- WQYK-FM (99.5 mhz) St. Petersburg, Fla.—Seeks CP to change TL; change ERP to 95 kw; change HAAT to 1,429 ft., and make changes in ant. sys. Ann. Dec. 27.
- WMTM-FM (93.9 mhz) Moultrie, Ga.—Seeks CP to change HAAT to 424 ft. MEA under section 1.1305. Ann. Dec. 27.
- KWBj (100.1 mhz) Payette, Idaho—Seeks mod. of CP (BPH-82074827AG) to increase ERP to 100 kw; HAAT to 475 ft. circular; change type trans., and make changes in ant. sys. Ann. Dec. 27.
- KPND (95.3 mhz) Sandpoint, Idaho—Seeks CP to change TL; change ERP to 3 kw; change HAAT to minus 385 ft., and make changes in ant. sys. Ann. Dec. 28.
- WJBM-FM (104.1 mhz) Jerseyville, Ill.—Seeks CP to change TL; change ERP to 45.7 kw; change HAAT to 524 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 16.
- KXJX (103.3 mhz) Pella, Iowa—Seeks CP to change TL; change HAAT to 791 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 20.
- KUDL (98.1 mhz) Kansas City, Kan.—Seeks CP to change TL; change HAAT to 1,153 ft., and make changes in ant. sys. Ann. Dec. 28.
- WRDO-FM (92.1 mhz) Augusta, Me.—Seeks CP to change ERP to 50 kw and HAAT to 500 ft. MEA under section 1.1305. Ann. Dec. 15.
- WUMF-FM (92.3 mhz) Farmington, Mass.—Seeks CP to change frequency to 100.5 mhz. Ann. Dec. 20.
- WYKX (104.7 mhz) Escanaba, Mich.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,081 ft. horiz., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 28.
- KMBR (99.7 mhz) Kansas City, Mo.—Seeks CP to change HAAT to 1,000 ft.; raise center of radiation 50 ft., and use upper half existing tower space. Ann. Dec. 27.
- KOSC-FM (104.9 mhz) Marshfield, Mo.—Seeks CP to change TL; change HAAT to 300 ft., and make changes in ant. sys. Ann. Dec. 19.
- *KSOZ (91.7 mhz) Point Lookout, Mo.—Seeks CP to change TL; increase HAAT to 775.25 ft., and make changes in ant. sys. Ann. Dec. 28.
- WMOU (103.7 mhz) Berlin, N.H.—Seeks CP to change TL; change ERP to 21.9 kw; change HAAT to 3,834 ft., and make changes in ant. sys. Ann. Dec. 28.
- WMNJ (88.9 mhz) Madison, N.J.—Seeks CP to increase ERP to 0.100 kw; HAAT to plus 135 ft., and construct 100-ft. tower beside existing building. Ann. Dec. 19.
- WMCX (88.1 mhz) West Long Branch, N.J.—Seeks CP to change frequency to 89.3 mhz; increase ERP to 1.5 kw; change HAAT to 103.5 ft., and change class of station. Ann. Dec. 27.
- KRAZ (96.9 mhz) Farmington, N.M.—Seeks CP to change TL; change HAAT to 1,276 ft., and make changes in ant. sys. Ann. Dec. 19.
- WFLC (102.3 mhz) Canandaigua, N.Y.—Seeks CP to change TL; change HAAT to 300 ft., and make changes in ant. sys. Ann. Dec. 27.
- WVCR-FM (88.3 mhz) Loudonville, N.Y.—Seeks CP to increase ERP to 2 kw and install new ant. and trans. Ann. Dec. 16.
- WXRC (95.7 mhz) Hickory, N.C.—Seeks CP to change TL; change HAAT to 1,010 ft., and make changes in ant. sys. Ann. Dec. 28.
- WRNS (95.1 mhz) Kinston, N.C.—Seeks CP to change TL; change HAAT to 1,500 ft., and make changes in ant. sys. Ann. Dec. 20.
- WGSS (95.7 mhz) Lumberton, N.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 754 ft.,

and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.

- WAZZ (101.9 mhz) New Bern, N.C.—Seeks CP to change TL; change HAAT to 1,430 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- WJAI (92.9 mhz) Eaton, Ohio—Seeks mod. of CP (BPH-830705AO) to change TL; change ERP to 31.6 kw; change HAAT to 600 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- WHOK (95.5 mhz) Lancaster, Ohio—Seeks CP to change TL; change HAAT to 500 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 28.
- WTTT-FM (103.7 mhz) Tiffin, Ohio—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 430 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 28.
- KMYZ-FM (104.5 mhz) Pryor, Okla.—Seeks CP to change TL; change HAAT to 670 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 28.
- KJSN (92.5 mhz) Klamath Falls, Ore.—Seeks to change TL; change ERP to 31.5 kw; change HAAT to 1,013 ft., and make changes in ant. sys. Ann. Dec. 15.
- WGIT (92.1 mhz) Hormigueros, P.R.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 580 ft., and make changes in ant. sys. Ann. Dec. 15.
- WLWV (105.5 mhz) Moncks Corner, S.C.—Seeks CP to change TL; change HAAT to 300 ft., and make changes in ant. sys. Ann. Dec. 22.
- WIGL (106.7 mhz) Orangeburg, S.C.—Seeks CP to change TL; change HAAT to 1,924 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- WTFM (98.5 mhz) Kingsport, Tenn.—Seeks CP to change TL; change ERP to 72.4 kw; change HAAT to 2,270 ft., and make changes in ant. sys. Ann. Dec. 28.
- WKIR (104.1 mhz) Jackson, Tenn.—Granted app. for waiver of section 73.1201(B)(2) of rules to identify as "Jackson/Henderson/Humboldt/Milan and Brownsville. Tenn." Action Dec. 8.
- WZLT (99.3 mhz) Lexington, Tenn.—Seeks CP to change TL; change HAAT to 275 ft., and make changes in ant. sys. Ann. Dec. 15.
- KQIZ-FM (93.1 mhz) Amarillo, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 700.4 ft., and make changes in ant. sys. Ann. Dec. 28.
- KAYD (97.5 mhz) Beaumont, Tex.—Seeks mod. of CP (BPH-830412AD) to change TL; change HAAT to 1,156 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 15.
- KCBI (89.3 mhz) Dallas—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 326 ft.; change transmitter; change transmission line, and make changes in ant. sys. Ann. Dec. 20.
- WXIS (103.9 mhz) Erwin, Tex.—Seeks CP to change TL; change HAAT to 1,376 ft. and ERP to 0.35 kw; change type trans., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- KVNE (89.5 mhz) Tyler, Tex.—Seeks CP to change TL; increase ERP to 100 kw; change HAAT to 798 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 15.
- KNFO-FM (95.5 mhz) Waco, Tex.—Seeks CP to change TL; change ERP to 100 kw horiz., 96 kw vert.; change HAAT to 1,061 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.
- KMXL (94.5 mhz) Logan, Utah—Seeks CP to change TL; change ERP to 15.6 kw; change HAAT to 1,148 ft., and make changes in ant. sys. Ann. Dec. 27.
- KSEA (100.7 mhz) Seattle—Seeks CP to change TL; change HAAT to 1,144 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 27.

Accepted

- KSTM (107.1 mhz) Apache Junction, Ariz.—Seeks CP to change HAAT to 405 ft. Ann. Dec. 28.
- KWFM (92.9 mhz) Tucson, Ariz.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 2,000 ft. Ann. Dec. 15.
- KAVO (107.1 mhz) Fallbrook, Calif.—Seeks CP to change HAAT to originally licensed 300 ft. Ann. Dec. 12.
- KMGG (105.9 mhz) Los Angeles—Seeks CP to change TL; change ERP to 21.4 kw, and change HAAT to 3,001 ft. Ann. Dec. 28.
- KAAT (107.1 mhz) Oakhurst, Calif.—Seeks CP to change ERP to 320 kw and HAAT to 1,070 ft. Ann. Dec. 19.
- KSOL (107.7 mhz) San Mateo, Calif.—Seeks CP to make changes in ant. sys. and increase ERP to 8.9 kw. Ann. Dec. 28.

■ KGRE (92.5 mhz) Greeley, Colo.—Seeks CP to change ERP to 100 kw and HAAT to 165.7 ft. Ann. Dec. 15.

■ KKMZ (98.9 mhz) Pueblo, Colo.—Seeks CP to change HAAT to 1,000 ft. Ann. Dec. 19.

■ WIKX (98.3 mhz) Immokalee, Fla.—Seeks mod. of CP (BPH-830104AG) to change ERP to 900 kw. Ann. Dec. 19.

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Seeks CP to change TL; change HAAT to 1,563 ft.; change ant. transmission line and trans., and add remote control. Ann. Dec. 22.

■ WWKA (92.3 mhz) Orlando, Fla.—Seeks CP to change ERP to 97.6 kw and HAAT to 1,341 ft. Ann. Dec. 15.

■ KWDQ (102.3 mhz) Woodward, Fla.—Seeks mod. of CP (BPH-810831AD) to change TL; change ERP to 2.35 kw, and change HAAT to 337 ft. Ann. Dec. 15.

■ WFOX (97.1 mhz) Gainesville, Ga.—Seeks CP to install aux. sys. Ann. Dec. 28.

■ WKHS (101.5 mhz) Marietta, Ga.—Seeks mod. of CP (BPH-821004AT) to change HAAT to 968 ft. Ann. Dec. 22.

■ KBLI-FM (97.7 mhz) Blackfoot, Idaho—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,513 ft., and change frequency to 97.3 mhz. Ann. Dec. 28.

■ KGKS-FM (102.5 mhz) Goodland, Kan.—Seeks mod. of CP (BPH-800616AC) to change HAAT to 613 ft. Ann. Dec. 15.

■ KNDY-FM (103.1 mhz) Marysville, Kan.—Seeks CP to change TL and change HAAT to 289.09 ft. Ann. Dec. 19.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks mod. of CP (BPH-830912AC) to change ERP to 50 kw and HAAT to 570 ft. Ann. Dec. 15.

■ KQID-FM (93.1 mhz) Alexandria, La.—Seeks CP to install aux. ant. and trans. at SL for emergency use only. Ann. Dec. 15.

■ KCIL (107.5 mhz) Houma, La.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 655 ft. Ann. Dec. 16.

■ KXKZ (107.5 mhz) Ruston, La.—Seeks CP to change TL and change HAAT to 1,157 ft. Ann. Dec. 28.

■ WCRB (102.5 mhz) Waltham, Mass.—Seeks CP to change ERP to 16 kw and HAAT to 920 ft. Ann. Dec. 15.

■ *New (90.9 mhz) Virginia/Hibbing, Minn.—Seeks mod. of CP (BPED-830228AB) to change ERP to 9.15 kw and HAAT to 462.26 ft. Ann. Dec. 19.

■ WBIP-FM (99.3 mhz) Booneville, Miss.—Seeks mod. of CP (BPH-810330AO) to make changes in ant. sys. and increase HAAT to 300 ft. Ann. Dec. 15.

■ KBMV-FM (107.1 mhz) Birch Tree, Mo.—Seeks CP to change TL; decrease ERP to 2 kw, and increase HAAT to 358 ft. Ann. Dec. 15.

■ KFLN-FM (100.9 mhz) Baker, Mont.—Seeks mod. of CP (BPH-820309AI) to change TL and change HAAT to 422 ft. Ann. Dec. 22.

■ *KUFM (89.1 mhz) Missoula, Mont.—Seeks CP to change ERP to 32 kw. Ann. Dec. 28.

■ WFPG-FM (96.9 mhz) Atlantic City—Seeks CP to change HAAT to 360 ft. Ann. Dec. 22.

■ WFME (94.7 mhz) Newark, N.J.—Seeks CP to change ERP to 37.2 kw. Ann. Dec. 22.

■ WPHD (103.3 mhz) Buffalo, N.Y.—Seeks CP to change ERP to 4.4 kw and HAAT to 1,537 ft. Ann. Dec. 15.

■ WFUV (90.7 mhz) New York—Seeks CP to change trans. and ERP for aux. facility; change ERP to 5.5 kw. Ann. Dec. 22.

■ WSFL (106.5 mhz) Bridgeton, N.C.—Seeks CP to change TL and change HAAT to 1,070 ft. Ann. Dec. 28.

■ WROQ (95.1 mhz) Charlotte, N.C.—Seeks mod. of CP (BPH-790607AG) to change TL and change HAAT to 996 ft. Ann. Dec. 22.

■ KDAK-FM (97.7 mhz) Carrington, N.D.—Seeks mod. of CP (BPH-821007AK) to change channel. Ann. Dec. 22.

■ KFMT (103.5 mhz) Pendleton, Ore.—Seeks mod. of CP (BPH-10090) to change TL and change HAAT to 720 ft. Ann. Dec. 15.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Seeks CP to increase ERP by reduction of transmission line length; change ERP to 15.1 kw, and change HAAT to 570 ft. Ann. Dec. 15.

■ WBXQ (94.3 mhz) Cresson, Pa.—Seeks CP to change TL; change ERP to 0.195 kw, and change HAAT to 969 ft. Ann. Dec. 28.

■ WSBA-FM (103.3 mhz) York, Pa.—Seeks CP to change ERP to 6.4 kw and HAAT to 1,305.5 ft. Ann. Dec. 28.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Seeks CP to change TL; change ERP to 13.5 kw, and change HAAT to 950 ft. Ann. Dec. 28.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks CP to change HAAT to 1,012 ft. Ann. Dec. 15.

■ WKDF (103.3 mhz) Nashville—Seeks mod. of CP (BPH-810622AQ, as mod.) to correct coordinates and height details of facility as constructed and to change HAAT to 1,233 ft. Ann. Dec. 28.

■ WLAC-FM (105.9 mhz) Nashville—Seeks mod. of CP (BPH-810423AQ) to correct coordinates and height details of facility as constructed and to change HAAT to 1,233 ft. Ann. Dec. 28.

■ WZEZ (92.9 mhz) Nashville—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 1,053 ft. Ann. Dec. 15.

■ KTUX (98.9 mhz) Carthage, Tex.—Seeks CP to change TL and change HAAT to 730 ft. Ann. Dec. 28.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Seeks mod. of CP (BPH-820427AN) to change TL and change HAAT to 1,105 ft. Ann. Dec. 15.

■ KGOL (107.5 mhz) Lake Jackson, Tex.—Seeks mod. of CP (BPH-821031AS) to change HAAT to 990 ft.; increase tower height; change to pole mount for FM ant., and change type ant. coaxial cable and trans. Ann. Dec. 22.

■ New (98.3 mhz) Lorenzo, Tex.—Seeks mod. of CP (BPH-820317AA) to change TL; change ERP to 3 kw, and change HAAT to 296 ft. Ann. Dec. 16.

■ KMMK (95.3 mhz) McKinney, Tex.—Seeks CP to change HAAT to 163 ft. Ann. Dec. 19.

■ KEYI (103.5 mhz) San Marcos, Tex.—Seeks CP to change HAAT to 1,266 ft. Ann. Dec. 28.

■ KJQN-FM (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. Ann. Dec. 15.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks CP to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. Ann. Dec. 15.

■ KLLH (96.7 mhz) Quincy, Wash.—Seeks mod. of CP (BPH-830124AK) to change TL; change ERP to 0.33 kw, and change HAAT to 920 ft. Ann. Dec. 19.

■ WCKA (97.1 mhz) Sutton, W.V.—Seeks mod. of CP (BPH-821228AA) to change TL; change ERP to 18 kw, and change HAAT to 750 ft. Ann. Dec. 15.

TV applications

Tendered

■ WLCT (ch. 26) New London, Conn.—Seeks MP (BPCT-810720KE) to change ERP to 3,623 kw vis., 362.3 kw aur., and HAAT to 638 ft. Seeks waiver of sections 73.610 and 73.698. Ann. Dec. 16.

Accepted

■ *KRCB-TV (ch. 22) Cotati, Calif.—Seeks MP (BPET-810619KF, as mod.) to request waiver of main studio rule mod. #2. Ann. Dec. 27.

■ KUPK-TV (ch. 13) Garden City, Kan.—Seeks MP to change ERP to 225 kw vis., 45 kw aur. Ann. Dec. 27.

