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Broadcasting Jan 30



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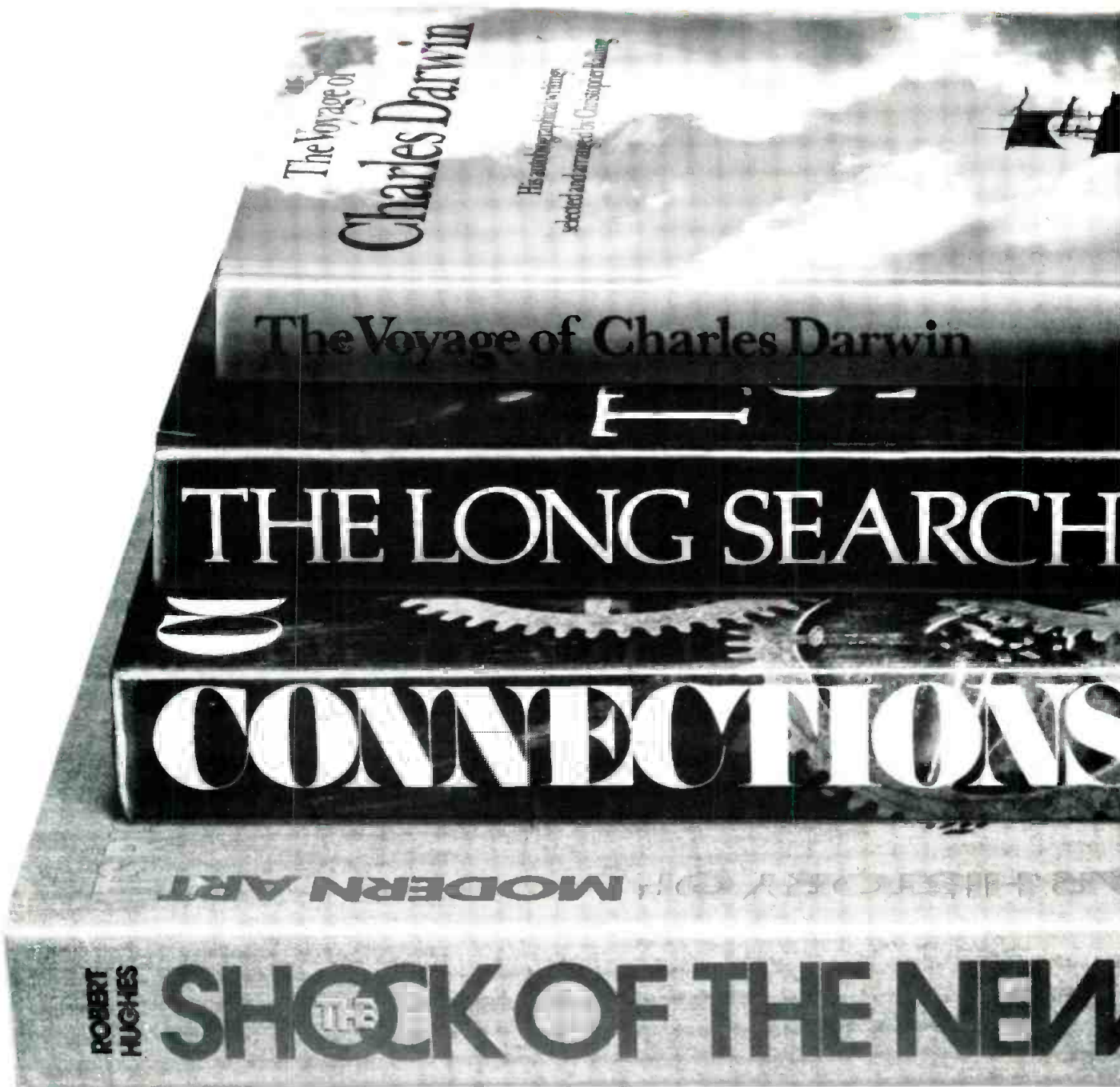
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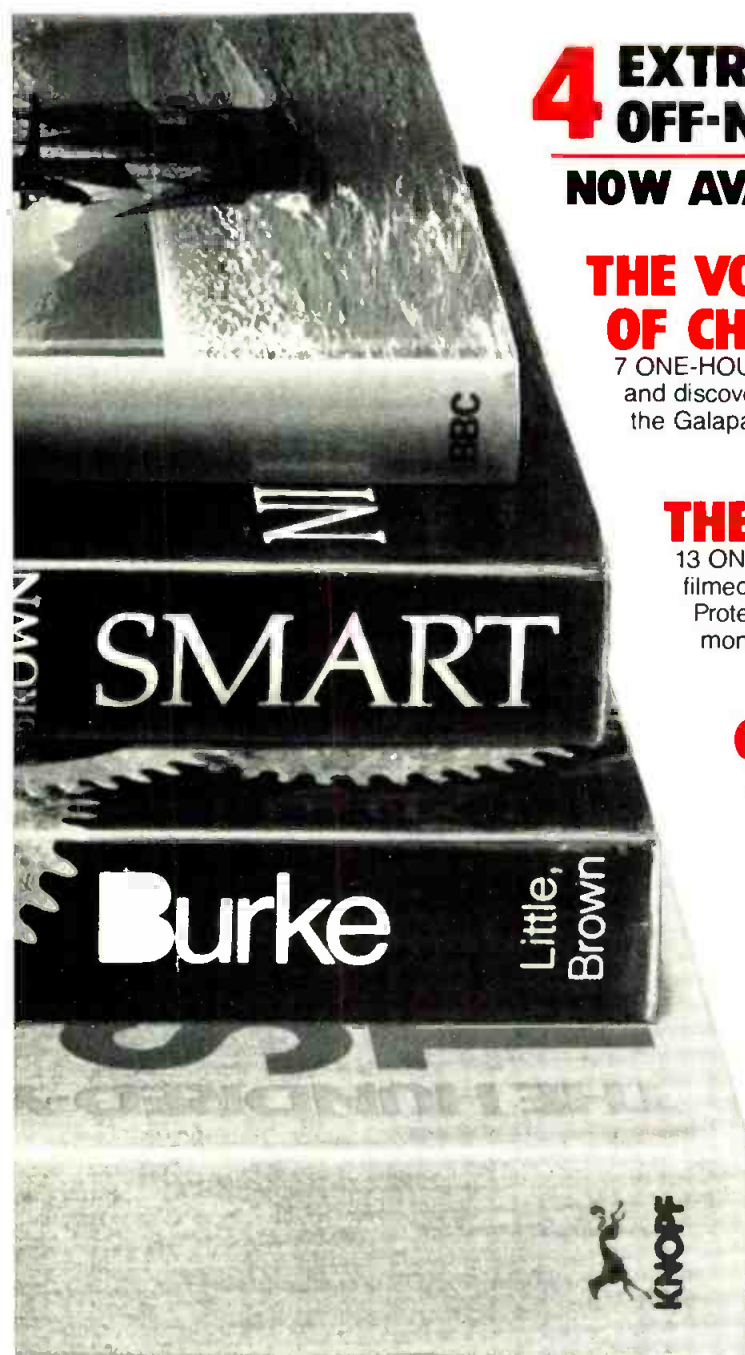
13 ONE-HOURS about the world's great religions—filmed on a 150,000-mile global journey from the Protestant churches of Indianapolis to the Zen monasteries of Japan. Host: Ronald Eyre.

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Broadcasting Jan 30

Financial interest-syndication talks stall Cities, cable industry back at negotiating table ABC wins '88 winter Olympics rights

FROZEN ASSETS □ ABC wins bidding rights to the 1988 winter Olympics for—that's right—\$309 million. **PAGE 39.**

DELAY OF GAME □ Computer foul-up leaves Super Bowl ratings a mystery; 47 rating—no record—predicted for contest. **PAGE 39.**

STALEMATE □ ABC, NBC give up on financial interest-syndication talks; little movement on CBS-Hollywood front as deadline nears. **PAGE 40.**

DEAVER IN COMMAND □ In the wake of David Gergen's departure, BROADCASTING talks with the President's new communications chief, Michael Deaver. **PAGE 42.**

BACK ON TRACK □ Cities agree to return to negotiating table with cable industry over deregulation measure. **PAGE 44.**

FIRST BUY □ Taft, Tribune, Gaylord and Chris-Craft may buy Australian mini-series, *Eden*, from Worldvision Enterprises. **PAGE 45.**

LOOKING FOR A PRESIDENT □ PBS hires executive search firm to find new chief. **PAGE 45.**

COMING ON STRONG □ Radio executives see medium picking up after slow business start in 1984. **PAGE 52.**

RAB MSC 84 □ Over 1,100 expected to attend RAB's Managing Sales Conference in Dallas. **PAGE 53.**

READING FIGURES □ Cable advertising, like TV broadcast, fell short of predicted growth in fourth quarter, but 1983 still saw 58% revenue increase overall. **PAGE 64.**

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OLYMPICTEXT □ Metromedia, Zenith, Sanyo, Harris, Taft, BBC and Ameritext join to form teletext venture for Los Angeles during summer Olympics. **PAGE 72.**

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GROWING COMPETITION □ Federal advisory group set to recommend competition in international telecommunications with some modifications to protect Intelsat. **PAGE 80.**

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BALLOTING TIME □ NAB board elections expected to see tight races. **PAGE 90.**

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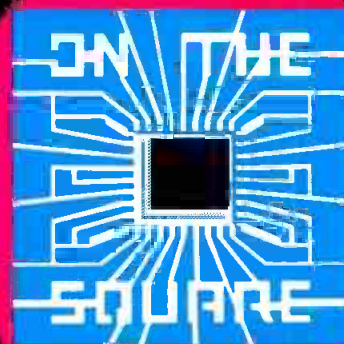
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Closed Circuit

Back burner

White House has resubmitted nomination of Dennis R. Patrick to be FCC commissioner, but Senate confirmation hearing is not expected soon. Patrick was originally nominated to post last October. Word was that Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee, put off hearing to pressure White House to speed up clearance process for one of his friends who was up for ambassadorial spot ("Closed Circuit," Nov. 7, 1983), and Patrick did not receive hearing before Congress adjourned Nov. 18. President Reagan, exercising his prerogative, gave Patrick recess appointment to fill slot.

Goldwater aide last week said senator, under "press of other business," had not gotten around to subject, and aide declined to speculate on when he would. "We'll get around to it some time," she said.

Less interference

Broadcasters should be reassured by new direction FCC Mass Media Bureau is taking in VHF drop-in proceeding. Under original proposal, short-spaced stations would have been authorized as long as they provided same protection to existing ones that normally spaced station would and there was presumption that service gains would outweigh losses. Now bureau is looking toward establishing criteria under which public's reception of established service would be maintained as well. Staff is now hoping to conclude rulemaking by June.

Group at gulp

John Blair & Co. reportedly is in line to acquire Westinghouse Broadcasting & Cable's Group W Radio Sales if current talks work out. But insiders at both rep firms say it hasn't happened yet, despite reports last week that it had. Key question to be decided now, one said, is "whether it would make sense for all concerned." Blair Radio division is one of largest radio rep firms, with list of 206 stations. Group W Radio Sales represents Westinghouse stations, potent group of 11.

Aspirations

Early politicking has begun for radio board chairmanship and vice chairmanship at National Association of Broadcasters.

Edward Giller, WFBG-AM-FM Altoona, Pa., will run for vice chairmanship to succeed Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., who will run for chairmanship to succeed Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y., whose term expires. Elections are next June.

Grandfathers' day

Metromedia has made informal inquiries at FCC about what kind of form to file in proposed \$1.45-billion management buy-out to take company private. Metromedia is reportedly considering filing short-form (316) application rather than long-form assignment of license (314) or transfer of control (315) applications. (Short form simply requires applicant to notify FCC, while long form requires formal FCC approval.)

Metromedia's position could be that since directors, officers and major stockholder—John W. Kluge at 25%—are to remain in place before and after proposed transaction, *de facto* control of company does not change hands. Of most importance, it was noted, Metromedia would not have to bother with FCC waiver to retain grandfathered co-located television and radio properties if majority control were not deemed to change hands. Conceivably, it was said, largest broadcast deal in history could be recorded at FCC as simple amendment to ownership report.

Couple of sports

Although both companies decline comment, but refuse to deny reports, it's been learned that Warner Amex Cable and Sportschannel, Long Island, N.Y.-based operator of four regional pay cable sports networks, have been discussing joint operation of WA's three Home Sports Channel operations in Pittsburgh, Dallas and Houston. Companies have already negotiated program alliance whereby three Home Sports operations will receive live satellite feed of monthly two-hour boxing package that Sportschannel is distributing to its own networks in New York, Philadelphia, New England and Chicago.

Big buddies

Lehman Bros. Kuhn Loeb Inc. is no longer seeking money for Hubbard Broadcasting's direct broadcast satellite venture, United States Satellite Broadcasting. Lehman Bros. had

approached venture capitalists with USSB's plan for three-channel, advertiser-supported service, but found that project, which will require hundreds of millions of dollars in capital, was too big (too expensive) for venture capitalists, who typically have no more than \$5 million to invest and favor more modest enterprises. USSB's Bob Fountain said USSB will now seek equity partnerships with major corporations or institutions through Dain Bosworth Inc., Minneapolis-based investment firm, and soon-to-be-announced banks.

Bigger bird

United Satellite Communications Inc. is looking for "third-generation" broadcast satellite. It launched five-channel service in Northeast last November with Anik-C II and will expand service to parts of Southeast and West Coast with GTE's GSTAR II. USCI President Nathaniel Kwit now says he is in market for another higher-power satellite that would allow USCI to serve entire country with more channels and two-and-a-half-foot dish antenna. To effect second satellite switch, USCI would have to persuade GTE to give up orbital slot at 105 degrees west longitude, so that new broadcast service could be moved in and existing earth stations would not have to be repointed. Kwit said switch could be made prior to launch of Satellite Television Corp.'s high-power service in 1986.

Turnaround

Less than year ago, Comsat's Satellite Television Corp. publicly advocated development of "universal receiver" that would permit consumers to tune in all high-power DBS signals emanating from single orbital slot. But it now seems to be taking different tack. According to members of FCC industry advisory committee exploring transmission and receiver standards for DBS, STC is opposing efforts of other would-be DBS operators to establish standards that would lead to universal receiver. STC's critics say reason is STC's desire to cut out potential competition. But STC says reason is cost. According to STC's Leo Keane, to receive 32 channels, earth stations would have to be built to handle both left-hand and right-hand circularly polarized signals, adding significantly to their cost. Such cost, he said, "ought not be borne by consumers until we know they are going to be used."

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 Colorado Springs, Pueblo....KOAA
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 Ft. Myers, NaplesWINK
 Monroe, El DoradoKNOE
 Columbus, GAWRBL
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 Wichita Falls, LawtonKSWO
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United way

The Los Angeles city council last Tuesday (Jan. 24) approved United Cable Television's purchase of the troubled CommuniCom cable franchise, serving a 300,000-home corridor extending from downtown Los Angeles to the Pacific Ocean. The council also approved United's request for an extension of the franchise agreement to Dec. 31, 1993. The CommuniCom franchise had been scheduled to expire in 1987, but United had argued that it would need an extension in order to obtain financial backing for the takeover.

The move puts United in a position of dominance in the Los Angeles cable market, following the company's acquisition last year of the 365,000-home East Valley franchise (BROADCASTING, Sept. 12, 1983). CommuniCom, which has been plagued by construction delays and consumer complaints, is owned by Wyoming-based Neilson Enterprises.

"We hope to be in a position to proceed with the limited partnership [needed to purchase CommuniCom] shortly," said Robert Towse, vice president/operations for United. The Denver-based firm is the 11th largest MSO, claiming 610,000 basic and 522,000 premium subscribers in its 35 operational systems.

United announced the following planned additions to the CommuniCom franchise: interconnection to other local and regional franchises; construction of a 185-mile, 400 mhz institutional network in the downtown area; construction and development of a city hall access studio; development of two demonstration projects to study video conferencing, videotex and high-speed data transmission, and funding of a "major" study of institutional network needs by the Central City Business Association.

Changing their minds

A question on the minds of municipal authorities is whether the cable companies to which they have awarded franchises on the basis of specific promises will follow the lead of Warner Amex Cable and attempt to avoid those promises by pleading "unforeseen circumstances" (BROADCASTING, Jan. 23). Cablevision Systems has become a prime topic of interest since it has promised to practically give away basic service in some locales, such as Boston (\$2), and in light of its recent attempt there to pull five popular ad-supported satellite services out of the basic tier for placement in the \$6 (soon-to-be \$8) Omnibus tier.

The local operating partners of the Boston Cablevision system proposed to substitute four religious channels and The Learning Channel for ESPN, USA Cable, CNN, ARTS and Daytime in the basic tier last month. And on Jan. 11, the city categorically rejected the proposal. Peter Epstein, who heads the city's cable office, said the proposal was rejected on the basis of a requirement in the

franchise agreement that program service changes in the basic tier must not alter substantially the program mix in that tier. The cable company withdrew its proposal when it was rejected by the city, Epstein said.

Cablevision has not attempted to "materially alter" the initial franchise contract, said Epstein, who added that the city is basically satisfied with Cablevision's performance to date. He said the Boston system would probably be completed by the end of 1984, about a year and a half ahead of schedule.

As for the proposed program changes, Cablevision Chairman Chuck Dolan acknowledged last week that it was a bad



Dolan

move. "I think we were wrong," he said, adding that it amounted to a "public relations blunder" on the part of the system's local executives.

Dolan said that the MSO has no current plans to go to any of the cities where it is franchised to ask for concessions, but did not rule out such actions in the future. "Franchise contracts should be resilient, living documents," he said. "If changes are in order that would be of benefit to cable subscribers then they ought to be made. . . . I don't think that anyone ever embraced the idea that these [franchise agreements] should be cast in concrete."

'Season Ticket' problem

ESPN, Raycom and the Atlantic Coast Conference have announced their decision to scrap Season Ticket less than half way through the proposed package of 21 ACC basketball games being distributed exclusively to ESPN subscribers living in the Atlantic coast region. The Season Ticket concept had caused an uproar among ACC fans from the start. Many rejected the notion of having to pay between \$50 and \$80 for 21 games, exclusive or not, when 38 other conference games could be seen for free on over-the-air television (syndicated by Ray-

com). And several district courts in the ACC region, which includes colleges located between Maryland and Georgia, sided with fans, issuing restraining orders that barred cable systems from blacking out the Season Ticket games to subscribers refusing to pay the extra fee. The courts reasoned that since ESPN promoted itself as a 24-hour service and that no substitute programming was available for the nonsubscribers to Season Ticket, the systems could not black out the games. ESPN refuses to disclose how many subscribers to the basic service signed up for Season Ticket, leading to speculation that interest was minimal. One source with the network said it had lost "hundreds of thousands" of dollars on the concept, but that it hadn't ruled out reviving it in the future if the legal and marketing problems could be worked out.

In a separate announcement, ESPN said it and Raycom had an agreement with the ACC to cablecast live ACC football games next season if the U.S. Supreme Court voids the current NCAA television contracts and permits conferences and schools to negotiate their own football television contracts.

The Chevy show

Alan Landsburg has completed shooting and is in midst of editing the pilot for a possible series of one-hour teleplays for the USA Cable Network. According to a USA spokesman, Chevrolet has agreed to sponsor a series of 13 teleplays if it likes the pilot, a comedy, *Goodbye, Victor*, starring Michael Moriarty. The series would be a major original programming coup for the basic cable service. "We are optimistic," the spokesman said, "but nobody is going to commit until they see what the first episode looks like."

Music making

Ohlmeyer Communications Co. and MTV (Music Television) will co-produce a series of music and entertainment programs for pay television, home video and broadcast syndication. Although it's understood that most of the joint productions will premiere on MTV, the Warner Amex basic cable service, a weekly magazine series for exclusive broadcast syndication is also in development. The first project will be the *Annual MTV Music Awards Show*, tentatively scheduled for MTV, and with broadcast distribution beginning in June. At least six concerts featuring "major artists" are also planned by the partnership, overseen by veteran producer Don Ohlmeyer.

Minnesota franchise

Dowden Communications, an Atlanta-based cable firm, has won two cable franchises near Lake Minnetonka, Minn., serving 12,000 homes. The wins bring the total homes for Dowden in Minnesota to 17,300. Dowden's latest win comprises 14 communities on Lake Minnetonka and the town of Chanhassen.



The #1 Syndicated Show

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FAMILY FEUD

Hosted by Richard Dawson



Source: Nielsen, Cassandra Ranking
November, 1983
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Business Briefly

TV ONLY

Vachon Inc. □ Baked goods will be advertised in four-week flight to start in mid-February in eight New England markets. Commercials will be placed in all dayparts. Target: women, 18-49. Agency: Arnold & Co., Boston.

Roy Rogers □ Promotional campaign will begin Feb. 13 and run for four weeks in five markets: Washington, Philadelphia, Baltimore, New York and Hartford, Conn. Commercials will air in early morning, prime access, prime time, late fringe and late news. Target: adults, 25-49. Agency: Smith, Burke, Azzam, Baltimore.

Swanson Foods □ Frozen breakfasts will be highlighted in five-week campaign beginning Feb. 20. Spots will air in 24 markets in daytime and early and late fringe. Target: women, 25-54. Agency: Ogilvy & Mather and BBDO, San Francisco.

Northwest Ford Dealers □ Promotion for Escort and Ranger (truck) will begin Feb. 20 for six weeks in five markets.

Commercials will air in all dayparts, Wednesday through Friday. Target: adults, 18-49. Agency: Cole & Weber, Seattle.

Golden Grain Macaroni □ Pasta products will be highlighted in six-week campaign beginning Feb. 20. Spots will air in 14 markets in early and late fringe and prime access. Target: women, 18-49. Agency: Vantage Advertising, San Leandro, Calif.

RADIO AND TV

Baskin Robbins □ Valentine's Day promotion will begin Feb. 6 and air for one week in 40 TV markets and five radio markets. Commercials will air in various dayparts according to market. Target: women, 18-49. Agency: Ogilvy & Mather, Los Angeles.

BMW North America □ Automobiles will be spotlighted in four-week flight to begin Feb. 6 in 45 TV markets and on radio in Los Angeles. Commercials will be carried on TV in early and late news, prime time and sports and on radio in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

Union Chemical Fertilizer □ Corporate campaign will begin Feb. 20 in 15 TV markets and 35 radio markets and run for six weeks. Commercials will air in early morning news and agricultural programming on both radio and TV. Target: farmers. Agency: Scholl & Co. Advertising, Los Angeles.

Godfather's Pizza □ Corporate campaign, to run throughout 1984, will begin in mid-February in 28 markets. TV spots will air in early and late fringe and prime time. Radio buys will air in various dayparts. Target: adults, 18-49. Agency: Cole & Weber, Seattle.

RADIO ONLY

Farm Credit Banks of Columbia □ Ten-week flight will start on Feb. 9 in more than 12 markets in Georgia and South Carolina to promote agricultural loans. Commercials will run in all dayparts. Target: men, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

Sunnyland Foods □ Processed meats will be advertised in four-week flight to begin in late February in 15 markets. Commercials will be scheduled in all dayparts during weekdays and weekends. Target: women, 25-54.

Agency: Burton-Campbell, Atlanta.

American Safety Razor □ Personna razor blades will be advertised in flight over eight weeks in three Michigan markets beginning March 5. Commercials will run in all dayparts. Target: men, 18-49. Agency: Laurence, Charles & Free, New York.

Toyota Motor Sales U.S.A. □ Three-week flight for trucks will begin in early March in eight markets, including Boston, Washington and Houston. Commercials will run in all dayparts. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

Rep Report

KJLA-AM Kansas City, Mo.: To Weiss & Powell from Masla Radio.

□

KVAA(AM) Volga, S.D.: To Weiss & Powell from Pro Radio.

□

WCOU(AM)-WAYU(FM) Lewiston, Me.: To Queen Company (no previous rep).

□

WNCT-AM-FM Greenville, N.C.: To Blair Radio from Katz Radio.

□

WHEN(AM)-WRRB(FM) Syracuse, N.Y.: To Blair Radio from Major Market Radio.

□

KSKN-TV Spokane, Wash.: To Seltel (no previous rep).

□

WMOD(TV) Melbourne, Fla.: To Seltel from Adam Young.

□

KRSI(AM)-KJJO(FM) St Louis Park, Minn.: To Eastman Radio from Major Market Radio.

□

KWJJ(AM)-KJIB(FM) Portland, Ore.: To Eastman Radio from Katz Radio.

□

WSIX-AM-FM Nashville: To Eastman Radio from Katz Radio.

□

WFVY(AM) Atlantic Beach, Fla.: To Eastman Radio from Hillier, Newmark, Wechsler & Howard.

□

Campbell Sports Network (Boston Red Sox): To Eastman Radio (no previous rep).

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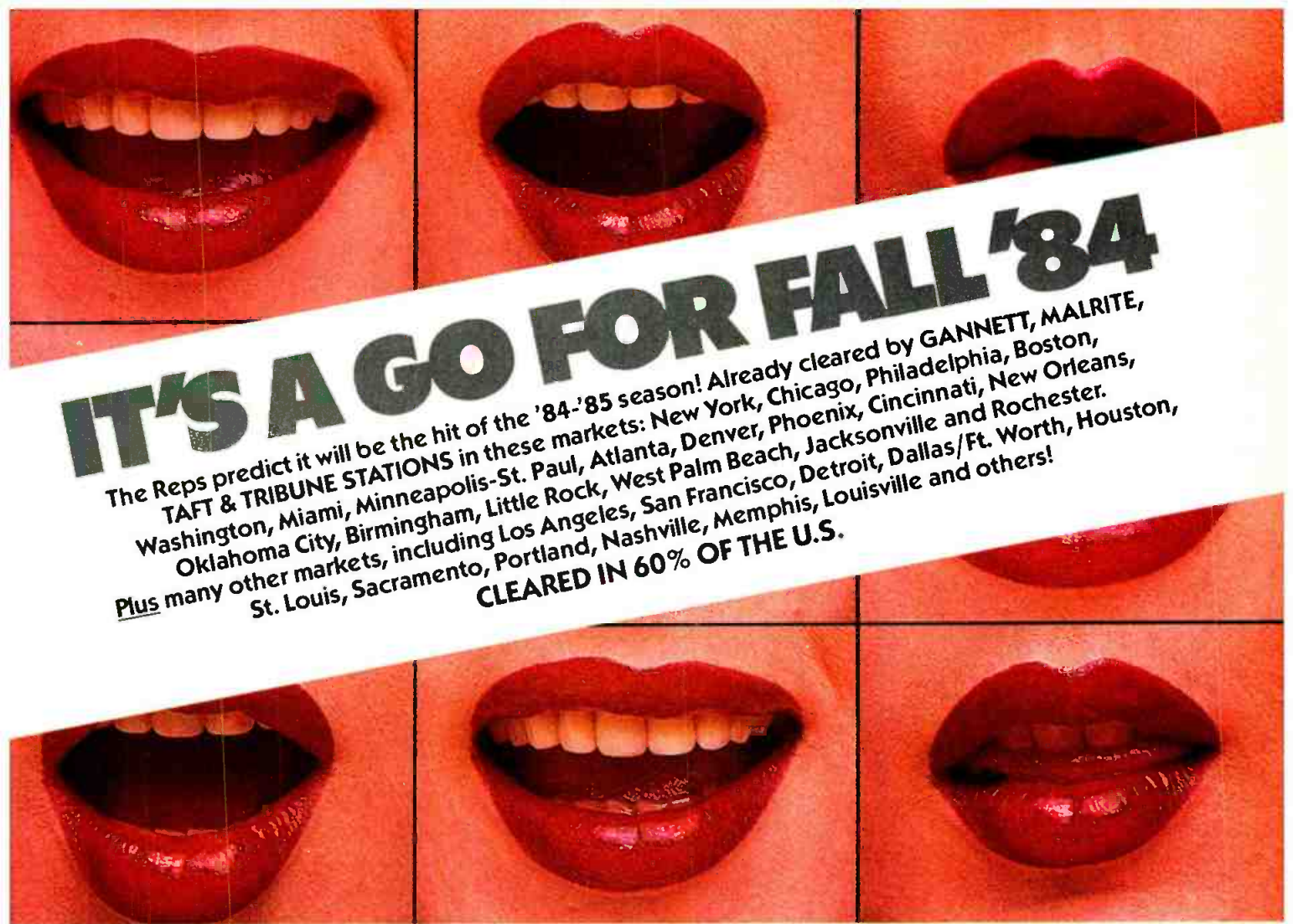
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IT'S A GO FOR FALL '84

The Reps predict it will be the hit of the '84-'85 season! Already cleared by GANNETT, MALRITE, TAFT & TRIBUNE STATIONS in these markets: New York, Chicago, Philadelphia, Boston, Washington, Miami, Minneapolis-St. Paul, Atlanta, Denver, Phoenix, Cincinnati, New Orleans, Oklahoma City, Birmingham, Little Rock, West Palm Beach, Jacksonville and Rochester. Plus many other markets, including Los Angeles, San Francisco, Detroit, Dallas/Ft. Worth, Houston, St. Louis, Sacramento, Portland, Nashville, Memphis, Louisville and others!

CLEARED IN 60% OF THE U.S.

"HEY! ISN'T THAT YOU-KNOW-WHO?"

Well, not quite. You see, the people who appear on the new, comedy-music series, *Puttin' On The Hits*, are really ordinary folk from everyday life who mimic and lip-sync the hit recordings of some of today's top artists—re-creating in spectacular fashion the make-up, the hairstyles, the costumes...every movement and every gesture of their favorite performers. Nothing is spared to create the illusion of the real thing!

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 Original half hours + 26 Repeats. Available Fall 1984

Advertiser-Supported Programming from

MCA TV

CALL US TODAY AT (212) 605-2751.



AdVantage



Spanish winners. Hispanics in Communications, New York, has presented seven major awards for excellence in television and radio advertising in Spanish language. Winners of El Cervantes Media Awards in television and radio for 1983 are: Castor Spanish International for Budweiser, television/campaign and national (see picture above); Badillo/Compton for Pepsi-Cola Bottling Co. of Puerto Rico, for television and radio/regional; Ed Yardank and Associates for Adolph Coors, radio/regional, and J. Walter Thompson Hispania for Kraft Inc./Casino Monterey Jack, for radio/local.

Video support. Four major advertisers have each bought one-year advertising schedules in NBC-TV's *Friday Night Videos* (12:30-2 a.m.) at combined cost of \$6.5 million. Advertisers are Ford Motor, Miller Brewing, Warner Bros., and Warner-Lambert Co.

Legalized TV. New Jersey Supreme Court Chief Justice Robert Wilentz signed order allowing lawyers with practice in state to begin advertising over radio and TV. Order, which became effective immediately, amended existing Disciplinary Rule (DR) 2-101 prohibiting such action. Until now, print advertising was only vehicle legally available to New Jersey attorneys. Lawyers in neighboring states of Connecticut and New York have been permitted broadcast advertising since 1978.

McGavren addition. McGavren Guild Radio has opened new office in Charlotte, N.C., at Two South Executive Park, Suite 103, 6135 Park Road, 28210. (704) 552-7761. Jim Peacock is sales manager. McGavren's New York office has new telephone number: (212) 916-0500.

MMT in L.A. MMT Sales has moved into larger quarters in Los Angeles at 5900 Wilshire Boulevard, 90036. Telephone remains: (213) 937-6434.

Broadcasting Publications Inc.

Founder and Editor
Sol Talshoff (1904-1982)

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

The Fifth Estate Broadcasting

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

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

Editorial

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Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy, assistant editors.
John Eggerton, staff writer.
Anthony Sanders, systems manager.
Susan Dillon, Marcia Klein, Geoff Foisie, Jeanne A. Omohundro, Heather McKinnon, research assistants.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants

Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting Yearbook

Mark Jeschke, manager.
Joseph A. Esser, associate editor.
Daniel L. Martucci, production assistant.

Advertising

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

Circulation

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

Production

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

Administration

David N. Whitcombe, vice president/operations.
Phillippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Debra Shapiro, secretary to the publisher.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Kathy Haley, bureau news manager.
Stephen McClellan, assistant editor.
Vincent M. Dittingo, senior editor: radio.
John Lippman, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.
Tim Thometz, western sales manager.

Sandra Klausner, editorial-advertising assistant.



ABP American Business Press Inc.

Founded 1931. Broadcasting-Telecasting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. * Reg. U.S. Patent Office. □ Copyright 1984 by Broadcasting Publications Inc.

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MCA TV AT THE FAIRMONT

Get the *jump* this leap year

MCA TV

**THE PENTHOUSE 7TH FLOOR
OPEN DURING NATPE EXHIBIT HOURS
COME SEE WHAT WE'VE GOT...**



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

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



AT NATPE

FAIRMONT HOTEL

THE
PENTHOUSE
7th FLOOR

MCA TV... THE LEADER IN SYNDICATED PROGRAMMING!



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



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*, *Nighthawks* and more!

THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES The cream of the cops! Starring Peter Falk, Dennis Weaver and Rock Hudson. Winner of 8 Emmy Awards, these star-studded motion pictures are currently dominating late night audiences on CBS-TV.



MCA TV

AT NATPE

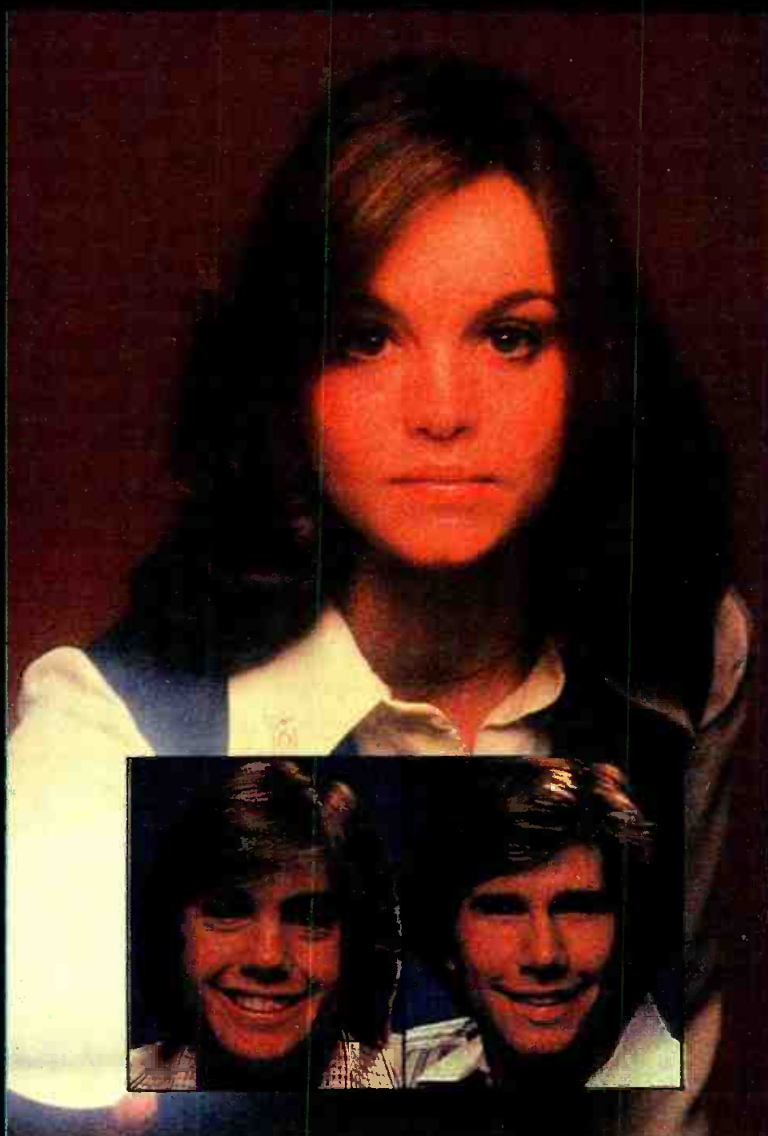
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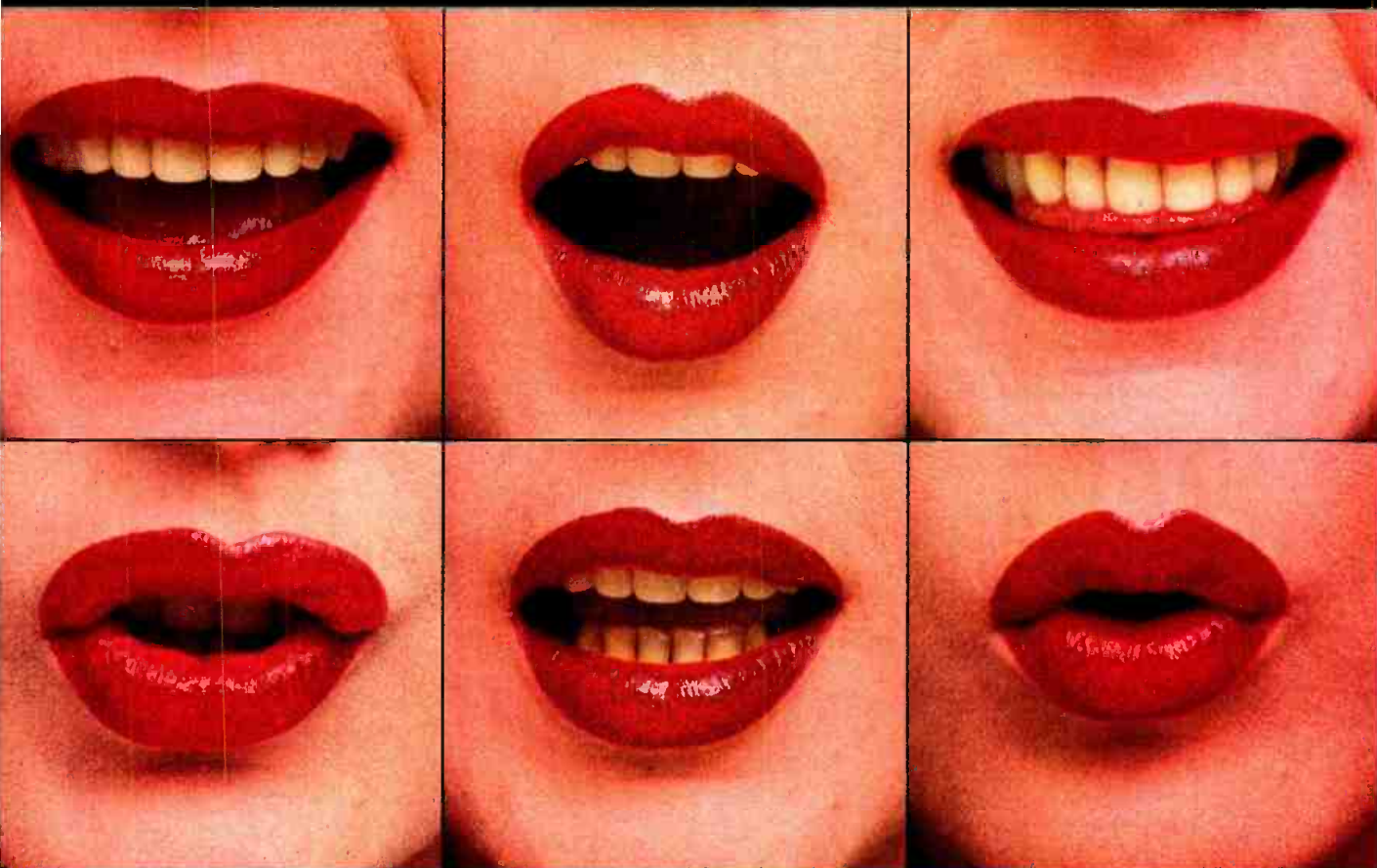


SWITCH Following a smash 1st season in syndication, Robert Wagner and Eddie Albert are coming back for a 2nd season of advertiser-supported programming, with all newly-released episodes of this stylish action series!



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.



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

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.



MCA TV

A broadcast advertising commentary from Dick McDonald, president, McDonald Davis & Associates, Milwaukee

Drilling for oil with new advertisers

Back in the Old West there was a rancher with hundreds of acres who made a comfortable living raising cattle. Year after year he fattened his stock and took them to market. Then one year, a drought hit. Cattle began to starve. And his comfortable living became less comfortable. One day he ran into a prospector who gave him this advice.

"All these years you've been living off the top of the land. You don't realize that this is oil-producing country, and there's probably black gold right under your feet."

So the rancher dug some wells and hit gushers. For years he'd taken the earth for granted merely as a pastureland. He never dreamed it had so much more to offer. It was there all the time. He just never thought of looking for it.

Your television stations have some potential gushers right in their own backyards. I'm going to give you some well-drilling equipment.

All of you know that sales patterns are changing in the present economy. Industrial advertising is down. So is housing and real estate. As are many other areas.

But some television stations still continue to sell in the traditional way, relying on the solid stable of traditional clients. These folks could well find themselves in the same predicament as the rancher.

Today, the name of the game is innovation in reassessing and pinpointing businesses and products on the wave of an upswing or ones that are new to you. Then, you must tap that territory before your competition does.

Retail advertising is a good example. Anyone who reads business publications knows that just as the Ma and Pa stores gave way to the department stores, so the traditional department stores are losing ground to mass merchandise retailers, specialty stores and direct response marketing. That means that the mass merchandisers will be growing—and spending more—as they capture increasing shares of the marketplace.

Are your sales reps similarly enlarging their key retail accounts? Are they presenting the facts and case histories to prove their point? Or are they still satisfied to take a small percentage of the client's total media budget because that's what percentage the client has always spent on TV?

There are other emerging areas in your backyards—if your TV sales forces are alert to what's going on in the world. This means they've got to keep current with changes in our economy—and the trends we're experiencing. They can't bury their noses and minds only in rate cards, ratings, shares and BROADCASTING magazine.

For television, the changing trends in our society mean that there are new gushers



Dick McDonald is president of McDonald Davis & Associates, a Milwaukee-based marketing communications agency. McDonald and Charles Davis founded the company in 1963. Prior to that, McDonald was communications manager of a major foods company, a consumer electronics firm and an account executive with two advertising/public relations agencies in the Southwest.

ready to be tapped. Let me cite two examples—the health care and legal professions.

Only six years ago, the U.S. Supreme Court abolished restrictions on advertising for professional services. But the professions were slow to take advantage of this "open window." Only recently have we seen a tremendous surge in this type of advertising.

Let's talk about hospitals. Those nice, quiet, low-key institutions are just like churches and cemeteries. Wrong. The health care industry today is the second largest industry in our country. Hospital administrators are not just innkeepers, they're CEO's of major corporations. Your 400-bed hospital (a medium-sized hospital) probably has a work force of 1,500 people and annual income of \$50 million. With increasing competition among hospitals, because of the changing health care scene, hospitals are moving boldly into aggressive marketing. I'm not talking about the two or three PSA's of previous years. I'm talking about major dollars. It's not unusual for a medium-sized hospital to spend half a million dollars a year on a marketing communications program. How many of your local car dealers are spending that much these days? Has your sales force been astute enough to realize what's happening? Do they realize that the local hospital may actually be a substantial new revenue source?