■ WTVS (ch. 56) Detroit—Seeks MP (BPET-810112KE, as mod.) to change trans. type. Ann. Dec. 15.

■ KMSP-TV (ch. 9) Minneapolis—Seeks MP to change ERP to 77.1 kw vis., 12.1 kw aur.; aux. operation only. Ann. Dec. 22.

AM actions

■ KGLR (830 khz) Tucson, Ariz.—Granted app. for mod. of CP (BP-810209AQ) to change TL. Action Dec. 21.

■ WSAR (1480 khz) Fall River, Mass.—Granted app. for mod. of CP (BP-20840) to change augmentation of directional ant. pattern. Action Dec. 27.

■ KAAH (870 khz) New Hampton, Mo.—Denied app. for MP (BP-821026AE) to change main SL, with waiver of section 73.1125(B)(2). Action Dec. 27.

■ WSRW (1590 khz) Hillsboro, Ohio—Granted app. for CP to make change in ant. sys. MEA under section 1.1305. Action Dec. 27.

■ WRID (1520 khz) Homer City, Pa.—Granted app. for mod. of CP (BP-81116AA) to change ant. sys. by augmenting standard pattern. Action Dec. 20.

■ KIXL (970 khz) Austin, Tex.—Denied app. for mod. of CP (BP-820923AJ) to change main SL to outside city of license, with waiver of section 73.1125. Action Dec. 27.

■ KEYS (1440 khz) Corpus Christi, Tex.—Granted app. for mod. of license to change SL and to operate by R.C. from proposed SL. Action Dec. 21.

■ KTXC (1250 khz) Port Arthur, Tex.—Granted app. for CP to make changes in ant. sys. Action Dec. 20.

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FM actions

- **KMLA** (103.9 mhz) Ashdown, Ariz.—Granted app. for CP to change ERP to 3 kw and HAAT to 300 ft. MEA under section 1.1305. Action Dec. 20.
- ***KUNC-FM** (91.5 mhz) Greeley, Colo.—Granted app. for CP to increase ERP to 100 kw. Action Dec. 20.
- **WZOK** (97.5 mhz) Rockford, Ill.—Granted app. to change HAAT to 429 ft. MEA under section 1.1305. Action Dec. 20.
- **KIND-FM** (101.7 mhz) Independence, Kan.—Granted app. for CP to change TL; change ERP to 3 kw; change HAAT to 226 ft., and make changes in ant. sys. Action Dec. 20.
- ***KSLU** (90.9 mhz) Hammond, La.—Granted app. for CP to increase ERP to 3 kw; change HAAT to 143 ft.; install trans. line, and make changes in ant. sys. Action Dec. 27.
- **KIJK** (95.3 mhz) Prineville, Ore.—Granted app. for CP to make changes in ant. sys.; increase ERP to 50 kw; decrease HAAT to 438 ft., and change frequency to 95.1 mhz. Action Dec. 21.
- **KBLQ-FM** (92.9 mhz) Logan, Utah—Granted app. for CP to change TL; add remote control; change ERP to 100 kw horiz.; change HAAT to 168 ft., and make changes in ant. sys. Action Dec. 15.
- ***WESD** (89.1 mhz) Schofield, Wis.—Granted app. for CP to change frequency to 94.7 mhz. Action Dec. 20.

TV actions

- ***WSRE** (ch. 23) Pensacola, Fla.—Granted app. for CP to change ERP to 3,045 kw vis., 610 kw aur., and HAAT to 481.37 ft. Action Dec. 15.
- **WTHR** (ch. 13) Indianapolis—Granted app. for MP to change ant. to RCATCL-16A13 and HAAT to 970 ft. Action Dec. 21.
- **KXLI** (ch. 41) St. Cloud, Minn.—Granted app. for MP (BPCT-800828KE) to replace aur. and vis. exciter and replace trans. Action Dec. 21.
- **WCAY-TV** (ch. 30) Nashville—Granted app. for MP (BPCT-791026LA) to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,415 ft.; change TL, and change DA to Non-DA. Action Dec. 15.
- **WCGV-TV** (ch. 24) Milwaukee—Granted app. for mod. to reduce ERP to 3000 kw vis. Action Dec. 21.

Allocations

Applications

- **Julian, Calif.**—Andrew G. Smith proposed assignment of ch. 261A to Julian; its first FM service. Assignment requires concurrence of Mexican government. Comments due Feb. 6; reply comments Feb. 21. Address for counsel: Richard A. Helmick, 1333 New Hampshire Ave., N.W. Washington, D.C. 20036. (MM 83-1323). Adopted Nov. 29.
- **Longmont, Colo.**—William G. and Lila Jean Stewart requested assignment of ch. 25 to Longmont; its first TV facility. Comments due Feb. 6; reply comments Feb. 21. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, suite 450, Knoxville, Tenn. 37915. (MM 83-1325). Adopted Nov. 29.
- **Burnside, Ky.**—John Begley and Lenn Pruitt, d/b/a Pulaski County Broadcasters, requested assignment of ch. 272A to Burnside. This petition for rulemaking will be treated as counterproposal in (MM 83-1133). Comments due no later than date on which reply comments are due for aforementioned docket. Filed Dec. 1, 1983.
- **Greenville, Tex.**—Channel 47 TV Corp. proposed assignment of ch. 47 to Greenville; its first local broadcast station. Comments due Feb. 6; reply comments Feb. 21. Address: I-30, U.S. 69 at Loop 315, Greenville, Tex. 75401. (MM 83-1324). Adopted Nov. 29.

Actions

- **Juneau, Alaska**—Granted ch. 264 (100.7 mhz) and ch. 274 (102.7 mhz); its third and fourth FM assignments. Petitioners: Locher Development Corporation and Juneau Broadcasters Co. (MM 83-228). Report and order adopted Nov. 29.
- **Vimville, Miss.**—Chief, policy and rules division, denied petition by Matthew D. Wiggins to amend FM table by assigning ch. 296A (107.1 mhz) to Vimville, finding that

Wiggins had failed to demonstrate that Vimville qualifies as "community" for assignment purposes. (MM 83-38). Report and order adopted Nov. 29.

- **Manteo, N.C.**—Granted ch. 257A (99.3 mhz); its first local service. Petitioner: Robert G. and Thekla Bruce. (MM 83-715). Report and order adopted Nov. 29, 1983.
- **Rock Hill, S.C.**—Effective Feb. 21, deleted ch. 55 from TV table of assignments without any changes in ch. 30 allocation. (MM 83-81). Report and order adopted Dec. 2.
- **Tyler, Tex.**—Granted ch. 60; Tyler's fourth TV allocation. Petitioner Dennis H. Owen. (MM 83-352). (RM-4304). Report and order adopted Nov. 25.

Call letters

Applications

Call	Sought by
New AM's	
KLIM	Robed Broadcasting Co., Limon, Colo.
KKLL	Don and Gail Stubblefield, Webb City, Mo.
WNHX	Christiana and Joel Martin, Berlin, N.H.
KIBG	Wyoming Christian Wireless Inc., St. Stephens, Wyo.
New FM's	
KRKR	The Great Alaska Electric Radio Co. Inc., Fairbanks, Alaska
KGMN	New West Broadcasting Systems Inc., Kingman, Ariz.
KTOD-FM	Creative Media Inc., Conway, Ark.
WITW	Mighty-Mac Broadcasting Co., Cadillac, Mich.
WCJL-FM	CJL Broadcasting Inc., Menominee, Mich.
*KGPR	Great Falls Public Radio Association, Great Falls, Mont.
*WUNY	The Public Broadcasting Council of Central New York Inc., Utica, N.Y.
KEZP	William Jackson Pennington III, Canadian, Tex.
WLCQ	Clarksville Broadcasting Co. Inc., Clarksville, Va.
New TV's	
KRZB-TV	Razorback TV Broadcasting, Hot Springs, Ark.
WHBR	The Harbour Broadcasting Corp., Pensacola, Fla.
WJTC	Camex TV Inc., Pensacola, Fla.
WXXV-TV	Four-O Inc., Gulfport, Miss.
KBSN	Dakota Broadcasting Co. Inc., Scottsbluff, Neb.
WPSC-TV	Rhema Television Corp., Akron, Ohio
KMKO	Hasler Productions Inc., Muskogee, Okla.
KDRT	Del Rio Communications Inc., Del Rio, Tex.
*KHBV-TV	Educational Television of Houston Inc., Houston
KONN-TV	Kong Television Inc., Everett, Wash.
WKRW-TV	Midwest Broadcast Associates Ltd. and Frances M. Kavenik, Kenosha, Wis.
Existing AM's	
KMAC	KCOT Marana, Ariz.
KUNA	KSly San Luis Obispo, Calif.
WKIQ	WYSE Inverness, Fla.
WZAZ	WERD Jacksonville, Fla.
KANO	KKKC Anoka, Minn.
WOAD	WJQS Jackson, Miss.
WTBI	WPKZ Pickens, S.C.
WHIG	WIVK Knoxville, Tenn.
WRJY	WEET Richmond, Va.
KMRK	KIXI Mercer Island, Wash.
Existing FM's	
KWAZ	KJMM Needles, Calif.
KLOK-FM	KGO-FM San Francisco
WAAC	WGOV-FM Valdosta, Ga.
WGRX	WTTR-FM Westminster, MD.
WTHP	WYEY Thomasville, N.C.

KDLB
WYKZ
KHIT-FM
KXCG-FM Henryetta, Okla.
WQLO Beaufort, S.C.
KSXT Walla Walla, Wash.

Existing TV

WXGZ-TV
WBUO Appleton, Wis.

Grants

Call Assigned to

New AM

WXAX
Standard Broadcasting Inc., Lexington, S.C.

New FM's

KQEF
Magic Communications Corp., Lakeport, Calif.

WKMD
Community Broadcast Services of Loogootee Inc., Loogootee, Ind.

*WLBF
Montgomery Educational Radio Inc., Montgomery, Ala.

KDBL
Susan K. Hughes, Rifle, Colo.

WFKZ
John T. Galanses, Plantation Key, Fla.

*WMMT
Appalshop Inc., Whitesburg, Ky.

WFOA
French Camp Radio Inc., Ackerman, Miss.

KYLS
Mid-America Communications Inc., Ironton, Mo.

*WHQR
Friends of Public Radio Inc., Wilmington, N.C.

WTOX
Radio America Inc., St. Andrews, S.C.

KBWS-FM
Lake Region News Corp., Sisseton, S.D.

New TV's

KCPM
Superior Broadcasting of California, Chico, Calif.

WQAC
Beacon Broadcasting Inc., Fort Walton Beach, Fla.

WTZA
Ulster County Communications Corp., Kingston, N.Y.

KSUZ-TV
Helen Orman, Abilene, Tex.

KWKT
Focus Broadcasting of Waco Inc., Waco, Tex.

WMSN-TV
Center City Broadcasting Inc., Madison, Wis.

Existing AM's

KOIT
KYA San Francisco

WVNF
WMOE Alpharetta, Ga.

WGIA
WIEZ Blackshear, Ga.

WKOJ
WXXX Hattiesburg, Miss.

KZMO
KTAA California, Mo.

KMXO
KMIO San Antonio, Tex.

WKRE
WEXM Exmore, Va.

WKAZ
WGKV St. Albans, W.Va.

Existing FM's

*KCEA
KWAY Atherton, Calif.

KORY
KQKK Manteca, Calif.

KYA
KYA-FM San Francisco

KOIT-FM
KOIT San Francisco

*KUVU
KHUM Denver

KLBY
KBOM Colby, Kan.

WRDO-FM
WSCL Augusta, Me.

WMRX-FM
WGEO-FM Beaverton, Mich.

KGBB
KTWN-FM Anoka, Minn.

KCFX
KJEE Harrisonville, Mo.

WXXZ
WWNH-FM Rochester, N.H.

WHWK
WQYT Binghamton, N.Y.

WSNY
WSNY-FM Columbus, Ohio

*WSSB-FM
WIMC-FM Orangeburg, S.C.

KRAA
KQDB Volga, S.D.

WQKZ
WVST Bolivar, Tenn.

WYNU
WKBV-FM Milan, Tenn.

KSAQ
KSLR-FM San Antonio, Tex.

KZXL-FM
KIKM-FM Sherman, Tex.

WKRE-FM
WEXM-FM Exmore, Va.

WMGN
WISM-FM Madison, Wis.

Existing TV's

WCIX
WCIX-TV Miami

KLBY
KBOM Colby, Kan.

KBGT-TV
KCNA-TV Albion, Neb.

KOBF
KIVA-TV Farmington, N.M.

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General manager for growing 10-station group. We have just acquired FM/AM combo, Baton Rouge, LA. Dynamite market. Dynamite opportunity. If you are a winner with a proven track record as a general manager, send complete details on what you have done in radio that is unique, different, and better. I am not interested in the "usual resume." Richard Oppenheimer, 1219 W. 6th Street, Austin, TX 78703. 512-474-9233. EOE.

Small minority-owned radio station in Georgia seeking dynamic station manager with strong background in sales. Send resume/tape to: J. Hunter, 565 Research Drive, Oakview Square, Suite B, Athens, GA 30605.

Station manager. Delaware Valley. Unique opportunity for individual capable of building a results-oriented team for an established AM station. Must have program and/or sales management experience, and skills to execute a meaningful strategy of goals and objectives. Other personality qualifications: Enthusiasm, integrity and drive. Send detailed resume with salary requirements to Box J-60.

Sales manager, AM/FM combination, Missouri. Our sales last year \$500,000, with potential to double that. If you're the person that can do it by training and supervising sales staff and developing sales promotions, let's talk. Must have excellent references and proof of sales management results. Reply in confidence. Resume to Box J-73.

HELP WANTED SALES

Growing company seeks experienced, successful salespeople for long term association. Excellent facilities, reputation, commissions. High standards of performance and ethics. Great Plains regional AMs and local FMs. Reply Box H-65.

We offer an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you in the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

Sales manager for growing Northeast AM/FM close to NYC. Successful sales managerial experience is important. Job entails selection, training, supervision of salespersons, developing sales promotions, selling major local/regional accounts. Compensation package open, but tied to performance. Resume, references, compensation desired to Box H-89. EOE.

SE Alaska group seeks experienced radio salesperson. High income potential/benefits. Send resume to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Suburban top 50 upstate NY contemporary country seeks aggressive salesperson to join expanding, aggressive station. This opportunity has unbelievable potential. Resumes & references to Box 374, Planetarium Station, NY, NY 10024.

California - beautiful central coast city with major college. Great climate. Highly respected full-time MOR AM with outstanding news/sports profile. Opportunity for self-motivated local sales professional with proven track record. EOE/MF. Dan Clarkson, General Manager, Box 787, San Luis Obispo, CA 93401.

If you are creative, aggressive, self motivated, presently successful as a broadcast account executive, but would like to change to a warmer southwestern climate, then you might be the person we're looking for. If you are interested, please send a resume to Jerry M. Gaulke, KOBE/KOPE, P.O. Drawer X, Las Cruces, NM 88004. An equal opportunity employer, male/female.

North Carolina's fastest growing communications company has immediate opening for experienced radio salesperson at recently purchased class C FM in the Raleigh/Durham/Chapel Hill market. We're building new tall tower. This already successful operation is getting ready to boom. Want to be a part? Outstanding earnings potential. Our last recruit came from top 50 TV position. Send resume to Peter Jorgenson, P.O. Box 3300, Chapel Hill, NC 27515. EOE.

Complete sales seminar. Attend late January or mid-February sessions. Professionally proven techniques. \$250 for 5 days. Write Results Radio, Box 741323, Dallas, TX 75374-1323.

Career-oriented account executives needed for highly rated station in major Southeast market. Great opportunity with expanding group. Write Box H-105.

Experienced account executive wanted to sell 100,000 watt radio station in beautiful south Florida. Serious career minded individual with consistent P.M.A. a must. Station appeal 18-49 adults in a rapidly growing market. Full resume to Box J-47.

Music of your life. ABC station for Dallas/Ft. Worth wants three experienced salespeople. 25% commission, plus opportunity to qualify for new automobile, trips to Honolulu, etc. Excellent support package. Join the excitement! 817-336-7175.