For hospitals, advertising to capture increased share of mind and increased share of market is not just a "nice" thing to do, it's a

matter of survival in an increasingly brutal game whereby about 1,000 hospitals will go out of business within the next decade.

Are you and your station on top of this trend? Are you cultivating the hospitals and their agencies? Are you attuned to their problems so you can talk their language? Are you familiar with hospital reimbursement policies and how promotional expenditures are reimbursed by third-party payers? Do you know how hospitals develop their market-based strategic planning, which then leads to advertising implementation? Do you know the advertising codes that the American Hospital Association and your state hospital association have adopted?

The legal profession is another example of an emerging new business opportunity. You'd never expect to see lawyers advertising a few years ago, but they are now—in spades. To the successful attorney handling multimillion-dollar lawsuits, spending half a million on advertising is no barrier if he sees how advertising can help build business.

I've mentioned just two professional areas—health care and law. There are others—dentistry, accounting, engineering and financial planning, to name a few. Think about it. Your sales force might be better off taking an attorney to lunch than the local appliance dealer.

Up to now I've talked about the "what." Here are some suggestions about the "how."

When we began work with clients in these emerging new-business areas, we quickly discovered it's different than working with clients who have experience with advertising, who accept it as a necessity and who are familiar with the mechanics.

We spend a lot of time educating our clients about the value and impact of broadcast. Some agencies or TV stations don't want to invest that time. And that means they'll probably never strike oil, either.

There's another thing about professional advertising that's different from the usual commercial account. In the services field, we're often looking not for an immediate sale, but rather a cumulative effect. Hospitals that advertise aren't expecting people to flock to their emergency rooms the minute they watch a TV spot. We're looking for a year-round impact, not just a Christmas sale. This also means that ratings themselves are not always a key criteria in program selection.

Overall, a station's future sales in our changing environment may well be coming from sources it has never thought of before. Time must be spent in learning about and cultivating those sources.

I'm not predicting a drought in local television sales. But you ranchers out there might want to take a closer look at your cattle. If they're beginning to look a little thin these days, maybe it's time you started drilling for oil.

QUINCY'S OFF AND RUNNING!



And the track is fast! The syndication numbers are starting to come in, and *Quincy's* doing exactly what it was touted to do—attracting huge numbers of young women, winning time periods from late afternoon to late night and giving a giant boost to its lead-out news programs! Here are the results from these early starters:

CHICAGO WBBM-TV 4:00PM

#1 in the time period for both ratings and share—and a totally dominating performance among women 25-54.

LOS ANGELES KNXT 3:30PM

#1 with men 25-54. Strong gains over lead-in and last year's programming.

MIAMI WSVN-TV 4:00PM

Delivered 80% more women 18-49 than its lead-in—a 50% gain over last year.

ST. LOUIS KMOX-TV 4:00PM

Moved station from 4th to 1st with four times as many women 18-49 as last year's programming.

KANSAS CITY KCTV 10:30PM

Boosted station from 3rd to 1st, delivering 55% more women 18-49.

FRESNO KMPH-TV 12:00NOON

Ratings jumped 50% while the number of women 18-49 doubled over the previous year's programming.

QUINCY

The favorite!

MCA TV



This week

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

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

Jan. 30—Deadline for reply comments on FCC proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

Jan. 30—Syracuse University student affiliates of New York chapter of National Academy of Television Arts and Sciences "Media Professionals Series." Speaker: Len Berman, NBC Sports correspondent. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Jan. 31—Deadline for entries in 16th annual Robert F.

■ Indicates new or revised listing

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.

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. Participants and speakers include Metromedia's Robert Bennett; former CBS Inc. President Dr. Frank Stanton; CBS's Thomas Leahy and Peter Kohler; NBC's Arthur Watson and Robert Blackmore; Warner Brothers' Ed Bleier; Radio Advertising Bureau's William Stakelin, and Robert Alter of Cable Advertising Bureau. 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 Erlicht, ABC. Waldorf-Astoria, New York.

Feb. 2—Ohio Association of Broadcasters Dayton managers' luncheon. Dayton Marriott Inn, Dayton, Ohio.

Feb. 2—Northern California Broadcasters Association meeting. Trader Vic's, San Francisco. Information: (415) 928-7424.

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. 3-5—South Carolina Broadcasters Association winter convention. Sheraton Downtown, Charleston, S.C.

■ **Feb. 4-6**—"Copyright, Congress & Technology" symposium for members of House and Senate Judiciary Committees and other interested parties, sponsored by Copyright Office and Senate and House Copyright Subcommittees. Bonaventure Intercontinental, Fort Lauderdale, Fla.

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.

Also in February

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—National Association of Broadcasters broadcast regulatory review committee meeting. NAB headquarters, Washington.

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." Clairol headquarters, 345 Park Avenue, New York.

Feb. 7-8—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

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

Feb. 8—House Telecommunications Subcommittee's FCC oversight hearing. Washington.

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

Major Meetings

Jan. 28-31—Radio Advertising Bureau's managing sales conference. Amfac 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.

■ **March 28-April 1**—Public Broadcasting Service and National Association of Public Television Stations annual public television convention. Hyatt Regency-Crystal City, Arlington, Va.

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. 12-15—Cable Television Administration and Marketing Society 10th annual conference. Waldorf-Astoria, New York.

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

■ **Sept. 16-19**—"The Radio Convention," combined conventions of National Radio Broadcasters Association and National Association of Broadcasters Radio Programming Conference. Westin Bonaventure hotel, Los Angeles. (Combined meeting subject to approval by NRBA board.)

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 MIDEM 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.

TOP 40 VIDEOS

**explodes
with music's
hottest stars!**

It's today's top music videos in one electrifying new half-hour series...TOP 40 VIDEOS. Featuring all the popular, mellow sounds your 18-34 audience wants to see and hear. It's the hottest ticket on television today!

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& John Travolta*

Elton John

The Police

Paul Simon

Talking Heads

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*Everything is better when
it comes from the Harts.*

A RONA II and Spelling / Goldberg Production
in association with



Kirkman, executive director, AFL-CIO's labor institute of public affairs. Copacabana, New York.

Feb. 8—Ohio Association of Broadcasters Cincinnati managers' luncheon and election year workshop. 1 Mes-tin, Cincinnati.

Feb. 9—Northern California Broadcasters Association meeting. Hyatt Union Square, San Francisco. Information: (415) 928-7424.

■ **Feb. 9—American Women in Radio and Television, Washington chapter**, "spokesperson workshop." National Association of Broadcasters headquarters, Washington. Information: (202) 463-5679.

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 Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

Feb. 9-14—NATPE International 21st annual conference. 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. 10-11—Screening of New York World Television Festival films. State University of New York, Albany. Information: (212) 687-3484.

Feb. 10-12—California Chicano News Media Association fifth annual "Journalism Opportunities Conference for Minorities." University of Southern California, Davidson Center, Los Angeles. Information: (213) 743-7158.

■ **Feb. 11—American Women in Radio and Television, Washington chapter**, "spokesperson workshop." U.S. Chamber of Commerce building, Washington. Information: (202) 463-5679.

■ **Feb. 13—Syracuse University Student Affiliates**

of New York chapter of National Academy of Television Arts and Sciences "Media Professionals Series." Speaker: Neal Pilson, executive VP, CBS Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

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

Feb. 14-15—Wisconsin Broadcasters Association annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

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, honoring 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. 15—Deadline for entries in Los Angeles Area Emmy Awards of Academy of Television Arts and Sciences. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif., 91602; (213) 506-7880.

Feb. 16—15th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Americana hotel, Fort Worth.

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. 19—"Investigative Journalism Under Attack: Problems and Challenges,"** reporting seminar, sponsored by S.I. Newhouse School of Public Communications, Syracuse, N.Y. Speakers: Geraldo Rivera, correspondent, ABC News's 20/20, and Ar Westin, executive producer, 20/20. Information: Paul Dolan, (212) 580-6071, or Scott Klein, (315) 423-6112.

Feb. 20-22—Community Antenna Television Association/Mid-America Cable TV Association advanced technical training seminar. Holiday Inn Medical Center Holiday, Wichita, Kan.

■ **Feb. 21—Southern California Cable Association** luncheon. Speaker: Kare Anderson, Pacific Telephone. Airport Hilton, Los Angeles. Information: (213) 684-7024.

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. 22—Ohio Association of Broadcasters radio programmers conference. Dublin Stouffer's, Dublin, Ohio.

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." Speakers include Howard Bell, AAF president; Patricia Bailey, FCC commissioner, and Bruce Fein, general counsel, FCC. 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—Association of National Advertisers television advertising workshop. Luncheon speaker: James Duffy, president, ABC-TV. Plaza hotel, 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. 28-29—Videotex Industry Association forum on unauthorized access. Hyatt Arlington, Rosslyn, Va. Information: (301) 984-8586.

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, "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—Deadline for entries in sixth annual Lowell Mellett Award**, sponsored by *Mellett Fund for Free and Responsible Media*, established to seek ways of increasing press responsibility without impairing press freedom. Information: Mellett Fund, 1125 15th Street, N.W., Washington, D.C., 20005.

March 1—Ohio Association of Broadcasters Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

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

March 1-4—CBS Radio Affiliates Association board meeting. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

■ **March 4-7—12th annual National Gospel Radio Seminar**, held with *Gospel Music Association's* GMA Week '84. Radisson Plaza hotel, Nashville. Information: (615) 244-1992.

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.



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

March 8-9—"Communication Technologies and Politics," sponsored by *Washington Program in Communication Policy*, extension of Annenberg graduate schools at University of Southern California and University of Pennsylvania. Offices of Washington Program, Washington. Information: (202) 484-2663.

March 8-9—*Practising Law Institute* symposium, "Times vs. Sullivan: The Next Twenty Years." Waldorf-Astoria, New York. Information: (212) 765-5700.

■ **March 9**—Deadline for entries in TARA Awards, sponsored by *American Women in Radio and Television, Atlanta chapter*. Information: (404) 325-2490.

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 13-14—*Ohio Association of Broadcasters* congressional dinner and visits to congressmen and FCC. Hyatt Regency-Capitol Hill, Washington.

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

March 13-15—*Louisiana Association of Broadcasters* annual visit with Congress and FCC. 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 15—"The New Technologies: Changes and Challenges in Public Relations," seminar for corporate executives sponsored by *The Media Institute*. Hyatt Regency, Houston.

March 20—"Cable Law '84," video conference on legal aspects of cable TV franchising, sponsored by *American Bar Association, cable TV committee of science and technology section*. Washington. Information: (202) 362-1140.

March 20-22—*Washington Journalism Center's* conference for journalists, "Changing Relationships Between Men and Women." Watergate hotel, Washington.

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

March 21—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Cleveland Bond Court, Cleveland.

March 22—*Northern California Broadcasters Association* meeting. Hyatt Union Square, San Francisco.

March 22—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

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 ho-

tel, 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 28-April 1**—*Public Broadcasting Service and National Association of Public Television Stations* annual meeting of public television stations. Hyatt Regency, Crystal City, Arlington, Va. Information: Mary Jane McKinnon, (202) 488-5000.

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

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 2**—Deadline for entries in *International Radio Festival of New York*. Information: Festival office, (212) 246-5133.

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

April 4-8—*Alpha Epsilon Rho, National Broadcast-*

ing Society, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

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

April 6-7—*Oklahoma AP Broadcasters Association* annual convention and awards banquet. Park Suite, Oklahoma City.

■ **April 7**—Deadline for entries in *Television Drama Awards* competition of Fourth International Conference on Television Drama. sponsored by *Michigan State University*. Information: Jean-Luc Renaud or Gretchen Barbatsis, department of telecommunications, Michigan State University, East Lansing, Mich., 48824; (517) 355-6558.

■ **April 7-9**—*Minnesota Broadcasters Association* spring meeting. Sheraton Park Place hotel, Minneapolis.

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 10-11—*Satcom '84*, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by *International Association of Satellite Users*. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.

April 10-11—*Ohio Association of Broadcasters* spring convention. Columbus Marriott North, Columbus, Ohio.

■ **April 11**—*Louisiana Association of Broadcasters* sales seminar. Holiday Inn-Airport, Kenner, La.

■ **April 12**—*Louisiana Association of Broadcasters* sales seminar. Holiday-Inn-Central, Lafayette, La.

■ **April 13**—*Louisiana Association of Broadcasters* sales seminar. Regency hotel, Shreveport, La.



AM explanation

EDITOR: On page 37 of the Jan. 23 BROADCASTING, I note the item on AM stereo contained in the NAB story.

I hasten to say if that item is correct, then Fred Walker has been wasting a great deal of time and energy. I have never proposed one standard be set for the industry. In my "Monday Memo" of Dec. 5, 1983, I said that the broadcast marketplace (as dictated by the FCC) should determine which AM exciter should be purchased. The consumer should not be forced to make the decision.

Each engineering manager should be allowed to select the AM exciter that he or she feels is the best. The multimode system now available to all set manufacturers is the key to the success of AM stereo.

The NAB was assured by our attorneys that there were no antitrust implications in the working to support the very resolution passed by the NAB.

Any owner of an AM radio station should feel free to purchase any of the four available AM stereo exciters. They should do it now... and they should support the multimode system AM stereo receiver.

Why should AM station owners be so

concerned? In the Jan. 9 BROADCASTING, you report that the average price of an AM radio station was \$508,754 and the average price of an FM station was \$1,280,305. The perception that AM is inferior is just that—a perception. The advent of AM stereo and the multisystem receiver can help turn that perception around.

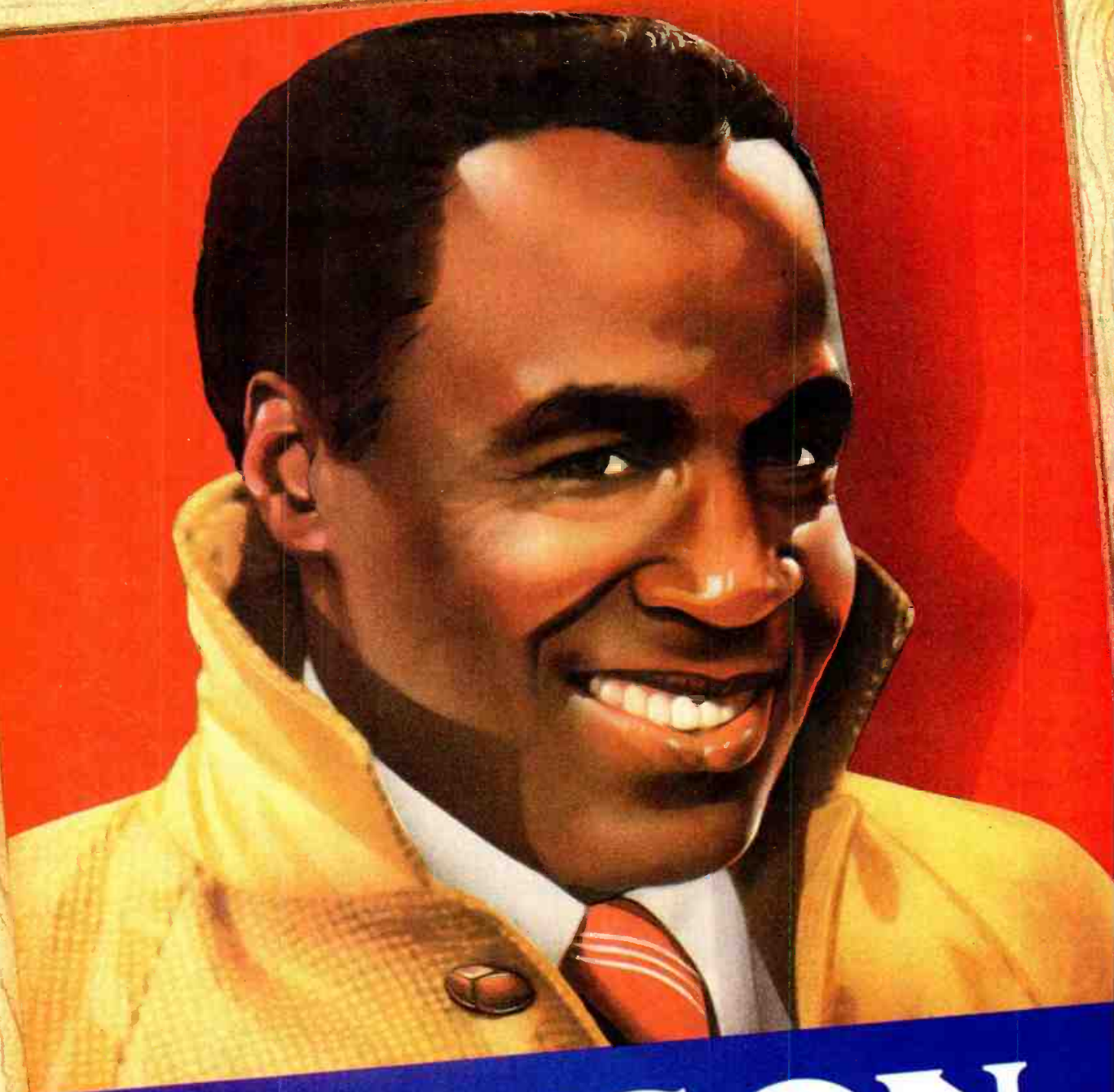
If AM stations will work together, I feel strongly that we can accomplish in five years what it took 10 years for FM to achieve.—Fred E. Walker, president, *Broad Street Communications Corp.*, New Haven, Conn.

Financing update

EDITOR: In your Jan. 16 story on independent television stations you covered efforts by my Independent Spot Sales to establish a new national representative for independents. Unfortunately, the story indicated that my "applications for financing have been turned down." This is not wholly the case since I have financial commitments for 75% of our projected requirements. I did say that finding financing for the remaining 25% has proved to be harder than I thought it would be.—William J. Tynan, president, *Independent Spot Sales*, New York.

Errata

KIK(AM)-KMAI(FM) Honolulu and KWTO-AM-FM Springfield, Mo., are now represented by Katz Radio, not Blair Radio, as reported in "Rep Report," Jan. 23.



BENSON
IN'84

The Benson bandwagon is rolling!

NEW YORK	WPIX
LOS ANGELES	KCOP
CHICAGO	WGN-TV
PHILADELPHIA	WTAF-TV
SAN FRANCISCO	KTZO
BOSTON	WLVI-TV
DETROIT	WJBK-TV
WASHINGTON, DC	WDCA-TV
CLEVELAND	WJKW-TV
DALLAS	KNBN-TV
HOUSTON	KRIV-TV
MIAMI	WCIX-TV
MINNEAPOLIS	KMSP-TV
ATLANTA	WSB-TV
ST. LOUIS	KDNL-TV
DENVER	KWGN-TV
BALTIMORE	WMAR-TV
SACRAMENTO	KRBK-TV
PORTLAND, OR	KPTV
INDIANAPOLIS	WRTV
HARTFORD	WVIT

PHOENIX	KPHO-TV
SAN DIEGO	KCST-TV
KANSAS CITY	WDAF-TV
CINCINNATI	WKRC-TV
MILWAUKEE	WITI-TV
NASHVILLE	WSMV
BUFFALO	WGR-TV
ORLANDO	WOFL
NEW ORLEANS	WVUE
COLUMBUS, OH	WTVN
MEMPHIS	WPTY-TV
GRAND RAPIDS	WZZM-TV
RALEIGH	WRAL-TV
OKLAHOMA CITY	KGMC
BIRMINGHAM	WBRC-TV
HARRISBURG	WSBA-TV
GREENSBORO	WGGT
ALBANY, NY	WNYT
LITTLE ROCK	KLRT
SHREVEPORT	KSLA-TV
JACKSONVILLE	WJKS-TV



ALBUQUERQUE	KNAT
ROCHESTER, NY	WHEC-TV
PORTLAND, ME	WCSH-TV
AUSTIN	KBVO
JACKSON, MISS	WAPT
LAS VEGAS	KVVU-TV
CHARLESTON, SC	WCBD-TV
BEAUMONT	KBMT
RENO	KCRL
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CORPUS CHRISTI	KIII
MEDFORD	KTVL
HONOLULU	KGMB



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TAXI



#1 IN NEW YORK

(WNEW/IND 6:30pm)

in Rating, Share, Households, Women
18-34, 18-49 & 25-54 and Men 18-34,
18-49 & 25-54!

#1 IN DETROIT

(WJBK/CBS 11:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34, 18-49 & 25-54!

#1 IN SEATTLE/TACOMA

(KSTW/IND 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34 & 18-49!

#1 IN BALTIMORE

(WJZ/ABC 5:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN MADISON, WI

(WISC/CBS 10:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34, 18-49 & 25-54!

ENTERTAINMENT TONIGHT



#1 IN MINNEAPOLIS/ ST. PAUL

(KSTP/ABC 6:30pm)

in Share, Households, Total Women,
Women 18-34, 18-49 & 25-54 and
Men 18-34, 18-49 & 25-54!

#1 IN TAMPA/ ST. PETERSBURG

(WTVT/CBS 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN BIRMINGHAM

(WBRC/ABC 6:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN SPOKANE

(KREM/CBS 6:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-49 & 25-54!

#1 IN DAYTON

(WHIO/CBS 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

November's **1** Winner!

SOLID GOLD



#1 IN BOSTON

(WBZ/NBC Sat., 7pm)

in Rating, Share, Households, Total Women, Women 18-34, 18-49 & 25-54, Total Men and Men 18-34, 18-49 & 25-54!

#1 IN ST. LOUIS

(KPLR/IND Sat., 5pm)

in Rating, Share, Households, Total Women, Women 18-34, 18-49 & 25-54, Total Men and Men 18-34, 18-49 & 25-54!

#1 IN SAN FRANCISCO

(KTVU/IND Sat., 7pm)

in Rating, Households, Total Women, Women 18-34, 18-49 & 25-54, Total Men and Men 18-34, 18-49 & 25-54!

#1 IN MOBILE

(WKRG/CBS Sat., 10:30pm)

in Rating, Share, Households, Total Women, Women 18-34, 18-49 & 25-54, Total Men and Men 18-49 & 25-54!

#1 IN DAVENPORT

(WOC/NBC Sat., 6pm)

in Rating, Share, Households, Women 18-34, 18-49 & 25-54, Total Men and Men 18-34, 18-49 & 25-54!

It was one phenomenal Fall Sweep for Paramount's TAXI, ENTERTAINMENT TONIGHT and SOLID GOLD – each dominating the ratings and key demographics in markets large, medium and small from coast to coast!

**Remember
November –
and call
Paramount 1st!**



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All Progr Not Creat

ENTERTAINMENT TONIGHT/THIS WEEK is now firmly established as the premiere success in all syndication — and its remarkable dominance of local-market audiences is only one of the reasons. As these comments from broadcasters, advertisers and the media indicate, “ET’s” Ratings, Shares and potent young demographics are matched by its outstanding production quality and fascinating content. Popularity plus quality—the formula that explains why advertisers are paying a premium price for the most prestigious series in syndication today!

FROM STATION MANAGEMENT

“‘Entertainment Tonight/This Week’ is in a class by itself. The show is an industry forerunner—it has changed the way entertainment is covered on television. A perfect lead-out for our hard-hitting NewsCenter 10PM.”

—JACK SANDER, PRESIDENT & GEN. MGR., KTSP PHOENIX

“The show breaks important new ground in entertainment news coverage. It is unequalled for star reporting and behind-the-scenes industry information.”

—EARL BEALL, VP & GEN. MGR., WDAF, KANSAS CITY

“It’s a contemporary entertainment information show with production and pacing values that are setting the standards for television today.”

—ROBERT W. LEIDER, VP & GEN. MGR., WSVN MIAMI

“Ranked #1 in the crucial 7:30 prime access period, beating both ‘Family Feud’ and ‘PM Magazine’ and delivering the Men and Women 18-49 and 25-54 demos advertisers are out to capture.”

—FREDERICK R. BARBER, JR., VP & GEN. MGR., WSB ATLANTA

“It fits perfectly with our programming lineup. A runaway winner in rates and young demographics!”

—JIM BLAKE, VP SALES, KSTP MINNEAPOLIS

“Advertiser acceptance and demand for ‘ET’ have kept it virtually sold out at premium rates!”

—RON COLLINS, GEN. SALES MGR., KRON SAN FRANCISCO

ams Are ed Equal.

"We've been with 'ET' since it premiered three years ago. We're extremely pleased that Paramount stuck with it and made it the industry success story. It has become the state-of-the-art series."

—DOW SMITH, VP & STATION MGR., WJLA WASHINGTON

FROM THE ADVERTISERS

"'Entertainment Tonight' has proven to be a reliable numbers generator delivering reasonable efficiencies that we believe help us to reach a segment of viewers being eroded from the traditional network audiences."

—BRUCE HEIM, BROADCAST SUPERVISOR, LEBER MEDIA GROUP

"I'm very happy with the program's continued growth and performance. 'Entertainment Tonight' delivers substantial ratings with a network look. I consider it to be top quality programming."

—IRWIN RUBIN, DIRECTOR OF MEDIA, RICHARDSON-VICKS

FROM THE MEDIA

"Hottest syndicated show on television!"

—TIME MAGAZINE

"One of the all-time television success stories, a concept that has revolutionized the TV syndication business and proved that expensive, original non-network programming can be profitable to everyone."

—RON MILLER, KNIGHT-RIDDER NEWSPAPERS

"I enjoy 'Entertainment Tonight'... it does a much-needed job very well."

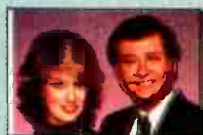
—DON HEWITT, EXECUTIVE PRODUCER, 60 MINUTES

"Such an important component in the way the industry is covered by press and television that it would now be difficult to imagine its absence."

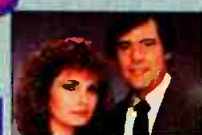
—DAVID GRITTEIN, LOS ANGELES HERALD-EXAMINER

"The most successful non-network program in the history of television!"

—US MAGAZINE



ENTERTAINMENT
TONIGHT / THIS WEEK



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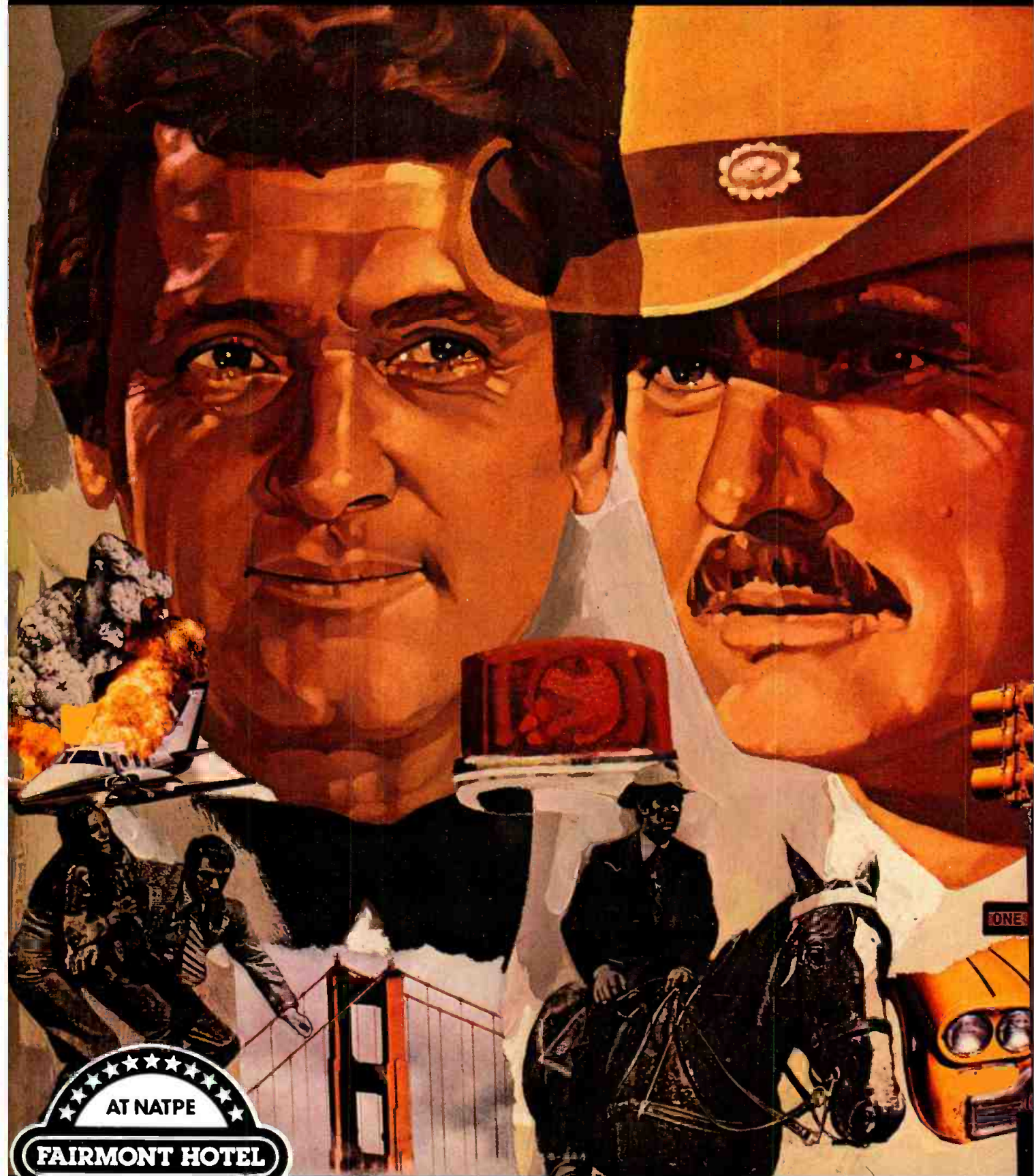


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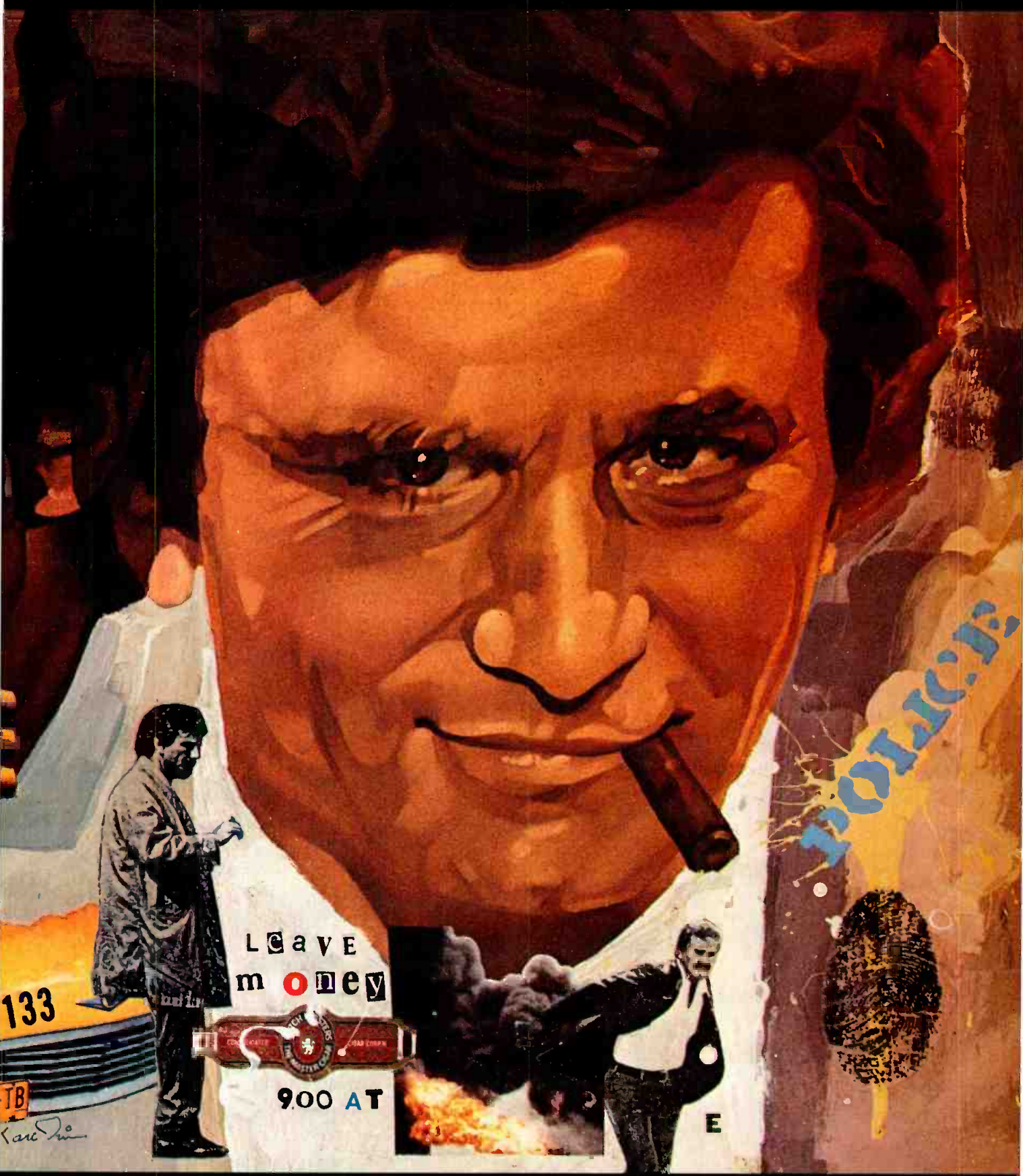
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Broadcasting Jan 30

Vol. 106 No. 5

TOP OF THE WEEK

Olympian step upward in program rights

ABC outbids CBS and NBC for exclusive coverage of next winter games in Canada, paying \$309 million, more than three times what it paid for rights to '84 winter Olympics

A new Olympic record was set last week even before the torch was lit at the 14th winter Olympic games in Sarajevo. ABC emerged the victor after a 15-hour marathon bidding session with the International Olympic Committee which awarded it the exclusive U.S. television rights to the 1988 winter games in Calgary, Canada. ABC agreed to pay \$309 million for the exclusive U.S. rights, which besides broadcast include cable, pay television and videocassettes.

The \$309-million winning bid is more than three times the \$91.5 million ABC paid for the U.S. broadcast rights to the Sarajevo winter games, which begin later this week. According to network negotiators who were present at the bidding, CBS was the first to pull out of the race when the IOC set a minimum bid on the third round at \$265 million. ABC and NBC each went another two rounds, with NBC reportedly calling it quits after its fifth-round bid of \$302 million fell \$7 million short of ABC's.

Several reasons were cited for the significantly higher rights payments bid for the 1988 winter games. Negotiators for all three networks—there were no representatives present from any cable networks—agreed the location of the 1988 winter games in Calgary, a city of 600,000 in Canada's Alberta province, figured positively in raising the bid price. Calgary is only two hours time difference from New York, it was pointed out, making it possible to broadcast many of the events live in prime time. In addition, there was a 30% jump in the number of programming hours, from 63½ for the 1984 winter games to 82 hours for the 1988 winter games.

ABC appeared to be downplaying its cable and pay television rights option. Although the option was mentioned by observers as a factor positively affecting the escalating rights costs, it was unclear how much of a part it played. Some outside observers speculated that ABC bought exclusive rights to protect itself from other services. However, an ABC spokesman noted that if ABC chooses to exercise its cable option, it has a "natural alliance" with ESPN. ABC owns 15% of ESPN and has options to acquire an additional interest.

The huge rights payment raises the question of how much ABC will have to raise

commercial unit costs to cover its expenditures. H. Weller (Jake) Kever, vice president of network sales, said a sales plan will not be formulated until after the winter games are over in Sarajevo. Noting that the 1988 winter games were still four years away, Kever said it was a "supposition" that "rates will be higher, but not out of line."

For the 1984 winter Olympics, according to ABC sources, the network sold 1,103 30-second commercial units for a total of \$187.5 million. Prime time rates ranged between \$215,000 and \$260,000 per unit,



while weekend and daytime rates ranged between \$100,000 and \$125,000, and late night rates ranged between \$52,000 and \$70,000. The 1,103 units sold for an average of \$170,000 each.

The money considerations were the reason at least one network decided it wasn't worth it. "We withdrew because we thought the bidding was reaching uneconomic levels," explained Neal Pilson, group executive vice president responsible for CBS Sports and CBS Radio. "We thought it became a bidding based on prestige and company pride, rather than hard economic facts of life," Pilson added. An NBC Sports spokesman expressed similar sentiments.

Pilson said representatives from each of

the networks were lodged in different hotel rooms at the bidding site in Lausanne, Switzerland. The negotiating committee of the IOC, headed by Richard W. Pound, who also is chairman of the Calgary Olympic Winter Games Organizing Committee, would call each of the networks down to another room to submit its bids or receive further instructions.

If the winter Olympic rights went for \$309 million, what will the 1988 summer Olympic rights be sold for—especially since the summer games historically have commanded rights payments substantially higher than the winter games? (ABC paid \$225 million for the U.S. broadcast rights for the summer 1984 games in Los Angeles.)

Network negotiators argued that while the rights can be expected to be higher, the difference will not be as great as that between the 1984 and 1988 winter games. First, they pointed out, the games are to be held in Seoul, South Korea, and the 14-hour time difference makes live coverage difficult. Furthermore, it was noted, South Korea's "uncertain" political situation is another negative factor.

And while there has been a lot of talk about the possibility of a broadcasting network aligning with a cable network to jointly bring 1988 Olympics programming to U.S. viewers, Tony Cox, president of network operations at HBO, virtually ruled out that network's involvement. Asked of stories alleging negotiations between HBO and the networks for Olympic coverage, Cox said "there's nothing to it. Everybody has been talking with one another [informally] and trying to figure out how to pay for the '88 games" given the high cost of obtaining the rights. □

Super Bowl viewing stats a mystery

Nielsen computer goof holds up football ratings; expectations are that it will be about 47

A lot of people watched the Super Bowl game between the Los Angeles Raiders and the Washington Redskins on Jan. 22, but as of last Friday nobody knew with any certainty how many. Nielsen's national ratings on the full game, expected last Thursday, were delayed until this week. A computer foul-up was blamed.

There were some clues to what the rating might be, however, and they all suggested it

would set no record, except perhaps for tardiness. The part of the game that spilled over into prime time, from 7 p.m. to 8:20 p.m. NYT, scored an average national Nielsen rating/share of 46.0/67—more than enough to make it the highest-rated "program" of the week (see story, page 98).

Observers said that the 46.0 for the prime time part was probably a little lower than the rating for the 4:45 to 7 p.m. part—the portion for which ratings have not yet been reported. The reasoning was that the crowd probably started out larger but began to thin out a bit as the lopsidedness of the Raiders'

dominance became apparent; by the time prime time rolled around, it was felt, tune-outs were beginning to outnumber new tune-ins.

Some sources at CBS, which carried the game, surmised that the national rating for the full game would be around 47, making it the fourth- or fifth-highest rated Super Bowl, depending on how far around 47 the final rating proved to be. Before this, the third-highest rated Super Bowl was the Dallas-Denver contest in 1978, which averaged 47.2; the fourth-highest rated was Pittsburgh-Dallas in 1979, which earned a 47.1.

Nobody expected the rating to challenge the top two: 49.1 for San Francisco-Cincinnati in 1982 and 48.6 for Washington-Miami in 1983. If the full game's rating does no better than match the 46.0 for the prime time portion, it will be the sixth-highest rated, behind Pittsburgh Steelers-Los Angeles Rams in 1980 (46.3).

In the six major markets where Nielsen does local measurements by meter—New York, Philadelphia, Chicago, Detroit, Los Angeles and San Francisco—the game averaged a 44.8/71. In Los Angeles, home of the Raiders, the average was 49.0/80, and in the San Francisco-Oakland market, their former home, it was even higher—49.9/85. In the other Nielsen metered markets the game pulled a 40.2/63 in New York, 46.1/68 in Philadelphia, 41.2/64 in Chicago and 42.1/65 in Detroit.

Nielsen does not meter Washington, but Arbitron does—and reported the game there averaged 50.8/84, while in Los Angeles it did 46.4/81 and in San Francisco 45.2/82. In Arbitron's six other metered markets, the game's Arbitron ratings ranged from 29.1/49 in New York to 50.8/70 in Dallas, whose Cowboys had hoped to be playing in the Super Bowl instead of watching it. In Miami, Arbitron rated the game at 43.4/65, in Detroit at 38.5/57, in Philadelphia at 44.5/66 and in Chicago at 38.0/61.

For the nine Arbitron markets, the game's average was 43.0/68. □

The rocky road to fin-syn

ABC and NBC want to suspend negotiations with Hollywood, claiming other side won't compromise; CBS still is hopeful it can reach solution

Negotiations between Hollywood's entertainment captains and the television networks over how to share in the rights to network programming were all but dead last week.

CBS was the only network holding out hope that a mutually acceptable arrangement could be worked out over the FCC's syndication and financial interest rules. And despite the pessimistic tone of assessments by others concerning the likelihood of success, CBS's official line was that "we're still hopeful we can reach a positive conclusion." Indeed, one report had it that a pact was "close," and perhaps as early as this week.

ABC and NBC, on the other hand, believing that CBS was on the verge of giving away the store, announced they were pulling out of the fray altogether—at least for the time being. Those two networks charged that negotiation had proved to be a waste of time: Hollywood, they alleged, had been bargaining in bad faith.

Among the most rankling Hollywood demands, as far as ABC and NBC were concerned, was a call for limiting network in-house production—a subject that's addressed not in the FCC network syndication and financial interest rules, but in consent decrees the networks have signed with the Department of Justice.

What was still lying on the bargaining table last week was vastly different from what the FCC envisioned when it tentatively decided last year to scrap its financial interest rule altogether, and to get rid of some of its restrictions on network participation in domestic syndication.

A source close to the negotiations said

Thomas Wyman, CBS chairman and president, and Lew Wasserman, chief executive officer of MCA Inc., last week were talking about a compromise that would keep that network out of domestic syndication through 1990. Under this compromise, CBS also would limit itself, through the same year, to negotiating for up to a 30% financial interest in about 30% of the programs on its prime time schedule. The network also would limit its in-house production of prime time programming to three-and-a-half hours a week through 1990.

(Under its consent decree with the Department of Justice, CBS [and NBC] agreed to limit in-house production of prime time programming to two-and-a-half hours per week through 1990. In its decree, ABC was limited to producing two-and-a-half hours of in-house prime time programming through 1985. But the decree also provided for it to produce up to three-and-a-half hours in 1986 and '87, four hours in 1988, and five in 1989 and '90. The agreements also permit CBS and NBC to petition to produce the same amounts ABC can.)