East Texas FM country station has active list for experienced radio salesperson. List has produced a consistent \$10,000 to \$12,000 and should produce \$150,000 in 1984. 20% of collections, guarantee of \$1,800 per month for first 3 months to the right candidate. Resume and sales history to Box J-52.

Farm director/sales. Broadcast farm programming and sell it to local ag accounts. We're located in one of America's richest agri-business areas. On-air and sales experience preferred. Forward tape, resume, references to Fred Peavey, WJEQ, 1506 East Jackson, Macomb, IL 61455. EOE.

Interested in a step up to a great station in a growing market? We need an experienced salesperson who knows media, has two (2) years minimum sales experience, wants a good pay/commission opportunity. Write (no phone calls, please) Jeff Silver, GSM, KMJQ (Majic 102 FM), P.O. Box 22900, Houston, TX 77227. Equal opportunity employer.

Fact: our competition has given up on radio sales and is on to other endeavors. Advantage: this has opened our station to unlimited regional sales dollars. What's in it for you?: working for a fine station, and making more money. Reply Box J-67.

Sales manager. North Salt Lake City, Utah, 50,000 watts, KFAM Radio, is accepting applications for the position of sales manager. Must be experienced and have a proven track record. Good starting salary, benefits, and opportunity to advance. Send resume and salary requirements to KFAM Radio, 1171 South West Temple, Salt Lake City, UT 84101. EOE.

HELP WANTED ANNOUNCERS

SE Alaska group seeking experienced drive and daytime personalities. Good \$ and benefits. Adult contemporary. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Public radio station WCBU seeks producer-announcer to host evening classical music program. Bachelor's degree in related field and minimum 2 years experience required. Competitive salary plus university fringe benefits. Send resume, five references, and classical audition tape to: Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. An affirmative action/equal opportunity employer.

100kw AC FM accepting applications for person with experience and production skills who likes to work overnight. Start \$235. Send resume and tape to: Operations Manager, WRLO, P.O. Box 509, Antigo, WI 54409.

Top flight Maryland nonmetro station seeking top notch country jock/copywriter. Good salary, benefits, excellent working conditions. Resume to Box J-68.

HELP WANTED TECHNICAL

Chief engineer needed by top ten market adult contemporary FM. If you have at least 5 years radio maintenance experience, know top quality, competitive sound, and how to get it consistently, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major market group broadcaster operating in nine markets. We offer an excellent salary/benefit plan and future growth opportunities. Qualified applicants should send their resume in confidence to Box H-85. EOE.

Chief engineer. Major Midwest market 5 KW AM/50 KW FM. Excellent salary/benefits. Major group owner, opportunity for advancement. Resume and references to Box J-6.

Chief engineer for 50KW, DA2. Experienced in studio construction and maintenance, high powered AM transmitters, directional antennas, digital electronics, audio equipment repair, wiring and installation. Must be conversant with FCC rules and regulations and able to communicate effectively. Send resume and references to WGTO, P.O. Box 123, Cyprus Gardens, FL 33880. EOE, M/F.

Chief engineer or assistant chief capable of moving up to the chief's position quickly. Experience with DAS, program automation, transmitter remote control, STL's necessary. FCC 1st class or general radio telephone license required. Equal opportunity employer. WKCT, P.O. Box 930, Bowling Green, KY 42101.

Hands-on engineer for small, but growing, AM-FM SE broadcast group. Must be a self starter. Resume and salary requirements to Box H-74.

Overseas 10KW needs chief engineer. Fluent Spanish required. Short or long term positions available. Call collect: 408-446-2344.

Great radio engineering opportunity in Michigan. Car, complete health/life insurance, outstanding recreational location. Send resume to Box J-70.

HELP WANTED NEWS

Assistant newperson in aggressive, information oriented, small market station. Call Kyle Brown, Powell, WY. 307-754-2251

WSOC AM/FM has opening for news director. Experienced, solid journalists only. Send resume and tape to Personnel Director, P.O. Box 34665, Charlotte, NC 28234. M/F, EOE.

News producer for public radio station. Responsible for production of newscasts utilizing wide variety of wire services & audio sources. Editing & voicing ability of prime importance. No street reporting. B.A. level degree in journalism or related area of equivalent experience. Public radio experience desired. Salary: \$16,900. Send current resume & aircheck demonstrating skills to Donald Forsling, WOI AM-FM, Iowa State University, Ames, IA 50011. Deadline: Jan. 26, 1984. AA/EOE.

Medium market mid-Atlantic news leader needs heads up news person. Accuracy, credibility, and air voice most important. Salary open. Resume to Box J-69.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Corporate program/production director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

S.E. Alaska group seeks program director for AM adult contemporary station. Good \$ and benefits. Experienced applicants only. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Program director. Baltimore's premier country music station, WPOC FM93, looking for highly motivated, mature programmer to become part of successful management team. Must be socially apt for contact with clients, audience and community leaders both inside and out of the radio station, as well as possess a demonstrated leadership ability to help station reach new ratings and image heights. Successful candidate will be thoroughly experienced in: audience research methods and their use; music research techniques; programming for cume and AQH including music rotation and recycling techniques; creative ability to quickly react to local events with imaginative promotions both on and off the air; on-air work, preferably with country or adult contemp formats; proven ratings track record; budget development and control; hire/fire, EEO recruiting, training and critiquing of mature air personalities. Immediate opening. Send resume and cover letter, with air check to: General Manager, Radio Station WPOC, 711 W. 40th St., Baltimore, MD 21211. Include salary requirements. An EEO employer & Nationwide Communications station.

Development director for duo-public radio station (WKPK-FM/WKPL-FM). Responsible for planning on-air fundraisers, recruiting volunteers, soliciting corporate underwriting, coordinating monthly program guide and other similar activities. Requires Master's degree in relevant field, excellent organizational and communication skills. On-air skills, development and public broadcasting experience desirable. Salary: \$12,646.40. Submit application by January 17, 1984, to Administrative Office, Louisville Free Public Library, Louisville, KY 40203.

An experienced PD/announcer for full service MOR. Must be a leader & motivator, with strong commitment to news & personality radio. Send tape/resume to: John Snee, KDAL, 425 W. Superior St., Duluth, MN 55802. EOE.

SITUATIONS WANTED MANAGEMENT

General managership wanted, medium market, East preferred. Sound background, impeccable references. Currently employed. Box J-23.

Experienced 19 year veteran with VP-GM and GSM experience in small, med. and lge. markets interested in a move in the Rocky Mts. or West. Successful turn-arounds, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303-241-4447.

Are you looking for management person? Want integrity, honesty, persistence, dedication, creativity, someone able to work with people? Want someone with radio background: announcing, traffic, bookkeeping, copy writing, and a top billing salesman? Management is my goal. Midwest small markets. Write Box J-40.

Medium market GM, presently employed, seeks GM position, Atlantic Coast major market. Experienced all facets radio: sale/acquisition, FCC, OEO, sales, programming, administrative. Box J-61.

SITUATIONS WANTED ANNOUNCERS

Broadcast services graduate looking for entry level position at station which serves adult contemporary market. I was taught by the best, but am always willing to learn more. Steven Yanick, 394 W. Loos, Hartford, WI 53027 414-673-2472.

DJ at medium - large Midwest market. Excellent PBP, production. Go anywhere, any format. Perfect for your station. Jeff, 319-381-4702.

Talk show host. 10 year veteran, articulate, informed, involved. Seeking NT position in West or Midwest. Call Mark. 309-342-3161 am; 342-2564 pm.

Professional sound, articulate. Business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-383-1692.

Two way telephone talk host available. Major market experience. News/talk is my specialty. 414-276-2443.

Black male announcer with news and DJ experience seeking work. Experience includes medium market news directorship. Box J-64.

Are staff openings in your station's future? Maybe I can help. Consider: 9 yrs' experience announcing, copywriting, producing. Offer professionalism in return for friendly environment, stable organization, and reasonable compensation. Will relocate. Box J-66.

SITUATIONS WANTED TECHNICAL

Licensed broadcast engineer looking for entry level position. Willing to relocate to Oregon or Washington. Call Cindi, 415-487-5249.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

Experienced news pro. Reporter, anchor, writer, producer, talkshow host. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Religious announcer, black male, 26. Seeks first start as reporter/newscaster. Radio experience, three years. Call 216-491-8274 after 4 pm, ask for Patrick. Able to relocate.

Two way telephone talk host available. Major market experience. News/talk is my specialty. 414-276-2443.

Veteran East coast drive time anchor. 25 years experience. Top delivery, top writing. Want far West or Pacific coast. Box J-37.

Anchor/reporter, 3 yrs. commercial radio experience, seeking to move up. East Coast preferred. Strong reporting skills & delivery. Box J-65.

You'll like my versatility and love my PBP. Young, experienced sportscaster who can do it all looking for a medium market position. Box J-72.

TELEVISION

HELP WANTED MANAGEMENT

General sales mgr. Hands-on manager in medium market, SW. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkts. within 2 yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston TX 77027.

Marketing/development director: Great Lakes area community PTV station seeks seasoned individual to manage membership, auction, promotion, advertising, underwriting, planned giving, new venture development and yet unimagined ways of funding public broadcasting. Individual must possess developed sales skills, on-camera presence, management and leadership skills, knowledge and understanding of public broadcasting programming. Salary to \$40,000. Please send full resume and letter detailing your special qualifications for this position to Box J-9. All replies strictly confidential. EEO/AA employer.

General manager - top owned CBS affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/ cost control, with strength in sales, news and programming. EEO - M/F. Send resume to Box J-17.

General manager. Group affiliate in medium size, dynamic market, Sunbelt. Strong news and proven management ability required. Make inquiry. You never know! Send enough information so we'll call you back! Resume to Box J-53. EOE.

Business manager. Most desirable location in the U.S. Must have three years' experience as business manager and complete knowledge of accounting. Major group flagship station. Resume to Box J-55. EOE.

National sales manager—WISH-TV, Indianapolis, is seeking a national sales manager with previous national sales experience, either at a station or with top national rep. Candidate should have at least three years experience. Please send resume to Paul Sallin, WISH-TV, 1950 North Meridian Street, Indpls. IN 46202, or call 317-924-4381. WISH-TV is an M/F, equal opportunity employer.

HELP WANTED SALES

Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal opportunity employer. Box H-60.

Sales manager. Group owned, NBC affiliate in 140's ADI needs strong individual to replace retiring sales manager. Must be able to direct national, regional and local sales efforts and work with management to achieve goals. Very attractive compensation and benefits package. Send resume and salary history to: Al Marra, General Manager, WVVA Television, Inc., Rt. 460 By-Pass, Bluefield, WV 24701. Position available approx. 6/1/84. EOE, M/F.

Major opportunity for experienced syndication feature, series, pay-TV salespersons. Various divisions open. Please send resume to Joseph Doyle, VP, Four Star/Gold Key Ent., 19770 Bahama St., Northridge, CA 91324.

HELP WANTED TECHNICAL

Maintenance engineer. Knowledgeable with analog and digital circuitry. Experience with VPR-2, ACR-25, VR2000-1200 video switchers, ENG microwave, TK-76's, and Sony 3/4 inch Umatics. General FCC license and SBE certification certificate preferred. Send resume to Box H-90. An equal opportunity employer.

Maintenance engineer for mid-market VHF network affiliate. Minimum Associate's degree in electronic or equivalent studio, ENG and transmitter maintenance experience required. FCC license desired. Resume to: Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. 614-282-0911. EOE.

Editor/technical director is needed as a team member to solve complex video and computer animation challenges. Minimum five years television production experience with 1" SMPTE computer editing, ADO, motion controlled camera equipment and/or advanced video graphics systems. Non-smoker preferred for this high end facility. Resumes to: Z-Axis, 10800 East Bethany Drive, Aurora, CO 80014.

Engineering maintenance supervisor: will be responsible for maintenance of all studio equipment, including Ampex VPR, RCA studio and ENG cameras, Sony VCR, GV switchers, Compositor, etc. Will be required to supervise and train maintenance personnel. Four years TV broadcast technical training and experience required; prefer two years of electronic engineering, digital theory and experience, and prior supervisory experience. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101. EOE.

Television Broadcast maintenance engineer. Top 20 VHF network affiliate located in the Southeast is seeking a transmitter/studio maintenance engineer. Applicant must have had at least five years experience with TV transmitters and studio equipment. Duties require extensive weekend and overnight work. Qualified applicants should send complete resume to Box J-10. EOE.

Manager, engineering operations - KQED seeks individual for managing operations of technical equipment for TV broadcast and production, and for designing and documenting technical systems. Also responsible for operational training of engineering personnel. Minimum 5 years broadcast and production operations experience with professional TV equipment; at least 2 years managerial/supervisory experience. Electronics or electrical engineering certificate from accredited technical institute required. First class FCC license and SBE senior broadcast certificate desirable. Send resume to KQED, Inc., Personnel Dept., 500 Eighth St., San Francisco, CA 94103. EOE.

Maintenance technician. Minimum 4 years experience on television broadcast equipment and 1st class or general class FCC license to work in major market (top 10) in NE U.S. Write Box J-24. EOE.

Transmitter/microwave supervisor. 3-5 years UHF experience for Austin, Texas. RCA 55KW transmitter. Position available immediately. Call Gene Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7158, Austin, TX 78712. EOE.

Move up to chief engineer-new small market TV near Nashville seeks chief to oversee maintenance of all equipment. Great opportunity for staff engineer to move up to chief. Write Box H-104.

Excellent station to work. Maintenance engineer with digital and TV broadcast experience. Contact Bob Hardie, 918-663-6880, or send resume to: Box 33223, Tulsa, OK 74153. EOE.

KAET-TV/Phoenix. Broadcast engineer II. Production and maintenance of studio and remote television equipment. Minimum of three years experience in the operation, set-up and maintenance of broadcast television equipment including two-inch, one-inch, and three quarter-inch VTR's. Studio and portable 3-tube cameras, editing systems and associated terminal equipment. Digital and microprocessor background desirable with associated degree in electronics or related technical training. FCC license required. Resume should include specifics of technical and production experience with references. Application deadline January 13, 1984. Apply or send resume to the Personnel Department, Arizona State University, Tempe, AZ 85287. Please state job title in application. An equal opportunity/affirmative action employer.

Chief engineer for community public FM & TV station. Must have strong background in personnel and budget management. Responsible for FCC Compliance, supervision of technical and maintenance operations, planning equipment and capital needs. Experience with ITFS helpful. BS degree and/or comparable work experience in desired areas. Salary range \$26,000-\$30,000, with excellent fringe benefits. Send resume immediately to Sam Barbaro, VP & GM, WHRS-FM & TV, 505 So. Congress Ave., Boynton Beach, FL 33435. EOE, M/F.

Southern California. Christian satellite and broadcast network has openings for maintenance engineers. Minimum two years experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An equal opportunity employer.

Assistant chief for UHF station. Must have 3-5 years supervisory experience. Self motivated and people oriented. Experience in RF, ACR-25, and Sony 1" helpful. Reply Box J-49. EOE.

Electronics technician. Full-time electronics technician for instructional/PBS television broadcasting facility. Position includes trouble-shooting and repairing equipment and use of electronic test equipment. Two years of recent, full-time, paid experience as an electronics technician. FCC general class radio/telephone license preferred. Starting salary \$8.71, \$9.18, or \$9.62 per hour, depending on experience. Submit resume no later than Friday, January 27, 1984, 5:00 p.m., to Classified Personnel Department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. An affirmative action/equal opportunity employer.

HELP WANTED NEWS

News-director-anchor: Experienced mature professional who can motivate/direct news staff. #1 rated news, good equipment-small market leader. Journalism degree a plus. Resume-tape to Program Manager, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

Reporter - the South's first television station needs a general assignment reporter! At least 1 year television news experience required. Previous applicants need not reapply. No phone calls, please. Resume, writing samples, and salary history to Terry Bynum, News Director, WTVR-TV, Box 11064, Richmond, VA 23230. EOE,M/F.

Weekend sports anchor/reporter. Must be able to shoot and edit with ENG. Send tape and resume to Jeff Lenzen, Sports Director, WXOW-TV, P.O. Box 128, La Crosse, WI 54602-0128.

Sports director. Award winning news team in 100's market seeks another winner with dynamic delivery, strong writing & editing skills, & well-paced show. No beginners. Jack Keefe, 815-987-5348. EOE.

Reporter/weekend weather - eastern North Carolina's news leader needs a 3-day a week reporter/weekend weatherperson. Resumes and tapes, no phone calls, to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. An equal opportunity employer.

WRAU-TV seeks experienced reporter/anchor to produce and anchor Good Morning America cut-ins and report five days a week. Individual should have several years experience in broadcast journalism. Send tape and resume to Tom Saizan, News Director, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611. EOE.

Weekend anchor and reporter for 37th market, CBS affiliate. Candidate must have the skills and experience to fill in for weekday news anchor. Also, must have substantial experience as a street reporter. Send tape and resume to Ned Warwick, WTVB, P.O. Box 2009, Durham, NC 27702. EOE.

Sports director - immediate opening. Experienced sports director, Sunbelt, university sports environment. Send air tape and resume to Roy Hardee, News Director, WNCN-TV, P.O. Box 898, Greenville, NC 27834. EOE, M/F.

General assignment reporter wanted in Fresno, California. Applicants must have no less than two to five years commercial television reporting experience. No beginners, please. Send resume to Box J-27. EOE,M/F.

Weekend anchor/producer: Pacific Northwest CBS affiliate seeks candidate with a strong on-air presence and production skills. Three days a week general assignment reporting. Ground floor opportunity in expanding operation. A King Broadcasting Company station. Submit tape and resume to Jan Allen, News Director, P.O. Box 8037, Spokane, WA 99203. EOE.

Weather - Midwest medium market network affiliate seeks personable, qualified weatherperson. Experience with computer graphics a plus. Send resumes to Box J-29.

Consumer specialist. We are a highly competitive small market station with an excellent reputation. We need an aggressive self-starter that can put together compelling consumer and money stories with superior production values. Resume to Box J-42. EOE.

Sports anchor for big ten sports market. Minimum two years broadcast experience required. Send resume/tapes to News Director, WCIA-TV, Box 777, Champaign, IL 61820. EOE.

Producer/director: responsible for the production of the 6 & 10 pm newscast and some commercials. Requires at least 2 years experience. Creativity is necessary. Must be willing to work hard. Tapes and resume to: T. J. Vaughan, Station Manager, WAND-TV, 904 Southside Drive, Decatur, IL 62521. EOE.

Award winning public television station looking for top quality journalist. You'll be producer for nightly statewide public affairs program. Creative opportunities abound as person becomes involved in development and execution of new local public affairs program. Also, share your knowledge with students by teaching at the University of Idaho. Master's preferred and Bachelor's required, with demonstrated experience in production of public affairs programs. Send letter of application, resume and names of three references by February 1 to Chair, Writer/Reporter/Producer Search Committee, KUID-TV, Radio/TV Center, Moscow, ID 83843. AA/EOE.

News editor/broadcast journalism instructor. KOMU-TV and the University of Missouri-Columbia seek experienced professional to work with students in newsroom of commercial ABC affiliate and teach broadcast journalism. Minimum of three years television news experience. Master's degree preferred. Send letter and resume to Dan Spaulding, KOMU-TV, Highway 63 South, Columbia, MO 65201. Equal opportunity/affirmative action employer.

Business reporter for evening news. Individual must be able to anchor business segment live on set and produce taped packages. Prefer individual with on-air experience and business background. Send resume and tape to News Director, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625, or call News Director, 609-984-0332. EOE.

Reporter. We need a creative personality who can overwhelm us with story ideas, and translate them into solid results. You must know how to work a beat, and be a winner in our extremely competitive small market. EOE. Resume to Box J-43.

Sports producer/anchor for Midwest 90's market. CBS affiliate, several small colleges, minor-league pro team in area. Produce and anchor 6 and 11 sports weeknights. Tape and resume to News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801.

Chief photographer. We need a creative visual communicator who can shoot, edit, teach, lead, and manage. If you've got photo skills plus people skills, contact Jim Bradley, WBBH-TV, Fort Myers, FL 33901. EOE.

Promotion manager. Southeast network station looking for bright person, currently in TV promotion dept., ready to move up and handle it all. Send resume to Box J-44.

News directors, executive producers, producers and air talent: send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

General assignment reporter. Must have 1 yr. min broadcast news experience, excellent writing skills, degree preferred. Full-time, available immediately. Send resume, writing samples, video tape, salary requirement to Bob Janis, News Director, WHTM-TV, P.O. Box 2775, Harrisburg, PA 17105. No phone calls, please. EOE.

News director. One of the leading news stations in the U.S. Major group looking for news director from a competitive news market. This position has potential for future station management. Beautiful resort city. Resume to Box J-54. EOE.

Anchor/reporter. New up and coming independent in medium market is looking for someone with an on air professional look. Qualified in shooting, editing and reporting. WBLN-TV, Channel 43, 1328 East Empire, Bloomington, IL 61701

Assignment desk manager to oversee four person desk crew. Total staff of 50 in top 30's market. This is a new position in a re-organized news operation that is on the move upward. If you have assignment desk experience, send resume and references to Box J-63.

News director for top 100 station. We are a rapidly growing news organization. If you are a dedicated professional, who knows what the words "department manager" mean, then we are interested in you. Salary \$18-21,000, DOE. Send resume to Box J-75. An EOE.

Weatherperson/reporter. New up and coming independent in medium market is looking for someone who can do it all. Qualified in putting together a weathercast with flair and personality. Experienced in shooting, editing and reporting. WBLN-TV, Channel 43, 1328 East Empire, Bloomington, IL 61701

Senior news producer. Immediate opening for experienced innovative producer for 6 PM newscast. Send resume, tape, references, and salary requirements to Jim Sherlock, Assist. News Director, WGRZ-TV, 259 Delaware, Buffalo, NY 14202.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Video engineer. Rapidly expanding video production and post production facility has immediate openings for the following: video tape editors (2- jr. & sr.); studio maintenance engineer; remote vehicle maintenance engineer. Send resume and salary requirements to Frank J. Ayd, Flite Three Recordings, Ltd., 1130 E. Cold Spring Lane, Baltimore, MD 21239.

Hands-on producer/director for growing TV production department. Responsible for remote and studio production of commercials, promotions and local programs on all videotape, formats. We are looking for a team player with a minimum three years experience in switching, editing, shooting and Chyron operation. Send resume and salary requirements to Bob Gremillion, Director of Broadcast Operations, 2912 ITM Bldg., New Orleans, LA 70130. No calls please. A Tribune Broadcasting station. Equal opportunity employer.

Art director. Art director position, WPVI-TV. Experience with Still Store system, electronic graphics; need creative individual to work with promotion department, as well as to service programming, public affairs and sales. Budget supervision mandatory. Send resume, samples, and salary history to Art Moore, 4100 City Line Avenue, Philadelphia, PA 19131. Totally confidential. Equal opportunity employer.

Senior new technologies/instructional television producer/director in computer-assisted instructional programming for WHA-TV, Madison, Wisconsin. Three years producing and directing experience required. Commitment to instruction essential. Supervisory experience and Bachelor's degree prerequisite. Women and ethnic minorities encouraged to apply. Salary: \$18-24,000, based upon experience, with excellent University fringe benefit package. For application, call Kathy Dickerson, 608-263-2114. Application deadline: February 10, 1984. WHA-TV is an affirmative action, equal opportunity employer.

Producer/director for university television facility. College degree in journalism or broadcasting, professional experience in ENG, EFP, and studio production and editing required. Responsibilities include producing and directing broadcast programs for commercial stations, educational, sports and public service purposes. Send resume and demo tapes to Dr. Ed Meek, Director of Public Relations, University of Mississippi, University, MS 38677. Application deadline: January 18, 1984, to ensure consideration. Equal opportunity employer.

Producer-director opening for that unique person with the creativity, initiative and production experience to conceive and/or develop a wide variety of community programming in large market. Remote and studio production expertise required. Full written details first letter. Write Box J-36.

KMPH-TV is now accepting applications for an experienced film editor. Must have minimum five years previous experience, preferably some of which is with an independent station. Ability to handle heavy work load with great degree of accuracy and skill a must. Send resumes only to Film Director, KMPH-TV, 5111 E. McKinley Avenue, Fresno, CA 93727. An EOE/M-F.

Production manager: individual to supervise live, phone-in community cable TV programs and field productions in NYC. Experience in training and supervising interns and volunteers in all technical aspects of TV production. Send resume and salary requirements to Box J-59.

TV promotion producer. Major market TV station seeking individual responsible for writing, editing and production of on-air promos, featurettes, sales presentations and program elements. Experience in copywriting and production is required, as well as ability to train and supervise. Varying hours, dependent upon production scheduling. Two to three years TV station experience required. An equal opportunity employer. Send resume and salary requirements to: P.O. Box 1406, Grand Central Station, New York, NY 10163.

Promotion manager - are you the "spark plug" behind your station's success? Are you an idea person with skill and energy to implement your ideas? If so, top 25 net affiliate wants you. Excellent salary/benefit package for right person with broadcast experience and proven track record. Send resume to Box J-71. An EOE.

SITUATIONS WANTED MANAGEMENT

MBA finance & marketing, BSEE. Knowledgeable with business & technical aspects of broadcasting. Write Box J-33.

SITUATIONS WANTED TECHNICAL

Technician/asst. engineer. TV or radio. First class phone. AA degree electronics; tech school grad. Trained hands-on studio & transmitter operator & maintenance. Some work experience operation, maintenance, studio equipment installation. Lawrence Viel, 3574 Brook St., Lafayette, CA 94549. 415-283-8540.

Videotape operator/editor, 1st ticket. Major & medium mkt. experience. Warm climate preferred. Scott, 215-464-2947.

SITUATIONS WANTED NEWS

TV sportscaster - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

Experienced producer/reporter: features, mini-docs, special projects. Strong writing and field production. Seeks challenge with high quality news or magazine program. Reply Box J-16.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity VTR available immediately. Brian, 203-227-3819.

ENG photographer/editor: Creative, experienced photojournalist in mid-50's market wants to join aggressive news operation in larger market. First phone, live, film, aerial photography experience. Hard worker seeking a challenge. Can you offer one? Write Box J-39.

Personality weathercaster with top references and credentials; experience from mini to major markets. Box J-46.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production position sought by recent college graduate. Strong background in talk, network, community affairs. Call Victor, 201-379-9582. Will relocate.

ENG photographer, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

Producer/director. Experienced 10 years. News, commercials, specials, promotions. Studio and remote. State-of-the-art. B.A. in communications. Seeking position as hands-on production manager. Reply Box J-32.

Creative producer/director - will write-up and light-up your programs/commercials to special effect your ratings, assemble client lists, frame awards and edit out worries! Medium, major market experience. B.A., references, awards. Available immediately. Box J-74.

ALLIED FIELDS

HELP WANTED SALES

National sales representative. Satellite communications company seeks qualified applicants for sales position in Austin, Texas. Working knowledge of broadcast/cable industry, excellent presentation skills required. Satellite transmission, video conference, or common carrier experience desirable. Send letter, resume and salary requirements to Communications Carrier, Inc., 702 Colorado, Suite 420, Austin TX 78701.

Sales executives wanted now! National advertising syndication firm seeks aggressive, qualified sales personnel. Exclusive territories, top dollar earning potential. Travel involved, great home office back-up. Send resumes to: Personnel Dept., 45 Music Square West, Nashville, TN 37203.

HELP WANTED TECHNICAL

Chief engineer for the mass communication Area of the Communication and Theatre Department of Miami University, Oxford, Ohio. Will be in charge of all engineering matters related to the video and audio facilities of this academic program. The responsibilities include: operational supervision of engineering staff and students; future planning of facilities and budget; scheduling & monitoring video facilities; maintenance of video equipment; recommendation of equipment purchases; consultation with faculty and students on video and audio production; and support for CATV programming. Must hold FCC general class commercial radiotelephone license and preference will be given to applicants with at least a baccalaureate degree. Interpersonal and supervisory skills a plus. Contact Howard Kleiman, Department of Communication and Theatre, Miami University, Oxford, OH 45056. Application deadline: January 23, 1984. Miami University is an equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

University of Maryland anticipates four positions: production, effects, writing, policy. Rank and salary negotiable. Ph.D. or equivalent. Applications or information: Lawrence Lichty, RTVF, Tawes Hall, College Park, 20742.

Broadcasting: assistant professor in broadcasting and mass communication. Tenure track, 9 month appointment. Salary range: \$15,000 to \$20,000. Teach both production and non-production courses. Work toward Ph.D. preferred, M.A. required. Teaching and professional experience required. Evidence of research interest and ability required. Submit letter of application, vita, and names and addresses of at least three references by January 31, 1984, to: Don B. Morlan, Chairperson, Department of Communication Arts, University of Dayton, Dayton, OH 45469. An AA/EEO employer.

Broadcast teaching position, instructor/assistant professor, beginning August 16, 1984. Ten month tenure track position: Ph. D. preferred. Successful teaching and professional experience desirable. Teach courses in two or more of the following areas: broadcast writing, corporate media, television production, mass media effects, media management, international broadcasting. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio stations fully open to students. Marquette University, an urban Jesuit University, enrolls over 12,300 students, 525 in the College of Speech, (190 majors in broadcast communication). Application letter indicating areas of teaching interest, training and experience, accompanied by a personal data sheet and credentials from Placement Service should be received by February 1, 1984. Michael J. Price, Dean, College of Speech, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Marquette University is an affirmative action/equal opportunity employer.

Assistant professor of radio/television/film. Tenure track. Ph. D. or assured completion required. To teach 12 credit hours. Applicants should demonstrate teaching capability in some combination of the following areas: broadcast writing, broadcast programming regulation, law, history, management, and possibly production. Knowledge of film helpful, but not required. Considerable flexibility in teaching schedule is possible. Serve on various university and department committees, and actively advise students. Position open August, 1984. Deadline for applications: February 15, 1984. Send letter of application, resume, and three references (including phone numbers) to Dr. N. Edd Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. Northern Kentucky University is an affirmative action/equal opportunity employer and actively seeks the candidacy of minorities and women.

Graduate assistantships available in new telecommunications M.A. program at Southern Illinois University, Carbondale. 12 month appointments beginning July 1, 1984. Stipend for half-time assistantship is \$6,000 and includes a tuition waiver for four successive semesters. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are responsible for helping with writing, performance, and production courses. Research assistants will be assigned to projects of faculty members. New M.A. in telecommunications industry and begins with the Summer term, 1984. Inquiries to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EEO.

CBN University's Graduate School of Communication is seeking full-time faculty members with expertise in one or more of the following areas: film production, radio production, television production, scriptwriting, and media management. Responsibilities include program development, teaching, research, student counseling and advising. An earned Ph. D. with relevant teaching and other professional experience in the communication field preferred. Rank of assistant, associate, or full professor depending on qualifications. Salary competitive. Send resume and names of three references to J.D. Keeler, Dean, School of Communication, CBN University, Virginia Beach, VA 23463. CBN University is a community of mature Christian Scholars who are highly competent in their chosen disciplines, and who know God and His Word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest of intellectual standards, with the transcending purpose of glorifying God and His Son Jesus Christ. The University is an equal opportunity employer sharing an evangelical Christian perspective and is associated with the Christian Broadcasting Network.

Versatile person sought to teach TV production and also advertising, PR, or media graphics; begin Fall, '84. Master's degree, professional or corporate experience required. Teaching experience preferred. Write: Dean Herbert Strentz, School of Journalism and Mass Communication, Drake University, Des Moines, IA 50311. Deadline: Feb. 15, 1984, or when position is filled. Equal opportunity employer.

Assistant/associate professor to teach TV production, and from among the following: broadcast writing, regulation, new technologies, sales, and management. Ph. D. required for tenure track. Professional experience and university level teaching preferred. Begin-August 20, 1984. Application deadline — February 3, 1984. Resumes to: Jon Hall, Department of Communications, University of Northern Iowa, Cedar Falls IA 50614. AA/EEOE.

Los Angeles University seeks assistant professor, TV production/ management. Tenure track, beginning September, 1984. \$20,149-24,224. Minimum requirements: two years university teaching in TV production, and/or management; professional experience in one or both teaching areas. Doctorate or other terminal degree in related area preferred, M.A. with experience considered. Application, resume, names of references to Chair, Search/Screen Committee, RTVF, California State University, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. Application deadline Feb. 6, 1984.