CBS and Hollywood are still haggling over at least a pair of issues, a source close to the negotiations said. For starters, Hollywood wants to limit the definition of the financial interest for which the network can negotiate a program's "net profits." The network wants to be able to negotiate for up to 30% of a program's "revenues or profits," the source said.

The other salient difference concerns when the network should be allowed to negotiate for a financial interest. The network, the source said, wanted to be able to negotiate for it whenever it could; Hollywood only wanted to permit negotiations to begin after the network had made a variety of commitments to a particular program.

According to the source, it has not yet been resolved how the parties would pro-

U.S. pleased with WARC action on jamming, planning

U.S. officials are reporting progress thus far in Geneva in the work of the World Administrative Radio Conference on developing a plan for use of high frequency spectrum space by shortwave radio. Leonard Marks, chairman of the U.S. delegation, who returned to the U.S. for a brief visit last week, is understood to have told the heads of interested agencies in a briefing on Thursday that the progress includes work on the usually intractable issue of "intentional interference," or jamming.

The U.S. has argued that, apart from the free flow of information aspect of the issue, jamming constitutes a severe waste of spectrum space and complicates the planning process. One official who heard the Marks briefing cautioned that the likelihood of a final agreement that would end the use of the technique the Soviet Union uses to block entry of foreign signals into Eastern Europe is "dicey." However, he indicated that the progress being made is encouraging. A Dutch resolution on the issue is expected to be discussed this week.

The U.S. and other major-country delegations already have one major accomplishment behind them: general agreement that an a priori plan—one under which the frequencies each country is allocated would be specified in advance—will not be adopted. The U.S. has argued that such a plan is wasteful and inefficient. Instead, a Canadian proposal, based on a flexible

approach and the use of computers in an effort to assure fairness in matching countries' needs with available frequencies, is described by a U.S. source as a "viable option."

One problem still confronting the conference involves the different uses to which developing and developed countries put shortwave transmitters, for domestic or international communication. Brazil, for instance, uses 10 kw transmitters for internal communications and is concerned about the interference it receives from the 500 kw transmitters the U.S. and other developed countries use for international communications.

The talk of progress on the issues of jamming and the method of planning winning support led one U.S. official who had heard Marks to comment: "We're on the offensive." He also said the U.S. and its allies apparently are working in close harmony. Several officials credited the U.S.'s intense preparation for the conference—particularly the heavy schedule of meetings with other countries in bilateral discussions—with the degree of success thus far achieved.

Although the talk is of progress being made, the pace of the working committees at the conference is slow. As a result, there was the suggestion last week that the conference might not be able to finish by the time it is scheduled to end on Feb. 10, with work undone left to the second session in 1986.

ceed, assuming they do come to an agreement. However, one game plan would be for the network to apply to the FCC for a waiver along the lines of the agreement. At the same time, the network could go to Justice and request that its consent decree be modified along the lines required, with Hollywood filing in support at both agencies.

ABC and NBC, however, made clear that they aren't interested in following CBS's lead. In letters to Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, ABC said Hollywood had not "bargained realistically or meaningfully within the scope of the issues."

It noted that selected congressmen had suggested that the parties postpone seeking legislative or regulatory relief, and proposed to suspend its lobbying on the issue for the remainder of 1984, "contingent upon a like commitment from the other side."

In its accompanying position paper, ABC said Hollywood had been trying to negotiate issues that aren't contained in the FCC's tentative decision, or the current rules. For example, ABC said, Hollywood had once requested that the networks give producers a piece of the advertising time for a program, in addition to paying license fees for the right to run that programming on the network, in exchange for limited profit participations. Hollywood later, ABC said, insisted that any relaxation of the rule be conditioned upon additional restrictions on the networks' right to produce programming in-house. The latter demand, ABC said, was unacceptable.

"ABC has long believed that the right to produce entertainment programs for a portion of its network schedule is fundamental to its ability to assure viewers of a high quality and innovative program service; to meet competitive challenges posed by the new and emerging communications technologies, and to insure continued reasonable profitability," it said.

In its own position paper, released the same day (Jan. 23), NBC cited the same Hollywood demands. An agreement to limit network in-house production, it said, "would, of course, be anticompetitive, would further insulate the producers from competition and would impair the networks' long-term ability to serve the viewer."

"The facts show that the networks have approached the negotiation process seriously and in good faith, presenting offers of settlement which would have limited their right to acquire financial interests or participate in syndication to a substantially greater extent and for a longer period of time than the commission found to be appropriate," NBC said. "The continuing refusal by the producers, syndicators and independent station group representatives to any change in the syndication rule, or to consider any change in the financial interest rule unless the networks agreed to substantial new demands involving increased government intervention, was clearly unreasonable and anticompetitive."

"Although the commission's tentative de-

Murdoch tries again. Rupert Murdoch's News International struck again last week. This time it asked the FCC to order Warner Communications and Chris-Craft Industries to undo themselves.

In a filing at the FCC, News International said the "precipitous closing" of the companies' stock swap was a "hasty, ill-conceived, illegal and ineffective" attempt to avoid violation of the commission's broadcast-cable crossownership rules.

Under the announced agreement, Chris-Craft received a 19% interest in Warner in exchange for Warner acquiring a 42.5% interest in BHC Inc., Chris-Craft's television subsidiary (BROADCASTING, Jan. 23). The deal is being read as an attempt to prevent Murdoch from acquiring control of Warner. Despite that deal, Murdoch bought enough Warner stock to raise his stake in the company's total outstanding common shares to 8.5%.

In his filing last week, Murdoch repeated allegations that the WCI-CCI deal ran afoul of the FCC's broadcast-cable crossownership rules. Ten of Warner-Amex's cable systems fall within the service contours of BHC's KCOV(TV) Los Angeles and KPTV(TV) Portland, Ore.

WCI and CCI had informed the commission that the affected cable systems would be divested to subsidiaries of American Express, a move they contended would permit them to avoid violating the rule. In his filing, however, Murdoch said that nine out of the 10 affected communities require a cable operator to get prior local approval of a transfer of a cable franchise. The companies had not received that approval, and that put them in violation of the cable-broadcast crossownership rule, Murdoch said.

Murdoch also said Warner could not retain de facto control of the systems—without violating the rule. But according to Murdoch, Warner had retained that control.

Murdoch also charged that while the companies had represented to the FCC that violations of the rules would be avoided through transfer of the systems to the American Express subsidiaries, Warner Amex had advised local franchise authorities that no actual change in the ownership or control of the affected cable systems was occurring.

Meanwhile, in U.S. District Court in Delaware, Murdoch filed a countersuit against Warner on grounds of racketeering and fraud. The 70-page countersuit charges Warner and Chris-Craft with making misrepresentations and working in collusion to exclude Murdoch from making further stock purchases. A Murdoch spokesman said no stock purchases were made by Murdoch last week. As reported, both Murdoch and Chris-Craft began scrambling for more Warner shares 10 days ago following FTC clearance. In a subsequent 13-D filing with the SEC, Murdoch said it financed the \$29.8-million purchase of about one million shares (BROADCASTING, Jan. 23) with \$16.4-million from a line of credit established by a group of European banks and \$13.4 million from a bond issue to be floated in Switzerland.

As expected, depositions by attorneys for both Steven J. Ross, chairman of Warner, and Murdoch, were taken last week. A Warner spokesman said depositions are to continue this week and possibly next in New York.

cision clearly states that repeal of the financial interest rule and substantial modification of the syndication rule is in the public interest, it does not appear that either the studios, syndicators or independent station groups are prepared to accept any compromise based on that FCC decision.

"Given the position of the studios, syndicators and independent stations—and because of the positions taken by President Reagan and members of Congress—it appears that no relief from the current rules can be obtained at the present time. We, therefore, believe that there is now no alternative but a suspension of efforts to achieve repeal of the financial interest and syndication rules for a reasonable period of time."

Jack Valenti, president of the Motion Picture Association of America, shot off Mailgrams to Congress and the FCC, taking issue with ABC's account of the negotiations, calling it "inaccurate, distorted and one-sided." Valenti said Congress had asked the negotiating parties to report on their progress by Jan. 31, and the Committee for Prudent Deregulation—the umbrella group for those lobbying for retention of the rules—intended to do that still.

ABC, he said, was well aware of the ongoing negotiations with CBS, and had refused to participate in those—or in separate negotiations involving all three networks. "Its attempts to characterize these negoti-

tions as meaningless is little more than a self-serving ploy to place its steadfast refusal to negotiate in a favorable light," Valenti said.

"The tactics of the ABC letter clearly violate the pledge we made to Congress to negotiate in good faith, but they will not prevent me from honoring that pledge. The Committee for Prudent Deregulation is prepared to meet with ABC, CBS and NBC at any time and at any place to try to reach an agreement."

In the wake of intense congressional pressure, the FCC agreed last year to hold off until May 10 on its proposal to roll back the rules to give the interested private parties an opportunity to settle their differences through good faith negotiations. The Senate, in turn, had promised not to resume legislative work on the issue until March 15, and not even then unless it appeared that one of the sides was negotiating in "bad faith" or a final commission action was deemed "unreasonable." Both the Senate and the FCC had expressed the hope, if not the expectation, that the parties would reach a compromise position before Jan. 31.

That turn of events came in the wake of President Reagan's announcement of support for a two-year legislative moratorium on commission action. A bill imposing a six-month moratorium had been approved by the House and was awaiting action by the Senate Commerce Committee when the FCC

agreed to put off acting on the proceeding until May, sparing the senators from having to take a vote.

Officially, FCC personnel were tight-lipped last week on the matter—except to say that any developments would be included in the commission's proceeding record and duly noted.

It does appear likely, however, that the FCC will have the opportunity to vote on the issue this year. Congressional leaders don't

appear gung-ho to revisit the issue. Packwood, an aide said, thinks the matter should be worked out by the parties, not Congress. And Dingell said the House had already taken its crack at the matter in passing the six-month moratorium. One well-placed Hill staffer said it was doubtful either congressional body will get involved again—at least not unless the FCC acts. As the election cycle heats up later in the year, Congress is expected to become less and less anxious to

get involved anew.

Any FCC action, of course, would by itself be inconclusive. The substance of its rules are incorporated into the networks' consent decrees. With Reagan on the record supporting a two-year FCC moratorium on the rules, the Justice Department would be defying the White House if it agreed to rescission of the decrees, even though it once had endorsed the substance of the FCC's tentative decision. □

Mike Deaver: the President's new communicator

Deputy chief of staff, now responsible for communications after Gergen resignation, sets long-range planning as key to most efficient use of media

In the three years since the Reagan administration came into office, reporters covering the White House have talked—with irritation tinged with awe—of the skill with which Reagan aides “manipulate,” as more than one reporter has put it, the news. Care is lavished on the manner and release of information. Events are staged with a view to how they will play on the evening network news programs. If Emmys were given for the production of such things, a mantle in the White House would hold one for the pictures American networks transmitted from Korea last year of a parka-clad President Reagan peering across the 38th parallel into Communist territory. All of that, there is reason to believe, is simply prologue to what now can be expected—and not only because the President has formally announced his intention to seek re-election.

The principal reason is Michael K. Deaver, the 45-year-old former public relations executive from California who is deputy chief of the White House staff and who has now taken on the communications functions that had been the responsibility of David Gergen, who resigned in December (BROADCASTING, Dec. 12, 1983). Deaver had always been involved in the work of protecting and burnishing the President's image. But now he has direct, hands-on responsibility for the job. His experience as a public relations professional and his tireless dedication to his long-time friend, the President, could make a difference.

Deaver is not particularly interested in substance, as Gergen was. He says he lacks the time to equip himself with the detailed information to background reporters on issues. Instead, he talks of “blitzing” issues and about “long-range planning.” Surprisingly, he is also in the market for a television coordinator to help with the production of the President's televised appearances, which will increase as the pace of the re-election campaign picks up. As a matter of course, previous Presidents have had such assistance—but Ronald Reagan, former movie star and television personality and accomplished radio commentator, needs a television coordinator? “We want to make sure we're using the medium to the fullest,” Deaver said in an interview last week. “I

think we are, but there are lots of things we don't have the answers to; I don't speak the language.” Obviously, he is leaving nothing to chance.

Manipulating or managing the news is hardly a new White House phenomenon. But the Reagan administration is conceded to have raised the practice to a new level of professionalism. More than that, those who engage in it do not suggest they are doing anything else. Gergen, in fact, has rationalized it as an important instrument in the process of governing. A White House unsuccessful in getting its version of events



Deaver

through the “filter” of the press “has no way to persuade people about its policies, and to build majority support for what it's trying to do,” Gergen said in an “At Large” interview in BROADCASTING, earlier this month. “That's part of the Democratic process.” (BROADCASTING, Jan. 9).

Deaver, who with the departure of White House counsellor Edwin Meese III to the Justice Department is the White House aide with the closest personal relationship to the President, has been working with him since 1966, when he joined the staff of the then-new governor of California. Deaver served as Reagan's deputy chief of staff in Sacramento for eight years. Then, with Peter Han-

naford, who had also served on the governor's staff, he formed Deaver & Hannaford Inc., a public relations firm. The first client was Ronald Reagan. By time Deaver sold his interest in the firm in 1980 to join the Reagan White House as one of its top three aides—Meese and Chief of Staff James Baker III were the others—Deaver & Hannaford had offices in Sacramento, Los Angeles and New York, and was serving 45 clients.

These days, Deaver is back to one client, Ronald Reagan, whom he serves in a variety of roles. He is a member of the cabinet and the National Security Council. He supervises the President's personal staff, the advance and scheduling offices, the East Wing operations (which include the First Lady's shop) and the military office. He is chairman of the White House Committee on Private Sector Initiatives, and chairman of the Outreach Working Group on Women. But now, with communications, it seems he's found a job with which he is particularly comfortable. “I really enjoy it,” he says. “It's my real interest.” (Larry Speakes, who as deputy press secretary holds the rank of assistant to the President, reports to Baker.)

And he is attacking the new responsibility with vigor. He is reshaping the 18-member communications staff, strengthening its focus on long-range planning, an aim that fits neatly with his responsibilities for presidential advance and scheduling. He has instructed the staff—which includes the office of public affairs, with its responsibilities for research and liaison with public affairs officers of executive branch agencies, and of media relations, which serves the members of the press who do not cover the White House on a daily basis, principally print and broadcast journalists located beyond the Potomac—to develop communications plans for specific blocks of time: From Wednesday's State of the Union address to the China trip, in April; from the China trip to the economic summit in London; from the summit to the Democratic national convention in San Francisco in July; from that convention to the Republican convention in Dallas in August, and then for the period leading up to the election itself. “What are we going to emphasize in those blocks of time?” Deaver asks. “Rather than just filling up the schedule with whatever people want the President to do, I want to produce some sort of theme.”

An indication of the the seriousness with which the communications function is regarded is the time devoted to it. Since

Deaver took the function over, on Jan. 16, he has begun meeting at 8:15 a.m. every day, in Baker's office, with Baker, Meese, Speakes and national security adviser Robert C. McFarlane, among others, to review the stories that have broken the previous night and assign "guidance" responsibilities. In most cases, the responsibility is assigned to Speakes. But occasionally, one of those involved in policy—say, McFarlane, if the story involves foreign affairs—will be asked to brief reporters on a background basis. Then, Deaver meets in his own office with the communications staff to develop a long-range plan. (Two weeks ago, the staff drafted a campaign for following up on the President's State of the Union address and budget presentation. "It has everything we're going to do after the President makes his speech," Deaver said last week.) And with the reelection campaign now looming, Deaver has been meeting every Tuesday morning with Baker and campaign principals to plot general strategy; Deaver deals primarily with Jim Lake, director of communications for the campaign.

White House aides responsible for communications in previous administrations also have talked of long-range plans but without ever finding the time to develop them. Deaver can point to at least one successful product of long-range planning. A couple of months ago, he brought together a small group to discuss "subissues" important to the President. "The largest," Deaver recalled, "was education." Polling indicated the public, by a margin of about 59%-35%, disapproved of the Reagan administration's handling of education issues. "So," Deaver said, "we decided to blitz the education issue. For seven weeks, we'd talk about nothing else but education when we went on the road." The group focused on recommendations of a presidential commission on Excellence in Education that had the highest approval rating by the public, such as back to basics and merit pay for better teachers. "We went out all over the country and blitzed on the education issue, and," Deaver said, smiling triumphantly, "we turned those figures absolutely upside down."

"You can't do that on every issue," he said, "but that's what I mean by long-range planning."

None of this would surprise reporters who have covered the White House over the past three years. They have found Deaver a personable, friendly man, prepared to chat over a lunch or to play a game of tennis (unofficially, one correspondent rates him as "a good club tennis player" who is probably better at doubles than singles) who is completely loyal to the President—"You know where he's coming from," as one correspondent put it—and who is primarily "an image man." Indeed, Deaver is even known to see to it that reporters and others pressing up close to a podium where the President is to speak are rearranged to assure a more imposing television picture of him. But on issues, one network correspondent said last week, "I talk to Baker and Meese."

The emergence of Deaver as the principal aide in communications is likely to have lit-

tle bearing on one situation that reporters—network reporters, at least—have complained about: the infrequency of full-dress news conferences. Thus far, Reagan has held 21, fewer than any of his predecessors in the same period of time. Those conferences, Deaver said last week, "are really shows for television." What he prefers as a means of allowing the President to communicate with the public through the press are "mini press conferences," called on short notice in the press briefing room in the White House.

New amity in deregulation talks

Negotiations among Wirth, Tauke and other telcomsubcom members progress rapidly during week, and there's hope deal could be struck soon; issues come down to how easy to go on radio and how hard to go on television

It was surprisingly smooth sailing last week for negotiations among members of the House Telecommunications Subcommittee on broadcast deregulation legislation. Sources say the discussions—which began last week and will continue tomorrow (Tuesday)—have been remarkably constructive. "I've seen more movement the last two days than in the last eight months," said Representative Tom Tauke (R-Iowa).

"We've been advised [the negotiations] are moving along and that there is renewed hope that a compromise can be struck," said National Association of Broadcasters President Edward Fritts.

Even Subcommittee Chairman Tim Wirth (D-Colo.) was pleased with the way things were going. Said one of his aides, "He was elated."

The first of two negotiating sessions last week was expected to be a "make or break" session. "I frankly anticipated we wouldn't make much progress and would have a quick breakup," Tauke said. But, much to his surprise, the discussions turned out to be "fruitful." Tauke said he expects they might reach a favorable conclusion this week.

For the moment, Wirth's staff is working on a new proposal that would concentrate on programing requirements for television and not radio. An earlier proposal that would require radio stations to turn over "significant amounts of time for use by persons" outside the stations would be dropped.

"We have gotten closer and are working to narrow our differences," said subcommittee counsel Thomas Rogers. He says the discussions have narrowed down to the issues of radio deregulation and TV quantification. (Wirth himself was in New Hampshire late last week campaigning for Senator Gary Hart [D-Colo.], one of the eight Democratic candidates running for President, and was unavailable for comment.)

Tauke—along with Representative Billy Tauzin (D-La.)—has for months been trying to cut a deal with Wirth and subcommittee member Al Swift (D-Wash.). Tauke and Tauzin would like to develop a deregulation

"The press has an opportunity to zero in, to ask elaboration," Deaver said. "The press likes it better. We certainly like it better."

With Deaver in charge of communications and with the President's own celebrated ability as a communicator, the Reagan Presidency would seem to have little to worry about concerning its ability to pierce the "filter" of the press as it goes about the business of attempting to build support for its policies. Now the administration need only worry about *what* it wants to communicate. □



Tauke



Wirth

package that would reflect their own bill (H.R. 2382), which has the broadcast industry's backing. Their bill would eliminate the comparative renewal process, codify the FCC's radio deregulation and apply it to television. Last year, however, after a series of confrontations and little movement, they agreed to draft legislation that would include quantified television programing standards as a quid pro quo for eliminating the comparative renewals.

Prior to their meeting, Wirth circulated a memo to all subcommittee members explaining his draft of a bill he released in November and his view of where the negotiations stood. Tauke and Tauzin came to the table with a memo much like Wirth's. Tauke believes the memos set new parameters for their discussion, which were not present before (BROADCASTING, Jan. 23). Wirth's draft bill would repeal the comparative renewal process, but only if stations meet certain renewal standards and programing requirements.

Tauke says there are still a number of tough issues to overcome, but he is confident that an agreement can be reached. "Piece by piece, things are falling into place. We've always had the basis for some kind of agreement, but not the right atmosphere. I think the atmosphere is much better now."

Representative Mickey Leland (D-Tex.) is another key participant in the discussions. He is pushing for the inclusion of equal employment opportunity language and provisions to prevent the FCC from repealing its ownership rules. There are discussions underway to include language preventing the FCC from repealing its political attack rules. "We've been batting around a variety of schemes. I think I know what the final agreement will look like but nobody's given their OK," Tauke said. He noted that he and Tauzin were not interested in discussing anything that included a quantification scheme for radio, but he feels the group has gotten over that hump and is now focusing on TV quantification and enforcement standards. □

Parties go back to the table for cable dereg talks

NCTA, NLC and Conference of Mayors will try one more time on H.R. 4103

Negotiations between the nation's cities and the cable television industry on cable deregulation legislation are back on track. Representatives of the U.S. Conference of Mayors, the National League of Cities and the National Cable Television Association agreed last week to resume discussions on the House cable bill (H.R. 4103) that now rests before the House Energy and Commerce Committee. The bill is based on an earlier compromise reached by the National League of Cities and NCTA. Last month, however, the NLC withdrew its support for H.R. 4103 and joined big-city mayors in opposition to the measure.

The agreement to go back to the table came after congressional prodding. Representative John Dingell (D-Mich.), chairman of the House committee, urged during a speech at the mayors' mid-winter meeting in Washington that the groups reopen negotiations. He proposed that "the two primary parties of interest engage in a good-faith dialogue with the purpose of exploring whether it is possible to reconcile any or all of the major differences between their respective positions."

Pittsburgh's mayor, Richard Caliguiri, chairman of the transportation and communications committee of the U.S. Conference of Mayors, announced he would establish a negotiating team. NCTA President Thomas Wheeler, in a letter to Dingell after the latter's speech, said the association was ready

to meet with city officials.

"We enter this, the third round of negotiations with the cities, in all good faith," wrote Wheeler. "As you indicated in your speech, these discussions should not become a vehicle to stall consideration of H.R. 4103. We enter these discussions with the assumption that the concessions both sides have made in previous negotiations will be open for renegotiation."

Dingell assured the mayors that the process would go forward in a "fair and balanced way, with neither side having unfair leverage in the discussions." And Dingell said the bill's sponsor, Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, did not resist his idea.

The chairman made no secret of his dislike for Wirth's bill. "I believe H.R. 4103 in its current form is an unabashedly bad bill. It does not adequately address and protect the legitimate interests of municipalities and consumers in insuring that cable system operators may be held accountable for the performance they render for profit to the local citizenry," he said. And, he added, "I am committed to opposing and voting against it in its current form."

Despite his own opposition, Dingell maintained, "it would be a serious mistake to assume that this bill will not be considered by the full Energy and Commerce Committee and that no cable legislation will be enacted in the 98th Congress." He pointed out that Wirth's bill had substantial support on the committee (at present, 21 members back the bill).

"As you well know from your unsuccessful fight in the Senate, the cable industry is a formidable adversary with a politically adroit trade association," Dingell told the mayors. "The industry has intensified its efforts to secure passage of H.R. 4103, mounting an expensive grassroots lobbying campaign and taking their case directly to the mayors in the districts of a number of committee members."

He said the mayors needed to beef up their own lobbying efforts to persuade Congress that the status quo is acceptable and urged the conference and the NLC to present a united front.

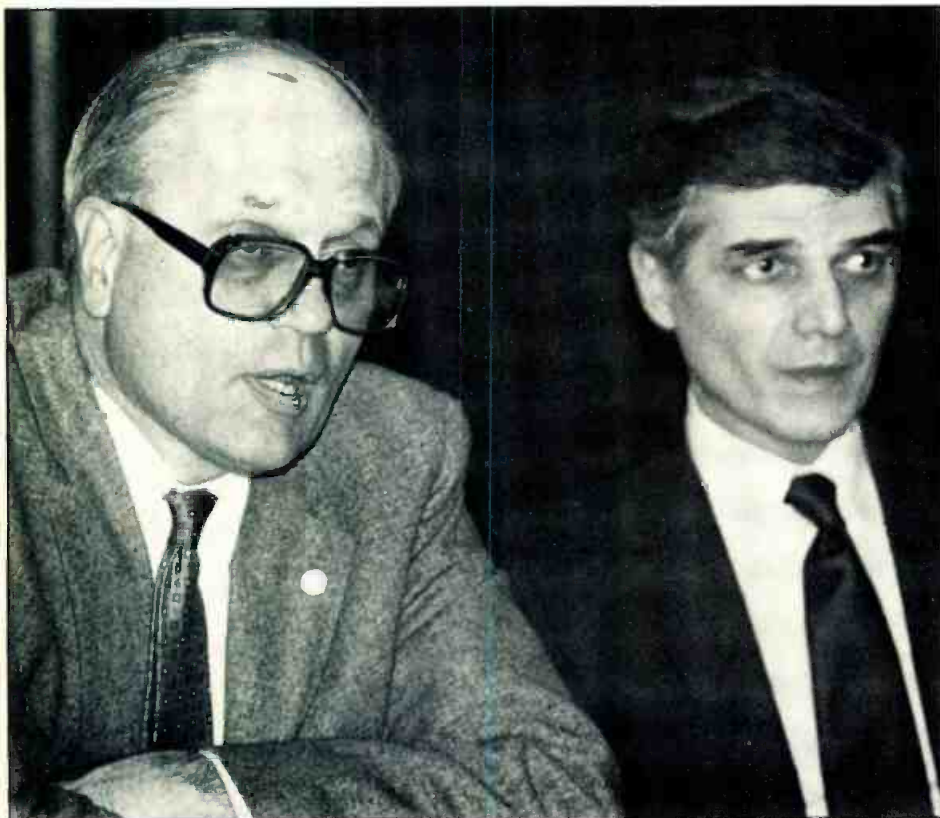
"I suggest that it serves neither your interests nor the industry's to engage in idle speculation on whether or when the bill will be scheduled and if there will be a titanic clash in the full committee. A far more constructive use of everyone's energies would be an open and honest effort by the principals on both sides to attempt to forge a mutually acceptable policy solution on as many key issues as possible," Dingell said.

He warned the mayors that any attempts to delay the negotiations would be unacceptable. But he also said he would not pressure the groups to rush. "While some of the issues are difficult and complex, it should be possible, within a reasonable time period, to determine whether significant differences might be narrowed." He also suggested that the committee's staff be permitted to monitor the talks.

Meanwhile, opposition to the cable bill continued to mount. The conference and the NLC, backed by 24 other national organizations, sent a letter to all House members listing their objections to the legislation. "We are concerned that cable television legislation now pending before the House Energy and Commerce Committee may result in higher rates and deterioration in service in communities which now have or will soon have cable television," they wrote. Some of the organizations joining the cities were the National Association of Counties; National Association of Regulatory Utility Commissioners; American Public Power Association; National Rural Electric Cooperative Association; National Black Media Coalition; American Library Association; American Council on Education; Consumer Federation of America; Communications Workers of America; AFL-CIO, and National Federation of Local Cable Programmers.

What troubles the cities most is that the bill frees most cable systems from rate regulation on all but their lowest tier of service, gives them the expectation of franchise renewal and allows them, in some cases (whenever there has been a "significant change in circumstances"), to renege on franchise promises.

"H.R. 4103 threatens to erode the universal availability of telephone service and remove vital consumer protection safeguards by exempting cable operators from any review concerning rates or quality of service in the area of two-way communications other than the voice communications," the letter also said. This is the first time the cities have taken a stand on the data transmission issue. In the past, AT&T has been alone in its ef-



Dingell and Pittsburgh's Caliguiri

forts to persuade Congress to regulate cable data transmission services. Dingell and others are sympathetic to the that concern. Subcommittee member Al Swift (D-Wash.) introduced a cable bill (H.R.4229) almost identical to Wirth's except for data service regulation. Wirth's bill clearly prevents cable regulation. Swift would leave it up to states to decide whether to regulate.

An alternative cable bill (H.R.4299), which reflects the concerns of the municipalities, was introduced by subcommittee member John Bryant (D-Tex.). Although the bill has failed to receive consideration in the subcommittee it is likely to serve as a framework for the cities' demands during the negotiations. □

Sale in the works for 'Eden' mini-series

Worldvision offering being considered by consortium; other first-run activity includes new soap opera strip as well as reissues of old programs

Worldvision Enterprises is close to the sale of a new first-run mini-series, *Return to Eden*, to the station consortium formed about a year ago by Tribune Broadcasting, Taft Broadcasting, Gaylord Broadcasting and Chris-Craft Industries. The six-hour, Australian-produced program, available for airing in May, would be the first project purchased by the consortium, which continues to negotiate with Paramount Pictures Television about the creation of a weekly prime-time movie and entertainment network.

In other first-run syndication news, Lorimar Productions has quietly begun efforts to launch a soap opera strip, and Lexington

Broadcast Services and Columbia Pictures Television have formed a joint venture to distribute some of Columbia's older half-hour off-network comedies and dramatic specials, including *Father Knows Best*, *The Flying Nun* and the *George Burns and Gracie Allen Show*.

Although the Tribune/Taft/Gaylord/Chris-Craft consortium, which now also includes United Television Inc., is trying to make a group purchase of *Return to Eden*, it will not distribute it nationally, as would the network it hopes to form with Paramount. Instead, Worldvision would complete the national distribution, according to John Ryan, senior vice president for distribution at Worldvision, who likened the sale to that of the first project undertaken by Operation Prime Time, in which a group of station owners combined to launch a dramatic special with the help of TeleRep Inc.

Worldvision is offering six runs of *Return to Eden* during a six-year window beginning in May. It is distributing the show for cash, although it is reserving the right to sell one minute of national advertising per hour should it fail to meet its revenue goals through cash sales alone.

Ryan said Worldvision has not yet determined whether stations can be convinced to premiere the mini-series during the same week all across the country, but that details should be available in time for the NATPE International conference set to begin next week. (A national network of stations airing the mini-series during the same week could allow for greater promotional impact.)

Produced by Worldvision's subsidiary, Hanna Barbera Pty. Ltd. of Australia, *Return to Eden* stars Rebecca Gilling as a rich and beautiful woman who obtains bizarre revenge on a former lover in a steamy, action-packed plot, according to industry sources who have seen the show. When it aired on Australia's Ten Network in 1983, it averaged a 49 rating/64 share, ranking it among the highest-rated programs ever to have aired on Australian TV.

In addition to *Return to Eden*, Worldvision also announced last week it is offering a first-run weekly music and variety series, *The Bobby Vinton Show*, which will carry one of the highest production budgets—\$500,000 per episode—ever committed to a first-run series. The one-hour show, to be distributed on a barter basis and via satellite starting next fall, would feature its own 27-piece orchestra, a regular cast of comedians and guest appearances by a wide range of performers appealing to a 25-to-54-year-old audience, said Ryan.

Details about Lorimar's proposal for a soap opera strip were scarce late last week, although industry sources say it has tentatively been titled *Fortunate Few* and is being designed for late night, with more sex and violence than a show designed for prime access or early fringe might include. As its title indicates, it will center on the wealthy and privileged. Sources within Lorimar indicate that a pilot has not yet been shot.

Lexington Broadcast Services' new joint venture with Columbia Pictures Television will offer stations off-network programming for either cash, barter or time-banking arrangement, said Robert Turner, president of

LBS. The venture, titled COLEX Enterprises, has a total of about 75 TV series, which it will attempt to syndicate in the coming years, as well as dramatic presentations, including *Winston Churchill: The Valiant Years*, *Playhouse 90* and *The Naked City*.

Dan Greenblatt, executive vice president of marketing and planning at LBS, has been named president of COLEX. □

PBS hires search firm to find new president

Board chooses MSL International to find successor to Grossman; also approves interim plan

The search for a new president of the Public Broadcasting Service inched forward last week with the appointment of a professional head hunter by the PBS board. The board also approved plans for an interim committee to run PBS in the event that a successor for PBS President Lawrence Grossman is not named before he leaves PBS on Feb. 10.

Grossman, who has led PBS since 1976, was named president of NBC News last December (BROADCASTING, Dec. 12, 1983).

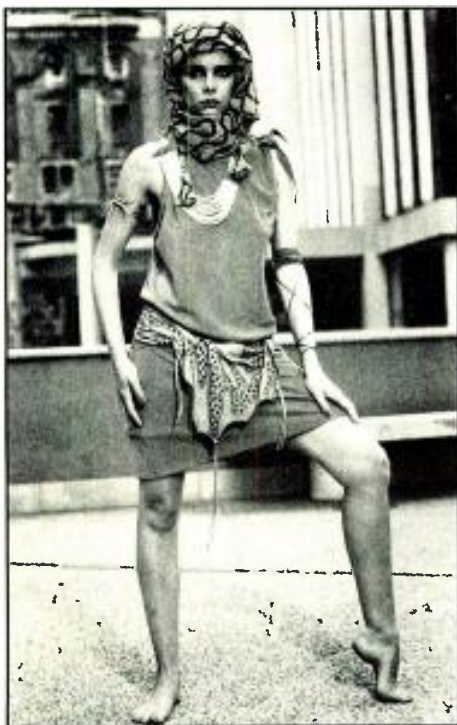
At last week's meeting, Dallin H. Oaks, PBS board chairman and head of its presidential search committee, announced that MSL International, a division of the Hay Group, whose previous tasks include finding Douglas Bennet to head National Public Radio—had been hired. Oaks also read a resolution calling for the "senior management" of PBS—its vice presidents, secretary and treasurer—to "serve as a committee" to manage PBS from within their respective areas of responsibility until a new president is selected. Michael Hobbs, secretary of PBS and of the search committee, will act as the "chief administrative officer" of PBS in the interim, with authorization to "exercise the powers of the office of the president," including signing legal documents and answering mail.

Members of the board said they felt comfortable with the arrangement, provided it would not last beyond the PBS annual meeting, scheduled for March 28-April 1. If a new leader is not found by then, an acting president will be appointed, Oaks said. He added that there was "definitely" a good chance that a successor would be named within the next three months.

Grossman, who attended his last board meeting, said he was proud of the accomplishments that had been made during his tenure, and that public television "will continue to be" his "favorite place to turn to in years to come." He said he would pay back the \$125,000 interest-free secured mortgage loan given to him by PBS in 1982 to assist in his purchase of a Washington home (BROADCASTING, Oct. 10, 1983), and added that he hoped the PBS board "faces the issues of restrictions on interest-free loans" in the future. Recent congressional action now bars PBS and NPR from granting their employees any interest-free loans (BROADCASTING, Nov. 28, 1983).

In other business:

■ The board approved the election of Da-



Rebecca Gilling in 'Eden'

vid A. Baylor as vice president of engineering and operations. A former engineer at WTVI(TV) Charlotte, N.C., Baylor joined PBS in 1973 as a technician. He has served as director of operations and engineering since Jan. 1.

■ Bruce Christensen, president of the National Association of Public Television Stations, said his organization was preparing a request to Congress for supplemental appropriations for public broadcasting, equalling \$145 million for fiscal 1984, \$153 million for FY '85 and \$162 million for FY '86, with a regular authorization request of \$238 million for FY '87. □

A week of launches

Lifetime and Arts & Entertainment make cable debuts Wednesday

Two new satellite-delivered cable services, both formed from the remains of previous services that found the marketplace too rough to go it alone, make their debut this Wednesday, Feb. 1.

Lifetime, a merger of Viacom's Cable Health Network and Hearst/ABC's Daytime, will go on the air with an initial 16-million cable household universe. The service is promoted as one designed to help all segments of the adult population lead "happier, healthier and more fulfilled and informed lives."

The Arts & Entertainment Network (A&E), offers a mix of programming from Hearst/ABC's cultural service, ARTS, and material initially designed for The Entertainment Channel (largely British Broadcasting Corp. programs and Broadway-type musical productions), which pulled the plug last March. An A&E spokesman said the service has commitments from cable operators with a total of 6.5 million subscribers and hopes to expand to nine million by, or shortly after, its launch.

Lifetime, at least for the time being, is being offered free to cable operators. And, as incentive to sign on by its launch, systems were paid 15 cents per subscriber for marketing support, and will get an additional 15 cents during the year. Those signing on after the launch will simply receive 15 cents during the year for their marketing support.

A&E will impose a carrying charge about a month after the service debuts. With a three-year licensing agreement, the per-subscriber charge is five cents for the first year, six cents for the second and seven cents for the third.

Both services are seeking support from the advertising community and A&E has one

additional source of revenue—the syndication market—by virtue of a three-year co-production agreement whereby Hearst/ABC and the BBC will co-produce 125 hours of programming. Lionheart Television International has obtained the exclusive distribution rights to that material, much of which will be sold to Public Broadcasting Service underwriters such as Mobil Corp. (which has already committed to 17 hours) for airing on PBS even before it is seen on A&E. And after its initial cable run on A&E, Lionheart has the rights to offer the co-production material to the commercial syndication market and other potential markets such as subscription television or direct broadcast satellite.

Both Lifetime and A&E were a little reluctant to discuss advertising commitments. David Moore, head of advertising sales at Lifetime, said last week, however, that the network was successful in retaining some commitment from all the previous sponsors of Cable Health Network and Daytime, including American Cyanamid, Pfizer Inc., Bristol Myers, Celestial Seasonings, Chevrolet, Warner-Lambert, Mobil and Scott Paper.

An A&E spokesman could not say that the service had been able to secure new commitments from old ARTS advertisers. However, he acknowledged that at least two new sponsors had been signed—Ford and 20th Century-Fox. Thirty-second spots on A&E from 8 p.m. to midnight will range from \$850 to \$1,000. □

Congress sends opinions back to constituents via satellite

Senators and representatives react to President's speech with remarks made available to TV, radio, cable via Westar IV and Galaxy birds

Through the magic of satellite, members of the Senate and House of both parties last week were able to dispatch to their constituents instant electronic press releases regarding their views of President Reagan's State of the Union address. Signals containing pictures of the senators and House members offering their reactions were transmitted by satellite Wednesday night and Thursday morning, and picked up by the receive antennas of local stations that had expressed an interest in the taped comments of a particular member of the House or Senate.

The one- and two-minute remarks were not the biggest attention-getting response to the President's speech. That was the Democratic party's half-hour program featuring live appearances by party members and taped vignettes of citizens around the country, all designed to present a view of the State of the Union that contrasted with that the President presented. The program, produced by Jill Buckley & Associates, a Washington-

based political media consultant, was broadcast shortly following the President's address, on ABC, CBS and NBC, and on a delayed basis on Public Broadcasting Service.

But the satellite transmissions that began flowing out of Washington's uplink in time for the late-night local news shows were another indication of the manner in which satellites are enabling stations to plug into the major news stories of the day. And the senators and congressmen are happy to cooperate.

Thus far, the Republicans, who had a head start in the use of the new technology, are way ahead of the Democrats in making use of satellites to speak to constituents through pieces on local news shows. But the Democrats are beginning to catch on.

Basically, both parties follow the same procedure. Employing their own facilities on Capitol Hill, committees videotape brief remarks of party members whose press secretaries have checked with stations at home and found an interest in broadcasting the remarks of the aides' bosses.

The major production was that of the Republican Conference, which has now "satellitecast," as it refers to the operation, the comments of Republican senators to the President's State of the Union address three years in a row. It taped 37 of the Senate's 55 Republican senators in two rooms in the Capitol in a three-hour period preceding the President's address—they along with the media had advance information on the speech—then edited the material for distribution on two satellites. Westar IV was used to transmit the pictures to stations, which used only material of local interest, while Galaxy I transmitted them to cable television systems, which generally used the full hour the entire program consumed.

The Republican conference was not concerned only with television. It made audio tapes from the video material and made them available to more than 1,200 radio stations that had expressed an interest in broadcasting a senator's remarks. Four conference staffers spent 18 hours—six hours on Wednesday night and 12 hours on Thursday—feeding the tapes over the telephone.

The Republican Congressional Campaign Committee used its studio on Capitol Hill on Wednesday to tape the remarks of 25 Republican House members. The material was transmitted by way of Westar IV, 13 of the pieces on Wednesday night before the President's address and the remainder on Thursday morning.

The Democrats, who are newer at the game, provided local stations with videotaped remarks of only six of their senators. The Senate Democratic Policy Committee did the taping at its studio, then delivered the 15-minute package to the Wold Co. in Washington for transmission by Westar IV in time for the 11 p.m. news programs in the Eastern time zone. The satellite was not used to transmit pictures of Democratic House members, according to the Democratic Congressional Campaign Committee. Presumably, they are saving their reactions to the State of the Union address for their next newsletter. □



There's only one
music video show
that's

HOT

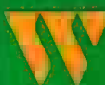


HOT'S GOT...

- * The HOT countdown of the week's top hits — from No. 20 on Monday to No. 1 on Friday
- * The HOT poll determining viewers' choices
- * The HOT young comedian Mike Binder hosting and providing the innovative intros
- * The HOT touch of Bob Banner — the highest quality production from the foremost producer of music-variety specials and series ("Solid Gold")

30 Minutes Daily. Get HOT for September 1984

HOT with Host Mike Binder



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PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

THE HOTTEST AT NATPE

"HE HAS RETURNED"



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William Manchester called him "...a great, thundering paradox of a man, noble, ignoble, inspiring and outrageous, arrogant and shy, the best of men, the most protean, most ridiculous, most sublime."

The METROMEDIA STATIONS and the Turner Broadcasting System are pleased to announce the distribution of this gripping, 5-hour biographic action series of the most enigmatic, colorful man-at-arms in American military history.

The extraordinary American writer-director-actor John Huston speaks the words and thoughts of Douglas MacArthur. Actor John Colicos is the narrator.

AMERICAN CAESAR captures the sweeping panorama of the 20th century in wars and politics, and gives a candid look at MacArthur's personal bravado. In a remarkable lifetime of 84 years, Douglas MacArthur was at the center of the military history of his country and the world.

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★ Robert Conrad ★



★ Richard
Chamberlain ★



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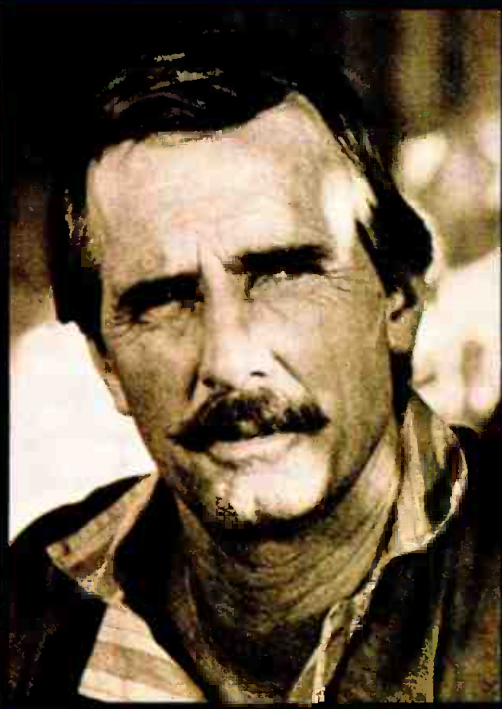
★ Chad Everett ★

NOW A TESTED AND PROVEN SUCCESS IN SYNDICATION

OVER



★ Pernel Roberts ★



★ Dennis Weaver ★

★ Andy Griffith and David Janssen ★



Discover the rest of "Centennial's" all-star cast, including Lynn Redgrave, Brian Keith, Stephanie Zimbalist, Robert Vaughn, Alex Karras, Gregory Harrison, Barbara Carrera, Donald Pleasance and Timothy Dalton.

26 hours.

TURNER PROGRAM SERVICES

Healthy year for radio predicted

Forecast is good for 1984, although most agree it will not be banner year, as originally anticipated

The more than 1,100 radio industry executives converging this week on the Amfac hotel at the Dallas-Fort Worth airport for the Radio Advertising Bureau's annual Managing Sales Conference (see story, page 53) are brimming with confidence that business this year will be brisk. However, some rep and network officials canvassed by BROADCASTING expressed concern that billings in 1984, although healthy, may not lead to the big boom year that everyone anticipated months ago in view of the Olympics and presidential election.

"First-quarter national spot business for us is running flat thus far but there's a lot of business on the books for the second and third quarters," says Dave Recher, executive vice president-administration, Eastman Radio. He sees more radio ad dollars this year from the agriculture, high technology and gasoline industries.

"January and February billings are soft with March bookings bringing things up to even," said Peter Moore, president, Torbet Radio, in a recent memo to client stations. "Short lead time, sporadic revenue months, account attrition, among other factors, will make inventory management and planning the tie-breaker between a good year and a great year," says Moore.

"The late start for advertisers in the first quarter will result in 'the roller-coaster effect'—a strong March and subsequent strong second quarter, but a weak January and a medium February," notes Jack Masla, president, Masla Radio. He predicts 1984 will finish 10%-11% ahead of last year.

"The month of January is looking good for us, but February and March are behind" last year's pace, notes Charlie Columbo, president of the Christal Co. But he hastens to add that avails are beginning to pick up. First-quarter business for the company ranges from 31% ahead in the Eastern region to 6% behind in the Midwest, says Columbo, who projects a 12%-15% rise in national spot for 1984. One problem facing the industry, he noted, is that there are too many stations competing for the popular 25-to-54-year-old demographic.

Two major companies that are extremely bullish on 1984 are McGavren-Guild and Blair. "January is off but February looks better and March appears to be doing especially well," says Ellen Hulleberg, executive vice president, marketing and communications, McGavren-Guild Radio. She predicts national spot radio for the first quarter will be up 10%-12% with the second quarter rising 15% ahead of 1983.

"All signs point to a solid first quarter and even stronger successive quarters in 1984," writes Dick McCauley, senior vice president-stations, Blair Radio, in the firm's "first quarter outlook" newsletter sent last week to

the stations Blair represents. "We look forward to increased airline expenditures as the fierce competition continues for the vacation and business traveler," says McCauley, adding that "communications systems should also be very active as an outgrowth of the AT&T breakup."

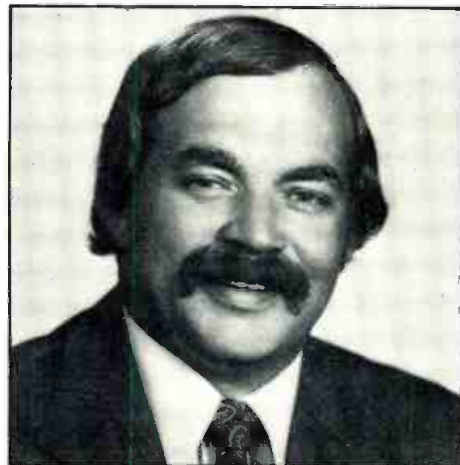
How is national spot performing? According to data released late last week by Radio Expenditure Reports Inc., spot dollars in December climbed an impressive 16.2% to \$54,810,800 million with the year up 12.4% to \$696,789,900 million. All reps virtually agree, however, that business began to tail off in December spilling into the first quarter of 1984.

Despite poor billings in November and December, network radio executives who have assembled at RAB's meeting will remember 1983 as a good year. For 1983, network radio business is expected to finish around 18% ahead of the previous year, says Radio Networks Association President Art Kriemelman ("Closed Circuit," Jan. 23).

As in national spot advertising, network radio's first quarter has begun slowly—especially for youth-oriented affiliates—with January business reported soft. "Advertisers are putting more money into second- and third-quarter budgets," says Kevin Cox, vice president, sales, NBC Radio Networks. "January will be a marginal month," he says, "with February and March getting increasingly stronger."

Cox says he is "quietly" confident 1984 will be a good year for network radio, but not as successful as last year. He projects a 15% increase in billings. The network radio marketplace will be more competitive in 1984 as many of the newer networks get stronger, notes Cox.

"We hit a stumbling block in November [network radio was down 1.3%, according to the accounting firm of Ernst & Whinney]. The marketplace went soft with advertisers watching the bottom line," observes Lou Severine, vice president and director of sales, ABC Radio Networks. "January is a continuation of November and December," he says, "but the upfront buying during that



Recher

IN ITS TIME PERIOD

PIX	SAN FRANCISCO
CCO-TV	MINNEAPOLIS-ST. PAUL*
FSB-TV	HARTFORD-NEW HAVEN
FMB-TV	SAN DIEGO
WL-TV	NEW ORLEANS*
JAR-TV	PROVIDENCE
SAZ-TV	CHARLESTON-HUNTINGTON
NEP-TV	WILKES BARRE-SCRANTON
NEM-TV	FLINT-SAGINAW-BAY CITY
DBJ-TV	ROANOKE-LYNCHBURG
WWL-TV	CEDAR RAPIDS-WATERLOO
IS-TV	COLUMBIA, SC
SFA-TV	MONTGOMERY

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.
THE HOTTEST AT NATPE!

Source: November 1983 NSI/Cassandra

*Tie



Cox

period for this year was very good."

Both Cox and Severine say that because radio is a secondary medium to television, developing new business remains a top priority at their respective companies. "And with prime time network television sold out, advertisers now have extra ad money to spend on radio, which is good news for us," says Severine, who remains "cautiously optimistic" that 1984 will be a "decent" year—up 10%-15%.

Although first-quarter business is in a slowdown, activity for the remainder of the year will definitely pick up and, consequently, C-P-M's (cost-per-thousand) will start to rise, adds Neal Weed, newly appointed vice president of sales, Mutual Broadcasting.

While some network radio executives say 1984 will not be as good a year for business as 1983, they believe a new era of acceptability in the advertising community is under way. That view is further enhanced by the marketing efforts of the RNA. Kriemelman told BROADCASTING initial findings of a research project he is conducting shows radio networks investing a minimum of \$30 million in additional products and services which would benefit both local affiliates and advertisers.

"We are developing a more sophisticated posture in the media and are beginning to win ad dollars from network television," says Thomas Burchill, president, RKO Radio Networks and vice chairman of the RNA. Burchill cites both Gillette and Lever Brothers as taking money from their television ad budget to invest in radio.

Total national radio will benefit from an increase in advertising expenditures in the medium placed out of Los Angeles, according to a just-completed survey of key agency media directors in that city by Eastman Radio. Results showed that 78% of those polled said they would increase radio ad budgets with 11% saying they will either switch to television or lower spending due to lack of product and 11% will remain with the same budget.

Bustling local station sales are making several of the major group operators at this year's RAB conference very happy. "We are very bullish on the first quarter," says Gary Edens, president of Harte-Hanks Radio.

"Tracking the business on a group-wide basis for the same stations this year that we owned a year ago, we see the month of January up an average of 36% (40% local and 19% national) and February averaging 47% ahead in billings (50% local and 32% national)," says Edens.

"All of our stations are beating first-quarter projections," notes Norman Wain and Bob Weiss, co-owners of Metroplex Communications. "We usually look for a weak first quarter but this year is a pleasant surprise," says Wain.

Wain and Weiss point to the big jump in retail sales across the country as the primary reason for the upward trend in their local radio dollars. "If retail gets strong, we get strong," observes Weiss.

Doubleday Broadcasting President Gary Stevens sees the cultivation of local business as the answer to the future growth of radio. "With national business in a state of change—rep firms merging with each other—station managers need to focus their business development efforts on local ad dollars thus giving them a more controllable base to work from," he said.

Stevens says the continuing fragmentation of station formats "will diminish the amount of spot dollars being placed." Also, advertisers are more apt to be part of either a wired or nonwired network—packaging of stations by reps into a single agency buy, he says.

On the minds of many of the radio executives attending the RAB conference this week is Arbitron's new monthly computerized service, Arbitrends, scheduled to debut in 23 markets in March ("Riding Gain," Dec. 19, 1983). Many in the industry are concerned that the new service will harm the radio business because local station will not be able to set ad rates for any length of time due to the monthly changes. Arbitron currently measures radio audiences on a quarterly basis. □

Radio selling goes to Dallas

A record crowd of more than 1,100 radio industry and sales executives were to have gathered at the Amfac hotel in the Dallas-Fort Worth airport for the Radio Advertising Bureau's fourth annual Managing Sales Conference (Jan. 28-31). Hotel accommodations have been sold out, according to an RAB spokesman.

Planned for this year's gathering, which carries the theme "Quest for Excellence," are 24 workshops as well as several forums. Among the highlights were to be new RAB president and chief executive officer Bill Stakelin's "State of the Radio Industry" address, scheduled for the Jan. 29 luncheon. Stakelin was planning to outline RAB's plan to sell the medium to advertisers. "To gain the attention of radio's best potential clients, the RAB has increased its national advertising budget to \$500,000 this year and will



IN ITS TIME PERIOD

WBZ-TV	BOSTON
WJZ-TV	BALTIMORE
KGW-TV	PORTLAND, OR
WBTV	CHARLOTTE
WRAL-TV	RALEIGH-OURHAM
KSAT-TV	SAN ANTONIO*
WGAL-TV	HARRISBURG-LANCASTER
	LEBANON-YORK
WFMY-TV	GREENSBORO-HIGH POINT
	WINSTON SALEM
WJXT	JACKSONVILLE
WCIA	CHAMPAIGN-SPRINGFIELD
	DECATUR
WBRZ	BATON ROUGE
KLFY-TV	LAFAYETTE, LA
KFOM-TV	BEAUMONT-PORT ARTHUR

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

THE HOTTEST AT NATPE !

Source: November 1983 NSI/Cassandra

*Tie

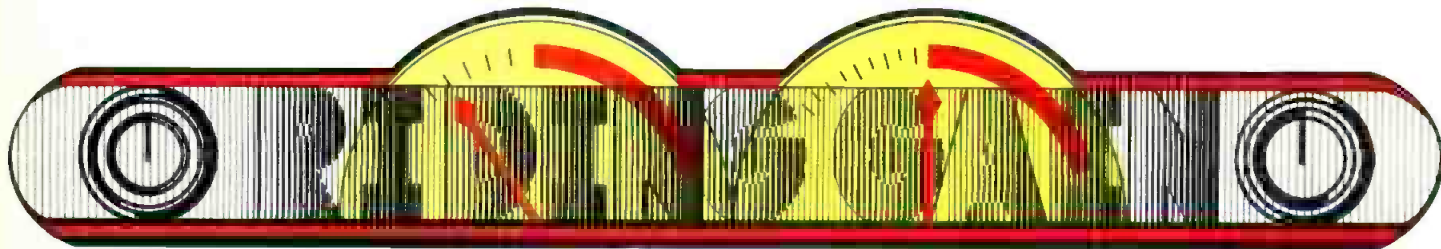
utilize innovative media placements designed to reach and persuade our clients rather than congratulate ourselves," Stake-
lin's prepared remarks said.

Keynote speaker for the three-day event is author Dr. Norman Vincent Peale. On tap as today's (Jan. 30) luncheon speaker is Rich-

ard DeVos, co-chairman of Mutual Broadcasting. John Naisbitt, author of the best-seller, "Megatrends," is scheduled to present closing remarks tomorrow (Jan. 31).

One of the more noteworthy sessions is slated for this morning (Jan. 30) at 9 o'clock when RAB unveils its new target-marketing

strategy. Other session topics include budget and strategic planning, in-house sales training, co-op advertising techniques, sales promotions, computers in selling, contests, promotion, political advertising and the law. There will also be separate workshops on how to use Arbitron and Birch rating data. □



Accountable

Two petitions have been filed at the FCC attempting to halt the proposed \$8-million sale of WFLA(AM) Chicago by Mutual Broadcasting System to Statewide Broadcasting ("Changing Hands," Nov. 14, 1983). Both petitions question the character of Mutual's parent company, Amway Corp., which, in a Canadian court proceeding, recently pleaded guilty to defrauding the Canadian government of duty payments on imported goods. Amway and its Canadian subsidiary were fined \$25 million ("In Brief," Nov. 14, 1983). Petitioners were Leonard H. Delano Jr., an account executive at WLNR(FM) Lansing, Ill., and Anthony R. Martin-Trigona, who is currently in litigation over two stations he formerly owned, WDLW(AM) Waltham, Mass., and WNH(AM) New Haven, Conn. Martin-Trigona, whose petition also mentions a civil suit he has outstanding against Mutual, said he would withdraw his petition if claims of that suit were resolved, but added that meanwhile, "There is a very real possibility that we will file against them in New York [Mutual's only other station is WHN(AM)]. We are getting together a commu-

nity group to file [a competing application] against them." Delano has declined to comment on his petition. Counsel for Mutual, in a counterpetition, stated that no individuals involved in Mutual's operation "participated in or had knowledge of the fraud"; that "no facts concerning the Amway conviction were misrepresented to the commission," and that "the commission has no proper role in policing behavior beyond its jurisdiction (i.e. Canada)." FCC's AM branch will begin reviewing sale once final comments, which are due in this week, are submitted.

More talk

ABC's satellite-delivered Talkradio program service was scheduled to expand to 18 hours of live weekend programming last Saturday (Jan. 28). The new weekend service, which will originate from New York, Los Angeles and San Francisco, can be aired by affiliates each Saturday and Sunday between 10 a.m. and 4 p.m. in all time zones, according to Rick Devlin, vice president and director, ABC Talkradio. Stations may elect

to air three additional program hours outside the network clearance time periods per day, he added.

New York radio personality Bob Fitzsimmons will serve as moderator throughout the weekend introducing each program as well as hosting three of his own, which ABC reports will feature a variety of guests ranging from gardeners to chefs. Other new weekend hosts are child psychologist Dr. Lawrence Balter, financial expert Bill Brennan, both of WABC(AM) New York; Dr. Dean Edell, KGO(AM) San Francisco and Dr. Susan Forward, KABC(AM) Los Angeles, who host medical advice programs.

Ratings wrap-up

Arbitron announced last week that it has created a new radio market in New England for radio audience measurements. The Portsmouth-Dover-Rochester market will cover Stafford and Rockingham counties in New Hampshire and eight towns in southern York county, Maine, and will be surveyed for the first time in spring 1984, according to Arbitron officials.

"We have been working with Arbitron for two years to create this market," said Martin Lessard, general manager, WOKQ(FM) Dover, N.H. Other stations which signed for the new report are WHEB-AM-FM Portsmouth, N.H., and WMYF(AM)-WERZ(FM) Exeter, N.H.

Radio relationship

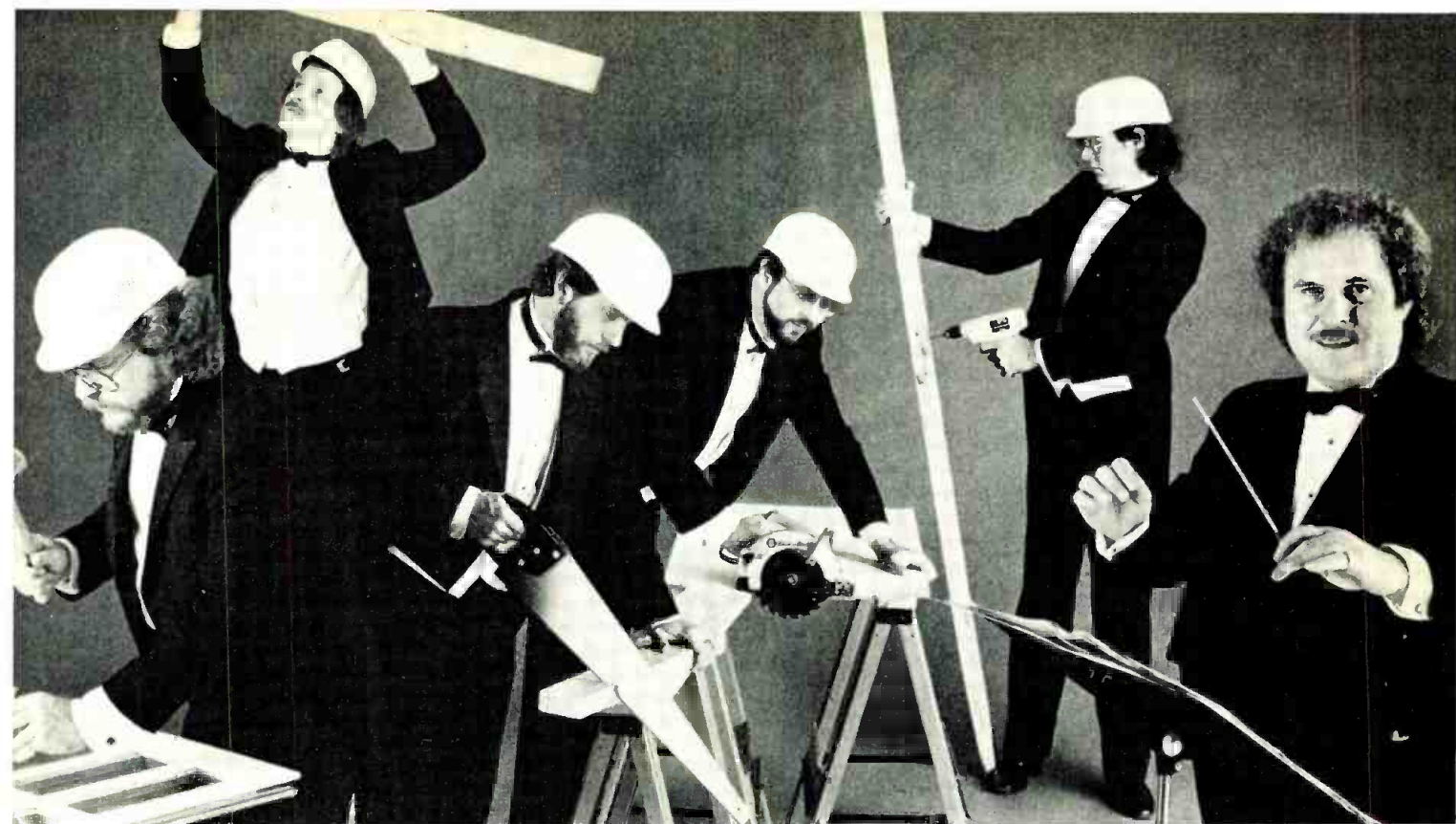
A new presentation issued by the ABC Radio Networks, titled "The 18-34 Market," stresses that the young adult market spends more time with radio than with any other medium.

During an average day, the report says, adults, 18-34, spend three hours and 29 minutes with radio (45% share), as against three hours and 20 minutes for television (43%), 33 minutes for newspapers (7%) and 24 minutes with magazines (5%). This information is culled from research of R.H. Bruskin in 1982.

The ABC report delves into the educational and income levels of the 18-34 markets and finds them highly favorable compared to other groups. It examines the buying habits of the group as it relates to different products and finds that 18-34 are above average consumers of such entertainment items as records and tape and stereo



Key moment. Rick Dees (l), popular morning personality at KIS(FM) Los Angeles and host of The United Stations' *Rick Dees' Weekly Top 40* broadcast, presents the keys to a new 1984 Buick Century Olympia to J.B. Raftus (c) of Grey Advertising after his name was drawn from among 275 people attending a party in Dees' honor at New York's Tavern On The Green restaurant. The weekly countdown program, according to officials, now airs in about 125 markets nationwide. Pictured with Dees and Raftus is Nick Verbitsky, United Stations president.



Introducing Otis Conner's version of men at work.

Turning out award-winning music, radio image campaigns and advertising jingles has become habit for Otis Conner.

These days, there's a whole new sound at his production company: the pounding beat of hammers, the haunting melody of $\frac{3}{4}$ " drills, and the lilting strains of a circular saw.

Otis Conner Productions is hard at work building a state-of-the-art, 24-track studio.

But, there's a lot more than construction going on at Otis Conner Productions.

The Sound System[®], for instance, when first conceived, promised the finest music production sales library in the business.

Less than a year after the first pressing, The Sound System became the fastest-growing and most successful library ever introduced.

More than 80 stations includ-

ing WRKS, New York, KMGC, Dallas, WDMT, Cleveland and KEZQ, Little Rock, are reporting phenomenal sales and an open-arms reception from their clients.

This shouldn't surprise you, since The Sound System comes from a composer who's written and produced CLIO-Award winning music for such clients as Century 21, Crest Toothpaste, Akai Stereo, Paul Masson Vineyards, National Car Rental, Macy's and many others.

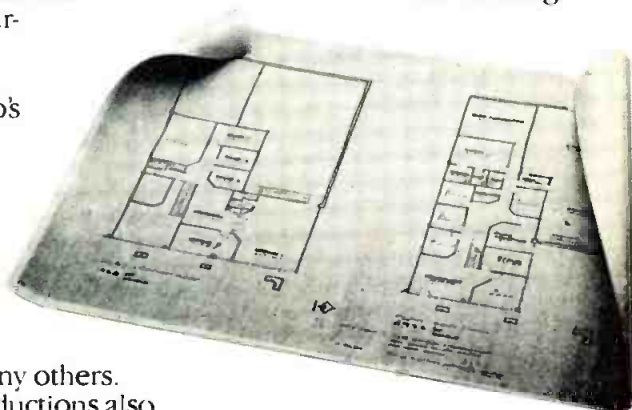
Otis Conner Productions also offers ten complete ID/Promotion packages that will build awareness and image for stations in practically any format.

From country to rock, you'll find the right image at the right price.

To top it all off, they have just completed a powerful new campaign

for KFRC in San Francisco, Billboard Magazine's top radio station in the nation for five years.

We could keep writing about the exciting



things going on at Otis Conner Productions, but we'd rather have you listen to them.

Give us a call, at (214) 358-5500 and ask for our free demo.



Otis Conner Productions

2829 W. Northwest Hwy., Suite 940
Dallas, Texas 75220 (214) 358-5500



Sweet 60. ABC-owned KGO(AM) San Francisco celebrated its 60th birthday with a cake and party at the Galleria at San Francisco's Crocker Center. The cake, depicting a lavender art deco radio tuned to "AM 81," was five and a half feet by 15 feet and weighed 400 pounds.

equipment; are heavy purchasers of sports equipment, such as jogging shoes and camping equipment, and are strong consumers of health and beauty products, including hair conditioners, toothpaste and shampoos.

The presentation, which also makes use of data from Simmons, RADAR, Arbitron, the Yankelovich Monitor, census data and American Demographics, suggests that network radio should be considered "a viable alternative to complement network television as a result of audiences lost to pay (noncommercial) fare." It adds that the youth radio networks "selectively target to this adult 18-34 audience," and "can provide significant reach against this segment, coupled with much higher frequency levels than magazines or network TV."

Country campaign

As a direct response to Viacom International's WKHK(FM) New York format change from country to "soft" adult contemporary last week ("In Brief," Jan. 23), Mutual Broadcasting's WHN(AM) New York, the only remaining full-time country outlet in the city, launched a television ad blitz on Thursday, Jan. 26, targeting the displaced WKHK listeners. According to WHN, the 30-second spots begin with an announcer saying, "If you've been kicked out of your country, come home to our country."

'Your Life' seminar

The first in a series of regional sales seminars for "Music of Your Life" formatted stations—big band and pop adult hits from the late 1930's to the present—will be held for Northeast affiliates this Wednesday (Feb. 1) at the New York Hilton. Other seminars for MOYL stations are scheduled for Atlanta, Cleveland, Dallas and Los Angeles, according to Al Ham, creator and producer of the format.

Ham also told BROADCASTING that there will soon be a major-market campaign to sell the format to FM stations. MOYL is sold by

Jim West, president of Dallas-based Fair-West.

Children's three hours

WNYC(AM) New York, a municipally owned public radio station, is set to launch today (Jan. 30) a new series for children, three hours each weeknight, which it says represents "the largest commitment to children's radio in America."

Tentatively called *The Children's Show*, it's targeted to children up to age 12. It will be presented live from 5 p.m. to 8 p.m., Mon-

day through Friday, and will include songs and records from *Sesame Street*, *Smurfs*, *Chipmunks*, *Muppets* and stories such as *Popeye*, *Star Wars*, *Star Trek*, *Mother Goose*, *Bambi*, *Cinderella*, *Snow White* and Hans Christian Anderson tales. Special nightly features will include a call-in segment to help with school work; sports and school news; book, record and game reviews; visits from a computer specialist, and on-air birthday announcements. Larry Miller is the executive producer and Robert Kaplow the host, with special feature material by Barbara Rosen.

The Children's Show is the working title, but WNYC(AM) has been conducting a contest among children in its listening area for a more appropriate name. The winner will get an Atari home computer with an educational software package.

Switching back

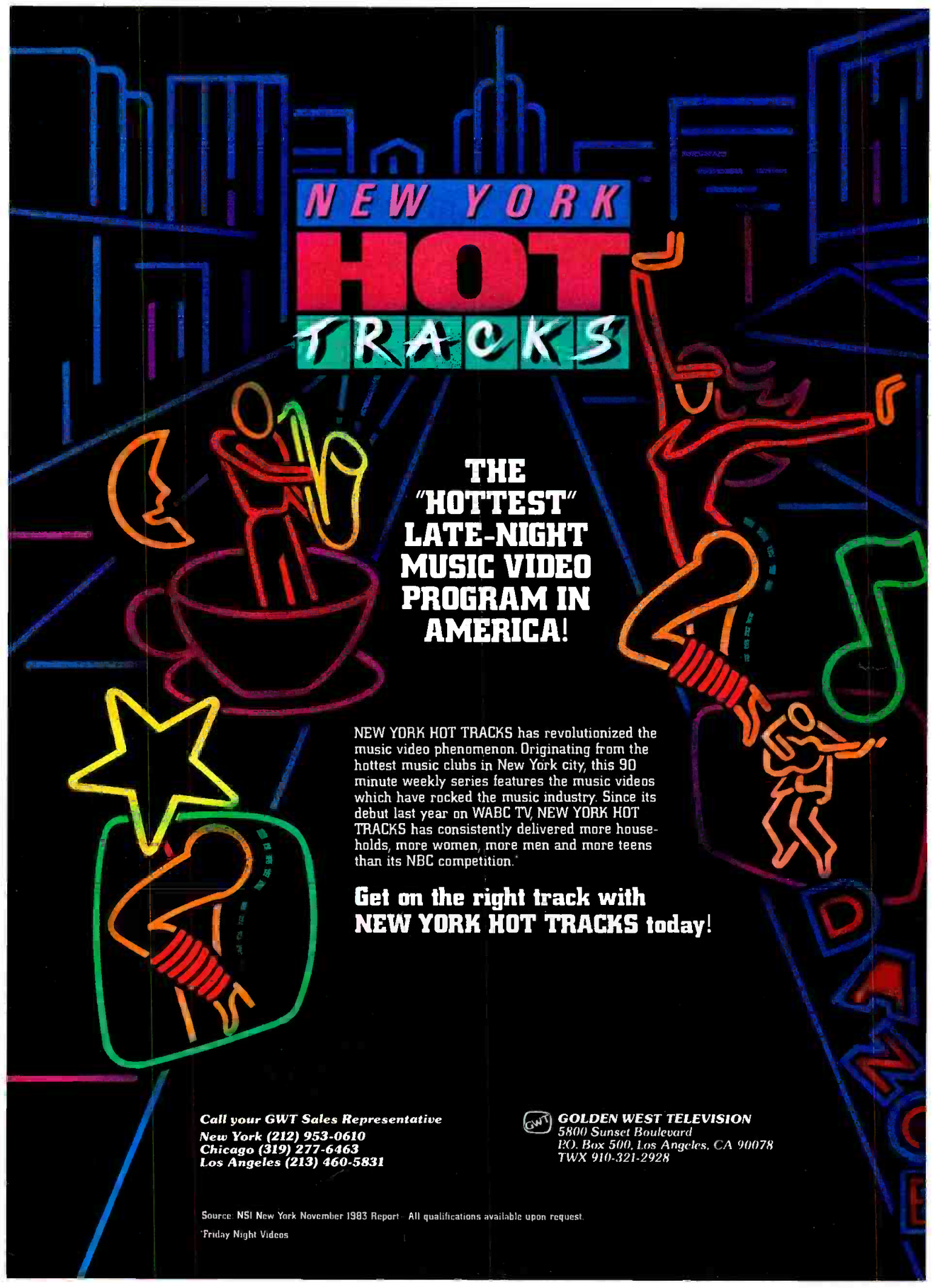
Orange county's first and only all-news station, KNWZ(AM) Anaheim, Calif., has ended its 11-month attempt to capture some of the audience held by two Los Angeles all-news stations. The outlet returned to its previous format—album-oriented rock—and call letters, KEZY(AM) after the November Arbitron survey showed it had remained far behind KNX(AM) and KFWB(AM) with a 0.3% share of the adult audience over age 12. Station Manager Dan Mitchell termed the experiment "the biggest mistake I ever made," and estimated KNWZ "probably lost \$450,000" during its brief existence.

Fund-raising humor

Membership drives by public radio stations may not be the most popular parts of its programing, but with the help of Jerry Stiller



Back to the Source. Album-rocker WMMS(FM) Cleveland, one of the original NBC Source affiliates in 1979, recently renewed its affiliation contract with the young-adult network at NBC headquarters in New York. Pictured at the finalization of the deal were (seated, l-r): Walt Tiburski, WMMS vice president and general manager; and Meredith (Meddy) Woodyard, vice president and general manager, The Source. Standing (l-r): Bill Smith, WMMS general sales manager; Nancy Cook, director of affiliate relations, The Source; and Gaye Ramstrom, WMMS national sales manager.



NEW YORK **HOT** TRACKS

THE "HOTTEST" LATE-NIGHT MUSIC VIDEO PROGRAM IN AMERICA!

NEW YORK HOT TRACKS has revolutionized the music video phenomenon. Originating from the hottest music clubs in New York city, this 90 minute weekly series features the music videos which have rocked the music industry. Since its debut last year on WABC TV, NEW YORK HOT TRACKS has consistently delivered more households, more women, more men and more teens than its NBC competition.

**Get on the right track with
NEW YORK HOT TRACKS today!**

Call your GWT Sales Representative
New York (212) 953-0610
Chicago (319) 277-6463
Los Angeles (213) 460-5831

 **GOLDEN WEST TELEVISION**
5800 Sunset Boulevard
P.O. Box 500, Los Angeles, CA 90078
TWX 910-321-2928

Source: NSI New York November 1983 Report - All qualifications available upon request.

*Friday Night Videos

OUR LOVE IS GROWING

LOVE CONNECTION

New York

Monday through Friday 4:00 PM

WNDC

NOV 83

NOV 82

LOVE CONNECTION
Mary Tyler Moore

HH

14

10

+40%

ADI SHARE

W18-49

13

12

+8%

Philadelphia

Monday through Friday 12:00 Noon

WCAU

NOV 83

NOV 82

LOVE CONNECTION
Local Talk

HH

22

11

+100%

ADI SHARE

W18-49

25

13

+92%



Sacramento

Monday through Friday 7:30 PM

KXTV

NOV 83

NOV 82

LOVE CONNECTION
Merv Griffin

HH

20

10

+100%

ADI SHARE

W18-49

19

5

+280%



Washington, D.C.

Monday through Friday 4:00 PM

WJLA

NOV 83

NOV 82

LOVE CONNECTION
Movie

HH

23

16

+44%

ADI SHARE

W18-49

30

20

+50%

Chattanooga

Monday through Friday 5:00 PM

WTVG

NOV 83

NOV 82

LOVE CONNECTION
Little House

HH

30

16

+88%

ADI SHARE

W18-49

37

21

+76%

Burlington-Plattsburgh

Monday through Friday 4:30 PM

WPTZ

NOV 83

NOV 82

LOVE CONNECTION
Little House

HH

18

16

+13%

ADI SHARE

W18-49

19

16

+19%



ING

LOVE CONNECTION,
the strip that killed 'em in the demos is
now being renewed for its second hit season!

Detroit

Monday through Friday 7:00 PM

WJDK

NOV 83
NOV 82

LOVE CONNECTION
Family Feud

ADI SHARE	
HH	W18-49
19	26
15	18
+27%	+44%



Wichita-Hutchinson

Monday through Friday 4:00 PM

KAKE

NOV 83
NOV 82

LOVE CONNECTION
People's Court

ADI SHARE	
HH	W18-49
22	32
15	14
+47%	+129%

Norfolk

Monday through Friday 7:00 PM

WVEC

NOV 83
NOV 82

LOVE CONNECTION
Local Magazine

ADI SHARE	
HH	W18-49
15	16
9	7
+67%	+129%

Columbus

Monday through Friday 4:00 PM

WTVM

NOV 83
NOV 82

LOVE CONNECTION
Waltons

ADI SHARE	
HH	W18-49
40	59
27	33
+48%	+79%

Joplin-Pittsburg

Monday through Friday 6:30 PM

CODE

NOV 83
NOV 82

LOVE CONNECTION
Mork & Mindy

ADI SHARE	
HH	W18-49
13	18
11	15
+18%	+20%

Reno

Monday through Friday 3:30 PM

KTVN

NOV 83
NOV 82

LOVE CONNECTION
All In The Family

ADI SHARE	
HH	W18-49
16	20
15	13
+7%	+54%

Yakima

Monday through Friday 3:00 PM

KAPP

NOV 83
NOV 82

LOVE CONNECTION
Edge of Night

ADI SHARE	
HH	W18-49
18	31
16	24
+13%	+29%

Source: ARBITRON As Ordered

ALREADY SOLD IN OVER 135 MARKETS!

Telepictures CORPORATION

New York • Los Angeles • Chicago • Dallas • Atlanta
Paris • Munich • Sydney • Tokyo • Toronto

© 1984 Telepictures Corporation



BEATS FAMILY FEUD

HEAD-TO-HEAD

	PM R/SH	FF R/SH	PM RTG ADV
Philadelphia KYW-TV	10/16	8/13	+25%
Minneapolis-St. Paul WCCO-TV	12/25	8/17	+50%
Denver CNC-TV	10/20	8/17	+25%
Hartford-New Haven WFSB-TV	13/24	10/18	+30%
Portland, OR KGW-TV	12/23	10/20	+20%
Raleigh-Durham WRAL-TV	20/36	7/12	+186%
Providence WJAR-TV	17/31	15/27	+13%
Wilkes Barre-Scranton WNEP-TV	13/23	8/15	+63%
Knoxville WATE-TV	15/25	13/21	+15%
Green Bay WFRV-TV	11/21	4/7	+175%
Station Rouge WBRZ	20/34	11/19	+82%

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
THE HOTTEST AT NATPE!

and Anne Meara, they'll be lightened with a touch of humor. The husband-and-wife comedy team has written and recorded two fund-raising appeals for National Public Radio. The two pieces—one featuring the team as a psychiatrist and his patient and the other as the couple portraying themselves—urge listeners to contribute to public radio.

Sinatra in high places

Narbeth, Pa.-based Orange Productions' Sounds of Sinatra syndicated broadcast will be heard on Air Force One, the presidential aircraft, starting next spring, according to company president Lita Cohen. The two-hour weekly program, hosted by veteran radio personality Sid Mark, currently airs on 30 stations nationwide.

NBC on the move

All off-air personnel for NBC Radio Networks (excluding some top divisional executives) have moved from 30 Rockefeller Plaza in New York, headquarters of NBC Radio for the past 50 years, to new facilities at 1700 Broadway. NBC Radio's news operation and on-air talent are scheduled to move cross-town shortly, according to a company spokesman. The new home was originally built for ABC's SuperRadio service which was aborted in the summer of 1982 before starting service.

Ready to fly

Talk radio WABC(AM) New York has acquired exclusive broadcast rights for New York Jets football for the next three seasons (1984-86). The price tag reportedly is close to \$3 million. For the past five years, all-news WCBS(AM) has carried the Jets.

China setting

The National Radio Broadcasters Association (NRBA), through an arrangement with Radio Peking, is offering its member stations a "China Radio Study Tour" of the Peoples Republic of China from May 11 to May 29. The tour, which will cost \$3,126 per person, is being limited to 32 persons. Radio Peking will serve as host to the NRBA group as it visits Peking, Sian, Nanking, Shanghai and Hangchow, according to NRBA Executive Vice President Abe Voron.

Playback

ABC's Rock Radio Network will simulcast a one-hour David Bowie concert with Home Box Office Feb. 12. The concert was taped last September at the Pacific National Exhibition Coliseum in Vancouver, B.C. Stations signed thus far to air the performance include: WNEW-FM New York, KLOS(FM) Los Angeles, WLS-FM Chicago, WYSP(FM) Philadelphia and WBCN(FM) Boston.

Mutual Broadcasting has slated the week-

end of Feb. 4-5 for its three-hour Barbara Mandrell and T.G. Sheppard music/interview special. Hosting the event will be Lee Arnold, midday air personality at Mutual's WHN(AM) New York. Provo, Utah-based Broadcast International produced the broadcast.

The AP Radio Network will add three 90-second movie reviews to its program lineup beginning Feb. 3. The host will be film critic Chuck Rich, who most recently worked for AP Radio affiliate WTOP(AM) Washington. The three reviews will be fed to stations each Friday during the 11:32 a.m. (NYT) feed.

The Southern Educational Communications Association has received a \$125,000 grant from the National Endowment for the Arts for development of a series of 13 90-minute children's radio programs. The project, carried out by SECA in association with WUNC(FM) Chapel Hill, N.C., involves script development and production of a three-hour pilot episode of the series. The planning grant, from NEA's Media Program, will enable station-based and independent producers to prepare material for public radio's youngest audience.

Peter Wallach is hosting two barter features from Syndicated Program Productions of St. Louis. *Round One* is a talk show, also available for cash, directed to teen-agers and young adults, while *Critic-At-Large* is a 90-second commentary offered three times each week.

NAB finds 'typical' radio station had \$50,000 profit in '82

The National Association of Broadcasters has now provided an in-depth look at the healthy financial performance it reported earlier for the typical commercial radio station in 1982. It is a 112-table follow-up to the association's preliminary announcement late last summer (BROADCASTING, Sept. 12, 1983).

The NAB not only documents how the typical radio station turned a pre-tax profit of \$51,100 (up from \$15,800 in 1981), but also reports that the typical aural broadcaster expected a 10.6% increase in net operating revenues in 1983.

That \$51,100 pre-tax profit represents a 9.42% profit margin and stems from typical net revenues of \$542,300 with operating expenses of \$491,200.

The NAB's survey was based on usable questionnaire returns from 1,238 stations, a 20.3% response, representing 1,618 licensed radio facilities (combined AM-FM returns were counted as two stations).

In its finished report, the NAB augments national tables with breakdowns that reflect, by category, performances of AM, FM, AM-FM and daytime AM facilities as well as I-A 50 kw AM operations. Then data is reworked into supplementary tables according to market size and revenue size.

Those regroupings show that full-time AM stations nationwide had an average pre-tax profit of \$35,400; AM-FM's \$47,900; FM's \$104,400; daytime AM's \$12,200, and class 1-A 50 kw AM's \$598,700.

The final block of tables in the report offers insight into the 1982 track records of stations according to format—adult contemporary, AOR, beautiful music, classical, country, ethnic, nostalgia, religious, top 40

and urban. In many of these, NAB warns that the samples used for the table are insufficient to be meaningful.

The radio survey is patterned on one conducted by NAB on typical television station revenues and expenses released late last year (BROADCASTING, Dec. 12, 1983).