Telecommunication faculty member. Desired areas of interest: comparative (international) systems, TV production and/or broadcast journalism. Other areas of broadcast/cable specializations will also be considered. Qualifications: Ph. D. degree (ABD considered), professional experience, and teaching experience. Position begins in mid August, 1984. Letter of application, vita, letters of recommendation, and other materials should be submitted to Dr. Mitchell E. Shapiro, Chair, Telecommunication, University of Miami, Coral Gables, FL 33124. Application deadline is January 20, 1984. AA/EEOE.

HELP WANTED NEWS

The Tobacco Institute has an opening on its team of national spokespersons to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, present a good appearance, and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive fringe benefits. Reply in confidence with 3/4" audition VTR, resume, and writing samples to: Walker Merryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

SITUATIONS WANTED INSTRUCTION

Finance & marketing MBA plus BSEE provides unique insight into the interrelated challenges & intricacies facing corporations, educators, & broadcasters alike. Instructor relates both technical & business aspects to students embarking on technical or management careers. Write Box J-34.

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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Thomson CSF hip pack for 602 microcam in good condition. 404-874-2252.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660; 6500.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Ampex ATR 800-2 audio recorders in stock—your Ampex AG440-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

AM Harris MW-1A, mint. Also, Gates BC5P2 5KW, CSI 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. Cooper, 215-379-6585.

FM Collins 830 G2 20KW w/Z2; also Harris 5H w/MS-15, CCA 10KW w/40 E. All are excellent. M. Cooper, 215-379-6585.

Adda ESP200 still store, 2 disc drives, 2 control panels. Arvin SW-2 weather satellite signal processor including digital disc memory. David Layne, KCNC-TV, 303-830-6426.

One 16 mm film chain telemation island plus multiplexer, containing Eastman video films projector, IVC 200 color camera, Conrac 13-inch monitor (tube type). RCA slide projector. Total \$6000. KPOM-TV, 501-785-2400.

Sony BVH 1000 A, time code generator, wave form, vectorscope, audio console, Sony monitor, rack mounted, low time. 404-874-2252.

Instacart 48-tray mono, cleaned and serviced. On air ready. Fred Thompson, 918-335-3533.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Complete Acme visual program logging system with extra strips and accessories. Call 513-393-1590. WSRW, P.O. Drawer "A", Hillsboro, OH 45133.

Ampex VR 2000 with mon. equip. and spare head. Make best offer. Write Box J-30. Excellent condition.

Studio cameras - two Harris TC50 with ITE H3 heads and P4A pedestals in service now - like new condition. Dale Scholten, 616-364-8722.

Color film processor: Jamieson Compac 35/16mm VNF-chemical holding and mixing tanks. Many spare parts. \$6,000. Contact: George Estes, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820. 217-351-8500.

Andrew emergency cable & connectors in stock for immediate shipment. LDF-450 & 550; HJ 7-50, 850, 24-hour, 7-days-a-week response. David Green Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660; 6500.

Complete jig set up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. Bids welcome. Call 918-540-2435 bus.; 918-542-5770 res.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

Super Bowl XVIII! Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-252-1212.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Tape critique. Thorough, professional report on your vocal skills. Reel or cassette with \$10 to JE Communications, P.O. Box 3422, Milford, CT 06460.

RADIO Help Wanted Management

REGIONAL SALES MANAGER

Los Angeles Office

Fast growing recognition and acceptance of our broadcast research services has generated an exceptional opportunity for a regional sales manager to join our radio advertising agency sales department in Los Angeles.

The person we are seeking should have at least 5+ years experience in agency media and/or broadcast sales, plus hands on experience with Arbitron research data. You should be a self starter, ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, an atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history in confidence to:

Jim Ridings

THE ARBITRON RATINGS COMPANY

A Control Data Company
1350 Ave. of the Americas
New York, NY 10019

An affirmative action employer

RADIO SALES MANAGER

Experienced sales manager needed for the #1 rated FM country-western station in south Texas. Need goal oriented individual with ability to train and motivate sales staff. Send resume and salary requirements to Box J-4.

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Sales

UNIQUE MARKETING OPPORTUNITY

Radio-oriented person needed to market a proven custom consumer publication to radio stations—all formats. Ground floor opportunity for personable professional. Moderate travel. Claim your territories and fortune. TUNE-IN, INC., 2000 N. Loop West, Suite #100, Houston, TX 77018. 800—231-6492.

Help Wanted News

SPORTS PERSONALITY

Major Sunbelt radio station seeks seasoned pro for sportscasts, commentary, sports talk, and possible play-by-play. Send resume to Box J-31.

Situations Wanted Management

SUCCESSFUL FORMER STATION OWNER

with extensive radio sales background, including New York rep experience and small and medium market local sales experience, seeking challenging general manager's position in medium market. Write Box J-35.

Situations Wanted Programing, Production, Others

A CHANCE TO PROGRAM

11-yr. vet with much to offer. Knowledge of several formats. Prefer FM; desire AOR, renegade country, jazz approaches. Past MD, news, talk, sales experience also. Liveable warmer city (at least 150,000), wired for MTV. Reply Box J-56.

TELEVISION

Help Wanted Management

RESEARCH DIRECTOR

The Christian Broadcasting Network has an immediate opening for the position of marketing research director. Candidate should have three to five years as director of research in a broadcasting organization. An MA in communications or MBA are required, a PhD desirable, but not necessary. Demonstrated ability in research design, evaluation and implementation, along with strong writing and oral communication skills, are essential. CBN is an EOE. If you are qualified and feel led to serve, send resume to:

CBN Personnel
CBN Center
Virginia Beach, VA 23463

Help Wanted Management Continued

DIRECTOR OF SALES

Group owned network affiliate medium sized NE market seeks a director of sales with national sales management experience. An aggressive over-achiever is sought who can handle national while managing the entire sales/traffic-operations departments, and lead a strong TV station to its financial objectives. All inquiries kept confidential. Station is an equal opportunity employer. Direct resumes to Box J-50.

PRESIDENT AND GENERAL MANAGER

Long Island Educational TV Council, Inc., announces opening of search for President and General Manager of WLII-TV/Channel 21. Desirable attributes include demonstrated leadership and executive ability, proven management skills, minimum five years experience in broadcasting. Requires high level of community involvement. Compensation negotiable. Letters of application, nominations, and resumes to: Mr. Noel Palmer, Chairman, Search Committee, WLII-TV/Channel 21, 1425 Old Country Road, Plainview, NY 11803. Deadline for applications January 31, 1984. WLII is an EOE.

BUSINESS MANAGER

responsible for all financial and building services functions for a network affiliated TV station in mid-sized Sunbelt market; must have at least two years experience as a business manager or assistant business manager. Send resume and salary requirements to Box J-48. EOE.

Help Wanted Sales

SENIOR ACCOUNT EXEC.

Affiliate top-15 Sunbelt market seeking "heavy-hitter" AE with minimum 5 years TV sales experience - 3 years local. Individual will have responsibility for major list. Candidates should have style and maturity. Top salary commensurate with ability. Resume and salary requirements in confidence to Box J-62. Equal opportunity employer.

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication a must. Send all details in first letter. Confidentiality assured. Equal opportunity employer. Write Box H-61.

GENERAL SALES MANAGER

Goal oriented individual needed for executive level general sales manager position in top market station. If you're equipped with superior sales skills, organizational and motivational abilities, and you seek an outstanding opportunity with an aggressive company, send resume and letter detailing sales management credentials to Box J-12. EOE.

Help Wanted Sales Continued

ACCOUNT EXECUTIVES CATV Ad Sales

QUBE Cable Houston, a Warner Amex Cable Communications Company, has an immediate need for experienced Account Executives due to growth and expansion. As one of the nation's largest interconnected cable systems, we offer the unique opportunity to market both print advertising and broadcast time on a local, regional and national level.

The preferred candidate will have 3-5 years of successful media sales experience and a communications or related degree. As these positions lead to that of Sales Manager, proven leadership skills and management ability are required. These positions provide an excellent compensation and benefits package and outstanding career growth opportunities. Send resume in confidence to: QUBE Cable, Employment Manager, P.O. Box 40696, Houston, Texas 77240.

We are an equal opportunity employer, m/f.



A Warner Communications/
American Express Company

The White House Fellowships



A unique opportunity for outstanding Americans early in their careers to work for a year at the highest levels of the Federal Government

For more information:

The President's Commission on
White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522

Help Wanted Sales Continued

SENIOR TELEVISION SALES POSITION

Senior television sales position open in top 50 Southeastern growth market with ABC affiliate. New facility, excellent benefits, established list, growth-oriented company. EOE, M/F. Write Box J-28.

ACCOUNT EXECUTIVE

Top 20 network affiliate looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send complete resume to: Mr. Randy Oswald, Local Sales Mgr., KCNC-TV, 1044 Lincoln Street, Denver, CO 80203.

Help Wanted Programing, Production, Others

FIELD PRODUCER

Evening Magazine in Baltimore seeks field producer to work in Evening Magazine format. Should have college degree and 5 years field production experience. Evening or PM Magazine experience preferred. Send tape and resume to WJZ-TV, P.O. Box 486, Baltimore, MD 21211.

WJZ-TV 13 ^{GROUP} **W**
An Equal Opportunity Employer



FIELD PRODUCER

Highly rated, award winning program is accepting applications for creative, enthusiastic person who demonstrates skill at producing and writing compelling and exciting features. Minimum 3 years experience producing magazine format segments necessary. Send tape/ resume to: Pat Ahl, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, OH 43216. No phone calls, please. EOE, M/F.

EXPERIENCED PROGRAM MANAGER

CBS station in 45th market. Strong background in acquisition of product, budget, planning and personnel management. Send resume and references to Linda Rios Brook, Vice President/ General Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299-0500. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR

Watch your programming talents
materialize on WOR Television

We are a leading local, independent station serving one of the toughest marketplaces in the world. We are currently seeking the expertise and foresight of a seasoned Program Director.

The main responsibilities of this position will encompass buying syndicated programming, making recommendations for new, local programs, and actively participating in all programming decisions.

To qualify, candidates must possess a minimum of 3-5 years' experience, preferably in an independent television environment. Knowledge of syndicated program purchasing and an in-depth knowledge of the New York Metropolitan marketplace are essential.

In addition to an excellent starting salary and benefits program, we offer the ideal environment in which to flourish. Interested and qualified candidates are invited to submit detailed resume (NO PHONE CALLS, PLEASE), to: Personnel Department, WOR-TV, 1440 Broadway, New York, NY 10018. Equal Opportunity Employer m/f/h/v

RKO TELEVISION

A Division of RKO GENERAL, Inc.

PROMOTION WRITER/PRODUCER

KDKA-TV is looking for a highly flexible, highly skilled professional with a minimum of 3 years in television promotion and production. Must have strong creative writing and conceptual skills; producing and directing experience in studio, location and post production situations as well as experience in print, radio and sales promotion. Salary negotiable. Send resume, tape and print samples to: CREATIVE SERVICES DEPARTMENT, KDKA-TV, ONE GATEWAY CENTER, PITTSBURGH, PA 15222
No phone calls will be accepted.

TELEVISION OPERATIONS FACILITIES & PERSONNEL SCHEDULER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a personnel and facilities scheduler to take charge of coordinating and executing schedules of all personnel and physical resources within its television operations group. The successful candidate will be an ambitious self-starter with a proven track record of supervisory ability and a minimum of 5 years TV production experience in a major market or preferred network facilities area. Degree preferred and computer experience a plus. If you feel led and want to serve, send resume with salary history, in confidence, to: Employment Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

**Help Wanted Programing,
Production, Others
Continued**

**FREELANCE
PRODUCER
WANTED**

To produce magazine stories. Must have creative flair, be a self-starter, and have the ability to write and produce. Evening/PM Magazine and EFP experience preferred. Knowledge of Baltimore/Washington area helpful. Send tape and resume to WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 GROUP
An Equal Opportunity Employer

Help Wanted News

SPORTSCASTER

New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

**ANCHOR/PRODUCER
WEATHER/REPORTER**

Medium market Midwest network affiliate is looking for an experienced weekend anchor-producer. Strong on-air presentation and producing skills are essential. Would report during the week. Experienced weathercaster is also needed. Strong on-air presentation essential. Must be able to report news. Salaries competitive. We're an EOE, M/F. Send resume and requirements to Box J-45.

**TOP 20
WEATHERCASTER**

Weathercaster/AMS Seal holder for top rated morning newscast. Science/health reporting also possibility. Send resume and tape to KBTV, 1089 Bannock, Denver, CO 80204.

CO-ANCHOR

Midwest medium market looking for co-anchor to complement male anchor for early and late news. Should be mature, experienced journalist. Send resume to Box J-51. EOE.

Situations Wanted News

**EMPLOY
THE NEXT
JESSICA SAVITCH**

Award-winning reporter. Two years' experience in a top 50 market. Newhouse grad. Hard worker with positive attitude.

BOX J-58.

CABLE

Help Wanted Management

**RESEARCH ANALYST
CABLE TV**

A leading supplier of cable TV programming is looking for a market research analyst. This individual will collect and analyze data from research surveys and market tests conducted for pay television services. The ideal candidate will have an M.A. in communications and/or one year experience in market or entertainment research. This individual should have both organizational and quantitative skills. Send resume to Box J-57.

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets. All formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: 1 wk. computer list \$8; or save \$38.05 - 7 consecutive wks. for \$17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. **A.C.A. Job Market, 452 W. Dearborn St., Dept. B, Box 945, Englewood, FL 33533.**

**Help Wanted Sales
Continued**

**Sales
Representative/
Northeast
Region**

We're expanding and we need a top sales person to help us in the Northeast.

If you have a minimum of five years' experience in sales of professional video broadcast equipment and systems, we'd like to talk with you.

This position in the Video Equipment Division of Robert Bosch Corporation offers an excellent base salary, commission, car and fringe benefits.

Phone Mr. John Camarda at 201/797-7400 or send resume in confidence to Ken Oswald, Box 31816, Salt Lake City, UT 84131.

An equal opportunity employer
m/f/h/v/.

BOSCH

**For Fast Action Use
BROADCASTING's
Classified Advertising**

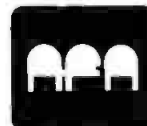
ALLIED FIELDS

Help Wanted Sales

**A. F. ASSOCIATES SEEKS SALES DIRECTOR
PROFESSIONAL VIDEO EQUIPMENT**

Major distributor of professional video equipment seeks West Coast sales director: experienced, self-motivated salesperson with solid technical background, broad understanding of advanced television equipment, including knowledge of computerized automation systems, and an excellent track record in the television and post-production fields. Person selected will report directly to Manager, Products Division of East Coast-headquartered company. Contact:

**Richard Lunniss
100 Stonehurst Court, Northvale, NJ 07647
201-767-1000**



Help Wanted Instruction

MEDIA MANAGEMENT

Emerson College, located in Boston's Back Bay, is seeking an assistant or associate professor in media management. The candidate will coordinate courses at the graduate level and teach management, law, and programming courses. A Ph.D. is preferred, but extensive experience managing a broadcast station or cable system will be considered. This position is available immediately.

Send applications to Dr. Frances Plude, Chair, Mass Communication, Emerson College, 100 Beacon St., Boston, MA 02116. AA/EOE.

EMERSON COLLEGE

DISTINGUISHED JOURNALIST

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Located in major SE market (top 20). Full blown production company/facility. Computerized editing with DVE & CG. Small remote truck. Grossed \$600K last FY. Owner's health forces sale. Asking \$ 800K. Write Box H-87.

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MI	FM	\$310,300	20%
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Fast growing top 100 market. Absentee owner pursuing other interests. \$2,100,000 cash. Write Box J-41.

MISSOURI OZARKS FM

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Robert Decherd, executive VP, A.H. Belo Corp., Dallas, named chief operating officer, with responsibility for Belo Broadcasting and Belo's *Dallas Morning News*.



Decherd



Flanagan

Cecil Walker, VP, finance, Gannett's KBTB(TV) Denver, named president and general manager of Gannett's WXIA-TV Atlanta, succeeding **Al Flanagan**, chairman of Gannett Broadcasting Group and president and general manager of WXIA-TV who retires, but will remain consultant to Jeff Davidson, president and chief executive officer of group.

John Hayes, news director, Landmark Communications's KNTV(TV) San Jose, Calif., joins Landmark's KLAS-TV Las Vegas, as VP and general manager.

Alan Goodman, VP, general manager, WAYL-FM Minneapolis, joins Doubleday Broadcasting as regional VP and general manager of its WAVA(FM) Arlington, Va. (Washington). He will also supervise operation of Doubleday's WAPP(FM) New York.

Marc Morgan, from WPLJ(FM) New York, joins WXFH(FM) Chicago as general manager.

David Woodcock, VP and station manager, KCOP(TV) Los Angeles, joins KTVX(TV) Salt Lake City as VP and general manager. **Jerry Braet**, VP and West Coast manager, TeleRep, Los Angeles, succeeds Braet.

Thomas Farley, station manager, KCNR-AM-FM Portland, Ore., named VP and general manager.

Michael Schaefer, VP, general manager, WSEN-AM-FM Baldwinsville, N.Y., joins WYNZ-AM-FM Portland, Ore., as VP, general manager. **Daniel Deeb**, sales manager, WSEN-AM-FM, succeeds Schaefer.

T.J. Vaughan, VP, operations and programing, WAND-TV Decatur, Ill., named VP, station manager.

Kevin Kelly, sales manager, WSBH(AM) Boca Raton, Fla., named assistant general manager.

Anthony Maisel, station manager, KOAA-TV Colorado Springs, joins KSN-TV Wichita, Kan., in same capacity.

Tony Rudel, associate program director, WQXR-AM-FM New York, named director of operations.

Robert Owen, from WCNN(AM) Atlanta, joins

WSJS(AM) Winston-Salem, N.C., as operations director.

Robert Gordon Jr., executive producer, WNGE(TV) Nashville, joins WTVF(TV) there as operations manager.

Rasheedah Madyun, supervisor of accounting, KMOX-TV St. Louis, named business manager. **Elayne Haley**, purchasing and payables coordinator, KMOX-TV, succeeds Madyun.

John Gorman, program director, WMMS(FM) Cleveland, named operations manager.

Kevin O'Toole, accountant, Evening News Association, Detroit, joins Evening News's WDMV-TV Washington as manager of financial services.

Corinne Taborsky, assistant controller, WOWT(TV) Omaha, named controller, succeeding **Bill Templin**, retired.

Robert Peterson, assistant business manager, WPRI-TV Providence, R.I., joins WTEN(TV) Albany, N.Y., as business manager.

Mary Ann Four, manager, travel services department, ABC, New York, named manager of operations, conference services there. **Hortense Noble**, from Travel Dynamics, New York, joins ABC, succeeding **Four Inge Algeo**, assistant manager, Chevy Chase (Md.) travel agency, joins ABC, Washington, as manager, travel services, coordinating travel arrangements for employees of Washington bureau. **Nelson Aponte**, assistant director, office services, ABC, New York, named director, office services.

Larry White, general manager, noncommercial KTOO-TV Juneau, Alaska, joins Prairie Public Television, Fargo, N.D.-based six-station public television network, as television manager.

Jonathan Sack, development director, noncommercial KUER(FM)-KUED(TV) Salt Lake City, joins Georgia Public Television, Atlanta, in same capacity.

E. Paul Dietrich, attorney, Tampa, Fla., joins noncommercial WEDU(TV) Tampa-St. Petersburg, Fla., as planned giving coordinator.

Connie Kain, auction manager, noncommercial WNIN-FM-TV Evansville, Ind., named to newly created post of special projects manager.

Michael Milsom, corporate counsel, Acton Corp., Acton, Mass., named secretary.

Marketing

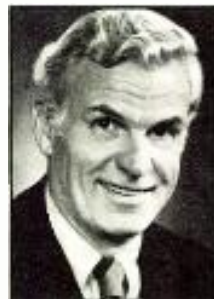
Jon Sims, account supervisor, Blair/DuBois, Rochester, N.Y.-based subsidiary of BBDO International, elected VP.

Fay Farquhar, department director, media data division, Katz Communications, New York, named VP, television computer services.

Rand Thomas, VP, Burson-Marsteller, Den-

ver, joins Henry/Gill Inc., marketing, advertising and public relations firm there, as VP, director of account services.

John S. Bowen, president and chief executive officer, Benton & Bowles, New York, elected



Bowen



Bostock

chairman and chief executive officer. **Roy Bostock**, executive VP, B&B, succeeds Bowen.

Sandy Garber-Arostegui, media director, Jordan Marsh department store, Miami, named broadcast director. **Leslie Summers-Schwartz**, copywriter, Jordan Marsh, named broadcast coordinator.

Appointments, Marshchalk Co., New York: **Arthur Tatnell**, media group head, to associate media director; **Sondra Allen**, network super-



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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NEW YORK CITY, 10022
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visor, to network group head; **Vera Barta** and **Cary Miller**, media supervisors, to media group heads; **Elyse Eventoff**, senior planner, to media supervisor; **Terri Coppersmith** and **Christina Jensen**, media planners, to senior planners, and **Paul Warren** and **Jeffrey Mor-dos**, account executives, to account supervi-sors.

Jack Donahue, from Lionheart Television, Los Angeles, joins Colbert Television Sales there as VP, Western division.

Appointments, Blair Television, New York: **John Harvey** and **Mark Goldstein**, account executives, gold team, to manager and assistant manager, respectively, and **Tony McMahon**, from WVEC-TV Norfolk, Va., to account executive, ABC/blue sales team.

Shari Bain Bell, from Schey Advertising, Houston, joins Grey Advertising, Minneapolis-St. Paul, as art director.

Matthew C. Tokatlian, from Shaller, Davidoff, Rogers Inc., Fairfield, Conn., joins Posey, Parry & Quest, Greenwich, Conn., as director of finance.

Jeffrey Block, account executive, Petry Tele-vision, New York, named group sales man-ager, thunderbirds sales team.

Maribeth Schaaf, traffic coordinator, Fran-kenberry Laughlin & Constable, Milwaukee, named account executive.

Bill Bannister, national sales manager, WFLD-TV Chicago, joins Harrington Righter & Par-sons, New York, as account executive.

Cynthia Collins, from McGavren Guild, New York, joins Katz Radio Network there as member of sales staff.

Liz Ryckman, account executive, WQLR(FM) Kalamazoo, Mich., joins Christal Co., De-troit, in same capacity.

David Plowden, general sales manager, KOME(FM) San Jose, Calif., joins WBBM-FM Chicago in same capacity.

Appointments, WUBE(AM)-WMLX(FM) Cincin-nati: **Todd Leiser**, sales manager, WUBE, to general sales manager for both stations; **Cin-dy Coggins**, account executive, WUBE, to lo-cal sales manager, and **Debbie Seat**, account executive, WMLX to local sales manager.

Stephen Mosko, local sales manager, WTAF-TV Philadelphia, named general sales man-ager.

Cornelius (Kim) McFadden, from WEEI(AM) Boston, joins Kettell-Carter, station represen-tative there, as director of radio sales.

Ruth Ackerman, assistant local sales man-ager, WCPO-TV Cincinnati, named local sales manager.

Alyssa Hochheiser, traffic coordinator, WYNY(FM) New York, named traffic manager.

Steven Marks, account executive, WFLX(TV) West Palm Beach, Fla., named national sales manager.

Janet Patterson, senior research analyst, Reymer & Gersin Associates, Southfield, Mich., joins WBZ-TV Boston as research di-rector. **Janet Krause**, producer, WBZ-TV, named sales development manager.

Len Goldman, local sales manager, WBZ-TV Boston, joins WNEV-TV there in same capac-ity.



The way it was. As part of its 30th anniversary celebration, KOAM-TV Pittsburg, Kan., assem-bled the five members of its first news team and featured them opening a newscast with reports of what was happening when the station first went on the air in 1953. Reuniting the team posed no difficulties since all five still work for the station. Pictured (l-r): Tom Freeman, sports (now in sales); Bob Capps, anchor (now news producer); Lou Martin, anchor (now VP, programing and operations); Vic Cox, anchor (now operations manager), and Glenn Pendle-ton, weather (now farm director).

Elizabeth Shortley, from WDVM-TV Washing-ton, joins Nash Advertising, St. Petersburg, Fla., as account executive.

Gary Lindman, from KEZY-AM-FM Anaheim, Calif., joins KMET(AM) Los Angeles as ac-count executive.

Ida Brown, from D.C. Election Commission, Washington, joins WDVM-TV there as sales assistant.

Joining WCIX-TV Miami as account execu-tives: **Harriet Lodin**, local sales manager, WABX(FM) Detroit; **Marianne Steltenkamp**, credit manager, Taft Broadcasting, Cincin-nati, and **Marcia Beaty**, account executive, noncommercial WPBT(TV) Miami.

Frank Schmidt, from John Blair, New York, joins KYW(AM) Philadelphia as account ex-ecutive.

Programing



Sardi

Mauro Sardi, senior VP, finance, United Artists Corp., New York, joins Warner Brothers Television Distribution, Los Angeles, in newly cre-ated position of VP, worldwide operations.

Appointments, Miz-lou Television Net-work, New York: **Vic Piano**, president, to chairman and chief executive officer; **Bill Schwing**, VP, to president, sports division; **Howard David**, VP, to senior VP and general sales manager, and **Jon Hilson**, from WW Films, New York, to head of Mizlou Films.

Mitchell Wallis, senior account manager, RCA/Columbia Pictures Home Video, Los Angeles, to advertising manager. **Fritz Fried-man**, marketing manager, to newly created post of manager of marketing services.

Michael Weisbarth, senior VP, dramatic pro-graming, Embassy Television, Los Angeles, joins Motown Productions there as executive

VP, television.

Andy Spitzer, national sales manager, Group W Productions, Los Angeles, named VP, na-tional sales. **Larry Frankenbach**, from Multi-media Entertainment, Chicago, joins Group W Productions there as Midwest division manager.

Donald March, independent film producer, Hollywood, joins Home Box Office Premiere Films there as senior VP, succeeding Jane Deknatel, resigned (BROADCASTING, Dec. 19, 1983).

Raymond Bennett, VP, public affairs and tax-es, 20th Century-Fox Film Corp., Los Ange-les, joins MGM/UA Entertainment there as VP, taxes.

Joan Marcus, general sales manager, All American Television, New York, named VP, syndication.

Appointments, Entertainment and Sports Programing Network, Bristol, Conn: **Fred Muzzy**, studio producer-director, to coordinat-ing producer; **Michael Boissonneault**, associ-ate studio producer, to studio producer-director, **Lynn Johnson**, office coordinator, to production scheduling coordinator.

Martin Shindler, director, financial services, MGM/UA Entertainment Co., Los Angeles, joins 20th Century-Fox Film Corp., there, as controller, studio operations. **Marvin Levan**, director of special sales, 20th Century-Fox Television, Los Angeles, named VP, advertis-ing development.

Marlon Gorton, administrative assistant, MCA TV, Los Angeles, named director of international sales administration. **Terry Rea-gan**, manager of corporate internal audit, MCA, Los Angeles, named director of corpo-rate internal audit.

Richard Vilain, controller, *Business Times*, cable programing production, New York, named VP, finance.

Laura Gross, independent writer and inter-viewer, joins Drake-Chenault, Los Angeles, as writer-producer, *History of Rock & Roll*.

David Martin, VP, programing, WCLR(FM) Skokie, Ill., joins Doubleday Broadcasting, New York, in same capacity.

Robert Sherman, program director, WQXR-AM-FM New York, named executive producer; **Robert Bragallini**, associate music director, WQXR-AM-FM, named director of music programming, succeeding **George Jellinek**, music director, who will remain consultant to station.

Dave Edmunds, air personality, WRKK-FM Birmingham, Ala., named program director.

Sandra Smith Loncar, freelance writer-producer, joins WVIQ(TV) Eureka, Calif., as program director.

Steve Skipp, from WDRC-FM Hartford, Conn., joins WWCO(AM) Waterbury, Conn., as program director.

Linda Ringe, news producer, WPXI(TV) Pittsburgh, joins WJLA-TV Washington as producer, *Seven on Your Side*.

Richard Dickinson, design director, WCVB-TV Boston, named VP, design director.

Mark Johnson, executive producer, news and special projects, WBTV(TV) Charlotte, N.C., joins KING-TV Seattle as producer.

G. Douglas Bell, from WCJB(TV) Gainesville, Fla., joins WRAU-TV Peoria, Ill., as sports anchor-reporter.

Wayne Dolcefino, reporter, KTRH(AM) Houston, named host, *Talk of Houston*.

Bob Harris, sports anchor, KAIT-TV Jonesboro, Ark., joins KATV(TV) Little Rock, Ark., as sports reporter and anchor.

Fred Kalil, from WLWT(TV) Cincinnati, joins KTSP-TV Phoenix as weekend sports anchor.

Las Vegas (see "Media," above).

Bernard Gershon, anchor-reporter, WOR(AM) New York, named managing editor.

Michael Hughes, from KFCB(TV) Concord, Calif., joins KFTY(TV) Santa Rosa, Calif., as news producer.

Bob Jacobs, anchor-producer, WHAS-TV Louisville, Ky., joins WSMV(TV) Nashville as producer-reporter.

Bob Simmons, news analyst and correspondent, KING-TV Seattle, named senior correspondent. **Jim Compton**, correspondent, NBC News, London, joins KING-TV as news commentator.

Appointments, Cable News Network, Atlanta: **Paul Amos**, executive producer, CNN Headline News, Atlanta, to VP, CNN; **Jane Akre**, reporter and weekend anchor, KTVI(TV) St. Louis, and **Gary Warner**, assistant news director and anchor, KVIA-TV El Paso, to CNN Headline News as anchors.

Appointments, KPIX(TV) San Francisco: **David Lippoff**, news director, WJBK-TV Detroit, to executive producer, *Eyewitness News Nightcast*; **Kate Kelly**, from KVUE-TV Austin, Tex., to reporter-anchor, and **Don McGaffin**, from KING-TV Seattle, to reporter.

Stan Bohrmann, freelance reporter-broadcaster, Los Angeles, joins KNX(AM) there as reporter.

Charlie Rose, host of formerly syndicated *Charlie Rose Show*, produced at WRC-TV Washington, joins CBS News there as interviewer, *CBS News Nightwatch*. **Lark McCarthy**, from WJLA-TV Washington, joins

Nightwatch there as news anchor.

George Wylie, anchor-reporter, KCCI-TV Des Moines, Iowa, joins WOI-TV there as anchor.

Janet England, co-anchor, WCVB(TV) Boston, resigns.

Deanne Lane, reporter, KSDK(TV) St. Louis, named 6:30 a.m. anchor, *Today in St. Louis*.

John Pauly, from CBS-owned KNXT(TV) San Francisco, joins CBS's WCAU-TV Philadelphia as investigative correspondent.

Dick Haefner, from CKLW(AM) Windsor, Ont. (Detroit), joins WXYZ(AM) Detroit there as afternoon news anchor.

Patti Payne, acting manager of public affairs, KOMO(AM) Seattle, named public affairs director.

Mary Richardson, co-anchor, weekend news, WCVB-TV Boston, named co-anchor, midday news, *Checkpoint* and special reports on 6 p.m. news. **Anne McGrath**, co-anchor *Eye-Opener* and midday newscasts, succeeds Richardson.

Terry Murphy, anchor-reporter, KNXT(TV) Los Angeles, joins KABC-TV there in same capacity.

Connie Timpson, from KPVI(TV) Pocatello, Idaho, joins WBAY-TV Green Bay, Wis., as consumer-economic reporter.

David Finnegan, attorney, Boston, joins WNEV-TV there as host *Weekend with David Finnegan* public affairs program.

Sherry Woodward, from WTAW(AM) Bryan, Tex., joins KTRH(AM) Houston as reporter.

News and Public Affairs

Michael Kaeser, broadcast editor, Pacific division, United Press International, San Francisco, named news director, national broadcast department, based in Chicago, succeeding **Jordanka Lazarevic**, named assistant managing editor, UPI, Washington.