Inquiries about the report should be directed to NAB Services, 1771 N Street, N.W., Washington 20036. □

Typical radio station revenue and expenses—1982

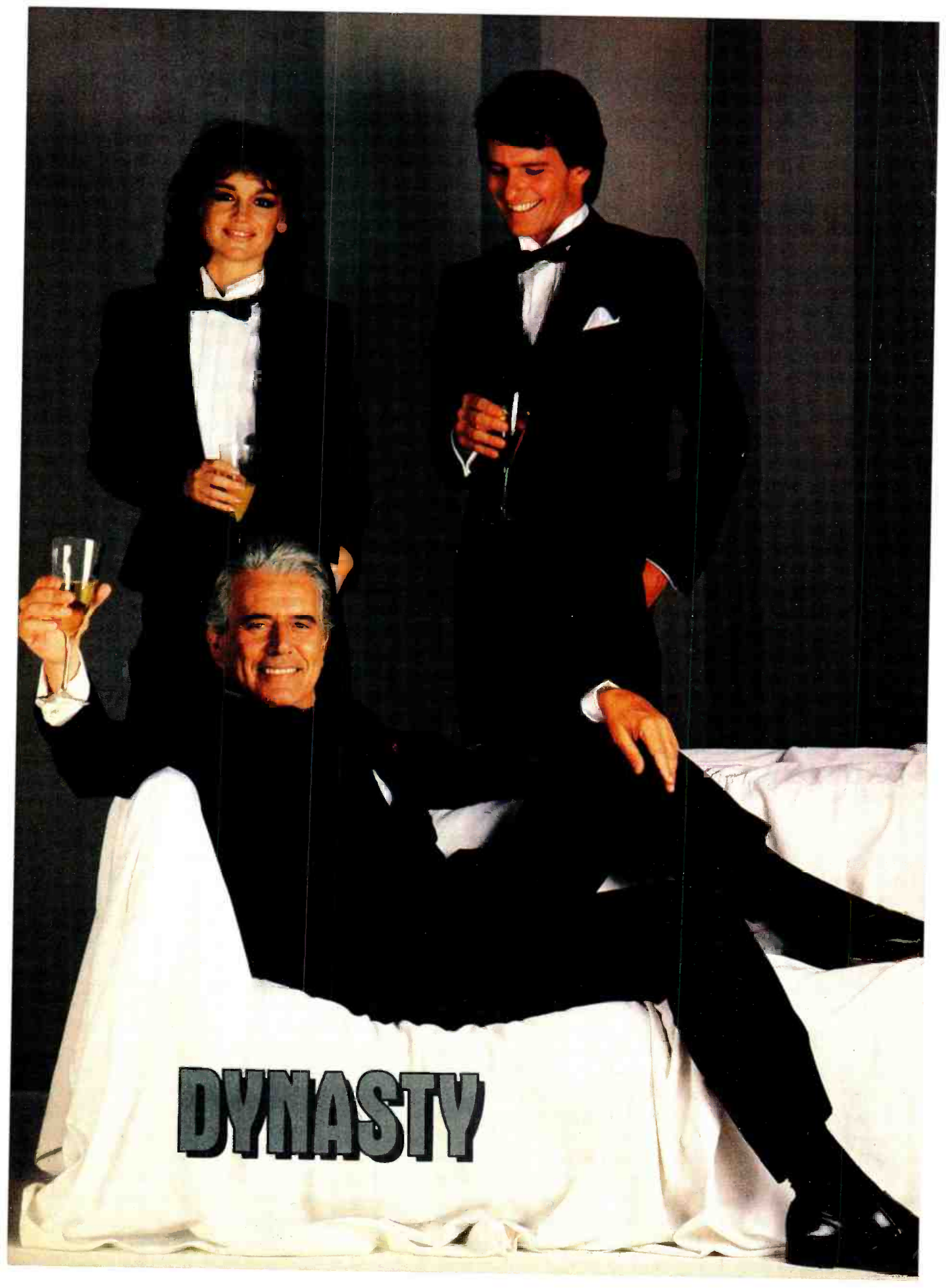
Revenue & Expense Items	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Middle 50% Range (\$)	
Total Time Sales:	562,500	100.0	282,700-	1,167,000
Network Compensation	0	0.0	0-	6,000
National & Regional Advertisers	79,200	14.1	21,300-	246,800
Local Advertisers	483,300	85.9	237,700-	885,500
Total Net Revenues	542,300		276,500-	1,062,100
Political Advertising Revenue	7,900		2,600-	18,100
Revenues Other Than Time Sales	1,100		0-	9,800
Trade-Outs & Barter	22,200		3,000-	65,200
Expenses:				
Engineering	29,700	6.1	14,400-	62,700
Program & Production	112,100	22.8	76,100-	223,600
News	25,900	5.3	12,000-	72,600
Sales	104,600	21.3	59,500-	240,300
Advertising & Promotion	28,600	5.8	7,400-	122,700
General & Administrative	190,300	38.7	125,000-	366,900
Total Expenses	491,200	100.0	258,200-	955,700
Salaries:				
Engineering	12,400	4.9	5,000-	27,200
Program & Production	72,900	29.1	52,200-	152,200
News	23,400	9.3	13,700-	65,000
Sales	77,800	31.1	46,000-	177,500
Advertising & Promotion	8,800	3.5	3,000-	19,700
General & Administrative	55,000	22.0	39,000-	106,400
Total Salaries	250,300	100.0	139,600-	454,000
Cost of Outside News Service	7,300		4,600-	11,100
Music License Fees	13,600		7,000-	27,300
Rating Services	2,300		0-	18,000
Travel & Entertainment	9,900		3,800-	20,700
Depreciation & Amortization	32,600		16,200-	69,400
Interest	2,500		0-	22,500
Utility Costs	13,700		6,900-	24,400
Bad Debt Expense	7,200		2,600-	18,400
Corporate Allocation Charges	0		0-	26,700
Employee Fringe Benefit Costs	22,700		8,700-	55,000
Station Insurance Costs	5,100		2,900-	9,100
Pre-Tax Profit	51,100		(18,000)-	168,600
Profit Margin		9.42%	(4.88%)-	24.21%
Fulltime Employment	14		9-	22
Parttime Employment	4		3-	6



BEATS ENTERTAINMENT TONIGHT HEAD-TO-HEAD

	PM R/SH	ET R/SH	PM R ADV
San Francisco KPIX	12/21	7/12	+71%
Boston WBZ-TV	11/21	8/16	+38%
Pittsburgh KDKA-TV	15/26	7/12	+114%
St. Louis KTVI	12/22	11/21	+9%
San Diego KFMB-TV	12/23	11/22	+9%
Charlotte WBTV	17/28	13/22	+31%
New Orleans WWL-TV	15/25	10/17	+50%
San Antonio KSAT-TV	15/29	8/16	+88%
Wichita-Hutchinson KAKE-TV	11/20	9/16	+22%
Albuquerque KOB-TV	9/18	7/13	+29%
Roanoke-Lynchburg WDBJ-TV	17/29	12/20	+42%
Lafayette, LA KLFY-TV	22/36	3/5	+633%
Boise KBCI-TV	8/14	7/12	+14%

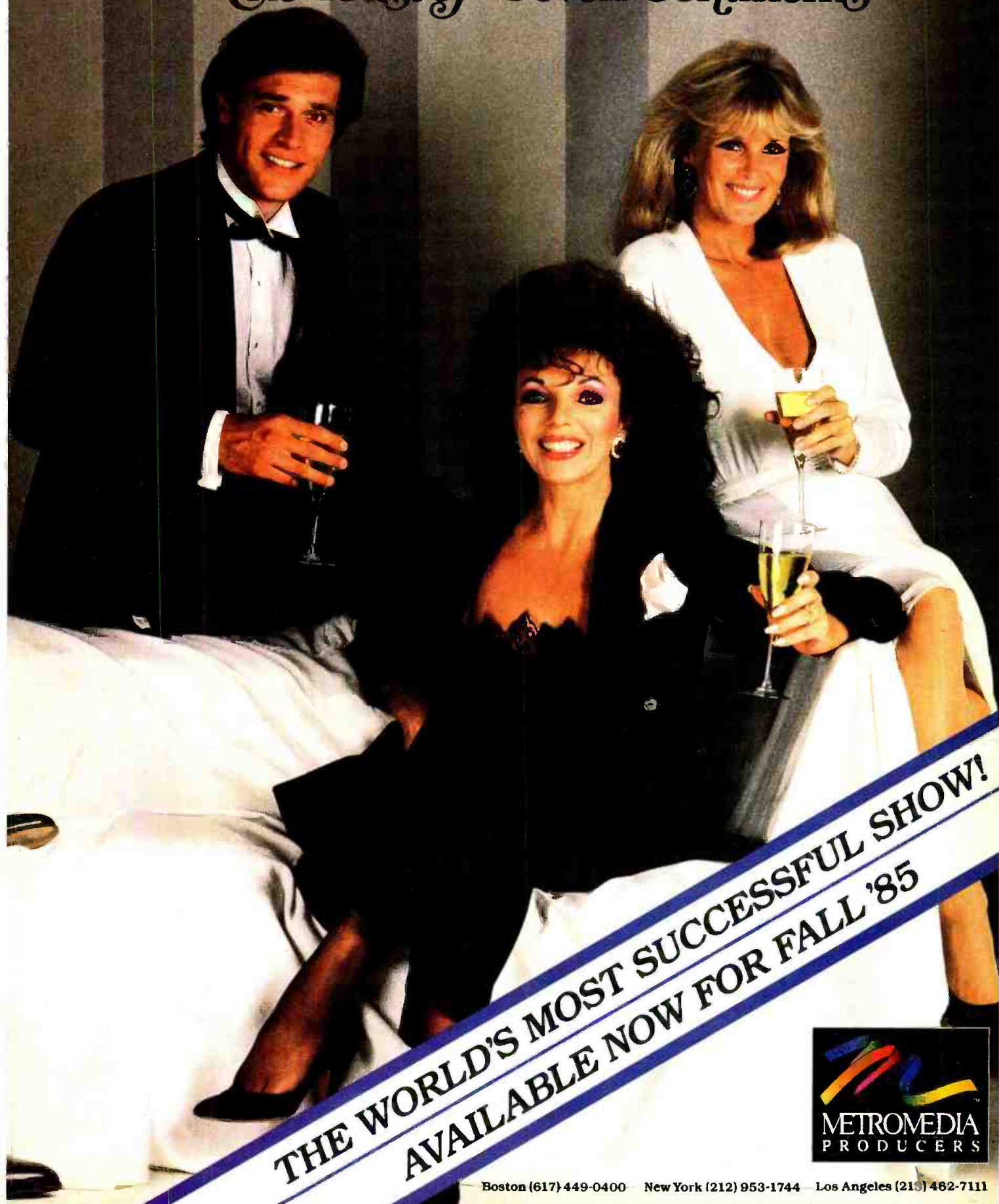
**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
THE HOTTEST AT NATPE!



A promotional photograph for the television show 'Dynasty'. Three actors are posed in a formal setting. In the foreground, a man with grey hair, wearing a black turtleneck and white trousers, is reclining on a white draped surface, holding a glass of champagne. Behind him stand a woman and a man, both in black tuxedos with white shirts and bow ties. The woman has dark hair and is holding a glass, while the man has dark hair and is smiling. The background is dark and textured. The word 'DYNASTY' is printed in large, bold, grey letters at the bottom left.

DYNASTY

The Toast of Seven Continents



**THE WORLD'S MOST SUCCESSFUL SHOW!
AVAILABLE NOW FOR FALL '85**



Boston (617) 449-0400 New York (212) 953-1744 Los Angeles (213) 462-7111



BEATS THREE'S COMPANY

HEAD-TO-HEAD

	PM R/SH	TC R/SH	PM RTG ADV
Philadelphia KYW-TV	10/16	9/15	+11%
Knoxville WATE-TV	15/25	13/21	+15%
Jacksonville WJXT	23/37	9/15	+156%
Spokane KHQ-TV	15/26	14/24	+7%
Champaign- Springfield- Decatur WCIA	19/36	10/19	+90%
Cedar Rapids-Waterloo KWWL-TV	16/31	12/23	+33%
Jackson, MS WJTV	13/22	11/18	+18%
Columbia, SC WIS-TV	26/44	12/21	+117%
Madison WMTV	13/27	9/19	+44%
Beaumont-Port Arthur KFDM-TV	26/45	13/22	+100%

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
THE HOTTEST AT NATPE !

Source: November 1983 NSI/Cassandra

Business

Cable advertising hits \$383 million

**Revenues rise 58% over year before;
CAB projects \$576 million in 1984**

There was little doubt among those in the cable television industry that industrywide advertising revenues would grow by leaps and bounds in 1983. And by all accounts those revenues did show healthy growth—by almost 60% according to the figures endorsed by the Cabletelevision Advertising Bureau—but due largely to an unanticipated soft fourth quarter, the industry did not meet its projected revenue goals for the year.

According to the figures endorsed by CAB, cable industry advertising revenues totaled \$382.9 million for 1983, up 58.4% over the previous year. Of the total, \$313 million represented revenues generated by satellite-fed national cable networks, up 49% over 1982, and with the remaining \$70 million accounted for by local spending, more than double the \$31.8 million generated locally in 1982.

Other tabulations for 1983 cable advertising revenues amounted to somewhat less than that, however. Doyle Dane Bernbach, the New York-based ad agency that placed \$11 million in cable billings in 1983, estimates that last year's cable spending came to \$350 million, an increase of about 45%. Of the total, about 80%, or \$280 million, was attributable to cable network placements and 20% or \$70 million to local cable spending. Doyle Dane had initially projected a total of \$375 million in cable ad dollars for 1983, while others were predicting totals of \$400 million or more.

CAB projects that for the coming year, cable advertising will total \$576 million, or \$453.5 million in network buys and \$122.5 million in local billings. Doyle Dane estimates that the year ahead will yield about \$490 million in cable advertising revenues, with network buys accounting for about 75% of the total (\$367.5 million) and local rev-

enues the remaining 25% (122.5 million).

Broadcast Advertiser Reports, which started tracking the sales of four cable networks a year ago (WTBS[TV] Atlanta, ESPN, USA Network and CNN) estimates that those four accounted for \$231.6 million in 1983 sales, an increase of about 41.5% over 1982. BAR estimates that for the fourth quarter of 1983, the four generated a total of \$61.7 million, compared with \$54.7 million a year earlier.

On a network-by-network basis, Turner Broadcasting System's WTBS is by far the leader in advertising revenues, with about \$135 million in 1983, according to TBS executive vice president, Robert Wussler. And Gerry Hogan, TBS's vice president of sales, said that ad revenues for WTBS and CNN combined totaled about \$160 million in 1983, accounting for more than 50% of cable network sales industrywide.

In the fourth quarter of 1983, Hogan reported, WTBS's revenues increased 55% to about \$35 million, while CNN sales were up 25% to approximately \$9.5 million. CNN Headline News, he added, contributed another \$2 million or so. "The fourth quarter wasn't as good as we had hoped," Hogan said, explaining that one of the problems was that TBS had terminated its agreement with Warner Amex Satellite Entertainment Co. to sell CNN late last spring and was still working out the kinks in its own CNN marketing structure when fourth-quarter selling began.

"The first quarter looks pretty strong," Hogan said, adding that 1984 overall should be a banner year for cable advertising. "The [over-the-air] networks are getting extremely tight," he said, "and there is still a fair amount of money yet to be placed." According to his reports, the three broadcast networks are just about filled in most dayparts through the third quarter, due in large part to the demand generated by Olympics pro-



Wussler



Grimes



Werner

graming and presidential election campaigns this year.

ESPN had net advertising sales of about \$40 million last year, up about 33% over 1982. Company President William Grimes said ESPN should generate net ad sales in 1984 in the "mid-50's" range. ESPN's executive in charge of advertising sales, Bob Jeremiah, said that while the fourth quarter fell short of projections, it still yielded a respectable gain, which he described as "a little more than 25%" of total net sales for the year. And he, like his colleagues, was upbeat about cable's prospects for 1984. "The advertising world is finally discovering cable," he said. Jeremiah said the network is having an "unprecedented" first quarter and said that it may account for perhaps 30% of the service's 1984 ad sales, or in the neighborhood of \$16 million. "We're well ahead of projections for the first quarter," he said. ESPN now has about 300 accounts.

Although he declined to discuss actual dollar amounts, Jeffrey Lawenda, vice president, advertising sales and commercial program development, USA Cable Network, said the network had increased its ad sales in 1983 by between 80% and 90%. Based on reports that the network's ad sales for 1982 were close to \$20 million, that would put USA's 1983 total at between \$35 million and \$40 million.

Acknowledging that 1983 was not the year the cable industry had hoped for, Lawenda also noted that the fourth quarter was "very tough" for the USA Network. "There's no question," he explained, that the industry's fourth-quarter troubles were at least in part attributable to the difficulties encountered by the broadcast television in-

dustry in that period as well. Lawenda added, however, that the first quarter has picked up extraordinarily. "Sales in January 1984 are far exceeding what they were a year ago," he said. And while last year may not have been as good as had been hoped for, he added, "competitively, we ended up in good shape."

Warner Amex Satellite Entertainment's MTV: Music Television also generated relatively sizable advertiser support. Exact figures were not available, but sources tracking the video music network's performance say it attracted between \$20 million and \$25 million in advertising sales in 1983. WASEC only began to offer commercial time on its children's channel, Nickelodeon, late last fall, and activity there is still minimal.

The CBN Cable Network doubled its revenues in 1983, with a total of about \$20 million. And the network's head of advertising sales, Doug Greenlaw, said: "We expect to double ad sales again in 1984." He said the network did about \$5 million for the quarter ended Dec. 31, 1983, the service's third fiscal quarter. As to profits, Greenlaw said CBN Cable would make about \$5 million in fiscal 1983, half the \$10 million that TBS was able to accrue. And if the company makes much more than that in 1984, Greenlaw said, a good chunk of it would probably not show up on the bottom line, but rather be reinvested as capital expenditures.

CBN has been gearing up its sales force in preparation for an aggressive effort in fiscal 1984, adding to its staffs in New York, Chicago and Virginia Beach, Va., where the network is based, and has plans to open a Los Angeles office within the next two months.

Group W Satellite Communications has been selling time on The Nashville Network for three full quarters, since it went on the air last April. Lloyd Werner, senior vice president, sales and marketing, GWSC, said the last quarter was by far TNN's best in terms of ad sales, and that 1984 looks to be even better, "now that we've shown TNN is a viable [delivery vehicle]." While many cable services are selling their ability to reach a select audience segment, Werner said TNN is being positioned as "the last mass market in the U.S.," given what he claims is the wide acceptance of the country-oriented program concept.

With all signs pointing to what should be a banner year for cable in 1984—elections, Olympics, tight network availabilities and major broadcast advertising price increases—if the industry does not attract significantly greater advertising volume, "it will be in real trouble," said Werner. □

B&B investigation. Benton & Bowles confirmed last week that the New York district attorney's office has begun a criminal investigation into an alleged \$3-million embezzlement of agency funds.

Sources at the agency said that Al Ferrarese, a 30-year-old employee, who was client accounting manager of the Procter & Gamble account, has been given an indefinite leave of absence. A spokesperson for B&B would not confirm or deny Ferrarese's participation in the alleged embezzlement but acknowledged that Ferrarese was not at the agency and did not know how he could be located. No charges as yet have been brought against Ferrarese.

The embezzlement scheme, B&B said, was discovered during an internal audit. The agency said that no client funds were involved in the apparent irregularities. The district attorney's office has acknowledged receiving documents from B&B and has started an investigation but it said it could not comment on whether Ferrarese was involved.



BEATS

PEOPLE'S COURT

HEAD-TO-HEAD

	PM R/SH	PC R/SH	PM RT ADV
San Francisco KPIX	12/21	11/20	+9%
Minneapolis-St. Paul WCCO-TV	12/25	7/15	+71%
Baltimore WJZ-TV	15/28	12/23	+25%
Orlando WCPX-TV	13/22	12/21	+8%
Charlotte WBTV	17/28	7/12	+143%
Charleston-Huntington WSAZ-TV	18/31	10/18	+80%
Harrisburg-Lancaster- Lebanon-York WGAL-TV	15/29	7/14	+114%
Wilkes Barre-Scranton WNEP-TV	13/23	12/22	+8%
Greensboro-High Point- Winston-Salem WFMV-TV	16/28	11/20	+45%
Baton Rouge WBRZ	20/34	18/31	+11%

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THE HOTTEST AT NATPE !

Canadian report documents ad loss to U.S. border stations

Canadian advertising has dropped sharply for New York, Vermont, Washington state border broadcasters; documentation could aid in passage of "mirror" legislation

U.S. television broadcasters along the Canadian border who have complained that Canadian policies aimed at buttressing the home television market are costing them money can now point to a study of those policies to support their argument. What's more, it is a Canadian study, prepared for the Canadian Department of Communications. And the Americans' problem is not limited to the tax bill that the Canadian government enacted in 1975 and that has attracted most of the critical attention in the U.S. A practice of "simultaneous substitution" of Canadian programs under which cable systems drop U.S. signals for Canadian ones when both are carrying the same program is also depressing revenues of U.S. border stations.

The study, by Arthur Donner and Mel Kliman, which became available last week, concludes that the more than 41 U.S. stations that attracted Canadian advertising revenues—principally those in Buffalo, N.Y.; Burlington, Vt.-Plattsburg, N.Y., and Bellingham, Wash.—lost about \$37.2 million Canadian (\$29.77 million U.S.; the currencies are exchanged at a rate of 80 cents U.S. to the Canadian dollar) relative to their potential in 1982 because of increased simultaneous casting since 1978 and because of the tax law. A study released in January 1979 concluded that the tax law alone was responsible for losses to the American broadcasters of \$16.3 million in 1978 and \$23.4 million a year later.

The law denies Canadians who advertise on American stations with Canadian audiences the tax break available to those advertising on Canadian outlets; it almost doubles the Canadian cost of advertising on a border station. The simultaneous substitution rule is a relatively new wrinkle about which few complaints had been heard in the U.S.—but which is likely to attract close attention when the Donner-Kliman study is more widely circulated. The Canadian Radio-Television Telecommunications Commission requires cable systems with more than 6,000 subscribers to accede to the request of a broadcaster to substitute its signal for a foreign one when both are carrying the same program. The report notes that the Canadian station can sell advertising on the basis of the combined audience within Canada watching the two stations.

In Canadian dollars, the amount Canadians spend on advertising on the border stations has not changed substantially—\$16.5 million in 1975, \$15.2 million in 1982. But in real terms—1975 Canadian dollars—the report notes, "the decline of net Canadian business on U.S. border stations amounted to about 50%" in those years. The report shows the impact of the policies in another respect: Buffalo television stations saw their share of Canadian advertising shrink from 13.2% of the local Canadian market in 1975 to 2.8% in 1982. KVOS-TV, the only station in Bellingham, saw its share of Canadian net television revenues decline from 36.2% to 14.9% over the same period, while the Burlington-Plattsburg stations saw revenues erode from 6.5% to 2%.

The report is expected to give added impetus to efforts in Congress to adopt a "mirror" bill, now awaiting Senate action, that would deny a tax break to Americans advertising on Canadian stations with American audiences. Then-President Carter proposed such a bill in August 1980, after the Office of the U.S. Trade Representative, acting on the border broadcasters' complaints, held that the Canadian law was "unreasonable and burdensome." Congress adjourned before

the bill could be introduced, but the proposal has been taken up by the Reagan administration. It had its own bill introduced last summer, and shortly before Congress adjourned for the year-end recess, the Senate Finance Committee reported the bill as an amendment to a miscellaneous tariff bill. With Congress now back in session, border broadcaster supporters in the Senate are hoping for floor action on the measure soon.

Border broadcasters who have seen the report feel it does not adequately describe the losses they have suffered—or indicate the unfairness they see in the Canadian policies. Leslie G. Arries, president and general manager of WIVB-TV Buffalo and one of the leaders of the broadcasters in the battle with Canada, estimated that the Buffalo market alone lost between \$35 million and \$50 million as a result of Bill C-58 and the simultaneous substitution policy in the eight years that the tax law has been in effect. During that time, he said, American stations have been providing a service for Canada, as American signals are relayed by Canadian cable television systems, which serve over 80% of the country's homes. And Canadian cable systems, he noted, pay no royalties to U.S. copyright owners, as American cable systems pay to Canadian copyright holders whose material is retransmitted in the U.S. The border broadcasters are attempting to focus Canada's attention on what they regard as the unfairness of that situation by supporting a bill (S. 736) introduced by Senator Patrick Leahy (D-Vt.) that would deny Canadians copyright payments unless Canadian law was changed to provide for reciprocity. However, administration officials say the bill may run counter to U.S. obligations under the Universal Copyright Convention (BROADCASTING, Nov. 21, 1983). Canada has rebuffed diplomatic overtures aimed at persuading it to abandon or modify Bill C-58 on the ground that tax policy is an internal matter. And Arries believes the Donner-Kliman report will provide Ottawa with additional arguments for standing firm. He noted that at one point last spring, the U.S. was hopeful Canada was ready to compromise ("Closed Circuit," Aug. 22, 1983). "But this report removes any hope of that," he said.

The report, for instance, defends the protectionist policies embodied in the tax law and the simultaneous substitution requirement on the ground that, without them, "a larger share of Canadian advertising expenditure would flow to U.S. broadcasters; the amount and quality of Canadian television service would be less." The report attributes part of the need for protection to the "economies of scale" it says are available to producers in the U.S., with its larger audiences; the producers are thus able to sell their programs in Canada "at attractive prices," according to the report. It also notes that Canadian broadcasters are limited in the amount of foreign programming they may air; the CRTC requires them to devote 60% of their air time to Cana-

Any number can play. The FCC last week "clarified" the procedural steps that will be taken to determine RKO General Inc.'s underlying qualifications to remain the licensee of KJH-TV Los Angeles and 13 other stations. According to the FCC, the 171 competing applicants for the 13 RKO General Inc. stations will be parties to that part of the KJH-TV Los Angeles proceeding in which the question of RKO's underlying qualifications to remain a licensee of any of its stations is to be resolved. The FCC directed the administrative law judge in charge of the KJH-TV proceeding to act in two phases. The first phase is to determine RKO's basic qualifications—and RKO, in its defense, will be able to draw upon evidence from its systemwide history as a broadcaster. A partial supplemental initial decision will then be issued, and that could be appealed directly to the full commission. After any appeals are filed, the judge can start the second phase of the hearing to determine who should be the licensee of KJH-TV. In that phase, only the competing applicants for the KJH-TV facility, channel 9, will be involved. No supplemental initial decision on that phase will be issued until after the full FCC has completed its review of the first partial initial decision. The FCC also directed the Mass Media Bureau to start processing, and preparing hearing designation orders, for the 171 competing applications for RKO's 13 other stations. It added that parties now can start filing amendments to their applications.



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Because Ed Busch provides 12 minutes per one-hour segment for local avails, that's good business.

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Ed will give your listeners plenty to talk about.

And give your talent the weekend off.



Associated Press Broadcast Services. Without a doubt.

dian-produced programing. The report makes another point in this connection: "In many cases, Canadian viewers prefer American programs, presumably [because U.S. producers] spend more and make better programs in the eyes of the viewer."

Furthermore, the report states that while hurting the American stations, the policies have benefited Canadian stations to a considerable degree. It said the tax advantages flowing from Bill C-58 generated from \$28 million to \$33 million of net revenues for Canadian television broadcasting in 1982, while the simultaneous substitution requirement added another \$21 million. The revenue effects of the two policies combined amounted to 6% to 7% of total broadcasting revenues, and some 35% of the pre-tax profits of the private stations (those not owned by the Canadian Broadcasting Corp.). "Thus," the report said, "these two policy instruments of the federal government and the CRTC have contributed to the financial health and, at the margin, to the survivability of Canadian television stations." □

Broadcasters, L.A. sheriff battle over UHF spectrum

Law officials, in FCC comments, want channel 19 set aside for public safety use; broadcasters dissent

The Los Angeles County sheriff and broadcasters don't see eye to eye. And in comments at the FCC last week, broadcasters explained why they think the sheriff should get out of town by sundown this time around.

At issue is the sheriff's latest request for UHF-TV spectrum for land-mobile use (BROADCASTING, Nov. 14, 1983). The sheriff asked the commission to assign UHF-TV channel 19 for public safety use in the Los Angeles area. It also asked the FCC to change its existing UHF-TV taboos to create additional UHF channels throughout the nation. Among other things, it asked the FCC to allocate a "sufficient" number of unused UHF channels to private land-mobile radio

Amplification. A close reading of ABC's comments calling for repeal of the FCC's rule of sevens reveals that the network would settle for less than complete elimination of the rules—right off the bat anyway. Although the network said complete abolition of the rule is justified (BROADCASTING, Jan. 23), it also said immediate abolition of the rule wasn't necessary for the time being.

It said the marketplace would be accommodated through the 1980's by permitting broadcasters to own the same percentage of total operating stations they could when the rules were adopted, without distinguishing between AM's and FM's or between UHF's and VHF's. Under such a proposal, ABC said, a single entity would be able to own from 35 to 43 radio stations and 14 to 23 TV outlets. "Not only would interim limitations permit the commission to gain additional experience, but they would comport with business realities in the acquisition and sale of stations," ABC said.

ABC added, however, that the commission—if it opted to go that route—should provide for getting rid of the limitations completely no later than 1990. CBS urged the commission to eliminate the rules "in their entirety" NBC was all for that. "In any unusual case in which a proposed merger or acquisition appears likely to result in monopolization or a substantial decrease in competition in a relevant market, the Department of Justice may proceed as it would with respect to acquisitions and mergers in any other field," NBC said.

services on a primary basis, and to reserve at least two contiguous, or close, unused UHF channels below channel 21 in the top 20 metropolitan areas for public safety land-mobile use on a primary basis, "with provision for similar reservations in other areas based on need."

Broadcasters, in essence, accused the sheriff of playing with an incorrectly marked deck. The Association of Maximum Service Telecasters said the sheriff's proposal to use UHF channel 19 would cause interference to KSCI(TV) (channel 18) San Bernardino, Calif., and to the proposed public safety operations themselves. AMST added that, in the top 20 markets, "virtually" no channels could be reallocated to land mobile in the 14-20 band, "even if unapplied-for allotments and low-power television proposals were sacrificed." Use of higher UHF channels, it said, "almost always" would require sacrifice of regular station allotments and LPTV proposals. "There are much better ways than reallocating television channels to meet the department's demand for public safety mobile communications capacity," AMST said. "For immediate relief, the sheriff's department could make much more efficient use of the channels available to it."

The National Association of Broadcasters said the sheriff's proposals were unsound from the perspective of broadcasters and land mobile alike. NAB said about 590,000 square miles of potential TV service might be foreclosed if land mobile were permitted to share more of the UHF spectrum.

NAB said that only 29% of the UHF stations near the 20 largest metropolitan areas operate at or near their maximum permissible facilities. But more of those operators may bring their operations up to maximum facilities soon, NAB noted.

According to NAB, Varian Associates Inc. is expected to make that possible through the development of more efficient klystron tubes. With the current UHF technology, NAB explained, the utility costs for the typical station now amount to about \$25,000 a month, and most of that goes to feeding the current generation of klystron tube, which is only 30% efficient. The new tube, which could take three years to develop, would operate at 70% efficiency or higher. With the more efficient tubes, UHF broadcasters could save more than \$100,000 a year on utility bills, NAB said. "Thus many UHF broadcasters may find it economically advantageous to revise UHF transmitter output power and begin operating closer to maximum facilities," NAB said. "But if land-mobile communications services are permitted to further share UHF spectrum, the opportunity to improve facilities may be lost."

Cox Communications also opposed the sheriff. "Considering the fact that there are viable alternatives... it would be a disservice to broadcasters, public safety and other private land-mobile users and the public for the commission to adopt to L.A. sheriff's proposal."

The Association of Independent Television Stations and NBC, in separate comments, advised the commission to look instead to a petition for rulemaking submitted by INTV, AMST, NBC, NAB, the Corporation for Public Broadcasting and the National Association of Public Television Stations. Those groups urged the commission to endorse a plan for using narrowband transmission systems in conjunction with computer-controlled trunking techniques to increase efficiency, and to consolidate scattered public safety operations into a frequency band accessible by a single radio (BROADCASTING, Jan. 2).

Associated Public-Safety Communications Officers Inc., however, supported the sheriff. It urged the commission to "immediately" adopt a rulemaking "looking toward the consideration and the adoption of the proposals made... to provide critical spec-

Pointing the finger. The General Services Administration last week blamed the United States Information Agency but not its director, Charles Z. Wick, for Wick's failure to comply with federal regulations barring recording or eavesdropping on telephone conversations. Wick has apologized publicly for the practice, which involved conversations he had with government officials and others, including former President Jimmy Carter and top White House aides Edwin Meese III and James A. Baker III.

The GSA concluded that "USIA has failed to implement properly the Federal Property Management Regulation relating to listening-in and recording of telephone conversations." To guard against future violations, the agency's assistant administrator, Frank J. Carr, advised Wick to take seven specific steps, including publicizing an agencywide policy for monitoring telephone conversations and establishing a log of all recorded calls made with the consent of both parties.

The controversy over Wick's secret taping of telephone conversations did not go unnoticed by the advisory commission. It said in a statement separate from its report that it is "deeply and unanimously concerned" about the matter. It said Wick's tapings could affect the agency's ability to perform its task overseas and its credibility. One commission member, Olin Robinson, president of Middlebury College, resigned to protest Wick's actions.

100 Markets!



RANK	PROGRAM	HH RATING
1.	Family Feud	12.3
2.	Wheel of Fortune	12.1
3.	MASH	11.2
4.	Three's Company	10.3
5.	PM Magazine	9.8
6.	People's Court	9.1
7.	Hee Haw	9.0
8.	Entertainment Tonight	8.8
9.	The Jeffersons	8.3
10.	Solid Gold	7.6

Source: NSI Cassandra, November '83.

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trum relief to the public safety and other land mobile services." □

Format, call letter change results in ratings complaint

Shamrock executive files grievance against Arbitron over ratings firm's policy for station with major changes near the end of rating period

If a station changes format and call letters two days before the end of a 12-week rating period, should the new call letters (and format) get credit for the listening attributed to the old call letters (and format)? Bill Clark, president of Shamrock Broadcasting's radio division, thinks not, and he has asked for arbitration of his grievance against the Arbitron Ratings Co. over its fall reports for San Francisco, San Jose and Santa Rosa, all California.

In material sent to the Electronic Media Rating Council and the Arbitron Radio Advisory Council, Clark said that KYA(AM) San Francisco was sold by King Broadcasting to Bonneville Broadcasting, its call letters were changed to KOIT(AM) and its format was changed from rock (with primary appeal to the 25-44 age group) to easy listening (35-64 age group)—all on Dec. 13, 1983, "only 48 hours prior to the end of that 12-week fall survey period." Yet, Clark continued, all listening ascribed to KYA(AM) during the entire period was credited by Arbitron to KOIT(AM).

Clark filed his complaint on behalf of Shamrock's KABL(AM) Oakland and KABL-FM San Francisco and on behalf of KBAY(FM) San Jose. He noted that Arbitron was following its standard policy in this case but that Arbitron also reserves the right to modify policies that "appear unreasonable, illogical or impractical in light of known conditions."

"If the situation I have described is not unreasonable and illogical," Clark said, "I fail to understand the meaning of those words."

In a letter that Clark submitted along with his complaint, A.J. Aurichio, Arbitron president and chief operating officer, told him that "literally hundreds" of call-letter changes occur during Arbitron survey periods each year, so that "it is important that we have an established method of handling them and that we employ that method consistently." Aurichio said Arbitron was not opposed to considering an alternative method, but that "the only two viable alternatives, as I see it, are to continue our practice of using the most current call letters, or to consider using those in use for the majority (or some arbitrary percentage) of the survey period."

The fall San Francisco report, Aurichio said, would carry a cover notice referring users to page 5-B for "a detailed explanation" of the call-letter change. But that wouldn't help, Clark countered, because most users of Arbitron data rely on computer tapes or manual extraction of ratings, "a pro-

cess that eliminates references to page 5-B."

"Thus," he continued, "when KOIT(AM) audience numbers are presented to clients, there will be no reason to believe the client will have cause not to accept those numbers as being reflective of Arbitron's true measure of KOIT's audience. This will be especially so since KOIT-AM-FM are now being sold in combination with the combined audiences presented as a single number..."

"Our contention, of course, is that Arbitron's responsibility is to present to its subscribers a representation of what its research indicated was the 'reality' of the marketplace during the period Sept. 22 through

Dec. 14, 1983, and that by arbitrarily taking listening that was attributed by respondents to a rock station called KYA and reassigning it to an easy-listening called KOIT even though that station existed only for the last two days of the survey period is a topical distortion and one that is likely to have serious financial implications for KABL, KBAY, and other stations..."

The Electronic Media Rating Council's mediation procedure calls for the appointment of a panel of professionals to consider such complaints in an informal, off-the-record, nonadversary proceeding and come up with a recommended (but not binding) solution. □

Washington Watch

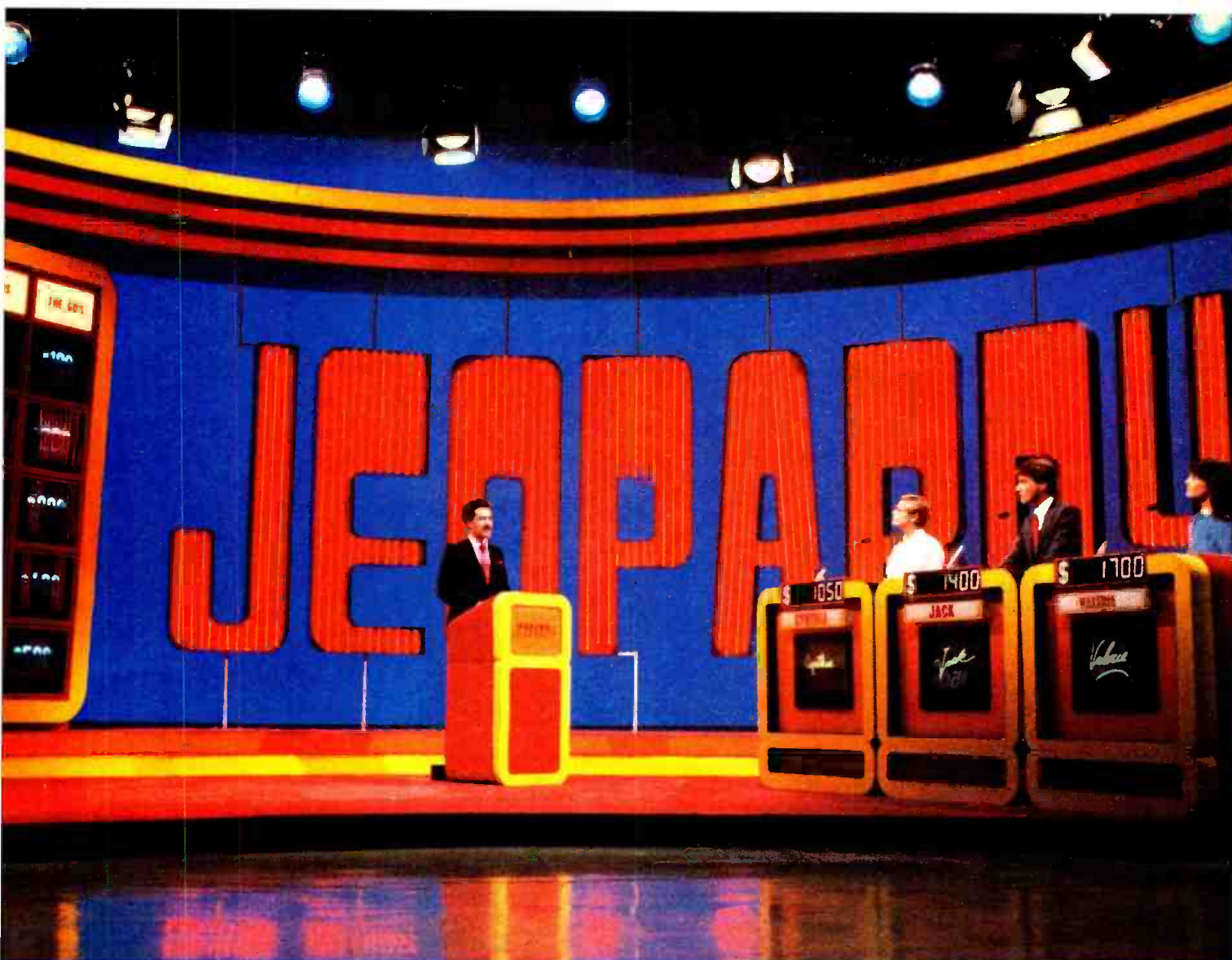
Also in opposition. National Association of Black-Owned Broadcasters has opposed FCC's proposal to delete, or relax, its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). "It will make it financially difficult for small minority owners to compete with group owners to maintain their presently owned stations and will make it virtually impossible for new minority entrants to come up with the capital to finance broadcast station purchases because of the price escalation this policy will cause," NABOB said in comments at FCC. In joint filing, Black Citizens for Fair Media, League of United Latin American Citizens, National Association for Advancement of Colored People, the National Association for Better Broadcasting, National Conference of Black Lawyers Communications Task Force and Telecommunications Research and Action Center urged commission to retain rule "as a safeguard to ownership and viewpoint diversity in the broadcast market." □

Flynt's fun flummoxed. FCC thinks Section 315 of Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities. And FCC, in staff memorandum, finally got around to saying that last week. Issue was raised because Larry Flynt, publisher of *Hustler* and announced candidate for Republican presidential nomination, had said he would use clips from X-rated movies in campaign commercials (BROADCASTING, Dec. 19, 1983). Flynt subsequently said he was bowing out of race. In letter responding to inquiry from Representative Thomas Luken (D-Ohio), FCC staff said no-censorship prohibition in Section 315 was not intended to override statutory prohibition against broadcast of obscene or indecent materials (Section 1464 of criminal code). "The staff reached this conclusion upon finding no evidence in the legislative history that Congress intended such a result and upon applying the canons of statutory construction, under which a statute should not be construed in manner that yields unreasonable result," FCC Chairman Mark Fowler said in letter. "Because Section 315's purpose of fostering political debate is untainted by subjecting broadcasters to prohibitions in Section 1464 against obscenity and indecency (which by definition lack serious political value), it is concluded that it would be unreasonable to exempt broadcasters from Section 1464's criminal prohibitions." Fowler noted that full commission had not voted on issue, "and will probably not have occasion to do so until presented with specific dispute." □

On hold. FCC has affirmed delay of telephone access charges for residential and single-line business users until some time after 1984 elections (BROADCASTING, Jan. 23). □

Abuse help. The Media Institute, which in past has done studies to document alleged distortions by news media, takes different step in "Media Abuses: Rights and Remedies." New publication offers guide to legal remedies in such situations. It explains administrative and judicial recourses for those who believe themselves victimized by distorted news coverage, defining role of FCC and interpreting that agency's rules and policy as well as offering overview of court edicts. Hardbound 103-page book is available from TMI, 3017 M Street, N.W. Washington 20007. Cost: \$25 plus \$1 for postage and handling. □

TRAC talk. Telecommunications Research and Action Center has given its "1983, 1984 Newspeak Award" to FCC Chairman Mark Fowler. In press release, group said award was given in recognition of "duplicious statements and actions contrary to the public interest." Sam Simon, TRAC executive director, said Fowler had given new meaning to almost every word in English language. "No other public official, save perhaps James Watt, has undertaken such total disregard of his statutory mandate to serve the public interest as has Mark Fowler, while at the same time purporting to do just the opposite," Simon said.



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OF
FORTUNE**

HEAD-TO-HEAD

	PM R/SH	WOF R/SH	PM RTG ADV
Hartford-New Haven WFSB-TV	13/24	7/13	+86%
Charleston-Huntington WSAZ-TV	18/31	12/21	+50%
Albany-Schenectady- Troy WTEN	14/24	12/21	+17%
Greensboro-High Point- Winston Salem WFMY-TV	16/28	14/25	+14%
Roanoke-Lynchburg WDBJ-TV	17/29	14/25	+21%

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
THE HOTTEST AT NATPE !

Source: November 1983 NSI/Cassandra

Information Age

Joint venture will provide teletext service during summer Olympics

Group of equipment makers, BBC, Metromedia, Taft and Ameritext will air 100-page reports on games and traffic information over KTTV(TV) Los Angeles

Supporters of the European World System Teletext (WST) system convened in New York to announce the formation of a venture among Metromedia's KTTV(TV) Los Angeles, Zenith, Sanyo, Harris, Taft, the British Broadcasting Corp. and Ameritext, the U.S.-based marketing and promotion arm of WST, to provide a teletext service to Los Angeles during the 1984 summer Olympic games ("In Brief," Jan. 23).

Harris, the exclusive U.S. supplier of WST equipment manufactured by the Hastings, England-based VG Electronics, will install a complete teletext transmission system at KTTV. The station, with assistance from Taft Broadcasting, which operates a teletext system on its WKRC-TV Cincinnati, and the BBC, will originate a local teletext service, 100 pages, providing up-to-the-minute reports on all Olympic activity.

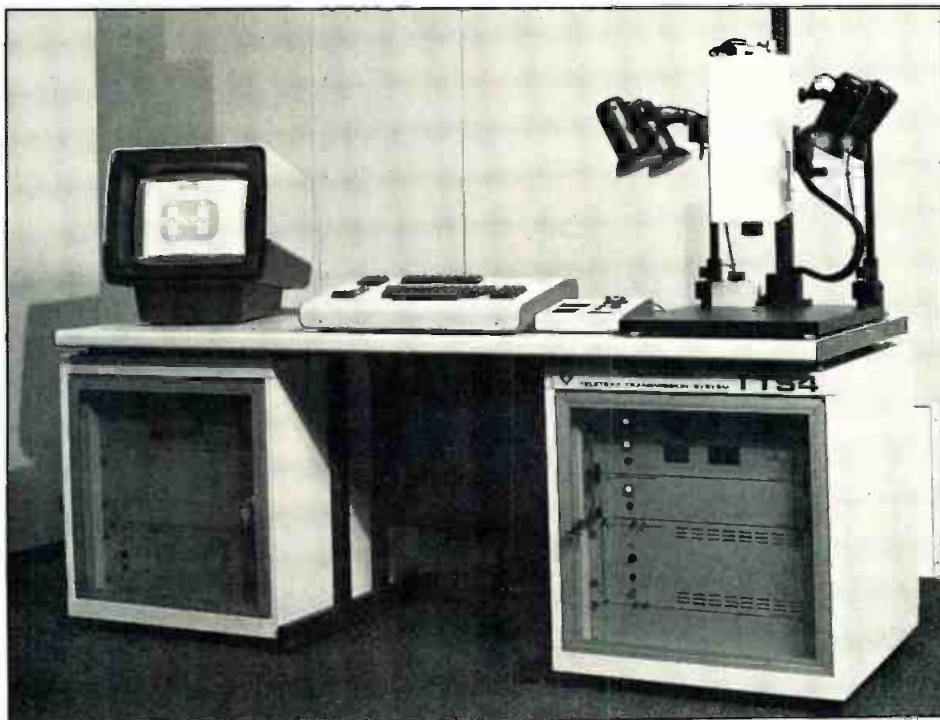
The service will also provide traffic information with the help of computer-generated reports to be made available by the California Department of Transportation, to aid commuters traveling from venue to venue. In addition, pages of national news and information will be supplied via KTTV by Keyfax, the teletext system delivered over the vertical blanking interval of WTBS(TV) Atlanta.

Both Zenith and Sanyo will be supplying 100 teletext receivers to be placed at various spots around Los Angeles, such as hotel lobbies, the Los Angeles International Airport and the Olympic sites.

Bill White, vice president and general manager of KTTV, said that the Olympics project provides "an ideal opportunity for us to learn [about teletext] and to show others what teletext will do to the consumers and the many visitors who will come to southern California for the Olympics."

Gerald LeBow, president of Ameritext, hailed the Olympic teletext project as one providing "momentum" in its effort to win acceptance of WST in the U.S. While Metromedia has not made a commitment to any form of teletext, beyond the Los Angeles project, LeBow was gratified that the independent group owner opted to go with WST and not the North American Broadcast Teletext Standard embraced by CBS and NBC. (ABC has shunned any involvement with teletext up to this point.)

Although WST proponents have been able to persuade a second manufacturer (Sanyo) to develop teletext decoders for the U.S. market, neither Sanyo nor Zenith has extensive commitments to that standard. Sanyo's commitment at this point does not go beyond the Olympic project. Zenith's only other commitment is a five-year contract to supply Taft's Cincinnati teletext system with all the decoders the market demands. So far the Cincinnati market has



Control center



Zenith's home set

demanded about 100 decoders priced at about \$300.

Proponents of both standards agree that before teletext becomes a service embraced by a mass audience, the industry has to come up with a decoder within the \$100-\$150 price range. Decoders at that price are not expected to be available until 1985 at the earliest.

Satellite Syndicated Systems, which markets Keyfax to cable operators carrying WTBS, reports that it has sold or leased about 300 decoders to cable operators so far. SSS said it does not keep statistics on how many decoders the cable operators, in turn, have been able to sell or lease to subscribers.

Keyfax is a noncommercial service that SSS recommends be sold for a monthly fee of \$9.95 for the text programing and \$9.95 to lease the decoder, with an option to purchase the decoder for a suggested \$399. The decoders are manufactured by a subsidiary of the London-based Ayr Corp.

Meanwhile, CBS and NBC have been keeping unusually low profiles concerning their teletext plans. As for last week's announcement by the WST proponents, Albert Crane, head of CBS's teletext project, Extravision, said that he was "thrilled" that Metromedia was experimenting with teletext.

"But I don't consider it a standards issue," he said, contending that the decision by CBS and NBC to opt for the NABTS system has essentially made that system the "de facto standard for teletext in the U.S."

He noted that between the two networks some 320 stations are on the air with NABTS teletext. That is, of course, without

any available decoders in the marketplace for consumers to receive the teletext service.

Crane pointed out, however, that at the recent Consumer Electronics Show in Las Vegas, three manufacturers said they would be providing NABTS decoders to the industry later this year—Sony, Panasonic and Quasar.

Acknowledging that the initial decoders produced by those companies are likely to be hundreds of dollars higher than the range acceptable to the mass audience, Crane said: "That's OK because the early market will consist of gadgeteers who would buy them at any price. We're looking for a mass audience (and a decoder to accommodate them) by mid-1985."

Crane, stressing that teletext will only work if affiliates develop their own local teletext systems to complement the network's national system, said that he is currently working on plans to get systems in place at the CBS O&O's but could not say when they would be ready.

He said that start-up costs on average (hardware only), for an NABTS system might be around \$150,000. Ameritext's LeBow said the start-up cost with WST was significantly lower than that, perhaps \$30,000.

NABTS's better graphics capability, Crane stresses, is essential if teletext, as CBS intends, is to be advertiser supported. "We can accurately represent advertiser products and logos; our competition cannot," Crane said. LeBow counters that graphics capability isn't really a factor "when you can't get a manufacturer to build a decoder for your system for under \$1,000." □

Videotex marriage. The Equitable Life Assurance Society will act as sponsor and editorial information supplier to Gateway, a videotex service being introduced this summer by Times Mirror Videotex Services, under terms of a one-year agreement. Equitable, the third-largest U.S. insurance company, will provide packages of information and services about life insurance, company products and Social Security benefits. The launch is scheduled for mid-1984 in Orange county, Calif., on Times Mirror's cable system there. The service, which will involve both cable and telephone interconnection, will allow videotex subscribers to conduct home banking and shopping, play electronic games, send messages and obtain information from a computer database.



**No. 1 Independent
Station Rating in
Its Time Period in
The No. 1 Market
WNEW-TV
NEW YORK CITY**

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

THE HOTTEST AT NATPE !



TELECASTINGS



In favor of

Critics who carp about local television news, who complain that it's superficial and that it sensationalizes events, are dead wrong or confused, or both. That's the message Richard P. Sabreen, vice president and general manager of Group W's Newsfeed Network, took to a quarterly board dinner of the National Academy of Television Arts and Sciences in New York.

Such critics, Sabreen said, "confuse our style with our substance. They can't distinguish between content and form." Actually, he continued, "the facts are almost always reported correctly, no matter where they're reported—by the network or the local station. And the facts are usually reported in virtually the same fashion on all three stations in a market. If you look closely you will see the differences have to do with the style of the reporting, not the substance. And if our style of reporting brings more people into our journalistic home, then we are doing our job."

Local news, Sabreen said, led the way in "most of the evolution and growth we have seen in television journalism," including the use of electronic newsgathering equipment, the switch from film to tape, the hiring of full-time investigative reporters, the use of domestic satellites and "the writing and production of stories in a way people can personally relate to, as opposed to a cold institutional treatment."

Unlike individual entertainment shows, Sabreen said, "your local news will continue. Nurture it and protect it," he advised,

"because in an age of intrusive cable programming, video games and home computers, the exclusive control of your local news franchise may be the most valuable asset you've got."

New identity

CBS Inc. has asked the FCC for permission to change the call letters of its KNXT(TV) Los Angeles to KCBS-TV, following the recent change in FCC policy regarding call letter designations (BROADCASTING, Dec. 5, 1983). CBS owns two radio stations in Los Angeles, KNX(AM) and KKHR(FM), and two in San Francisco, KCBS(AM) and KRQR(FM). Their call signs would not be affected by the move, which KNXT General Manager James S. Bennett said would "create a link between the qualities and values of CBS Inc., the owner of the station, and what channel 2 represents in Los Angeles." KNXT was originally licensed in 1932 as W6XAO (BROADCASTING, Feb. 1, 1932) and acquired its current call letters in 1951.

In the marketplace

Acama Films has acquired exclusive distribution rights to *Wonderful World of Adventure*, a 26 half-hour first-run series from Bill Burrud Productions. The new program highlights "the world's most dangerous occupations and pastimes." Los Angeles-based Alan Enterprises has entered a licensing agreement with Metromedia Television Sta-

tion Group and Turner Broadcasting for national exhibition and distribution rights to *American Caesar*, a five-hour television mini-series produced by Cineworld Productions.

Broadened scope

The Pittsburgh-based Television Syndication Center has changed its name to Television Videotape Satellite Communications "to more accurately reflect the company's breadth of services," according to TVSC Vice President and General Manager Gerry A. Sperry Jr. The Group W Productions division began 24 years ago as a tape duplicator and program distributor and has since added satellite distribution, networking, uplinking, videoconferencing and leasing of transportable earth stations to its service roster. Sperry also announced that TVSC has donated its satellite distribution facilities to transmit a one-week schedule of public service announcements for the Broadcasting Industry Council to Improve American Productivity. The BICIAP feed will be via Westar V, transponder 8-D, the week of Jan. 23-27, with news commentator Howard K. Smith introducing the productivity campaign entitled "America Works Best When America Works Together."

Twin disasters

WOWK-TV Huntington, W.Va., resumed broadcasting at 6 p.m., Jan. 16, after being knocked off the air Thursday, Jan. 12, by a pair of electrical fires at its transmitter site. The station went dark at 3:22 p.m. after a fire broke out, damaging both the main and backup transmitters. At the time, station engineers were anticipating resuming transmission within a few hours, but around midnight another fire broke out, engulfing the building, destroying both transmitters and doing at least \$1 million damage. What had been a bad situation, said Leo MacCourtney, vice president and general manager of the station, became a "catastrophic" one. RCA, which had supplied the original transmitters, came to the station's aid. It located another transmitter in Pittsburgh and shipped it to the station, where engineers from RCA, WOWK-TV and parent Gateway Communications, worked around the clock to get the station back on the air.

Educational TV

Hofstra University, in Hempstead, N.Y., plans to build a \$4-million facility to house the Hofstra University Television Institute. The building will be three stories high and will contain almost 30,000 square feet of space, including four television production studios. Construction is scheduled to begin in early spring, and the building is expected to be completed by spring 1985.



Bush pushes books. Barbara Bush (center), wife of the Vice President, held a reception in Washington for business officials to promote a nationwide effort to combat illiteracy. Joseph P. Dougherty (l), executive vice president of Capital Cities Communications, and Harold W. McGraw Jr. (r), chairman of McGraw-Hill Inc., were on hand to introduce the campaign. Capital Cities Television Productions has produced an hour-long documentary hosted by Johnny Cash on the topic. McGraw is the head of a newly formed foundation, the Business Council for Effective Literacy, which is raising funds for the project.

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Spence Kinard,
KSL-TV, Salt Lake City



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WCVB-TV
Boston

WDVM-TV
Washington

Netcom buys three slots on Satcom IV

Transmission service signs five-year-lease for about \$3 million

Netcom International announced last week that it has signed a five-year, multimillion-dollar lease with RCA Americom for three full-time transponders on the satellite operator's Satcom IV.

According to Bill Tillson, president and chief executive officer of Netcom, the deal doubles the satellite capacity of the rapidly expanding company, which specializes in providing satellite transmission services. Netcom leases two other transponders from RCA on Satcom I-R and one from Western Union on Westar V. With five Satcom transponders now, Tillson said, Netcom is RCA's second biggest customer. (HBO with six slots is the biggest, he said.)

The lease payments that Netcom will make to RCA over the life of the contract will amount to around \$33 million, Tillson said. The contract provides for RCA to purchase up to \$450,000 worth of earth stations and give them away to broadcast stations and cable systems designated by Netcom, he said. Netcom will acquire control of the first two transponders in February and the third by no later than April 1, he said.

Netcom has plenty of uses for the Satcom IV transponders. According to Tillson, the first will be distribution of a 24-hour-a-day cable service; the second, distribution of a seven-hour-a-day cable service and syndicated broadcast programming, and the third, distribution of syndicated programming and news and sports programming on an as-needed basis. Tillson said he would identify the cable services and some of the syndicated programming in a week or two.

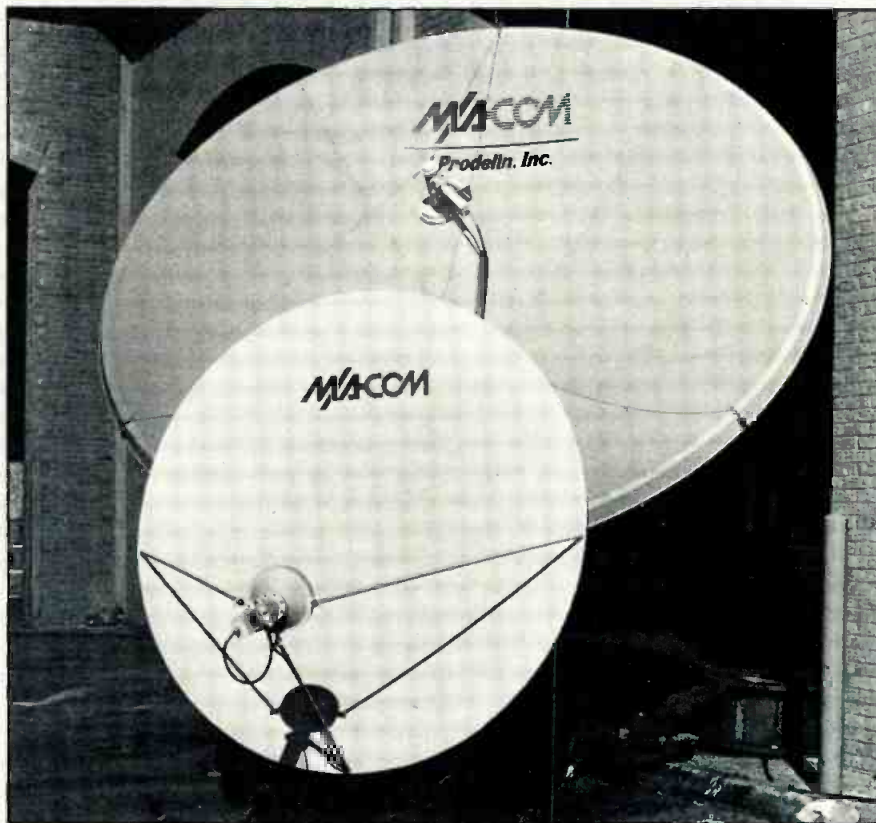
Most of Netcom's current satellite capacity has been gobbled up by a couple of customers, Tillson said. The Westar V transponder has been leased to Bonneville Satellite, which subleases it to the Hospital Satellite Network, he said. And one of the Satcom I-R transponders is leased to the University Network, a quasi-religious cable-broadcast network, he said. The other Satcom I-R transponder, he said, is used for occasional news and sports transmissions.

As more and more broadcast stations install satellite earth stations, satellite distribution of syndication programming becomes more and more attractive. "We are moving into syndication in a big way," Tillson said. Netcom intends to be a full-service distributor, he said. Not only will it distribute the programming via satellite to broadcast stations with earth stations, he said, but it will also bicycle tapes to those without dishes. □

Set of Galaxy dishes. Among domestic communications satellites, Hughes Communications' Galaxy I stands out. It can be used to beam television programming to cable headends for retransmission to cable subscribers or directly to homes equipped with six-foot earth stations. The satellite's dual capability has not been overlooked by the cable programmers that own the bird's transponders or by M/A-COM Inc.

The manufacturer of satellite earth stations demonstrated dishes suitable for both purposes at the Texas Cable Show in San Antonio two weeks ago. In the background is a 3.7-meter (12-foot) dish for cable headends. In the foreground is a 1.8-meter (six-foot) dish for the backyard.

According to David Bondon, vice president of marketing for M/A-COM's cable/home communications division, a consortium of Hughes and the Galaxy cable programmers has

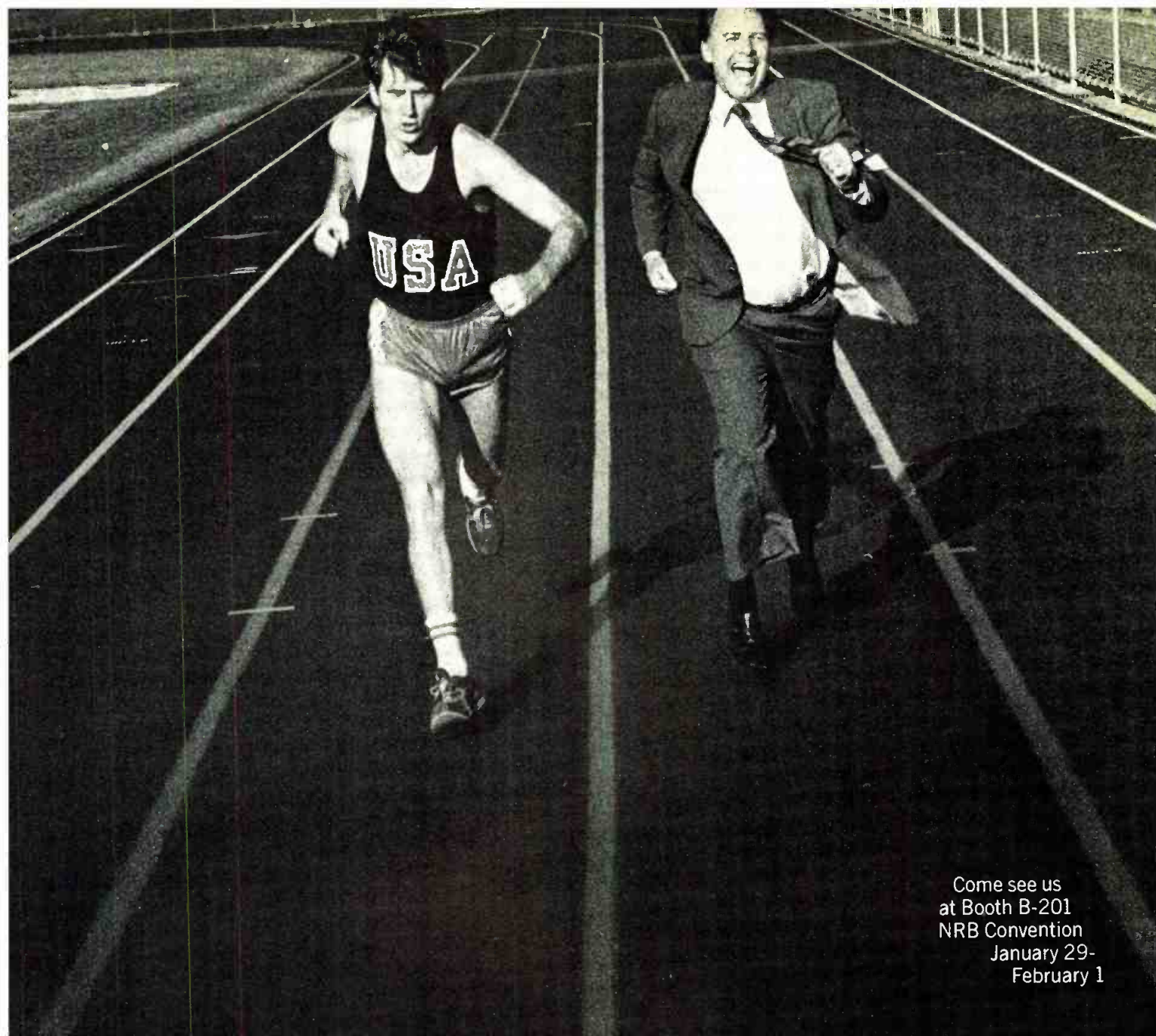


M/A-COM's 3.7-meter dish

agreed to purchase a minimum of 1,500 of the 3.7-meter dishes (with feed and mount) to give away to cable systems that need an extra earth station to receive the Galaxy signals. Bondon said the agreement includes an option "for them to roughly double" the size of the purchase. He would not comment on the value of the deal, but based on what M/A-COM has been quoting other buyers, it's probably more than \$2 million. (Sources confirmed that the Galaxy consortium will award a separate contract to Scientific-Atlanta for several hundred 3.2-meter earth stations.)

Home Box Office, which was the first cable programmer to buy transponders (six in all) on Galaxy I, came up with the idea of using Galaxy as a broadcast satellite. To that end, it has been talking to the other programmers on the bird about adopting a common scrambling system—HBO has already settled on M/A-COM's Videocipher system—and offering a joint satellite broadcast service to uncabled homes. At the Texas Cable Show, the technical feasibility of the service was demonstrated. M/A-COM's 1.8-meter dish received a scrambled HBO signal from Galaxy I that, once descrambled, produced an excellent picture on monitors at the M/A-COM exhibit.

Galaxy I, which was launched last summer, is slowly filling up with cable programming. According to Hughes's Eddy Hartenstein, HBO (Eastern feed), Cinemax (Eastern feed) SIN, CNN, CNN Headline News, CBN, C-SPAN and Galavision are now being distributed over the satellite. In February, he said, they will be joined on the bird by the Nashville Network, the Disney Channel, The Movie Channel (Western feed) and superstation WOR-TV New York.



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USCI goes to Washington

And Cincinnati and Baltimore in latest expansion of firm's DBS service; company's investors raise backing and Radio Shack is signed to market service

United Satellite Communications Inc. went to Washington last week to announce that it would begin marketing its direct broadcast satellite (DBS) service this Wednesday (Feb. 1) in the television markets of Washington, Baltimore, Cincinnati and Richmond and Harrisonburg, both Virginia.

USCI's five-channel service, broadcast from the Canadian Anik C-II satellite, reaches millions of homes in the northeast quadrant of the country. But USCI is taking its time in introducing the service. It began by offering it in the Indianapolis market on Nov. 15 (BROADCASTING, Nov. 7, 1983). It went into Fort Wayne, Terre Haute and South Bend, all Indiana, in early December and into Peoria, Champaign and suburban Chicago, all Illinois, early this month.

USCI President Nathaniel Kwit also said that Prudential Insurance of America and General Instrument, USCI's principal shareholders, have substantially increased their original investments of \$45 million and \$9 million, respectively, and confirmed that USCI has retained Salomon Bros. and Morgan Stanley & Co. to seek additional capital from institutions and corporations.

A purported summary of the investment firms' prospectus, obtained from other sources, stated that the additional funds would be used primarily to cover the acquisition and installation of home equipment and any operating revenue shortfalls. The summary said USCI would spend nearly \$200 million in 1984.

To kick off its entry into the Washington market, USCI held a press conference at the city's James Madison hotel, during which it showed off its technology and its programming. USCI's spokeswoman, Edina Gillmor, who presided at the press conference in place of Kwit, who was "fogged in" in New York, declined to say how many subscribers had signed up since its Indianapolis launch two-and-a-half months ago or how many subscribers it expected to sign up in Washington or in any of the other markets. Kwit was no more forthcoming in a telephone interview following the press conference, but he said USCI still expects to break even in two-and-a-half years with under a million subscribers.

So far, USCI has been relying primarily on "telemarketing" to sell its service. According to Gillmor, that means running newspaper ads containing a toll-free number (800-225-USCI) that consumers can call to order the service. But she said USCI will soon move into some door-to-door and direct



mail marketing. USCI marketing efforts should soon get a big boost from Tandy Corp., which has tentatively agreed to sell the service through its Radio Shack retail stores. Gillmor would not say how much USCI is spending on its marketing campaigns.

USCI seems to be following fairly closely a marketing roll-out schedule, which was given to BROADCASTING by one of USCI's telemarketers last November, but which has never been confirmed by USCI executives. The remaining schedule: *March*—Boston; Providence, R.I.; Portland, Me.; Burlington, Vt.; Roanoke, Va., and Watertown and Rochester, both New York. *April*—Milwaukee; Detroit; Cleveland; Toledo, Ohio, and Norfolk, Va. *May*—Philadelphia and Hartford, Conn. *June*—Albany, Buffalo, Utica and Syracuse, all New York; Pittsburgh, and Clarksburg, W. Va. *July*—Rockford, Ill.; Davenport, Iowa; Zanesville and Columbus, both Ohio; Parkersburg, Beckley and Charleston, all West Virginia, and Louisville, Ky.

USCI is not alone in the DBS business. It may face stiff competition for subscribers from Comsat's Satellite Television Corp., which plans to offer a five-channel service to homes in the northeast beginning late this year. STC President Richard Bodman reacted to the USCI announcement with a state-

ment: "STC is confident that we have developed the most sound approach to offering consumers a higher quality television service at the lowest possible price." In a press kit attached to the statement, STC said it could undercut USCI's prices. "The cost for the home equipment should be in the \$350-\$450 range initially," it said. "Customers will pay in a range of \$15 to \$20 for the program service."

To receive the service, subscribers must be equipped with a small earth station, comprising a fiberglass dish antenna and set-top receiver. RCA Service Co., which maintains 168 branches throughout the nation, has agreed to install and maintain the earth stations.

USCI subscribers must pay \$300 upfront for installation of the earth station and \$39.95 a month for programming and equipment rental and maintenance. Subscribers have the option of buying the earth station for \$750, including installation, and paying \$24.95 for programming and equipment maintenance. USCI has been installing 1.2-meter dishes in Indianapolis, Gillmor said, but will be installing one-meter dishes in the four markets announced last week and .75-meter units in certain areas where the satellite signal is particularly strong.

For the press conference, a USCI technician installed an earth station with a one-meter dish at the hotel. The unit, he said, was exactly like those being installed at the homes of subscribers. The dish, which was pointed toward the southwestern horizon, was one meter wide and slightly more than one meter high. A low-noise block converter mounted behind the offset feed, the technician said, converts the 12 ghz satellite frequencies that come off the dish to intermediate frequencies of around 1 ghz. The lower frequencies are less vulnerable to interference as they travel from the dish to the set-top receiver, which demodulates the signals and remodulates them at an open channel on the VHF dial, he said. All the equipment is being supplied through an exclusive contract with General Instrument.

USCI's programming is primarily movies,

Videomania. Having added up all the numbers, the Consumer Electronics Group of the Electronic Industries Association pronounced 1983 a "banner year" for the sale of most home video products to retailers in the U.S. The surge in sales was led by videocassette recorders and color television sets.

The hottest market is in VCR's. Retailers purchased 4 million machines in 1983, twice as many as they did in 1982. The CEG estimated that VCR's are now in use in more than nine million homes or nearly 11% of all television homes.

Even though 90% of all television homes have color television sets, the EIA said, sales of color sets for one year hit a new high of nearly 14 million, a 23% increase over 1982. The growth in sales of color sets in 1983 was apparently partially at the expense of sales of black-and-white sets, which at 5.7 million were slightly (1.2%) off the 1982 total. Combined sales of television sets for the year were 19.7 million, up 14.9% from 1982.

Increasing consumer interest in video products was reflected also in sales of projection television systems and home video cameras. Sales of projection systems during the year rose 22.4% over 1982 and totalled 143,506. Sales of cameras jumped nearly 40% over 1982 and totalled 413,614.

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sports and music. The Movietime channel consists of uncut, uninterrupted movies. In January, it featured "An Officer and a Gentleman," "The Best Little Whorehouse in Texas" and "Dead Men Don't Wear Plaid." The complementary Showcase channel features less popular movies supported by music video and musical specials. ESPN, the cable sports service, fills another channel. According to Gillmor, USCI is experimenting with a variety of programming on the remaining two channels, including music video, alphanumeric news and programming information. She said USCI is close to an agreement with Warner Amex Satellite Communications and expects to add WASEC's MTV (music video) and Nickelodeon (children's programming) to the service within the next two weeks.

According to Gillmor, USCI's signal currently reaches 52% of the U.S. population in a 24-state area bounded by Kansas in the west and Tennessee in the south. In early 1985, USCI will switch to a new broadcast satellite, GTE's GSTAR II, permitting it to expand its coverage to include a large portion of the southeast quadrant of the country and the West Coast. At that time, she said, USCI's signals will reach 80% of the population. USCI will begin scrambling its signal to prevent piracy when it moves to the new satellite.

The prospectus summary contains heretofore unknown details about USCI and its deals with General Instrument (for the home equipment), Tandy, RCA Service and its programming suppliers.

Some highlights:

- USCI will spend \$198 million in 1984, including \$85 million for earth station acquisition, \$35 million for marketing, \$25 million for installation of earth stations, \$20 million for programming and operation of the satellite operations center, \$20 million for leasing the satellite capacity and \$13 million for customer service.

- USCI's target market while it broadcasts from Anik C-II is the between 17 million and 18 million homes without cable and with income greater than \$15,000.

- USCI's agreement with General Instrument runs through Jan. 31, 1993, and, under its terms, USCI is obligated to acquire one million earth stations during its first three years of operation. General Instrument has priced the home equipment to yield a book pretax income of 25% of net revenues. (The figure may rise to 30%, if the cost of the equipment goes down.)

- USCI's nonexclusive agreement with ESPN to retransmit the programming service expires in December 1985. Under the agreement, USCI pays ESPN a flat monthly fee.

- Under terms of the tentative agreement between Tandy and USCI, Tandy will act as USCI's exclusive sales agent for two years and receive \$104 for each subscriber it brings into the fold.

- RCA will receive between \$141 and \$241 for each installation, depending on the difficulty of the job, and \$4.75 a month per subscriber to answer all service calls. The installation agreement can be renegotiated after May 31 or upon completion of the first 10,000 earth stations, whichever comes first. □

Competition for Intelsat: a slow, but seemingly sure thing

That's gist of report by SIG to President favoring letting private companies provide new services

The U.S. is moving in what seems inexorable fashion toward the adoption of a national policy to permit the establishment of companies that would provide customers of international telecommunications services with alternatives to the International Telecommunications Satellite Organization.

The policy statement would stress the value the U.S. places in the robust global system provided by Intelsat, whose creation it inspired. But it would make clear that the U.S. favors the development—under certain conditions—of private companies prepared to take the risks necessary to provide new and innovative services.

That is said to be a distillate of the findings and recommendations of an interagency working group that since April has been reviewing the national and international policy

implications of the applications that have been filed with the FCC, first by the Orion Satellite Corp. and then by International Satellite Inc., for authority to provide trans-Atlantic satellite telecommunications service.

The Senior Interagency Group on international communication and information policy, composed of representatives of 14 agencies and chaired by the State Department, has unanimously adopted the report prepared by the working group, and is expected to send it to President Reagan for action. Under the Communications Satellite Act of 1962, which created the Communications Satellite Corp. and started the drive for the establishment of an international satellite system, the President has the sole authority for determining whether a non-Intelsat system is in the national interest.

It was not clear last week when the interagency report would be forwarded to the President; Diana Lady Dougan, the State

Bottom Line

VCA buy-out. Video Corp. of America, New York-based company providing video production and post-production services, announced that it signed letter of intent with First Capital Holdings Corp. for leveraged buy-out of company at \$15 per share. Based on approximate 1.7 million shares outstanding, purchase price comes to \$25,920,000. First Capital is Los Angeles-based financial holdings company headed by Robert Weingarten, chairman. Company will have majority interest in new privately held VCA. Senior management of VCA, led by Alfred Markim, president, will also have interest. According to agreement, each shareholder would receive \$8 in cash and \$7 in freely tradeable subordinated debenture of surviving company. Debenture will have 10-year term and interest rate of not less than 12%, payable quarterly. At present, directors and officers own about 12% of company. VCA has two principal subsidiaries—VCA Teletronics, which provides production and post-production videotaping services, and VCA Duplicating Corp., which provides commercial videotape duplicating services at four plants around country. Founded in 1968, company went public as over-the-counter stock in 1971. Buyout proposal is subject to definitive agreement and shareholders' approval. Company said it expects shareholders' meeting to occur on or before April 30, 1984.

□

MGM/UA reports. MGM/UA Home Entertainment Group Inc., NYSE-traded distributor of pay TV and home video product for MGM/UA Entertainment Co., reported first-quarter fiscal year 1984 results for period ending Nov. 30, 1983. Company reported revenues rose 32% to \$43,797,000, from \$33,221,000 in same period of fiscal 1983. Earnings increased 29% to \$10,337,000 from \$8,002,000 over comparable period year before. Earnings per share rose to 35 cents up 9%, over comparable quarter in 1983. Numbers represent first comparative quarterly results since initial public offering.

□

Cable loss. Rogers Cable Systems Inc., Toronto-based MSO serving 1.9 million subscribers, reported loss, before extraordinary gains, of \$15.1 million for fiscal year ended Aug. 31, 1983, compared to restated loss of \$9.9 million for 1982. Loss per share was 84 cents compared to restated loss of 65 cents per share in prior year. Restatement is result of accounting change for gains and losses arising from foreign currency translation. Rogers reported revenues of \$364.2 million compared to \$244.4 million in 1982. Operating income rose to \$125.8 million compared to \$85.1 million in 1982.

□

ABC stock. ABC's board of directors authorized purchase on open market of up to two million shares of common stock. Purchased shares will be held as treasury stock to be issued under ABC's employee benefits plans and for other corporate purposes. Purchases will be made according to SEC's current recommended price and volume restrictions and at discretion of ABC management. As of Jan. 1, 1984, ABC had 29,329,891 shares of common stock outstanding, excluding treasury notes.

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Department's coordinator for international communication and information policy, said the transmittal might be next week. Last week, a letter to accompany the report was being drafted for the signatures of the two cabinet officers primarily involved—Secretary of Commerce Malcolm Baldrige and Secretary of State George Shultz. One source involved in the process cautioned that, until the two secretaries sign off on the document and the President acts, it would be premature to consider the issue closed. "But," he said, "there is a solid consensus throughout the executive branch, so it looks good."

Officials stressed that the recommendations are not couched in terms of the Orion and ISI applications; rather, they provide for

what one official called "generic" policy. Once the President adopts the recommended policy—assuming he does—affected agencies of government, including the FCC, would decide whether an application to provide non-Intelsat service should be approved.

The basic outlines of the recommended policy statement are said to resemble those in the draft report of the Commerce Department's National Telecommunications and Information Administration that were leaked in December (BROADCASTING, Dec. 12, 1983). The proposed policy, for instance, would prohibit new entrants in the international satellite communications field from making use of a public switched network—which includes telephone service but is not

limited to voice—and thus preventing it from competing with Intelsat for the service that constitutes some 85% of its annual business. Officials say such a restriction would offer Intelsat the protection it needs while at the same time leaving the door open to whatever services an entrepreneur can provide to end users of the transponders that would be available for lease or sale. Such a restriction would apparently affect ISI but not Orion.

The SIG also endorsed a recommendation that the government coordinate new systems with the Intelsat board of governors under Section 14(d) of the Intelsat Agreement, which requires a showing that a proposed system not only is technically compatible with Intelsat but would not cause it economic harm. Orion has objected to economic coordination, contending Intelsat's opposition to its proposal is so unremitting as to assure a negative response. However, those who have worked on the interagency project say the restriction that would be placed on the kind of service that could be provided would virtually rule out the possibility of economic harm to Intelsat.

Two other conditions would have to be met by a proposed provider of international communications satellite service: It would have to demonstrate that a foreign country would accept its service. (That country would work with the U.S. in seeking coordination with Intelsat.) And it would require a finding by the FCC that its proposal would serve the public interest, convenience and necessity. One State Department official said the executive branch, in the recommendations approved by the SIG, is not attempting to dictate to the FCC. Rather, he said, "We're saying to the FCC, 'Here's the policy to consider when you decide the public interest.'"

While the interagency report and NTIA's draft document are consistent, State Department officials who have yet to develop a comfortable working relationship with Commerce in the development of international telecommunications policy, sought to make it clear NTIA was not the lead agency in developing the recommendations adopted by the SIG. They said the interagency group prepared its findings and recommendations without benefit of the NTIA report—for although the NTIA staff completed work on it at least two months ago, the report has yet to emerge from the Commerce Department. Sources there say the document is still under review by department officials, including Baldrige. State Department officials noted that NTIA was represented on the interagency group and that information and ideas flowed not only from agencies to the working group but from the group to the agencies.

The proposed recommendations, as they have been reported, are not likely to be received enthusiastically by Intelsat, regardless of restrictions designed to protect it. Intelsat's new director general, Richard Colino, indicated in an interview with BROADCASTING that he would recommend the board of governors rule negatively on a coordination request for virtually any proposed system that would divert business from Intelsat (BROADCASTING, Jan. 23).

The coordination issue could develop into a debate over the kind of service Intelsat can

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January 23, 1984

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or should provide. Colino, who is demonstrating an aggressive, can-do manner as he takes over his new duties, believes Intelsat can provide whatever service the Orion's and ISI's of the world can offer. But the position the U.S. appears to be developing, as pieced together from conversations with officials familiar with the work of the interagency group, is that it might be better for Intelsat not to move ahead at a pace that jeopardizes the investment of the Intelsat member countries in the system. As one source put it, "Risky enterprises should wait for venture capital to come along, as it does now in this country. The investment in Intelsat shouldn't be put at risk." To those threshing out the proposed policy, high-risk ventures appeared to include any service that did not involve the use of a public switched net-

work.

One official sketched this picture of the kind of service that could be provided by a system meeting the criteria contained in the proposed policy: A multinational corporation buys or leases a transponder from a new system and installs transmit/receive antennas at the site of its offices in New York and London. The corporation then would have "an expensive intercom system." It could not go through the switched public telephone network or provide service other than to its own facilities and become a common carrier. The corporation could then provide itself with whatever services are possible through its "intercom"—high speed data, video conferencing and intra-company telephone service, among them.

The potential for dispute between the

U.S. and a foreign country prepared to accept an American non-Intelsat service, on the one hand, and Intelsat, on the other, on the issue of economic coordination raises the question of what a negative finding by Intelsat would mean. U.S. officials have made it clear they do not think the Intelsat agreement would afford Intelsat a veto over a decision the U.S. believes is in its national interest. The U.S. would, officials say, give careful consideration to Intelsat's arguments that a particular system would cause the international system economic harm. "But if we do not agree, we would go ahead," one source said. "We have privileges as well as obligations under the agreement."

Apart from the findings and recommendations of the interagency group and the endorsement given them by the SIG, the fact that the views of affected agencies of the executive branch were coordinated and presented in a consensus document was regarded with some satisfaction at the State Department by the person who was at the controls of the coordination process, Douglas. "The important thing is that we have coordinated the executive branch position," she said. "This is the first time there have not been separate filings on an important issue." □

Red River Associates
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Microband allies with HITN for ITFS frequencies

**Hispanic Information &
Telecommunications Network
will apply for slots in major
markets and lease time**

Microband Corp. of America has a new ally in its campaign to win control of Instructional Television Fixed Service channels in major markets—the Hispanic Information & Telecommunications Network Inc.

HITN, a nonprofit organization based in New York, has agreed to apply for ITFS channels in major markets and lease more than three-quarters of the time on each channel it is granted to Microband, which would use the time to enter the multichannel television (MCTV) or "wireless cable" business.

According to HITN President Jose Luis Rodriguez, HITN, which was established about two years ago, is planning to distribute Hispanic educational programming over a national satellite network. The lease agreement would provide the local broadcast time (the ITFS time it doesn't lease to Microband) and some of the money (Microband's lease payments) that HITN needs to launch its network.

(Rodriguez, a former New York elementary school principal, is also president of Batey Associates Inc., a management consulting firm specializing in communications and education. The HITN board includes Peter Lewis, president of Metropolitan Radio Telephone Systems Inc., a cellular telephone venture, and Antonio Ruiz, executive direc-

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tor of the Washington D.C. Cable Design Commission, which is overseeing the city's cable franchising process.)

The HITN has applied for multiple ITFS facilities in, among others, Milwaukee; Sacramento, Calif.; Indianapolis; Louisville, Ky.; St. Louis; New York; Philadelphia; Houston, and Dallas. Rodriguez said last week that none have yet been granted.

MCTV broadcasters plan to make use of the 2 ghz channels allocated to ITFS, the multipoint distribution service and the Operational Fixed Service to offer several channels of pay television in competition with cable and direct-to-home satellite broadcasting. A special antenna and receiver, retailing for between \$200 and \$300, are needed to tune in the 2 ghz channels.

ITFS channels are intended for the broadcast of noncommercial educational and instructional programming, but the FCC adopted new rules last year that permit ITFS licensees to lease excess channel capacity for such commercial activities as MCTV.

The agreement Microband made with HITN is similar to one it made earlier with the National University of the Air, another educational broadcaster with plans for launching a national satellite network (BROADCASTING, Nov. 7, 1983). Although the HITN has yet to receive any grants, NUA has received permits for four-channel ITFS facilities in several large markets, including New York; Washington; Milwaukee; New Orleans; Portland, Ore.; Kansas City, Mo.; Atlanta; Buffalo, N.Y., and Tampa.

How Microband plans to use the ITFS capacity it gets through NUA and HITN is

uncertain. It has talked with single-channel MDS operators in several markets about forming joint ventures to offer MCTV services ("Closed Circuit," Jan. 23), but it could end up simply subleasing the ITFS capacity. Most single-channel MDS operators now lease their MDS channel from Microband.

According to the lease agreement attached to the Milwaukee filing, which was dated Dec. 2, 1983, Microband will be entitled to use the channels between 4 p.m. and 8 a.m. each weekday and all day on Saturday, Sunday and holidays. In exchange, Microband promised to build, operate and maintain the transmission facilities and pay HITN a monthly "subscriber fee" based on the num-

ber of subscribers to the MCTV service offered over the channels. The subscriber fee would amount to 10 cents for each of the first 10,000 subscribers and 15 cents for each subscriber in excess of 10,000. The contract protects HITN by guaranteeing it a monthly subscriber fee of \$2,000, regardless of the number of subscribers, and protects Microband by saying it can keep subscriber fees in excess of \$2,000 a month until its "net capital investment" in the transmission system is recovered.