Charles Lewis, assistant bureau chief, Associated Press, Washington, named bureau chief, succeeding **Walter Mears**, named VP and executive editor of UPI (BROADCASTING, Dec. 19).

Jeffrey Marks, executive producer, news, WJLA-TV Washington, joins Maine Broadcasting System, comprising WCSH-TV Portland and WLBZ-TV Bangor, both Maine, as news director.

Paul Unwin, assignment editor, Pikes Peak Broadcasting's KRDO-TV Colorado Springs, joins co-owned KJCT(TV) Grand Junction, Colo., as news director.

Jim Buckalew, public affairs director, KCBQ-AM-FM San Diego, named news director, KCBQ-FM.

John Basile, reporter-anchor, WOCB(AM)-WSOX-FM West Yarmouth, Mass., named news director.

Jim DePury, news director, WCBF-TV Charleston, S.C., joins WJKS-TV Jacksonville, Fla., in same capacity.

Tom Moo, news director, KCST-TV San Diego, joins KNTV(TV) San Jose, Calif., in same capacity, succeeding **John Hayes**, named VP and general manager of co-owned KLAS-TV

Broadcasting

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

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Technology

John Balan, marketing VP, Argo Communications, New Rochelle, N.Y., joins Fairchild Communications & Electronics, Germantown, Md., as VP, telecommunications marketing.

Ronald Arendall, director of engineering, WTHR(TV) Indianapolis, joins Dynavid Corp., communications products and systems firm there, as president.

Russell Gabay, studio technician, Entertainment and Sports Programming Network, Bristol, Conn., named videotape editor.

Dale Robbins, assistant, operations department, Century III Teleproductions, Boston, named night dubbing engineer.

George Sheehan, Northeast regional zone manager, Sony Communications Products Co., Park Ridge, N.J., named national sales manager, dealer sales, Sony Professional Audio Products.

Eugene Zastrow, director of engineering, noncommercial KQED-FM-TV San Francisco, named executive VP.

Terry Dean, accountant, Main-Hurdman Corp., Tulsa, Okla., joins Satellite Syndicated Systems there as controller.

Promotion and PR



Donnellon

Kenneth Donnellon, former VP, corporate relations and member of board of directors, Katz Communications, New York, joins Blair Television there in newly created position of VP, creative services, supervising promotion, advertising and industry relations.

Rebecca Leet, director of education, Wilderness Society, Washington, joins ABC News, Washington, as director, news information, succeeding Kitty Bayh, who resigned last Nov. 18. **Elise Adde**, administrative assistant, ABC news information, Washington, named news information coordinator, with principal responsibility for *This Week with David Brinkley* and weekend news programming.

Edward Berenhous, manager, advertising and promotion, defunct Satellite News Channel, Group W Satellite Communications, Stamford, Conn., joins Paramount Television Domestic Distribution, Los Angeles, as manager of station relations and promotional services.

Charles Glenn, executive VP, advertising, publicity and promotion, MCA-Universal, Los Angeles, resigns.

Jane Hartley, VP, new markets development, Group W Cable, New York, named acting VP, corporate communications, replacing **Billie Brown**, who takes leave of absence to attend management program at Harvard University.

John Schipp, associate director, NBC Sports, New York, named manager, on-air promotion, NBC Sports.

David Nichols, deputy director, public affairs, Cuban-Haitian task force, State Department, Washington, joins Porter & Novelli, Washington-based public relations firm, as associate. **Gregory Gable**, recent graduate, Annenberg School of Communications, University of Pennsylvania, Philadelphia, joins Porter & Novelli, as staff assistant.

Lyndon Fuller, from Designers Showcase, High Point, N.C., furniture outlet, joins WGHP-TV there as publicity director.

Jerry Grimes, editor-writer and freelance reporter, joins KJAC-TV Port Arthur, Tex., as promotions and public relations director.

Leonard Lind, independent media consultant, joins WPTF(AM)-WQDR(FM) Raleigh, N.C., as promotion director.

Tim Morgan, creative services director, WBOC-TV Salisbury, Md., joins WMAR-TV Baltimore as promotion administrator.

Mary Zuzze Hawkins, from WXEX-TV Richmond, Va., joins WTVR-TV there as director of public affairs and promotion.

Kim Kline, promotion director, KPLR-TV St. Louis, joins KRBB-TV Sacramento, Calif., as promotion manager.

Charles Lopez Crompton, freelance writer-producer, Los Angeles, joins KNXT(TV) Los Angeles as writer-producer, on-air promotion.

Allied Fields

James Carter Jr., assistant general counsel and assistant secretary, A.C. Nielsen, Northbrook, Ill., and member of board of Dataquest subsidiary, named VP and general counsel of Nielsen, succeeding **Robert Yeomans**, retired.

John Walther, controller and assistant treasurer, Post-Newsweek Stations, Washington, joins Electronic Industries Association there as director of administration and finance.

Julian Shepard, recent graduate, Indiana University (Bloomington) School of Law, joins National Association of Broadcasters, Washington, as attorney.

Carl Kraus, general manager, Fairleigh Dickinson University's noncommercial WFDU(FM) Teaneck, N.J., named director of university's telecommunications division.

Miguel Martin, law student, University of California (Davis), has been selected as National Association of Broadcasters legal fellowship recipient. One-year program begins in September and provides post-graduate work experience for minority lawyer planning career in communications.

Ron Hendren, farm director, KGRC(FM) Hannibal, Mo., named Farm Broadcaster of the Year by National Association of Farm Broadcasters.

Appointments, South Florida Radio Broadcasters Association: **Stanley Cohen**, WINZ(AM) Miami-WINZ-FM Miami Beach, president; **Joel Day**, WIOD(AM)-WAIA(FM) Miami, first vice president; **Dean Goodman**, WMBM(AM)-WWWL(FM) Miami Beach, second vice president; **Joe Davidman**, WSRF(AM)-WSHE(AM) Fort Lauderdale, treasurer, and **Howard Premer**, WKAT(AM) Miami Beach, secretary.

Appointments, Connecticut Broadcasters Association, New Haven, Conn.: **James Morley**, WEZN(FM) Bridgeport, president; **Bill Ryan**, WFSB-TV Hartford, vice president; **Lee Manson**, WRCQ(AM)-WRCH-FM New Britain, Conn., as secretary-treasurer.

Elected officers, Jacksonville (Fla.) Broadcasters Association: **Michael Cohen**, WCRJ-FM, president; **Mary Reeves**, WIVY-FM vice president; **Joyce Ridner**, WAWS(TV) treasurer, and **Barbara Kaufman**, WTLV(TV), secretary.

Deaths

Godfrey Kauffman, 66, former president of Washington Star Communications, parent company of *Washington Star* newspaper and radio and television properties until their purchase by Joe Allbritton in 1976, died of cancer Dec. 28 at Georgetown hospital, Washington. Survivors include his wife, two sons and daughter.

Robert W. Lemon, 65, president, NBC Radio division from 1972 until his retirement in 1975, and more recently professor, Medill School of Journalism, Northwestern University, Chicago, died of cancer Dec. 27 at Bloomington (Ind.) hospital. Lemon joined NBC in 1957 as director of programs for WRCV-TV (now KYW-TV), then NBC-owned station in Philadelphia, was later VP and general manager of NBC's WMAQ-TV Chicago, VP, special projects, NBC Television Stations. He is survived by son and two daughters.



Bertermann

Eugene R. Bertermann, 69, associate director, Lutheran Bible Translators, Orange, Calif., and founder, charter member and president of National Religious Broadcasters, died of heart attack Dec. 29 at home of friends in Akron, Ohio. Bertermann began his lifelong association with religious broadcasting while student at Washington University in St. Louis when he joined *The Lutheran Hour* radio broadcast. In 1959-71, Bertermann served as executive secretary of Lutheran Television for Missouri Synod, based in St. Louis, and from 1971 until he joined Bible Translators, was executive director, Far East Broadcasting. He is survived by his wife, Ruth, two sons and daughter.

Frank Fogarty, 78, former VP, Meredith Corp., and general manager of its broadcast division, Omaha, at time of his retirement in 1970, and president, executive VP and secretary, Nebraska Broadcasters Association, 1970-79, died of complications of Parkinson's disease Dec. 21 at Blair, Neb., nursing home. He is survived by his wife, Patricia, son and three daughters.

Ken Sitzberger, 38, ABC sports commentator for 17 years, and former Olympic diver, died Jan 2 at his home in Coronado, Calif. Preliminary coronor's report listed probable cause of death as traumatic injury to head, with final determination pending investigation by Coronado police. Sitzberger is survived by his wife, Jeanne and three daughters.

Jim Jimirro: bringing Walt's legacy to cable

The Jim Jimirro story really began some 10 years before his birth in 1937. That was when Walt Disney first put pencil to paper and brought Mickey Mouse to the movie screen. Since then, hundreds of Disney characters have brought viewing pleasure to generations of Americans through film and video. The delivery vehicles have advanced through the years, from theater houses to network television. Last year, when Disney embarked on a mission to deliver its product to the magic kingdom of cable, the man chosen to lead it was Jim Jimirro.

Originally the Disney Channel was to be a joint venture between Westinghouse and Disney: the former's Group W Satellite Communications would contribute the cable and distribution know-how and Disney would supply marketing expertise and the product itself. Jimirro and his Group W counterpart, then GWSC President Jonathan Hayes, began putting the service together, hiring former CBS Entertainment vice president, programs, Alan Wagner, as president.

The partners had a falling out, however, with pricing disagreements heading the list of problems. The Disney Channel moved back to the West Coast, and with Wagner declining to make the move West, Jimirro was named president of the channel.

That was in 1982. On April 18, 1983, The Disney Channel was launched. And by year's end the service had passed all its subscriber projections, reaching over 610,000 subscribers on 1,000 systems nationwide. Its nine-month growth has been faster than any other pay service for a similar period, Jimirro says. And although he admits the channel lost \$55 million last year, and its break-even projection has been delayed by six months, he says, all systems are go for the channel, which now hopes to be in the black, with two million subscribers, by mid-1985.

Apparently, all systems were go for Jimirro's communications career by the time he was a teen-ager. "Everything that dealt with communications I had an interest in," he says. He received bachelor and master degrees in radio and television, and pays particular homage to the intensity of his master study at Syracuse University. The detailed history of broadcasting he learned, "really served me well," he says, "and the perspective it gave me was very valuable." One thing he learned was that "there wasn't all that much new under the sun," with the key to success being the ability to recognize patterns that repeat throughout history.

Jimirro broke into radio as program director of MOR-formatted WPBS(FM) (now WUSL(FM)) Philadelphia in 1963. He soon noticed, however, that the people running stations had a business background. Having



James P. Jimirro—president, Disney Channel; b. Jan. 23, 1937, Donora, Pa.; BA, radio and television, Pennsylvania State University, State College, Pa., 1958; MA, radio and television, Syracuse (N.Y.) University, 1959; graduate assistant, Penn State, 1960-62; program director, WPBS(FM), now WUSL(FM) Philadelphia, 1963-65; account executive, WCAU-TV Philadelphia, 1965-67; manager, director of international sales, CBS-Viacom, 1967-73; director of international sales, educational division, Walt Disney Educational Media Co., 1973-74; executive vice president of division, 1974-80; president, Walt Disney Telecommunications and Nontheatrical Co., 1980-present; executive vice president, telecommunications, Walt Disney Productions, in addition to present position, since 1982; single.

recognized the pattern, he followed it. He switched stations (to CBS-owned WCAU-TV) and disciplines, moving from program director to account executive. Although he was now low man on the totem pole, Jimirro says: "It was one of the best decisions I ever made."

He moved up fast at WCAU-TV and came to a crossroads in 1967. As Jimirro explains, the farm system at CBS in the mid-1960's consisted of going from local sales to spot sales in Chicago to spot sales in New York to station manager. Jimirro wanted to bypass Chicago and go directly to New York. His boss at WCAU-TV helped him find a job working under Willard Block at CBS's international sales arm at Black Rock.

"I really had realized a dream," says Jimirro. "I couldn't have been emotionally, spiritually or physically at a better place," he says on working for CBS in New York. "In addition to that, my job involved traveling around the world."

Jimirro continued selling commercial and later educational programming at Viacom, which was created when CBS was forced to spinoff its cable systems and domestic syndication arm in 1971.

He moved to international sales at the

Walt Disney Entertainment Media Co. in 1973, marketing Disney feature films, cartoons and educational material overseas. Eight months after he joined the division, its chief resigned, and Jimirro was placed in charge. "My timing was impeccable," he says, reflecting: "You can't do anything in life without the right timing."

As Jimirro took charge he found "a dramatically shifting technological world...The technology created the aftermarkets that were now relatively significant." The technology included VCR, videodisk and cable. WDEMCo's name was changed to Walt Disney Telecommunications in 1980 to better reflect the business in which it now found itself. From that division came the idea for the Disney Channel.

In addition to his Disney Channel post, Jimirro is president of WDTand is executive vice president, telecommunications, of the parent company, Walt Disney Productions.

Given the problems with the company's motion picture division's recent offerings and the start-up costs associated with the channel, is Disney in trouble? Jimirro admits that "as a company we've got problems," but adds that "we're up to the challenge...and our position is OK. The Disney Channel is an investment in our future." He says the company can sustain the channel's losses until it becomes profitable.

Clearly, what Jimirro most enjoys talking about is the Disney Channel. To Jimirro, the service is more family interactive than family oriented. What the 16-hour-a-day pay channel is trying to do with its mix of original programming and product from the Disney library is to "develop an intimate relationship" with its viewers, he says. With the service's monthly magazine, which previews upcoming specials, series and movies and includes games and cut-out pieces for children, Jimirro says, "there is a greater sense of involvement" among viewers. "They have a voice in their channel," he says, as he points to the letters column in the magazine. Every letter that is written to the channel is answered, Jimirro says, and many that children write are placed on the air.

Jimirro is aware of the Disney legacy. "People look to Disney for something of value," he says, and so far, apparently, the channel has delivered. He says that company studies have found great satisfaction among viewers and very little churn.

Jimirro's formula for success: "Keep an eye on your resources, an eye on your audience and go the direction you have to." A 60-year library of Disney product doesn't hurt either.

If Jimirro were a Disney character, who would he most likely be? "Jimminy Cricket," he says after a pause. Why? "Because he's supportive and tries to help people," Jimirro says, citing goals not unlike those of the charter he has penned for the Disney Channel.

According to latest Arbitron figures, for fall 1983, **highest rated station in New York is WHTZ-FM (6.2)**, contemporary hit format station owned by Malrite, which purchased station last spring. Company changed format of station in August from easy listening to top 40. Finishing second was RKO's talk-formatted WOR(AM) (5.1), followed by co-owned WRKS-FM (4.8), urban contemporary. **In Los Angeles, KJLH(FM) (8.1)**, Gannett's top-40 formatted station, **widened its lead** over other stations there, including second ranked KABC-TV (5.2), ABC-owned talk format station. **In Chicago, WGN(AM) maintained its lead (9.6)**, followed by CBS-owned all-news WBBM(AM) (5.5).

ABC Owned Stations Division made deal with Sandy Frank to pick up \$100,000 Name That Tune! for four of its five owned TV stations, effective September 1984. Deal is **first announced group buy of game show for next season**. "ABC senses that game shows are a trend," said Gene Swerdloff, VP-current programs, ABC Owned Stations Division. At ABC's **WXYZ-TV Detroit** and **KGO-TV San Francisco**, new game show will replace Telepictures' *People's Court* in 7:30 p.m. access slot. Telepictures says other stations in market have picked up *People's Court*, but declined to identify stations. Scheduling at **WABC-TV New York** and **WLS-TV Chicago** is undecided. Deal excludes ABC's KABC-TV Los Angeles because there are no available time periods in early fringe and station runs top-rated *Eye on L.A.* in access period.

Although many independents will be getting their first peak at new crop of first-run syndicated programming at 11th annual INTV conference in Los Angeles later this week (see page 51), **16 network affiliates** will already have had leg up on them. New loosely-formed organization calling itself **TV Screening Group is meeting with 28 syndicators in Los Angeles this week to screen latest product**. Meeting has been organized by Lon Lee, program director at General Electric's KCNC-TV (formerly KOA-TV) Denver. Lee said he arranged screenings because major station groups like Gannett and McGraw-Hill have traditionally met with syndicators before INTV conference to preview new programs, and he figured it would be to advantage of smaller group operators to do same. Screenings will take place Jan. 9-11 at Beverly Hilton. Lee added it was pure coincidence that all stations attending happen to be affiliates—independents were not excluded. Stations represented will be: WTMJ-TV Milwaukee; WMAR-TV Baltimore; WFSB-TV Hartford, Conn.; WJXT-TV Jacksonville, Fla.; WPLG-TV Miami; WDIV-TV Detroit; WDVM-TV Washington; KTVY-TV Oklahoma City; KUTV-TV Salt Lake City; KQVR-TV Sacramento, Calif.; KTVB-TV Boise, Idaho; KSTP-TV Minneapolis; KGW-TV Portland, Ore.; KING-TV Seattle, and KREN-TV Spokane, Wash.

Harris Corp., which was ordered to take its **AM stereo system** off market last year (BROADCASTING, Aug. 29, 1983), has been given opportunity to make another go of it: **FCC last week approved its system**. To do that, commission first had to grant Harris waiver of part of its type acceptance rules. But commission said it couldn't find evidence that Harris system would cause co-channel or adjacent channel interference to other broadcast stations. Moreover, FCC said use of Harris system under actual marketplace conditions by broadcasters evidenced that grant of waiver would serve public interest. Harris spokesman said company estimated that it had 50% share of market when it was ordered to stop marketing its units. It now estimates it has 30% share, he said. He also said company is shipping "from 10 to 20" back orders now, and will be able to deliver more within two weeks.

Cuba responded to **President Reagan's Thursday night address** to that country marking 25th anniversary of Castro revolution by **jamming Spanish-language version broadcast by Voice of America AM station on Marathon Key, Fla.**, on 1180 khz. White House had hoped to avoid jamming by keeping plans for speech secret. However, word leaked, and CNN transmitted report in afternoon. CNN dropped item from subsequent newscast at request of White House. Eventually, reporters were briefed on condition embargo until 7:10 p.m. broadcast was honored. VOA on Friday said its reports from Havana indicated jamming-caused interference in capital ranged from "annoying" to "drowned out." VOA did not



New deal. ABC Radio Networks last Tuesday (Jan. 3) signed five Doubleday Broadcasting radio stations as new affiliates. They are: **WAVA(FM)** Washington and **KPKE(FM)** Denver (Rock Network); **WLLZ(FM)** Detroit (**FM Network**), and **KDKB-AM-FM** Minneapolis (Contemporary Network). Pictured at the signing of the deal are (front row, left to right): Gary Stevens, president, Doubleday Broadcasting; and Edward McLaughlin, president, ABC Radio Networks; (back row, left to right): Willard Lochridge, vice president, ABC Youth Networks; and Bob Benson, vice president and senior executive, ABC Radio Networks.

have reports from outside city, other than that FCC monitoring station in south Florida indicated that there had been "no change" in normal low level of jamming. Speech was broadcast in English and Spanish on 14 shortwave frequencies and on one other AM frequency, 1580, from station in Antigua. There were no reports of jamming of those stations. Last report of significant Cuban jamming of Radio Marathon occurred on Jan. 1, during special half-hour program, beginning at 8:30 p.m., on Cuban revolution. Commission official said jamming level was "fairly high."

Second trial of former anchor Christine Craft's \$3.5 million suit against Metromedia Inc. got under way on Wednesday (Jan. 4), in U.S. district court in Joplin, Mo., before **jury of six men and six women**. At issue in trial is single charge of fraud—Craft's contention that Metromedia Inc., which owned **KMBC-TV Kansas City**, when she worked there, in 1981, reneged on promise made when it hired her not to try to make her over cosmetically. Craft resigned from station in August 1981 rather than accept demotion to reporter, then filed suit against Metromedia. In his opening statement at second trial, Craft's attorney **Dennis E. Egan**, said Craft was forced to wear heavy makeup that gave her appearance of "Kabuki doll." Metromedia's counsel, **Donald W. Giffin**, however, said in his opening remarks that station officials did not promise Craft would not have to make changes in her appearance. Stevens is ordering media covering trial to maintain block-long distance from jurors as they leave and return to court. Judge is also moving trial along at brisk clip—he ordered session on Saturday—leading observers to speculate that closing arguments could come by end of this week.

Fourth quarter ratings for network early morning news programs show CBS Morning News was only one of three competing programs to gain from fourth quarter year ago. CBS Morning News averaged 3.8 rating/19 share during just-ended fourth quarter, up from 3.2/16 for same quarter year ago, while ABC-TV's *Good Morning, America* averaged 5.2/24, down from 5.4/27, and NBC-TV's *Today Show* averaged 4.1/9, down from 4.3/22. For calendar year, *GMA* averaged 5.1/26, down only slightly from 1982 average of 5.2/27, while *Today* averaged 3.9/19, down from 4.4/23, and *CBS Morning News* averaged 3.5/18, up from 2.8/15. In daytime ratings, ABC-TV logged sixth consecutive calendar year as highest-rated network, averaging 7.1/25, down from 1982 average of 7.7/28, while CBS averaged 6.8/24, compared with 6.5/25, and NBC averaged 4.6/17, up from 4/15. In fourth quarter daytime ratings, ABC aver-

aged 7/24, down slightly from year ago quarterly average of 7.1/27, while CBS averaged 6.8/24, up from 6.2/24, and NBC averaged 4.7/17, up from 3.7/14.

At least **eight contenders have filed for ch. 48 in Burlington, N.J. (Philadelphia), formerly occupied by WKBS-TV**, whose owner, Field Enterprises, turned in station's license and sold its programming inventory separately (BROADCASTING, July 18, 1983). Among those applying to meet Jan. 4 cut-off were BCT Communications, among whose owners is **former CBS president, Arthur Taylor**. Another applicant was group owner-programmer **Spanish International Communications Corp.**, some of whose officers and shareholders already meet maximum seven TV station ownership limit. SICC, headed by Rene V. Anselmo, president, has asked for waiver of ownership rule.

Negotiations between Unicom Corp. and Gross Telecasting for \$48 million purchase of Gross's WJIM-TV Lansing, Mich., and WKBT-TV La Crosse, Wis., have broken off. One of Unicom partner's, **former CBS president, John Backe, is continuing to negotiate** and has reportedly been given two to three weeks to find additional financing. Both television stations were denied license renewal year ago on finding by FCC Administrative Law Judge that Gross had, among other offenses, used deceptive advertising maps and had clipped network news programs (BROADCASTING, Nov. 8, 1982), but decision was overturned by FCC Review Board, which granted two-year renewal. Commission upheld Review Board's decision ("In Brief," Nov. 28, 1983). Gross also owns WJIM-AM-FM Lansing. License renewals of those stations were also originally denied in ALJ decision, but were granted for full terms in reversal of decision.

Dallas-based **TM Companies**, full-service syndicator of both radio and television programming, was **purchased last Tuesday (Jan. 3) by its president Pat Shaughnessy** and 15 company executives from Shamrock Broadcasting for price reported to be **in excess of \$5 million**. Shaughnessy, majority stockholder under new arrangement, also assumes title of chief executive officer. His first order of business was to combine company's two divisions (TM Productions—which primarily develops radio and television station ID packages and television and audio-visual shows—and TM Programming, which produces and markets six radio formats as well as special features programming) into one entity called TM Communications.

Kodak Co. is entering worldwide video market in big way. It **unveiled new portable 8 mm videotape camera/recorder called camcorder** unit, which weighs only 5.3 pounds, along with **corresponding videotapes for home consumer** at press conference last Wednesday (Jan. 4) in New York. Products will be marketed later this year under umbrella of Kodavision 2000 series with hardware manufactured by Matsushita and tapes to be produced by TDK Electronics, both of Japan. Suggested retail price for basic camcorder model, according to company officials, will be **\$1,599**, while deluxe one featuring extra options will retail at \$1,899. Kodak also announced it will initially market half-inch professional videocassettes in both Beta and VHS formats, followed by three-quarter inch and one-inch videotapes. Not to be upstaged by Kodak announcement, **General Electric Co. was planning to introduce home video system using 8 mm videotapes** as well as new VHS video products last Saturday (Jan. 7) during annual Consumer Electronics Show in Las Vegas. New 8 mm camera/recorder, which is expected to cost upwards of \$1,500, will also be manufactured by Matsushita. Company already produces video products using half-inch VHS videotapes. And, **RCA**, according to company spokesman, **plans to introduce new 8 mm camera in about six months**. Last week, company announced it will soon market palmized color video camera for use with half-inch videotapes, at \$995.

SC's Private Radio Bureau has granted State of **South Carolina** licenses to **construct its own microwave telecommunications system**. System will permit state to bypass telephone companies and

other carriers in providing teleconferencing and voice and data communications for state agencies. State also intends to use system for transmitting closed-circuit educational TV to schools, hospitals and technical training centers throughout state. Earle Morris, controller general of state, said **system would save South Carolina \$100 million in telecommunications costs over 20 years**.

FCC has proposed regulations for distributing \$5 million Congress set aside in Radio Marti bill for AM stations to alleviate damage from Cuban interference. FCC asked for comment on how interference should be defined; what sort of interference would have to be received to qualify for compensation; what types of expenses should be eligible for compensation, and how compensation applications should be processed. Comments are due Jan. 20; reply comments are due Feb. 7.

National Association of Broadcasters distributed two weeks ago more than \$60,000 in cable copyright royalty fees to 18 commercial TV stations for syndicated programming in 1980.

Wallace Westfeldt, former executive producer for NBC, PBS and ABC, has been named to **produce League of Women Voters' 1984 Presidential debates**. Westfeldt's experience ranges from print to television in 35-year career that includes service as producer of League-sponsored "Congressional Leadership Debates" in 1982.

Strike one candidate from running for general counsel of National Association of Broadcasters. **Willard R. Nichols**, chief of staff to chairman of FCC, last week said he had told NAB he was "gratified" to have been considered for "such a prestigious position, but I'm not interested in leaving the FCC at this time."

Actress/commedienne **Carol Burnett** will receive **International Radio and Television Society's 1984 Gold Medal award** for career excellence in communications industry at ceremony Feb. 28 at New York's Waldorf-Astoria hotel. Previous Gold Medal recipients include ABC News and Sports President **Roone Arledge**, Metro-media Chairman **John Kluge** and CBS News special correspondent **Walter Cronkite**.

Turned off by TV. Bumper stickers on autos along Main Street in Farmington, Conn., read "Farmington Turns Off," a rallying call to the 17,000 residents being asked to abstain in whole or part from TV during January.

Backers of the move emphasize it is not an indictment of TV's programming, but rather an attempt to improve the balance and quality of students' spare-time activities.

Nor is it a spur-of-the-moment action. The Farmington library council, composed of local educators, librarians and community leaders from the business world, had long weighed reports on the effects of excessive TV viewing by youngsters. Most particularly, there was a recent California survey that underscored the massive TV viewing by school children in their spare time.

The council, following its Nov. 21 meeting and at the suggestion of Nancy DeSalvo, coordinator of children's activities for the Farmington library, wrote to parents of local students apprising them of the January project. The students last Tuesday (Jan. 4) took pledges of TV-less time from parents. No specific period was asked; it is being left to the discretion of the parents.

Aside from bumper-stickers and other promotions, the library is sponsoring special activities to fill in some TV-less time. These include story-telling hours, hobby demonstrations and games. In addition, there will be an essay contest on the topic "What I Did When I Turned Off TV," and prizes for the children going "cold turkey" without TV for the longest periods.

As of last Thursday (Jan. 5), not enough pledge cards had been returned to indicate the extent of local support for the drive.

Editorials

Bulls

The newsroom calculator was put to a stern test last week when asked to total the trading in broadcasting stations and cable television systems in 1983. The figures came to \$2.8 billion, yes, billion, for radio and television stations and \$1 billion, probably an underestimate, for cable systems. Time to retire the calculator and bring in an IBM main-frame.

Is there a ceiling in sight? An affiliated VHF in Boston fetches \$220 million. Wow. Followed by an independent V in Los Angeles for \$245 million. You must be kidding. Mere warm-ups for an affiliated V in Houston at \$342 million, about the price of the whole Combined Communications group when it was merged into Gannett not so long ago.

Have buyers lost their minds or been suckered? Not likely.

Boston went to Metromedia, where John Kluge has presided as a wizard of the parlay too long to be taken in. Los Angeles went to New York investors who have perfected the leveraged buyout. Houston went to A.H. Belo, a Dallas landmark expanding into the widening electronic world.

The only conclusion to be drawn from the escalating prices of electronic properties is that some very successful venturers with very professional financial advice at their command are betting fortunes on a long future. There'll be no bets against them on this page.

Insider's account

This issue's "At Large" with David Gergen is commended by the editors to the readers with even more than our usual fervor. Indeed, several readings of those pages leave us with the impression of a most unusual document, dealing candidly and straightforwardly with the front lines of the confrontation between President and press. Moreover, they leave one with the impression of a most unusual public servant, who could serve one man loyally while remaining true to an even larger commitment to the country itself. The more we came to know Dave Gergen, the more we wished he were staying put.

Considering the present state of affairs between the Reagan White House and the press corps—which is to say, sorry—one must hope that Gergen's successors will heed his injunctions for civility and comity. It is sobering to realize, in light of Gergen's assertion that Reagan and company came into office determined to do something constructive about the administration-press relationship, that things have gone so awry—or, as he puts it, that they have so "soured."

Speaking specifically, we endorse enthusiastically his suggestion that the President make more frequent appearances before the press, broadcast and otherwise, whether in mini-sessions or the more formal appearances. And we agree with him, too, that newsmen should be in the "first wave" of any future military actions, although we would not qualify such a policy by having it apply only "in nearly all cases."

Gergen's suggestions for improving the conditions under which newsmen ply their trade catch one unprepared: to treat the press in a civilized way is so revolutionary a suggestion that it is almost certain to be resisted by a suspicious press corps. Are they trying to lull us to sleep? Many cynics will wonder. But it is of a piece with his overall thesis that administrations and press behave and treat each other in a responsible manner.

It is apparent that Dave Gergen will continue to be an important partisan in the ongoing war to extend the First Amendment's protections to all media and all times. The Fifth Estate is fortunate to have the likes of him around.

All the way

By closing time on Jan. 19, the deadline for comments, the FCC will no doubt have been given a load of advice about what to do with its multiple ownership rules. (This page will forbear, at least for the moment, from suggesting the first disposition that comes to mind.)

The advice is certain to be contradictory. There will be those who favor retention of the present rules, a school that sees miracles in the number seven: seven AM's, seven FM's, seven TV's; seven lean years and seven fat; seven brides for seven brothers; seven come eleven, baby needs a new pair of shoes.

There will probably be proposals of other formulas—indexing, for example, as in the Herfindahl-Hirschman Index, or was it the Hirschman-Herfindahl, that the Justice Department uses to multiply the squares of a lot of numbers to decide whether a merger is good or bad.

On still another tack, the National Association of Broadcasters, where the membership is divided on the question, is expected to propose that the rules be liberalized but leave it pretty much up to the FCC to decide how.

Will anyone come right out and tell the FCC to give up its numbers game? Tinkering with arbitrary limits will lead only to the same dead end that the FCC reached in its rule of sevens. Nowhere in the Communications Act is the FCC instructed to set any limits on multiple ownership. Why not leave broadcasting to the same restraints imposed on other businesses by the antitrust laws?

There will be those who predict that a rash of consolidations would follow elimination or moderation of the rules. They will ignore the realities of the marketplace which has already imposed tighter limits than those of the FCC. No more than two companies have attained the full portfolios that the FCC allows in all the years that the rule of sevens has been in existence. True, Taft Broadcasting has said it will enlarge its holdings under looser regulation, and others no doubt have similar plans. They will, however, be restrained by the same factors of station price and probable revenue that have kept all but two portfolios from being filled so far.

Following the example of its other movements toward deregulation, the FCC in its multiple ownership rulemaking ought to free the marketplace to act.



Drawn for BROADCASTING by Jack Schmidt

"If you ask me, they're carrying customer relations too far when they make us dress up to cable the castle."

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