HITN is apparently better than NUA in cutting deals with Microband. NUA agreed to lease about the same amount of time for 10 cents a subscriber each month with a \$1,000 a month minimum. □

Changing Hands

PROPOSED

KIXK-FM Denton, Tex. (Dallas) □ Sold by Hicks Communications Inc. to ABC Inc. for \$9 million. **Seller**, majority owned by R. Steven Hicks, bought station three years ago for \$4.6 million ("Changing Hands," Dec. 8). It also owns KAYI(FM) Muskogee (Tulsa), Okla., and KNOW(AM) Austin, KLVJ(AM) Beaumont, KLAR(AM) Laredo, KYKR-FM Port Arthur and KEYI(FM) San Marcos (Austin), all Texas. **Buyer** is one of three major network companies. President of ABC Radio Division is Ben Hoberman. ABC recently sold KGO-FM San Francisco for \$5.5 million

("Changing Hands," Oct. 3, 1983) and also owns six AM's, six FM's and five TV's. KIXK is on 106.1 mhz with 100 kw horizontal, 44 kw vertical and antenna 480 feet above average terrain. **Broker: Blackburn & Co.**

WSNE-FM Taunton, Mass. □ Sold by Outlet Co. to Wilks/Schwartz Broadcasting for \$3.6 million. **Buyer** is replacing FCC-approved buyers, Donald A. Lopes and Thomas L. DePetrillo ("Changing Hands," Dec. 5, 1983), who failed to acquire necessary financing. To facilitate Outlet's elimination of WSNE-FM from its portfolio of stations, upon which sale of whole Outlet Co. to Rockefeller Center Inc. is contingent, original buyers of WSNE-FM will take possession of station; new buyers will at outset acquire 49% with contract to purchase other 51% later. **Seller** is Providence, R.I.-based, publicly traded group owner, recently purchased by Rockefeller Center Inc. for \$332.1 million (BROADCASTING May 9, 1983). It is headed by Bruce Sundlun, president, and its broadcast group by David Henderson, president. WSNE is being sold to comply with "one-to-a-market" rule—Outlet also owns WJAR-TV Providence—now that purchase by Rockefeller Center invalidates its grandfathered status. **Buyers**, Donald Wilkes and Michael Schwartz, are Springfield, Mass., group owners of three AM's and four FM's. They are majority owners of recent sellers of WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C., for \$750,000 ("Changing Hands," Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). WSNE-FM is on 93.3 mhz with 30 kw and antenna 620 feet above average terrain. **Broker: Blackburn & Co.**

WISP(AM)-WQDW(FM) Kinston, N.C. □ Sold by Joyner Broadcasting Corp. to Caravell Broadcast Group of Kinston for \$1.8 million, including \$550,000 cash and noncompete agreement. **Seller** is equally owned by David Weil and A. Thomas Joyner, who bought station last year for \$1.35 million ("Changing Hands," April 19, 1983) and have no other broadcast interests. They re-

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cently sold WQLS(FM) Cleveland, Tenn. ("Changing Hands," April 11, 1983). **Buyer** is group of 27 investors headed by Howard L. Schrott and Robert E. Beacham, general partners and majority owners. Schrott is Washington-based communications attorney. Beacham is Charlotte, N.C.-based attorney. Limited partners include Schrott's father, Norman B. Schrott, Alexandria, Va.-based investment banker, and Roger L. MacBride, co-creator of former NBC series, *Little House on the Prairie*. None have other broadcast interests. WISP is on 1230 khz with 1 kw day and 250 w night. WQDW(FM) is on 97.7 mhz with 3 kw and antenna 248 feet above average terrain. **Broker:** Blackburn & Co.

KRIZ(FM) Roswell, N.M. □ Sold by Gary L. Acker to Ronald H. Strother for \$550,000, including \$450,000 note. **Seller** also owns KPAS(FM) Fabens, KFIX(FM) Laredo and KVAS(FM) Amarillo, all Texas, and 60% of WROS(AM) Jacksonville, Fla. He had half interest in recently sold KEPT(FM) Shreveport, La. ("Changing Hands," July 11, 1983), and has sold KELP(AM) El Paso, Tex. (see below). **Buyer** is 65% owner of WTGI(FM) Hammond, La., which has been sold subject to FCC approval ("Changing Hands," Jan. 16). KRIZ is on 97.1 mhz with 100 kw and antenna 360 feet above average terrain.

KDXY(FM) Paragould, Ark. □ Sold by Larry T. Coffman to New South Broadcasters for assumption of indebtedness, including \$450,000 note. This is third sale of station in as many years. **Seller** has no other broadcast interests. **Buyer** is owned by Fredrick D. Reagan, who also owns KXXA(AM) Monette, Ark. KDXY is on 104.9 mhz with 3 kw and antenna 255 feet above average terrain.

WXAM(AM) Charlottesville, Va. □ Sold by Latora Broadcasting Inc. to Cavalier County Broadcasting Inc. for \$415,973, including \$100,000 cash. **Seller** is owned by Richard P. Latora, who has no other broadcast interests. **Buyer** is equally owned by Charles Mark Wilson and R.M. Coleman. Wilson is co-owner of Verona, Va., retail clothing store. Coleman is Staunton, Va., gynecologist. They have no other broadcast interests. WXAM is on 1400 khz with 1 kw day and 240 w night. **Broker:** W. Edward McClenahan & Assoc.

WQBQ(AM) Selinsgrove, Pa. □ Sold by Riverside Media Inc. to Sunair Communications Inc. for \$322,350, including \$300,000 seller's note. **Seller** is owned by Douglas W. George. He also is majority owner of WHTF(FM) Starview, Pa., and minority owner of WTLQ(FM) Pittston, Pa. **Buyer** is owned by David Bernstein, former general manager and minority owner of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. WQBQ is on 1240 khz with 1 kw day and 250 w night. **Broker:** Holt Corp.

WINN(AM) Louisville, Ky. □ Sold by David R. Roederer, receiver, to Full Force Broadcasting Inc. for \$300,000, including noncompete agreement and assumption of \$250,000 note. **Seller** took over from previous licensee, Whatever's Fair Kentucky Inc., which bought station for approximately \$1 million ("Changing Hands," Aug. 6, 1979). **Buyer** is group of investors including Robert F. Bell, president, and J. Thomas Hurvis. Bell

is majority owner of WXLL(AM) Decatur, Ga.; WWUS(FM) Big Pine Key, Fla., and WJLD(AM) Fairfield (Birmingham), Ala. He also has interest in WRBD(AM)-WCKO(FM) Pompano Beach, Fla., and, with Hurvis, is majority owner of WCGL(AM) Jacksonville, Fla. Hurvis also has minority interest in WXLL. WINN is on 1240 khz with 1 kw day and 250 w night. **Broker:** Stan Raymond & Associates.

WHMT(AM) Humboldt, Tenn. □ Sold by R.B. Management Corp. to Boyd Enterprises Inc. for \$235,000, including \$115,000 seller's note and assumption of \$100,000 bank note. **Seller** bought station in 1982 for \$120,000 ("For the Record," Oct. 18, 1982). It is owned by Robert B. Blow, who recently sold WYLQ(AM) Kingston, Tenn. (see "For the Record," Jan. 16). He also has half interest in 12 low-power television station applicants. **Buyer** is owned by F. Darrell Boyd, general manager of station. WHMT is 500 kw daytimer on 1190 khz.

□ Other proposed sales include: WKEQ(AM)[CP] Burnside, Ky.; WAGM-TV Presque Isle, Me. ("Changing Hands," Sept. 12, 1983); WBUK(AM) Portage, Mich.; WDDT(AM) Greenville, Mass.; WXVT(TV) Greenville, Miss.; WXVT(TV) Greenville, Miss. ("Changing Hands," Jan. 23); KBSI(TV)[CP] Cape Girardeau, Mo.; KLLT(FM) Grants, N.M.; WEZL(FM) Charleston, S.C. ("Changing Hands," Jan. 16). (see "For the Record," page 101).

APPROVED BY FCC
WWLP(TV) Springfield, Mass.; WKEF(TV)

Dayton, Ohio, and KSTU(TV) Salt Lake City □ Sold by Springfield Television Corp. to Adams Communications Corp. for \$47.3 million. **Seller** is headed by William L. Putnam, chairman, who is also applicant for 10 new low-power television stations. **Buyer** is owned by Stephen Adams, Minneapolis-based banker who is also part owner of bottling company in Longview, Tex. His broadcast purchases, all within past two years, including KAUZ-TV Wichita Falls, Tex. (see below), have brought his broadcast holdings to two AM's, two FM's and seven TV's (see "Special Report," Jan. 9). WWLP(TV) is NBC affiliate on channel 22 with 4,170 kw visual, 417 kw aural and antenna 877 feet above average terrain. WKEF is NBC affiliate on channel 22 with 2,340 kw visual, 234 kw aural and antenna 1,152 feet above average terrain. KSTU is independent on channel 20 with 1,290 kw visual, 129 kw aural and antenna 3,061 feet above average terrain.

KMGG(FM) Los Angeles and KSHE(FM) St. Louis □ Sold by Century Broadcasting to Emmis Broadcasting for \$20 million. **Seller**, headed by George A. Collias, chairman, also owns WAIT(AM)-WLOO(FM) Chicago and KMEL(FM) San Francisco. **Buyer** is owned by Jeff Smulyan, president, and five other investors. All six own WLOL(FM) Minneapolis-St. Paul and all but one own WENS(FM) Indianapolis. KMGG is on 105.9 mhz with 72 kw and antenna 770 feet above average terrain. KSHE is on 94.7 mhz with 100 kw and antenna 510 feet above average terrain.

KMVT-TV Twin Falls, Idaho □ Sold by Western Broadcasting Co. to Root Communications

December 12, 1983

Susquehanna Broadcasting Co.

has completed the acquisition of the assets of radio station

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San Francisco, CA

from

General Electric Broadcasting Co., Inc.

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for \$11.4 million. **Seller**, headed by Earl E. Morgenroth, chairman and president, recently sold KESJ(AM)-KRBU-FM Pocatello, Idaho, for \$1.35 million ("Changing Hands," Aug. 1, 1983), and announced sale of its remaining broadcast properties to SFN Companies for \$116 million (BROADCASTING, Jan. 16). **Buyer** of KMYT-TV is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of Coca-Cola bottler, sold last May, and also has food manufacturing and distributing and real estate interests. Root has also bought WNDB(AM)-WWLV-FM Daytona Beach for \$2.5 million (BROADCASTING, Sept. 19, 1983) and WVFM-FM Lakeland, Fla., for \$3.1 million (BROADCASTING, Sept. 5, 1983). KMYT-TV is primary affiliate of NBC and secondary affiliate of CBS and ABC, on channel 11 with 316 kw visual, 3.5 kw aural and antenna 1,190 feet above average terrain.

KAUZ-TV Wichita Falls, Tex. □ Sold by Wichita Falls Telecasters II Inc. to Adams Communications Corp. of Minneapolis for \$10,925,000. **Seller** is principally owned by Ray Clymer and has no other broadcast interests. **Buyer** has also purchased WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City (see above). KAUZ-TV is CBS affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,021 feet above average terrain.

WTKN(AM)-WWSW-FM Pittsburgh □ Sold by Blade Co. to Shamrock Broadcasting Co. for \$4,750,000. **Seller**, Toledo, Ohio-based newspaper publisher and MSO, is owned by William Block and brother, Paul Jr. It also owns WLIO(TV) Lima, Ohio; WLFI-TV Lafayette, Ind., and cable TV systems in Toledo; Monroe, Mich., and Sandusky, Ohio. It recently bought WDRB-TV Louisville, Ky. ("Changing Hands," Jan. 2). **Buyer**, owned by Roy E. Disney and family, is Los Angeles production company and group owner of one AM, five FM's and two TV's. WTKN is on 970 khz with 5 kw full time. WWSW is on 94.5 mhz with 50 kw and antenna 810 feet above average terrain.

KWK-AM St. Louis and KWK-FM Granite City, Ill. (St. Louis) □ Sold by Doubleday Broadcasting to Robinson Broadcasting for \$4.5 million. **Seller** is New York-based owner of two AM's and seven FM's, headed by Gary Stevens, president. It recently bought WMET(FM) Chicago ("Changing Hands," March 7, 1983). **Buyer** is headed by Larry Robinson, chairman of J.B. Robinson Jewelers, subsidiary of W.R. Grace. He also is principal owner of WBBG(AM)-WMJI(FM) Cleveland. KWK is on 1380 khz with 5 kw day and 1 kw night. KWK-FM is on 106.5 mhz, with 39 kw and antenna 560 feet above average terrain.

KNNN(FM) Phoenix □ Sold by American International Development Inc. to TransCom Communications for \$3,980,000. **Seller** is owned by Julia Zozaya, who also has one percent interest in KTVW-TV Phoenix. **Buyer** is equally owned by Robert G. Herpe and Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut,

Upscale. The Screen Actors Guild and the American Federation of Television and Radio Artists have signed new three-year contracts with public television stations in Boston, Chicago, New York, Los Angeles, Pittsburgh, San Francisco and Washington, calling for boosts in compensation. The agreements are retroactive to last Nov. 16.

AFTRA said a major feature of its pact is elimination, insofar as possible, of the old concept of payment for individual programs. The new contract substitutes payments for individual programs based on daily, three-day and weekly rates (the SAG contract already was based on that method of hiring). The AFTRA scale pay to many performers has now increased significantly, rising from 10% immediately to over 50% after the first 18 months.

Both contracts have clauses for sale of programs to supplemental markets, excluding theatrical release. They call for payment of additional remuneration to performers and news personnel for material licensed by public broadcasters for use by the cable and home entertainment industries.

and WHLY(FM) Leesburg, Fla., for \$7.3 million ("Changing Hands," Feb. 21, 1983). Hauenstein is former vice president and general manager of Sandusky Newspaper Stations and former co-owner of KDKB(FM) Mesa-Phoenix, Ariz. KNNN is on 99.9 mhz with 100 kw and antenna 1,670 feet above average terrain. *Broker: Blackburn & Co.*

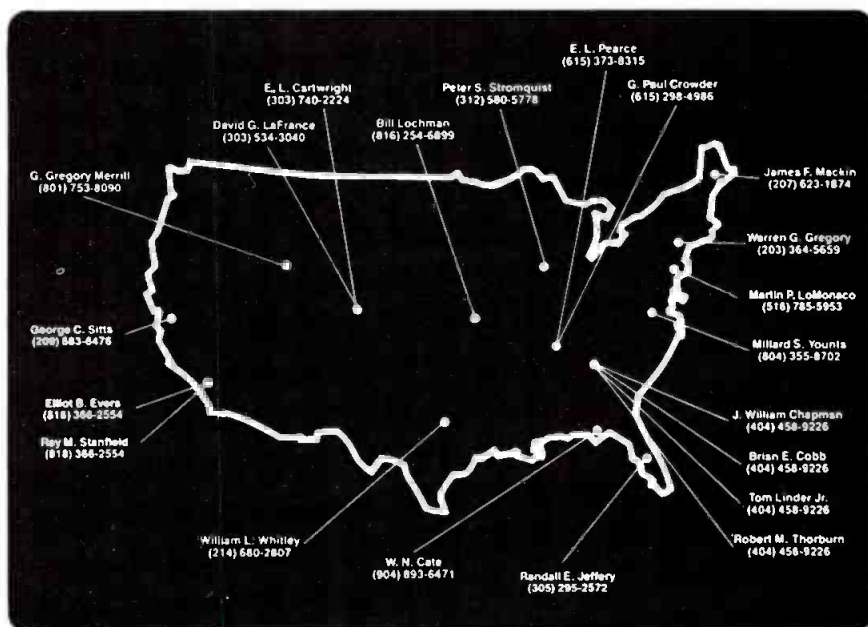
WVOT(AM)-WXYX(FM) Wilson, N.C. □ Sold by Century Communications Inc. to Voyager Communications II & III Inc. for \$1,750,000 including \$300,000 non-compete agreement. Allocation of price is WVOT, \$600,000, and WXYX, \$1,150,000. **Seller** is owned by Wade H. Hargrove (32.5%); Wade M. Smith and brother, Roger W., (22.5%) each, and J. Harold Tharrington (22.5%), all of whom are partners of Tharrington, Smith & Hargrove, Raleigh, N.C.-based law firm, with active communications practice. **Buyer** is owned by Jack P. McCarthy and Carl V. Vinters Jr. (42.3% each), and Fred Setzer Jr.

(15.4%). They also own WMFR(AM)-WMAG(FM) High Point, N.C. WVOT is on 1420 khz with 1 kw day and 500 w night. WXYX is on 106.1 mhz with 23 kw and antenna 225 feet above average terrain.

KNAC(FM) Long Beach, Calif. □ Sold by James J. Joseph, trustee, to Flagship Communications Inc. for \$1.7 million at auction. **Seller** was appointed after Wright Communications Group, previous licensee, had filed for reorganization under Chapter 11 of bankruptcy law. Wright is owned by brothers Edward W., Paul and Virgil Wright, who bought station in 1981 for \$2 million ("Changing Hands," Jan. 12, 1981). They have no other broadcast interests. **Buyer** is owned by Fred C. Sands, Los Angeles realtor, who has no other broadcast interests. KNAC is on 105.5 mhz with 1.6 kw and antenna 400 feet above average terrain.

WFTL(AM) Fort Lauderdale, Fla. □ Sold by

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WFTL Broadcasting Co. to Boston group for \$1.52 million. Seller is headed by Joseph C. Amaturio, president. It is also selling, subject to FCC approval, WWJF(FM) Fort Lauderdale ("Changing Hands," Oct. 24, 1983). Buyer is being organized by Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is also host of *Sports Huddle* on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. WFTL is on 1400 khz with 1 kw day and 250 w night.

KZEL-FM Eugene, Ore. □ Sold by Jayar Communications to Mr. and Mrs. Mike J. Pappas for \$1,050,000. Seller is owned by Jayar Securities Corp., New York investment firm (50%); Charles R. Skinner, station general manager (25%); Peter L. Townsend, (12.5%), and his sister, Jeanette T. Brophy, homemaker (12.5%). It is also selling co-located KBDF(AM) (see below). Among sellers only Townsend has other broadcast interests, 14% of KEZY-AM-FM Anaheim, Calif. Buyers also own 35% of KTRB(AM)-KHOP(FM) Modesto, Calif. KZEL is on 96.1 mhz with 100 kw and antenna 870 feet above average terrain.

WADK(AM) Newport, R.I. □ Sold by Key Stations Inc. to Spectrum Communications for cancellation of \$500,000 indebtedness and release of all claims, plus half of station's resale value above \$500,000. Previous terms of sale between same two principals—for between \$600,000 and \$700,000 (price incorrectly reported in "Changing Hands,"

Oct. 10, 1983)—were renegotiated at request of seller. Seller is principally owned by Peter Kuyper, president of ancillary rights division of MGM/UA, and Peter G. Mangone Jr., president and CEO of Telecrafter Corp., Englewood, Colo.-based low-power television equipment supplier, programmer and group owner. Buyer is publicly held corporation headed by Harry Conlin, president. It also owns KYLT(AM)-KZOQ(FM) Missoula, Mont. It plans immediate resale of WADK to repay bank debt. WADK is 1 kw daytimer on 1540 khz.

□ Other FCC approved sales include: WBFS-TV(CP) Miami, KTAA(AM)-KZMQ(FM)(CP) California, Mo.; WCOG(AM) Greensboro, N.C.; WOKX(AM) High Point, N.C.; WLNC(AM) Laurinsburg, N.C.; WVCB(AM) Shallotte, N.C.; KBJH(TV)(CP) Tulsa, Okla.; WCRO(AM) Johnstown, Pa.; WJOT(AM)-WGFG(FM) Lake City, S.C.; WPKZ(AM) Pickens, S.C., and WDIC(AM) Clinchco, Va. (see "For the Record," page 102).

CABLE

Cable system serving communities in Madison county, Ill., including Edwardsville and Maryville. □ Sold by South-Western Cable T.V. Inc. to First Carolina Communications Inc. for just over \$20 million. Seller is principally owned by G.J. Kazma, president, and Cablenet Ltd., Downview, Ont.-based MSO with systems also in Chicago area serving 50,000 subscribers. It is headed by W.B. Manolson, president. Kazma also owns four Texas systems. Buyer is principal-

ly owned by E.B. Chester, who is former majority owner of Tar River Communications, MSO with 51,000 subscribers in North Carolina, which he sold, in 20% annual increments, beginning in 1981, to Multimedia Inc. He also owns system in Aiken, S.C. Madison county system passes 44,000 of 45,000 homes, serving 21,400 subscribers with 480 miles of plant and 35 channels with two-way capability. *Broker: Communications Equity Associates.*

Cable systems serving Chandler and Stroud, Lincoln county, Okla. □ Sold by Midway Cable to Cardiff Communications for \$640,000. Seller is group of five investors, including two officers of buyer, Stanley M. Searle, president and chief executive officer, and V.L. Patterson, president of cable division. Buyer is Englewood, Colo.-based company that recently sold its publishing subsidiary for \$7.3 million and is now exclusively MSO, with 16,000 subscribers. Chandler and Stroud systems serve 800 basic subscribers, passing 2,500 homes with 35 channels and 50 miles of plant.

Tight races seen for NAB boards

Radio candidates expected to have especially tough race due to redistricting plan

Elections to the National Association of Broadcasters radio and television boards could have some surprising results this year due to a number of reportedly close contests brewing between incumbents and their opponents. (Members cast their votes next month; winners are announced in March.)

On the television side, 12 candidates (five are incumbents) are vying for the six at-large seats open on the board. "What makes the TV board elections tight," says one observer, "is the fact that five incumbents are running for six seats along with seven other qualified candidates."

Incumbents include: Bill Bengtson, KOAM-TV Pittsburg, Kan.; James Dowdle, Tribune Broadcasting, Chicago; William Faber, Media General, Tampa, Fla.; Crawford Rice, Gaylord Broadcasting, Dallas, and TV board vice chairman, William Turner, KCAU-TV Sioux City, Iowa. Other contenders are: former NAB TV board chairman Mark Smith, Landmark Communications, Las Vegas; Westinghouse's Wallace Dunlap; Evans Nord, KELO-TV Sioux Falls, S.D.; James Smith, KRON-TV San Francisco; Gregory Stone, WSOC-TV Charlotte, N.C.; Cyril Vetter, WRBT-TV Baton Rouge, and Walter Windsor, WFTV-TV Orlando, Fla.

The competition for the 11 spots open on the radio board may be even tougher. While NAB's television directors are chosen at large, the radio board is divided into districts. Last year, NAB initiated a new redistricting plan and phased out its at-large seats. Consequently, one board member noted, "some of us of are forced to run in new districts."

In district 18 (southern Texas), Dick Op-

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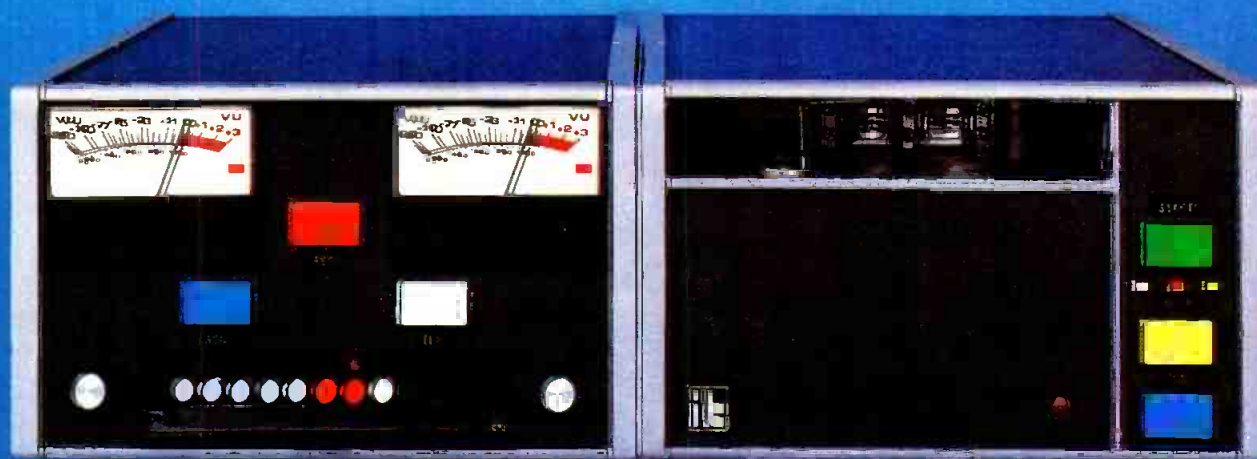
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The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each committee, focusing on its chairmen, members and goals.

HUNDRED-PLUS MARKETS TELEVISION COMMITTEE

□ Television operators in smaller markets think of themselves as the bedrock of the industry, but those in bigger markets may not see things that way. Hence the National Association of Broadcasters' somewhat misleadingly named 100-plus markets television committee. The committee, comprising TV operators from markets below those of the top 100 in population rank, is there to see that their interests aren't subordinated to those of bigger markets.

The committee is chaired by NAB TV board member, Bill Bengtson, vice president and general manager, KOAM-TV Pittsburg, Kan.

"Our number-one priority is to preserve the cable must-carry rule," Bengtson said. There are other pressing issues, says Dick Hollands, NAB's senior vice president for



Bengtson

television.

Smaller stations have difficulty competing with some of the larger-market stations carried on local cable channels. "They are always looking at ways to attract advertisers

and are concerned about getting on as many national sales lists as they can," he said.

Hollands also said stations find their personnel being wooed away by the larger-market stations. "We've got to find ways to attract and keep good personnel." Managing a news organization is another topic likely to crop up among small-market TV broadcasters. "There's not always a lot of news in those markets," Hollands said. "In order to stay on top it is essential to keep in touch with our members," Bengtson said. The committee found it needed a forum to explore small-market problems and decided that regional workshops were one approach. The committee sponsored its first workshop last November in Atlanta. Another is scheduled for March 19 in Denver.

Other committee members in addition to Bengtson include: Margo Cobb, WLJZ-TV Bangor, Me.; William Duhamel, KOTA-TV Rapid City, S.D.; Thomas Draper, WBOC-TV Salisbury, Md.; Rush Evans, KCOV-TV Santa Maria, Calif.; John Larkin, KTVZ-TV Bend, Ore.; Jess Mooney, WTOG-TV Savannah, Ga., and Robert Ward, WTOG-TV Meridian, Miss.

penheimer, KIXL(AM)-KHFI-FM Austin, Tex., who is making a bid for re-election, is being challenged by a former radio director, Dick Osburn, KYKS(FM) Lufkin, Tex.

In the 24th district (southern California, Hawaii, Guam, American Samoan Islands), a tight race has developed between incumbent Willie Davis, KACE(FM) Los Angeles, and Robert Fox, KVEN(AM) Ventura, Calif. In

the nominating election, which included seven other candidates, Davis failed to win enough votes to keep Fox out of the final.

Incumbent Paul Olson, KLEM(AM)-KZZL(FM) LeMars, Iowa, who represents district 14 (Iowa and western Wisconsin), is being challenged by Wayne Phillips, WJJK(AM)-WBIZ(FM) Eau Claire, Wis. In district 16 (Colorado and Nebraska), Douglas

Stephens, KDEN(AM) Denver, is seeking re-election against Ray Lockhart, KOGA-AM-FM Ogallala, Neb. Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., an incumbent from the 22d district (Arizona, Nevada, New Mexico), is running against Bill Smith, KOOL-AM-FM Phoenix.

Other radio board candidates: district 4 (Delaware, District of Columbia, Maryland, Virginia)—Sally Hawkins, WILM(AM) Wilmington, Del.; J. William Poole, WFLS-AM-FM Fredericksburg, Md.; district 6 (North and South Carolina)—Terry W. Freitag, WHNC(AM) Henderson, N.C.; William L. McElveen, WNOK-AM-FM Columbia, S.C.; William Rollins, WEGO(AM)-WPEG(FM) Concord, N.C.; district 8 (Louisiana and Mississippi)—Howard Cole, WHOC(AM) Philadelphia, Miss; Ray Saadi, KHOM(AM) Houma, La.; district 12 (Missouri and Kansas)—John David, KFSB(AM)-KDBQ(FM) Joplin, Mo.; Robert Templeton, KAYS(AM) Hays, Kan.; district 20 (Montana, Idaho, Wyoming)—Roy Mapel, KIML(AM) Gillette, Wyo.; Raymond McLean, KZLS(FM) Billings Mont.

The current list of candidates was narrowed by an early run-off election process. At one time, there were 40 candidates competing for the TV seats and up to nine nominees for each radio seat.

The results produced one surprising upset when radio board member Gary Stevens of Doubleday Broadcasting, a leading contender for district 2 (New York and New Jersey), was edged out by Walter Maxwell, WGHQ(AM) Kingston, N.Y. Maxwell is treasurer of the New York State Broadcasters Association and is now facing a stiff challenge from former radio board member William F. O'Shaughnessy, WVOX(AM) New Rochelle, N.Y.

Also during the run-off election, incumbent John Dille III from district 10 (Indiana), WTRC(AM)-WYEZ(FM) Elkhart, Ind., became an automatic winner when he received more than 50% of the vote. □

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'Star Wars,' 'Rock Superstars' among sweeps ammunition

Networks ready for February measurements with movies, specials as well as Olympics

Supernights of Rock 'n' Roll, a two-and-a-half-hour special about musical hit-makers of the 1950's, 60's and 70's; the network premiere of "Star Wars," and a four-hour mini-series based on the novel, "Lace," by Shirley Conran, are among the special programs—in addition to ABC-TV's broadcast of the winter Olympics—scheduled by the three major networks during the February local ratings sweeps. Set to run Feb. 1-28 for A.C. Nielsen and Feb. 2-29 for Arbitron, the sweeps are expected to yield a close race between CBS-TV, which has won 13 out of 17 weeks, and ABC-TV, which will receive a strong boost from the Olympics.

In addition to the Olympics, which will dominate ABC's prime time schedule for two weeks (Feb. 7-19), that network will air the network premieres of two major feature films, "Superman II," on Monday, Feb. 20, at 8-11 p.m. and "Arthur," on Monday, Feb.

6, at 8-10 p.m. The mini-series, *Lace*, about an international screen star determined to discover the identity of her mother, will air Sunday and Monday, Feb. 26-27, at 9-11 both nights.

My Mother's Secret Life, a made-for-TV movie starring Loni Anderson in the role of a high-priced call girl whose unexpected reunion with her 16-year-old daughter forces her to make a decision about her future, will air Sunday, Feb. 5, at 9-11, and a rerun of "Grease" will air Thursday, Feb. 2, at 8-10 p.m.

Against *My Mother's Secret Life*, CBS-TV has scheduled the network premiere of "Chariots of Fire" (8:30-11). It will open the sweeps with another network premiere, "Final Conflict," on Wednesday, Feb. 1, at 9-11 and close with "Star Wars" on Sunday, Feb. 26, at 8-11, and with the three-hour 26th annual Grammy Awards special on Tuesday, Feb. 28, from 8-11.

Master of the Game, a six-hour mini-series based on the best-selling novel of the same name, will run Monday and Tuesday, Feb.

Viewing records. Daily household television viewing surpassed the seven-hour mark for the first time in 1983, according to the Television Bureau of Advertising. Using A.C. Nielsen data, TVB said the yearly average of TV home viewing reached seven hours and two minutes, up 14 minutes from the six hours and 48 minutes registered in 1982.

TVB noted that 1983 posted another record high: a December household viewing level of seven hours and 37 minutes. Harvey Spiegel, TVB senior vice president/research, pointed out that over-the-air television viewing accounted for about 90% of all household usage, and in all but one month during 1983 (January), the hours of over-the-air viewing were record highs for the month.

The annual average of daily television usage has climbed from five hours per day in 1956 to six hours in 1971 and to seven hours in 1983. The figures include over-the-air and cable usage and VCR recordings, but not VCR playbacks or video games.

20-21, at 8-11 both nights, and the network premiere of the film, "Taps," will air Wednesday, Feb. 22. Finally, CBS will air a two-part rerun of "Gone With the Wind" on Tuesday, Feb. 14, at 9-11, and the next night from 8-11.

NBC-TV's *Supernights of Rock 'n' Roll* will air Monday, Feb. 20, with the tentative time slot of 9-11:30. Hosted by Howard Hesseman, who starred in *WKRP in Cincinnati* and now stars in CBS-TV's *One Day At A Time*, the special will include new performances by such stars as Chuck Berry, James Brown, Jefferson Starship (with lead singer, Grace Slick) and The Temptations.

On Sunday, Feb. 5, NBC will air the network premiere of "On Golden Pond," at 9-11, and on Monday, Feb. 6, it will air a made-for-TV movie, *Little House: the Last Farewell*, at 9-11 p.m. The following week, on Sunday, Monday and Tuesday, Feb. 12-14, it will air a new six-and-a-half-hour mini-series, *Celebrity*.

Hollywood's Most Sensational Mysteries, a two-hour special about some true and in some cases unsolved crimes in Hollywood, will be hosted by Ben Gazzara and is set to air on NBC-TV on Saturday, Feb. 4. Two other specials, the fifth *TV's Greatest Commercials*, and the seventh *TV's Censored Bloopers*, are set to air Sunday, Feb. 19, and Friday, Feb. 24, both at 10-11.

"Urban Cowboy" will air Sunday, Feb. 26, at 8-11 on NBC. Two special episodes of regular series—a one-hour *Diff'rent Strokes*, at 8-9 p.m. on Saturday, Feb. 25, and a two-part *Gimme A Break* on Thursday, Feb. 16, and the following Thursday, will also air on NBC. □

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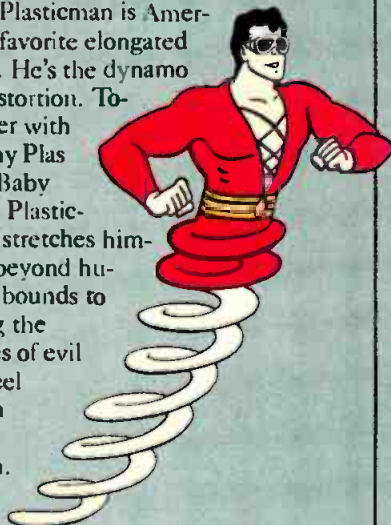
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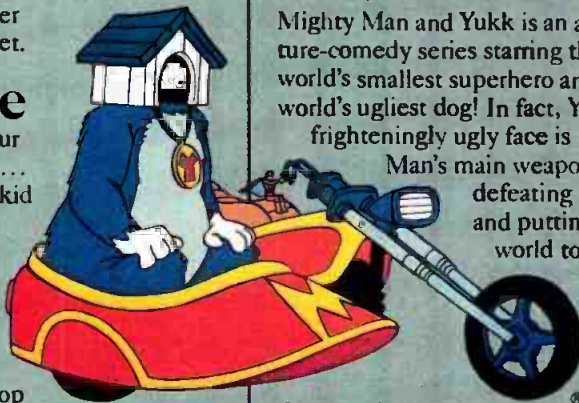


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Museum pieces. *The Golden Age of Television* videocassette series was presented to the Museum of Broadcasting, New York, by its producer, Sonny Fox (r) and William Gallagher (l), vice president of world wide marketing, MGM/UA Home Video. Accepting for the museum was its president, Robert Batscha (c). Three Rod Serling dramas were included in the donation—*Patterns*, *Requiem for a Heavyweight* and *The Comedian*. They will be a part of the museum's February exhibit: "Rod Serling: Dimensions of Imagination."

Broadcasters worry about proposed flight restrictions during Olympics

FAA-imposed limitations to guard against terrorist activity could hinder coverage of games, other news

Concerned that terrorists may make airborne assaults at the Olympic games in Los Angeles next summer, the Federal Aviation Administration has proposed strict limits on air traffic in the Los Angeles area during the games.

Proposed FAA flight restrictions could ground—or at least inconvenience—area broadcasters who depend upon planes and helicopters to cover the huge metropolitan area.

The FAA rulemaking, which is expected to be adopted by March, proposes, among other things, to prohibit unscheduled flights to and from some area airports. It also proposes to ban air traffic within two miles, and 2,500 feet altitude, of Olympic event sites.

Broadcasters are arguing that the former proposal could make it impossible for them to get their aircraft in and out of area airports when reacting to breaking news. The latter proposal, they note, will severely limit their ability to cover, from the air, stories around the events.

That same proposal apparently would limit ABC's ability to cover the events themselves. (FAA officials have told broadcasters that whatever restrictions are adopted would apply to all newsgathering operations, including ABC's. ABC officials declined comment.)

Donald Zachary, NBC vice president, law, West Coast, said the proposal would even limit broadcasters' ability to cover stories that have nothing to do with the Olympics—for example, traffic watches or area fires—since the two-mile radius of protection proposed for Olympic sites would blanket much of downtown Los Angeles.

Of course, the latter restriction also could limit a broadcaster's ability to cover terrorist activity—or any catastrophic event—at the summer games. "What happens if you have another Munich? We certainly would want to cover that," Zachary said.

One solution, according to Dennis Sullivan, CBS broadcast counsel, would be to exempt media aircraft from the flight restrictions. However, it's not clear that proposal will pass.

NBC and CBS representatives met with FAA officials in Washington on Jan. 18 to discuss the proposed rules. At the meeting, FAA officials assured the broadcasters that the flight restrictions weren't intended to impede newsgathering efforts. They also told the broadcasters that their concerns would be kept in mind when the final rules are written. They added, however, that they did have to keep security matters in mind as well. □

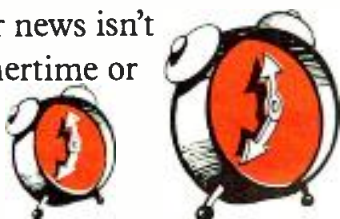
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We're INN, The Independent News. We're the only network half-hour of world and national news that's on during prime-time. ('Cause there are a lot of people out there whose "prime" time for news isn't necessarily dinnertime or bedtime!)



The Independent News — it's the first national independent news alternative. Ask any one of our 144 partner stations around the country. They like our spirited team of news professionals, led by Pat Harper.



And they like our style.

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Have you signed the



Declaration of INNdependents



**At INN,
We know who's independent...
you are!**

I hereby declare my Independents!

Signed _____

Please send me more information about INN, The Independent News.

Name _____

Title _____

Company _____

Street _____

City _____

State _____

Zip _____

Mail to: Nicki Goldstein
WPIX Plaza • 220 E. 42nd St. • New York • New York 10017

Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLI-CITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages. 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5541 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES, by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **\$12.95**

T51161 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

BROADCASTING BOOK DIVISION

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20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

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City _____

State _____ Zip _____

CBS wins big with Super Bowl

Led by the Los Angeles Raiders and the Washington Redskins match-up in Super Bowl XVIII and the Super Bowl post-game show, CBS trounced the other two networks by a two-rating-point lead in prime time ratings for the week ended Jan. 22. Capturing the top spot for the 13th time in the 17-week-old season, CBS averaged a prime time rating of 19.3 and a share of 30, while ABC clocked a 17.5/27 and NBC placed third with 15/23, according to Nielsen.

The Super Bowl was the top-ranked program of the week with a 46/67 for its prime time overrun (7-8:20) and the post-game show ranked second with a 33.3/48.

Nonetheless, the Sunday ratings were still impressive enough to boost CBS's season-to-date average to 18.2/29, compared to ABC's 17.1/27 and NBC's 15.1/24. CBS has six of the top 10 shows for the week, while ABC had three and NBC one. ABC won Monday, Wednesday and Saturday nights; Sunday, Thursday and Friday went to CBS, and Tuesday, fueled by *A Team*, went to NBC.

NBC's premiere shows performed disappointingly. *Master*, which premiered on Friday (Jan. 20) at 8-9 p.m., tied for 50th place with a 13.2/20, while the debut of *Legmen* in the preceding hour fared worse with a 10.5/16, ranking 63d. And the second outing for NBC's *The New Show*, sank to 8/14 from its premiere 8.9/15 the week before. The second week of NBC's *TV Bloopers & Practical Jokes* and ABC's similarly structured program, *Foulups, Bleeps and Blunders*, slipped from their top-15 debut slots but remained in the top 20. Both shows, however, performed significantly better than the ones they replaced—*The Roustlers* on NBC and *Just Our Luck* on ABC.

ABC's Monday night win was helped measurably by the *American Music Awards* special, which ABC said, at 27.4/41, was the highest average for any music awards broadcast in the past 10 years.

Although NBC's seventh-ranked *A Team* (24.7/35) gave it Tuesday night with an average 19.7/29.2, it lost the 9-11 p.m. block to CBS's *Tuesday Night Movie: The Seduction of Gina* (18.8/29). CBS came in second for the evening with an average 16.9/25 and ABC placed third with an average 15.3/23.

ABC took its customary first-place Wednesday-evening position with *Dynasty* and *Hotel*, and along with its 11th-ranked *Fall Guy*, delivered an average 22.9/34.6. CBS, pulled down by a lineup of programs that never achieved above an average 20 share each, came in third at 12.4/18.6. NBC, with its regular lineup of *Real People*, *Facts of Life*, *Night Court* and *St. Elsewhere*, managed to deliver an average 14.8/22.3 to place second for the evening.

CBS roared back to life Thursday night with its regular lineup of *Magnum P.I.*, *Simon & Simon* and *Knot's Landing* to rack up an average 22.7/34.

CBS, lifted by fifth-placed *Dallas* (26.2/40) and 13th-placed *Falcon Crest* (21.5/37), came in first on Friday with an average 21.8/35.

ABC captured Saturday night with an average 18.2/30.3, helped by a healthy 19.9/32 for *Love Boat* and 17.6/31 for *Fantasy Island*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Super Bowl	CBS	46.0/67	36.	Facts of Life	NBC	16.1/23
2.	Super Bowl post-game	CBS	33.3/48	37.	Family Ties	NBC	16.0/23
3.	60 Minutes	CBS	32.7/46	38.	Gimme A Break	NBC	15.8/23
4.	American Music Awards	ABC	27.4/41	39.	Remington Steele	NBC	15.3/25
5.	Dallas	CBS	26.2/40	40.	A Matter of Sex	NBC	15.0/22
6.	Dynasty	ABC	24.8/36	41.	Oh Madeline	ABC	14.8/22
7.	A Team	NBC	24.7/35	42.	That's Incredible	ABC	14.6/21
8.	Simon & Simon	CBS	24.1/35	43.	20/20	ABC	14.3/23
9.	Magnum, P.I.	CBS	23.2/34	44.	Buffalo Bill	NBC	14.3/21
10.	Hotel	ABC	22.0/36	45.	Knight Rider	NBC	14.2/22
11.	Fall Guy	ABC	21.8/32	46.	Happy Days	ABC	13.9/19
12.	Airwolf	CBS	21.6/36	47.	Hart to Hart	ABC	13.8/23
13.	Falcon Crest	CBS	21.5/37	48.	Hardcastle & McCormick	ABC	13.5/19
14.	Knots Landing	CBS	20.9/33	49.	Night Court	NBC	13.4/20
15.	Webster	ABC	20.2/31	50.	Master*	NBC	13.2/20
16.	Love Boat	ABC	19.9/32	51.	Blue Thunder	ABC	13.2/20
17.	TV Bloopers	NBC	19.3/27	52.	Carbon Copy	CBS	13.1/20
18.	Riptide	NBC	19.0/27	53.	Mississippi	CBS	13.1/18
19.	Seduction of Gina	CBS	18.8/29	54.	The Kid With the 200 I.Q.	NBC	12.7/18
20.	Foulups, Bleeps, Blunders	ABC	18.7/27	55.	Mama's Family	NBC	12.6/20
21.	Cheers	NBC	18.5/27	56.	St. Elsewhere	NBC	12.4/20
22.	Benson	ABC	18.4/29	57.	We Got It Made	NBC	12.3/20
23.	Silver Spoons	NBC	18.3/30	58.	Domestic Life	CBS	12.2/18
24.	Matt Houston	ABC	18.0/31	59.	Automan	ABC	12.0/18
25.	Scarecrow & Mrs. King	CBS	18.0/26	60.	Yellow Rose	NBC	11.8/21
26.	Hill Street Blues	NBC	17.8/28	61.	Making Love	CBS	11.8/20
27.	Dukes of Hazzard	CBS	17.7/28	62.	Emerald Point, N.A.S.	CBS	11.5/18
28.	AfterMASH	CBS	17.7/25	63.	Masquerade	ABC	11.5/17
29.	Fantasy Island	ABC	17.6/31	64.	Legmen*	NBC	10.5/16
30.	Diamonds Are Forever	ABC	17.4/27	65.	Empire	CBS	10.0/14
31.	Newhart	CBS	17.3/25	66.	Poor Richard	CBS	9.2/15
32.	Real People	NBC	17.3/25	67.	Ripley's Believe It Or Not	ABC	8.5/12
33.	T.J. Hooker	ABC	17.1/28	68.	New Show	NBC	8.0/14
34.	Diff'rent Strokes	NBC	16.7/28				
35.	Three's Company	ABC	16.7/24				

*Premiere episode.

Stock Index

Closing Closing
Wed Wed
Jan 25 Jan 18
Net Percent
Change Change
P/E
Ratio (000,000)
Market
Capitali-
zation (000,000)

BROADCASTING

N ABC	57 7/8	60 3/4	- 2	7/8 -	4.73	11	1,698
N Capital Cities	136	143 5/8	- 7	5/8 -	5.30	16	1,823
N CBS	66 1/4	69 1/4	- 3	-	4.33	10	1,966
N Cox	44 3/4	46	- 1	1/4 -	2.71	17	1,267
A Gross Telecast	62	61 1/4	+	3/4 +	1.22	14	49
O LIN	22 1/2	22 1/4	+	1/4 +	1.12	23	471
N Metromedia	34 5/8	34 3/4	-	1/8 -	.35	29	968
N Outlet Co.	45	45				37	185
O Price Commun.	6 5/8	7 1/4	-	5/8 -	8.62	5	74
O Scripps-Howard	27	28 1/2	- 1	1/2 -	5.26	15	279
N Storer	36 5/8	37	-	3/8 -	1.01	21	600
O SunGroup Inc.	6 1/4	6 1/4				3	4
N Taft	56 1/8	57 1/2	- 1	3/8 -	2.39	14	511
O United Television	14 3/8	13 7/8	+	1/2 +	3.60	19	168

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	21 1/4	23 5/8	- 2	3/8 -	10.05	19	128
A Affiliated Pubs.	44	42 3/8	+	5/8 +	3.83	17	357
N American Family	18 5/8	18 3/4	-	1/8 -	.66	10	305
O Assoc. Commun.	14 1/2	14 3/4	-	1/4 -	1.69	0	69
N A.H. Belo	38 1/4	38 1/2	-	1/4 -	.64	12	436
N John Blair	32	33 1/2	- 1	1/2 -	4.47	14	253
N Chris-Craft	31 3/8	32 3/4	- 1	3/8 -	4.19	37	198
N Cowles	26 1/2	27 1/4	-	3/4 -	2.75	25	105
N Gannett Co.	39 3/4	40 7/8	- 1	1/8 -	2.75	11	31,801
N General Tire	36 3/8	38	- 1	5/8 -	4.27	13	766
O Gray Commun.	60 1/2	60 1/2				13	30
N Gulf United	30 3/4	31	-	1/4 -	.80	13	919
N Harte-Hanks	21 3/4	22 1/2	-	3/4 -	3.33	13	477
N Insilco Corp.	19 5/8	19 3/4	-	1/8 -	.63	11	333
N Jefferson-Pilot	37 1/2	38 1/2	- 1	-	2.59	8	797
O Josephson Intl.	16 3/4	16 1/8	+	5/8 +	3.87	12	82
N Knight-Ridder	24 1/2	26 1/2	- 2	-	7.54	14	1,602
N Lee Enterprises	25 3/8	25 1/4	+	1/8 +	.49	15	341
N Liberty	22 7/8	23 1/4	-	3/8 -	1.61	13	229
N McGraw-Hill	39 7/8	43	- 3	1/8 -	7.26	16	1,998
A Media General	55 3/4	56 3/8	-	5/8 -	1.10	11	388
N Meredith	43 1/8	45	- 1	7/8 -	4.16	12	406
O Multimedia	37 1/4	38 1/8	-	7/8 -	2.29	17	620
A New York Times	26	26 1/8	-	1/8 -	.47	6	1,015
O Park Commun.	20 3/4	21 3/4	- 1	-	4.59	17	191
A Post Corp.	60	60 3/4	-	3/4 -	1.23	22	109
N Rollins	19 7/8	20 1/4	-	3/8 -	1.85	24	515
N Schering-Plough	36 1/4	38 1/8	- 1	7/8 -	4.91	10	1,831
T Selkirk	13 3/4	13 3/4				30	112
O Stauffer Commun.	50	50				13	50
A Tech Operations	41 5/8	41 7/8	-	1/4 -	.59	18	38
N Times Mirror	74 5/8	75 1/2	-	7/8 -	1.15	28	5,125
N Tribune	28 1/4	30 3/4	- 2	1/2 -	8.13	13	1,157
O Turner Bcstg.	26	26 3/4	-	3/4 -	2.80	74	530
A Washington Post	74	74 1/2	-	1/2 -	.67	17	1,049
N Wometco	42 3/4	42 5/8	+	1/8 +	.29	26	606

SERVICE

O BBDO Inc.	40	38 1/2	+	1/2 +	3.89	14	257
O Compact Video	5 3/8	5 1/2	-	1/8 -	2.27	13	21
N Comsat	32 1/4	33 7/8	- 1	5/8 -	4.79	11	581
O Doyle Dane B.	18 1/4	19 3/4	- 1	1/2 -	7.59	15	111
N Foote Cone & B	45 3/4	42 1/2	+	1/4 +	.54	12	133
O Grey Advertising	117	116	+	1	.86	9	69
N Interpublic Group	53	53 5/8	-	5/8 -	1.16	12	283
N JWT Group	38	38 3/4	-	3/4 -	1.93	14	225
A Movielab	8	8				8	13
O A.C. Nielsen	34	35 1/4	- 1	1/4 -	3.54	15	763
O Ogilvy & Mather	46	49 1/2	- 3	1/2 -	7.07	14	206
O Sat. Syn Syst.	9 1/2	10	-	1/2 -	5.00	20	54
O Telemation	6 3/4	6 3/4				7	8
O TPC Commun.	1 1/8	1	+	1/8 +	12.50	1	2
A Unitel Video	10 3/8	10 1/2	-	1/8 -	1.19	14	21
N Western Union	36 1/4	37 1/4	- 1	-	2.68	16	872

Closing Closing
Wed Wed
Jan 25 Jan 18
Net Percent
Change Change
P/E
Ratio (000,000)
Market
Capitali-
zation (000,000)

PROGRAMING

O Barris Indus	5 1/8	5 1/4	-	1/8 -	2.38	27	29
N Coca-Cola	51 1/8	51 7/8	-	3/4 -	1.44	12	6,960
N Disney	52 5/8	54 3/8	- 1	3/4 -	3.21	19	1,820
N Dow Jones & Co.	43	47 1/2	- 4	1/2 -	9.47	24	2,755
O Four Star	7 1/4	7	+	1/4 +	3.57	8	6
N Getty Oil Corp.	119 7/8	117 7/8	+	2	1.69	22	9,486
N Gulf + Western	31 1/2	33	-	1 1/2 -	4.54	9	2,436
O Robert Halmi	1 3/8	1 7/16	-	1/16 -	4.35	46	23
O Lorimar	23	21 1/4	+	1 3/4 +	8.23	13	117
N MCA	39 3/8	40	-	5/8 -	1.56	13	1,898
N MGM/UA Ent.	12 7/8	13 5/8	-	3/4 -	5.50	9	380
N Orion	15 3/4	14 7/8	+	7/8 +	5.88	17	146
O Reeves Commun.	10 1/2	11 3/8	-	7/8 -	7.69	17	130
O Telepictures	14 3/4	15 7/8	- 1	1/8 -	7.08	24	96
O Video Corp.	12 1/2	12 7/8	-	3/8 -	2.91	22	21
N Warner	28	29 1/2	- 1	1/2 -	5.08	4	1,831
A Wrather	39 1/2	38 3/4	+	3/4 +	1.93	43	88

CABLE

A Acton Corp.	7 3/4	8 1/4	-	1/2 -	6.06	27	43
O AEL	29 1/2	30	-	1/2 -	1.66	22	60
O AM Cable TV	4 7/8	5 1/4	-	3/8 -	7.14	24	18
N American Express	30 1/8	32 5/8	- 2	1/2 -	7.66	6	6,066
N Anixter Brothers	22 5/8	24 5/8	- 2	-	8.12	31	411
O Burnup & Sims	5 7/8	6 5/8	-	3/4 -	11.32	6	52
O Comcast	20 1/2	22 1/4	- 1	3/4 -	7.86	19	168
N Gen. Instrument	32 3/8	32 3/4	-	3/8 -	1.14	24	1,020
N Heritage Commun.	17	16 7/8	+	1/8 +	.74	35	126
T Maclean Hunter X	18 3/8	18 1/8	+	1/4 +	1.37	26	677
A Pico Products	10 3/4	10 3/4				35	30
O Rogers	10 1/8	10 3/4	-	5/8 -	5.81	9	223
O TCA Cable TV	13 1/2	14 1/4	-	3/4 -	5.26	25	90
O Tele-Commun.	21 1/8	21 5/8	-	1/2 -	2.31	21	909
N Time Inc.	58	59 1/4	- 1	1/4 -	2.10	23	3,406
O Tocom	2 7/8	2 3/4	+	1/8 +	4.54	2	22
N United Cable TV	27 3/4	27 3/4				18	306
N Viacom	31	31 3/4	-	3/4 -	2.36	19	397

ELECTRONICS/MANUFACTURING

N Arvin Industries	25 1/4	25 3/8	-	1/8 -	.49	11	190
O C-Cor Electronics	12	11 1/2	+	1/2 +	4.34	11	42
O Cable TV Indus.	4 1/8	4 1/4	-	1/8 -	2.94	21	12
A Cetec	10 3/8	10 7/8	-	1/2 -	4.59	20	23
O Chyron	16	16 3/4	-	3/4 -	4.47	23	98
A Cohu	9	8 7/8	+	1/8 +	1.40	20	16
N Conrac	16	17	- 1	-	5.88	13	98
N Eastman Kodak	72 7/8	74 1/2	- 1	5/8 -	2.18	18	12,065
O Elec Mls & Comm.	11 3/4	11 3/4				36	34
N General Electric	54	56 3/4	- 2	3/4 -	4.84	12	24,527
O Geotel-Telemet	1 7/8	2	-	1/8 -	6.25	27	6
N Harris Corp.	41 1/4	41 7/8	-	5/8 -	1.49	23	1,628
N M/A Com. Inc.	19 3/4	20 7/8	- 1	1/8 -	5.38	27	850
O Microdyne	10 5/8	9 1/2	+	1/8 +	11.84	34	49
N 3M	77 5/8	80 1/4	- 2	5/8 -	3.27	14	9,111
N Motorola	126 1/4	133 1/4	- 7	-	5.25	22	4,957
N N.A. Phillips	73 5/8	78 1/2	- 4	7/8 -	6.21	12	1,056
N Oak Industries	6	6 1/8	-	1/8 -	2.04	2	98
A Orrox Corp.	4 3/4	5	-	1/4 -	5.00	5	11
N RCA	35 1/8	38	- 2	7/8 -	7.56	17	2,869
N Rockwell Intl.	29 3/4	33 3/8	- 3	5/8 -	10.86	12	4,596
A RSC Industries	6	5 7/8	+	1/8 +	2.12	75	20
N Sci-Atlanta	14 1/2	15	-	1/2 -	3.33	725	346
N Signal Cos.	30 1/4	31	-	3/4 -	2.41	30	265
N Sony Corp.	15 3/8	15 3/8				28	3,546
N Tektronix	73	74 3/8	- 1	3/8 -	1.84	28	1,398
A Texscan	15 1/2	19 1/8	- 3	5/8 -	18.95	17	97
N Varian Assoc.	52	56 1/8	- 4	1/8 -	7.34	26	1,113
N Westinghouse	53	55	- 2	-	3.63	10	4,640
N Zenith	35 3/4	37 3/4	- 2	-	5.29	15	782

Standard & Poor's 400 185.88 188.00 - 2.12 - 1.13

Notes: T-Toronto (Canadian dollars), A-American, N-New York and O-Over The Counter. Some bid prices supplied by Shearson/American Express, Washington. Prices are for Common A stock unless otherwise noted. P/E ratios based on Stan-

dard & Poor's estimated earnings. If no estimate is available, earnings figures for last 12 months are used. "0" in P/E ratio is for deficit. Footnoted: Double asterisk in last week's issue should have footnoted Video Corp., not Robert Halmi.

As compiled by BROADCASTING, Jan. 16 through Jan. 20, 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

FM's

- **Dothan, Ala.**—Troy State University seeks 88.7 mhz, 50 kw, HAAT: 469 ft. Address: University Ave., Troy State University, Troy, Ala. 36082. Principal is state university headed by trustees, including Governor George C. Wallace. It also is licensee of *WTSU-FM Troy, Ala., and has *CP for FM at Columbus, Ga./Phenix City, Ala. Filed Jan. 16.
- **Flagstaff, Ariz.**—Arizona Media Educational Network seeks 91.1 mhz, 423 w, HAAT: 2,013 ft. Address: P.O. Box 522-B, Ramona, Calif. 92065. Counsel: Putbrey & Hunsaker (Virginia). Principal is charitable trust headed by trustees including Charlotte B. Colwell, school teacher. It also is applicant for new noncommercial FM's at Mesa, Prescott and Yuma, all Arizona. Filed Jan. 17.
- **Mesa, Ariz.**—Arizona Media Educational Network seeks 90.7 mhz, 600 w, HAAT: 418 ft. It also is applicant at Flagstaff, Ariz. (see preceding app.). Filed Jan. 17.
- **Prescott, Ariz.**—Arizona Media Educational Network seeks 90.7 mhz, 423 w, HAAT: 1,464 ft. It also is applicant at Flagstaff, Ariz. (see above). Filed Jan. 17.
- **Yuma, Ariz.**—Arizona Media Educational Network seeks 88.9 mhz, 100 w, HAAT: 1,235 ft. It also is applicant at Flagstaff, Ariz. (see above). Filed Jan. 17.
- **Brawley, Calif.**—Brawley Educational Broadcasting Foundation seeks 88.7 mhz, 383 w, HAAT: minus 105 ft. Address: 430 North Second St., Brawley, Calif. Principal is charitable trust headed by trustees including John S. Waldrip, pastor. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Filed Jan. 10.
- **Freedom, Calif.**—Virginia Jo McFadden seeks 95.9 mhz, 3 kw, HAAT: 277 ft. Address: Box 375, Acklen Station Nashville, Tenn. 37212. Principal has no other broadcast interests. Filed Jan. 12.
- **Merced, Calif.**—Pacific States Education Foundation seeks 91.7 mhz, 566 w, HAAT: 1,908 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Counsel: Putbrey & Hunsaker (Virginia). Principal is charitable trust headed by trustees including James Stroud, dentist. It also is applicant for new noncommercial FM at Bakersfield. Filed Jan. 17.
- **Santa Cruz, Calif.**—Santa Cruz Educational Broadcasting Foundation seeks 89.9 mhz, 200 w, HAAT: minus 316 ft. Address: 5960 Sequel Ave., Santa Cruz, Calif. 95060. Principal is charitable trust headed by trustees including Stanley Monteith, M.D. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Filed Jan. 10.
- **Rangely, Colo.**—Rangely Community Radio Inc. seeks 90.1 mhz, 250 w, HAAT: minus 253 ft. Address: 209 East Main St., Rangely, Colo. 81648. Principal is nonprofit corporation headed by trustees including Mary Ann Carson, community services agency and town of Rangely.
- **Lakeland, Fla.**—Lakeland Educational Broadcasting Foundation seeks 91.9 mhz, 360 w, HAAT: 163 ft. Address: 4210 Lakeland Highlands Rd., Lakeland, Fla. 33803. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust headed by trustees, including Chris Carpenter, supervisor, Seaboard R.R. Filed Jan. 10.
- **Marco, Fla.**—Marco Island Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 266 ft. Address: P.O. Box 88864, Atlanta 30338. Principal is owned by Terri Susan Pollack (60%) and her husband, Sanford Barry Cohen (40%). He is account executive at WXIA-TV Atlanta. Principals are also applicant for new FM's at Micanopy, Vero Beach, Sanibel and Panama City, all Florida, and Prescott Valley, Ariz. Filed Jan. 12.
- **Waycross, Ga.**—Georgia Public Telecommunications Commission seeks 91.6 mhz, 80 kw, HAAT: 919 ft. Address: 1540 Stewart Ave. S.W., Atlanta 30310. Principal is agency of state of Georgia. It is headed by board of trustees, Frank C. Jones, chairman. It also is licensee of nine Georgia TV's and has CP for two FM's. Filed Jan. 16.
- **Wailuku, Hawaii**—Hawaii Public Radio Inc. seeks 88.7 mhz, 1 kw, HAAT: 5,534 Ft. Address: 1335 Lower Campus Drive, Honolulu. Principal is nonprofit corporation chartered by state of Hawaii and headed by John Henry Felix, president. It also owns KHPR(FM) Honolulu. Filed Jan. 16.
- **Boise, Idaho**—Idaho Educational Broadcasting Foundation seeks 89.3 mhz, 600 w, HAAT: 205 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Counsel: Putbrey & Hunsaker (Virginia). Principal is charitable trust headed by Richard C. Moore, minister. It also has app.'s for new, noncommercial FM's at Payette, Pocatello and Sandpoint, all Idaho (see following app.'s) and for Lewiston and Twin Falls. Also Idaho. Filed Jan. 17.
- **Payette, Idaho**—Idaho Educational Broadcasting Foundation seeks 91.5 mhz, 550 w, HAAT: 438 ft. It also has app. for Boise, Idaho (see preceding app.). Filed Jan. 17.
- **Pocatello, Idaho**—Idaho Educational Broadcasting Foundation seeks 91.3 mhz, 100 w, HAAT: 831 ft. It also has app. for Boise, Idaho (see above). Filed Jan. 17.
- **Sandpoint, Idaho**—Idaho Educational Broadcasting Foundation seeks 90.1 mhz, 100 w, HAAT: 2,748 ft. It also has app. for Boise, Idaho (see above). Filed Jan. 17.
- **Belleville, Ill.**—Fairview Heights Educational Broadcasting Foundation seeks 89.7 mhz, 200 w, HAAT: 120 ft. Address: P.O. Box 2010 Fairview Heights, Ill. 62205. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust including Tom Bozeman, tool and die maker, Elite Tool Co. Filed Jan. 10.
- **Brighton, Mich.**—Brighton Educational Broadcasting Foundation seeks 89.7 mhz, 378 w, HAAT: 81 ft. Address: 12000 Larkins Brighton, Mich. 48116. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust headed by trustees including Larry Stockline, executive vice president, Hertel Co. Filed Jan. 10.
- **Branson, Mo.**—First Baptist Church seeks 88.1 mhz, 1.52 kw, HAAT: 235 ft. Address: P.O. Box 1425 Branson, Mo. 65616. Principal is charitable trust headed by trustees including, Foster Plummer, banker. Filed Jan. 16.
- **Camdenton, Mo.**—Lake Area Educational Broadcasting Foundation seeks 90.7 mhz, 3 kw, HAAT: 299 ft. Address: Box 190 Camdenton, Mo. 65020. Principal is charitable trust headed by trustees including Alice J. McDermott, legal secretary with Hilton & Bennett. It has no other broadcast interests. Filed Jan. 17.
- **Kalispell, Mont.**—Montana Educational Broadcasting Foundation seeks 91.5 mhz, 100 kw, HAAT: 3,247 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Counsel: Putbrey & Hunsaker (Virginia). Principal is charitable trust headed by trustees including John Ward, potter. It also has app.'s for new FM's at Bozeman, Great Falls and Missoula, all Montana. Filed Jan. 17.
- **New Bern, N.C.**—New Bern Educational Broadcasting Foundation seeks 91.7 mhz, 387 w, HAAT: 124 ft. Address: P.O. Box 3122, 440 Garner Road, New Bern, N.C. 28560. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust headed by trustees. Filed Jan. 10.
- **Toledo, Ohio**—Toledo Educational Broadcasting Foundation seeks 90.3 mhz, 300 w, HAAT: 221 ft. Address: 3016 Collingwood Blvd., Toledo, Ohio 43610. Counsel: Putbrey & Hunsaker (Virginia). Principal is charitable trust headed by trustees including C. Allen McConnell, attorney. Filed Jan. 17.
- **Bartlesville, Okla.**—Oklahoma Educational Broadcast-

ing Foundation seeks 91.7 mhz, 600 w, HAAT: 286 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbrey & Hunsaker (Virginia). Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Miami, Muskogee and Shawnee, all Oklahoma. Filed Jan. 17.

■ ***Baker, Ore.**—Charity Educational Broadcasting Foundation seeks 91.3 mhz, 100 w, HAAT: 1,823 ft. Address: 928 Dome, St. Avenal, Calif. 93204. Counsel: Putbrey & Hunsaker (Virginia). Principal is headed by Chuck Donley, pastor. Filed Jan. 17.

■ ***Bend, Ore.**—Joy Educational Broadcasting Foundation seeks 90 mhz, 100 kw, HAAT: 1,451 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is headed by Darrell D. Collard, salesman. It is also app. for new FM's at Klamath Falls and Medford, both Oregon, and Moses Lake, Wash. Filed Jan. 17.

■ **Enterprise, Ore.**—Tristar Communications Corp. seeks 92.1 mhz, 3 kw, HAAT: minus 650 ft. Address: 107 S.W., First St., Enterprise, Ore. 97828. Principal is owned by Thomas F. Erickson (51%), and his wife, Monica F. (49%). They also own co-located KWVR(AM). Filed Oct. 6, 1983.

■ ***Grants Pass, Ore.**—Patricia Ann Silva Educational Broadcasting Foundation seeks 90.9 mhz, 100 w, HAAT: 2,135 ft. Address: 3732 Zion Place, Santa Maria, Calif. 03455. Counsel: Putbrey & Hunsaker (Virginia). Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay and Newport, all Oregon. Filed Jan. 17.

■ ***Warm Springs, Ore.**—The Confederated Tribes of the Warm Springs Reservation of Oregon seeks 91.9 mhz, 3 kw, HAAT: 1,032 ft. Address: 1990 S.W. Fifth Avenue, Portland, Ore. 97201. Principal is Indian Tribe headed by Zane Jackson, chairman. It also owns KWSI(FM)[CP]. Filed Jan. 16.

■ **Lancaster, Pa.**—Larry Greineder seeks 95.3 mhz, 10 kw, HAAT: 200 ft. Address: 245 Leaman Rd., Lancaster, Pa. 17603. Principal is owned by Larry Greineder and John Greineder (35%), P. Gordon Bernhard (20%) and others. It has no other broadcast interests. Filed Dec. 16, 1983.

■ **Arecibo, P.R.**—Arecibo Technological University College seeks 91.7 mhz, 250 w, HAAT: 159 ft. Address: P.O. Box 1806, Arecibo, P.R. 00613. Principal is state owned, part of Regional Colleges system of University of Puerto Rico. It is headed by Marcos A. Morell Esq., dean and director. It has no other broadcast interests.

■ ***Mitchell, S.D.**—Mitchell Educational Broadcasting Foundation seeks 91.7 mhz, 383 w, HAAT: 124 ft. Address: 932 East Fourth St., Mitchell, S.D. 57301. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust, including Charles Croyle, computer programmer, Martin Association. Filed Jan. 10.

■ ***Sioux Falls, S.D.**—Sioux Falls College seeks 90.9 mhz, 2,358 kw, HAAT: 190 ft. Address: 1510 South Prairie Ave., Sioux Falls, S.D. 57105. Principal is college headed by Owen P. Halleen, president. Filed Jan. 10.

■ **Farwell, Tex.**—Farwell Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 652 North Bolton St., Jacksonville, Tex. 75766. Principal is Wayne S. Carnes.

■ **St. Johnsbury, Vt.**—Stanley G. Emert Jr. seeks 105.5 mhz, 3 kw, HAAT: 127.03 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal is attorney with law firm of Johnson, Monceret, Stewart, Moore and Waggoner, and has app.'s for new TV's at Charleston, W. Va.; Virginia Beach and Flint, Mich. Filed Jan. 11, 1983.

■ **St. Johnsbury, Vt.**—Interstate Communications Co. seeks 105.5 mhz, 300 w, HAAT: 793 ft. Address: RFD #1, Box 370C, Northfield, N.H. 03275. Principal is majority owned by Richard A. DeFabio, who is GM of WFTN(AM) Franklin, N.H. It is also applicant, as Monadnock Broadcasting Co., for new FM at Hinsdale, N.H. Filed March 31, 1983.

■ **St. Johnsbury, Vt.**—Northeast Kingdom Broadcasting Inc. seeks 105.5 mhz, 400 w, HAAT: 711 ft. Address: 101 Adams St., Quincy, Mass. 02169. Principal is equally owned by Brent W. Lambert and Eric H. Johnson. They are also equal owners of co-located WSTJ(AM), WKEA(AM) Newport, Vt.; KIOQ-FM Bishop, Calif.; permittee of LPTV at Bishop and applicants for three LTPV's. They each own third of KEVA(AM)-KOTB(FM) Evanston, Wyo. Filed April 8,

■ **Aberdeen, Wash.**—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: 354 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbrese & Hunsaker (Virginia). Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Bellingham, Longview and Olympia, all Washington. Filed Jan. 17.

■ **Bellingham, Wash.**—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 100 w, HAAT: 1,380 ft. It also is applicant at Aberdeen, Wash. (see preceding app.). Filed Jan. 17.

■ **Longview, Wash.**—Nathan Educational Broadcasting Foundation seeks 90.9 mhz, 600 w, HAAT: 274 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.

■ **Olympian, Wash.**—Nathan Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 2,106 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.

■ **Casper, Wyo.**—Heritage Educational Foundation of Wyoming seeks 91.9 mhz, 600 w, HAAT: 167 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: Putbrese & Hunsaker (Virginia). Principal is charitable trust headed by trustees including Nancy G. Mader, homemaker. It also has app.'s for new noncommercial FM's at Cheyenne, Gillette, Laramie and Rock Spring, all Wyoming. Filed Jan. 17.

TV's

■ **Dover, Del.**—Delaware Citizens Communications seeks ch. 34; ERP: 14.8 kw vis., 1.48 kw aur., HAAT: 280 ft.; ant. height above ground 289.5 ft. Address: 122 North Front St., P.O. Box 864, Seaford, Del. 19973. Principal is nonprofit corporation which also owns WDPB-TV Seaford, Del. Filed Jan. 16.

■ **Boca Raton, Fla.**—Goldcoast Educational Television System Inc. seeks ch. 63; ERP: 1,364 kw vis., 272.9 kw aur., HAAT: 728 ft.; ant. height above ground: 746 ft. Address: 255 East Las Olas Blvd., Ft. Lauderdale 33301. Principal is not-for-profit Florida corporation headed by Clinton D. Hamilton, president. Hamilton is executive vice president of Broward Community College. Filed Jan. 12.

■ **Bowling Green, Ky.**—Western Kentucky University seeks ch. 59; ERP: 883.9 kw vis., 176.79 kw aur., HAAT: 680 ft.; ant. height above ground 599 ft. Address: Western Kentucky University, College Heights, Bowling Green, Ky. 42101. Principal is state university, which also owns co-located WKYU-FM and WDCL-FM Somerset, Ky., and has app. for new ITFS. It is headed by board of trustees, including Patsy Judd, executive director, Kentucky CATV Association. Filed Jan. 16.

■ **Bad Axe, Mich.**—Delta College seeks ch. 55; ERP: 117.2 kw vis., 11.72 kw aur., HAAT: 353 ft.; ant. height above ground: 344 ft. Address: WUCM-TV Channel 19 Delta College, University, Mich. 48710. Principal is licensee of WUCM-FM-TV University Center, Mich. It is headed by Annette Deibel, chairman, who is housewife. Filed Jan. 16.

■ **Burlington, N.J.**—Adelphi Broadcasting Corp. seeks deleted facilities of WKBS-TV Burlington. Address: 181 Christopher St., New York 10014. Principal is owned by six investors. Voting stock is owned by Andrea J. Cetera (50%), Barbara Anderson and Beverly Harper (25%). Cetera is vice president at Viacom Enterprises. Other investors include Robin Reibel, director of press and public relations, WNEV-TV Boston. Filed Jan. 4.

■ **Burlington, N.J.**—Burlington Broadcasters Ltd. seeks ch. 48 — ERP: 1,888 kw vis., 189 kw aur., HAAT: 1,107 ft.; ant. height above ground: 1,082 ft. Address: 59 Washington St., Fieldsboro, N.J. 08505. Principal is owned by group of investors, including Robert Barnett, general partner (12%), and Gordon A. MacInnes 8% as general partner, 35% as limited partner. MacInnes is former executive director of New Jersey Public Broadcasting Authority, where Barnett is now employed. Filed Jan. 4.

■ **Burlington, N.J.**—Burlington 48 Inc. seeks ch. 48; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,079 ft.; ant. height above ground 1,054 ft. Address: 3500 Parkdale Ave., Baltimore 21211. Principal is majority owned by Julian S. Smith and Frederick M. Hines. They are also majority owners of WBFF-TV Baltimore, 45% owner of WPTT-TV Pittsburgh, and have interest in CP for ch. 38 at St. Petersburg, Fla., and in applicant for ch. 63 at Bloomington, Ind. Filed Jan. 4.

■ **Claremore, Okla.**—Rogers State College seeks ch. 35 — ERP: 70.15 kw vis., 7.02 kw aur., HAAT: 474 ft.; ant. height above ground: 429 ft. Address: Rogers State College, Claremore, Okla. 74017. Principal is two-year tax supported college. It also owns co-located *KNGX-FM. Filed Jan. 16.

■ **Norman, Okla.**—High Definition TV seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 263.43 ft.; ant. height above ground: 271.35 ft. Address: 2500 Legion Drive, Knoxville, Tenn. 37920. Principal is owned by Charles J.

Thompson. Filed Jan. 12.

■ **Norman, Okla.**—KUSA Brewer's Broadcasting Television seeks ch. 46; ERP: 3,210 kw vis., 321 kw aur., HAAT: 244.43 ft.; ant. height above ground: 252.35 ft. Address: 300 Mulvaney D-20, Knoxville, Tenn. Principal is owned by Allen Sheets. He is also applicant for new TV at Milwaukee and for 36 new LPTV's. Filed Jan. 12.

■ **Norman, Okla.**—Powell Community TV seeks ch. 46; ERP: 2,970 kw vis., 297 kw aur., HAAT: 219.43 ft.; ant. height above ground 227.35 ft. Address: 100 Dana Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. He is also applicant for 22 new LPTV's and is also applicant for new TV's at Cape Coral, Fla.; Texarkana, Tex.; Dubuque, Iowa.; Galeburg, Ill.; Tusculumbia, Ala.; Douglas, Ariz.; Urbana, Ill., and Milwaukee. Filed Jan. 12.

■ **Norman, Okla.**—Dorothy A. Vaughan seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 764.44 ft.; ant. height above ground: 772.35 ft. Address: 208 McFee Rd. Knoxville, Tenn. 37922. Filed Jan. 12.

■ **Norman, Okla.**—Women in TV Ownership and Management seeks ch. 46; ERP: 4,760 kw vis., 476 kw aur., HAAT: 229.43 ft.; ant. height above ground: 237.35 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal is owned by Peggy Sparks. She is also applicant for new TV's at Beaumont, Tex.; Fort Collins, Colo.; Waterown, N.Y.; Arcata, Calif.; Milwaukee and is applicant for one new LPTV. Filed Jan. 12.

■ **Carolina, P.R.**—Educational TV of Carolina seeks ch. 52; 55 kw vis., 5.5 kw aur., HAAT: 1,068 ft.; ant. height above ground 90 ft. Address: P.O. Box 8646, Humacao, P.R. 00661. Principal is owned by Samuel Lugo Perez (80%) and James Perna (20%). Perna also owns 20% of app. for new LPTV at Bayamon, P.R. Filed Nov. 23, 1983.

■ **Ogden, Utah**—Weber State College seeks ch. 9 + , ERP: 166 kw vis., HAAT: 2,920 ft. Address: 3750 Harrison Blvd., Ogden, Utah 84408. Principal is four-year undergraduate college, headed by Rodney H. Brady, president. Filed Dec. 12, 1983.

■ **Richland, Wash.**—Washington State Univ. seeks ch. 31; ERP: 10.17 kw vis., 1.017 kw aur., HAAT: 1,192 ft.; ant. height above ground: 445 feet. Address: Edward R. Murrow Communications Center. Principal is headed by Dennis L. Haarsager, manager of radio-television service. It is also permittee of colocated *KFAE-FM, and owns *KWSU-AM-TV and *KZUU-FM Pullman, Wash. Filed Jan. 16.

■ **Superior, Wis.**—Dan Mahoney seeks ch. 40, 1,000 kw vis., 100 kw aur., HAAT: 532.08 ft.; ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass.

01501. Principal is also applicant for new TV's at Lake Worth, Fla.; Las Vegas; Waikuku, Wis., and Mobile, Ala. Filed Nov. 28, 1983.

Ownership changes

Applications

■ **KDXY(FM)** (formerly KHIG(FM)) Paragould, Ark. (104.9 mhz, 3 kw, HAAT: 255 ft.)—Seeks assignment of license from Larry T. Coffman to New South Broadcasters for assumption of indebtedness, including \$450,000 note. This is third sale of station in as many years. Seller is owned by Larry T. Coffman, who has no other broadcast interests. Buyer is owned by Fredrick D. Reagan, who also owns KXXX(AM) Monette, Ark. Filed Jan. 18.

■ **WKEQ(AM)(CP)** Burnside, Ky. (910 khz, 500 w-D)—Seeks transfer of control of general partnership from John B. Begley to Lenn R. Pruitt for \$1. Filed Jan. 17.

■ **WINN(AM)** Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from David R. Roederer, receiver, to Full Force Broadcasting Inc. for \$300,000, including noncompete agreement and assumption of \$250,000 note. Sale is subject also to approval of Jefferson (Kentucky) Circuit Court. Seller took over from previous licensee, Whatever's Fair Kentucky Inc., which bought station for approximately \$1 million ("Changing Hands," Aug. 6, 1979). Buyer is owned by Robert F. Bell, president (5%), and J. Thomas Hurvis, Riaz H. Waraich, James A. Bryan and Steve Warrenfeltz (23.75% each). Bell is majority owner of WXLL(AM) Decatur, Ga.; WWUS(FM) Big Pine Key, Fla., and 100% owner of WJLD(AM) Fairfield (Birmingham), Ala. He also has one-third interest in WRBD(AM)-WCKO(FM) Pompano Beach, Fla. He and Hurvis each own 42.5% of WCGL(AM) Jacksonville, Fla. Hurvis also has 22% interest in WXLL. Filed Jan. 12.

■ **WAGM-TV** Presque Isle, Me. (CBS, ABC and NBC; ch. 8; ERP: 58.9 kw vis., 5.37 kw aur., HAAT: 350 ft.)—Seeks assignment of license from Aroostook Broadcasting Co. to WAGM Inc. for approximately \$3 million, including \$1,760,000 cash. Sale includes 1,870 subscriber cable system at Houlton, Me. Seller, based in Portland, Me., is headed by Horace Hildreth, president. It also owns WABI-AM-TV and WBGW(FM) Bangor, Me.; WJCB-TV Gainesville, Fla., and cable systems in Maine, Massachusetts and New Hampshire. Buyer, based in Scranton, Pa., is headed by Thomas P. Shelburne, president, who controls majority of stock. It owned WNEP-TV Scranton-Wilkes Barre, Pa. Filed Dec. 21.

■ **WBUK(AM)** Portage, Mich. (1560 khz, 1 kw-D)—Seeks transfer of control of Radio Michigan Ltd. from Radio Michigan Ltd. (100% before; 49% after) to Harry E. Burns (none before; 51% after) for consultation and advancing of funds "necessary to clear up financial obligations." Sellers, who include William E. McCarthy, Robert Dana Macvay, Henry M. Jennings and Keith P. Gensheimer, will have their holdings reduced by 51%. They also own majority of WKNX(AM) Saginaw, Mich.; WTVQ(FM) Peru, Ill., and WKTN(FM) Kenton, Ohio. Buyer is broadcast consultant. Filed Dec. 16.

■ **WDDT(AM)** Greenville, Miss. (900 khz, 1 kw-D)—Seeks transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 4.

■ **WXVT(TV)** Greenville, Miss. (CBS, ch. 15, ERP: 2,746 kw vis., 549 kw aur., HAAT: 887 ft.)—Seeks assignment of license from Big River Broadcasting Co. to Big River Broadcasting Co. for \$4.8 million. Seller is owned by group of Greenville-area businessmen. None have other broadcast interests. Buyer is principally owned by Andrew Stabler Jr., president; James H. Lamade, and Howard J. Lamade Jr. It also owns WLYC(AM)-WILQ(FM) Williamsport, Pa., and WCYB-TV Bristol, Va. Filed Jan. 16.

■ **KBSI(TV)(CP)** Cape Girardeau, Mo. (ch. 23; ERP: 1,869 kw vis., 94 kw aur., HAAT: 592 ft., ant. height above ground 500 ft.)—Seeks transfer of control of Cape Girardeau Family Television from King W. Rogers III and Robert M. Rogers (13% each before; none after) to Media Central (34% before; 50% after) for \$10,500. Sellers also have 3 LPTV app.'s in Tennessee. Buyer is majority owned by Morton J. Kent and family. They also own KHAI-TV(CP) Honolulu, Hawaii; majority of WOAC(TV) Canton, Ohio, and WKCH-TV(CP) Knoxville, Tenn.: 60% of general partnership for KEKR-TV(CP) Kansas City, Mo., and interest with option to buy majority of CP's for new TV's at Jackson, Miss., and Huntsville, Ala. Filed Jan. 16.

Summary of broadcasting as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,318
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,876	329	2,205
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.

■ **KLLT(FM)** Grants, N.M. (95.3 mhz, 3 kw, HAAT: 215 ft.)—Seeks transfer of control of Rainbow Broadcasting Corp. from Mitchell Z. Elliott (51% before; 50% after) to Robert S. Hedin and Maxine J. Hedin (49% before; 50% after) for \$975. Station was bought by licensee recently ("For the Record," Oct. 10, 1983). Filed Jan. 18.

■ **KRIZ(FM)** Roswell, N.M. (97.1 mhz, 100 kw, HAAT: 360 ft.)—Seeks assignment of license from Gary L. Acker to Ronald H. Strother for \$550,000, including \$450,000 note. Seller also owns KPAS(FM) Fabens, KFIX(FM) Laredo and KVAS(FM) Amarillo, all Texas, and 60% of WROS(AM) Jacksonville, Fla. He had half interest in recently sold KEPT(FM) Shreveport, La. ("Changing Hands," July 11, 1983). His sale of KELP(AM) El Paso was just approved by FCC (see below). Buyer is 65% owner of WTGI(FM) Hammond, La., which has been, sold subject to FCC approval ("Changing Hands," Jan. 16, 1984). Filed Jan. 17.

■ **WISP(AM)-WQDW(FM)** Kinston, N.C. (1230 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 248 ft.)—Seeks assignment of license from Joyner Broadcasting Corp. to Caravell Broadcast Group of Kinston for \$1.8 million, including \$550,000 cash and noncompete agreement. Seller is equally owned by David Weil and A. Thomas Joyner. They bought station last year for \$1.35 million ("Changing Hands," April 18, 1983), and have no other broadcast interests. They recently sold WQLS(FM) Cleveland, Tenn. ("For the Record," April 18, 1983). Buyer is group of 24 investors headed by Howard L. Schrott and Robert E. Beacham (26.25% each), general partners. Schrott is Washington-based communications attorney. Beacham is Charlotte, N.C.-based attorney. Limited investors include Roger L. MacBride, Charlottesville, Va.-businessman (17.5%). None have other broadcast interests. Filed Jan. 17.

■ **WQBQ(AM)** Selinsgrove, Pa. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Riverside Media Inc. to David Bernstein, d/b/a Sunair Communications Inc. for \$322,350, including \$300,000 seller's note. Seller is owned by Douglas W. George. He also is majority owner of WHTR(FM) Starview, Pa., and minority owner of WTLQ(FM) Pittsburg, Pa. Buyer is former general manager and minority owner of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. Filed Jan. 13.

■ **Charleston, S.C.** (103.5 mhz, 100 kw, HAAT: 700 ft.)—Seeks assignment of license from WEZL Inc. to Charleston Broadcasting Co. for \$3.9 million. Seller is owned by Wil-

liam O. Jones, president; Charles N. Barton, and William Dixon. Barton also has 50% interest in WSSC(AM) Sumter, S.C. Others have no broadcast interests. Seller based in Salt Lake City is owned by John Price and family. It also owns four AM's and five FM's. Filed Jan. 16.

■ **WHMT(AM)** Humboldt, Tenn. (1190 khz, 500 kw-D)—Seeks assignment of license from R.B. Management Corp. to Boyd Enterprises Inc. for \$235,000, including \$115,000 sellers note and assumption of \$100,000 bank note. Seller bought station one year ago "For the Record," Oct. 18, 1982). It is owned by Robert B. Blow, who recently sold WYLQ(AM) Kingston, Tenn. (see "For the Record," Jan. 16.). He has 50% interest in 12 LPTV app's. Buyer is owned by F. Darrell Boyd, who is general manager of WHMT. Filed Jan. 13.

■ **WXAM(AM)** Charlottesville, Va. (1240 khz, 1 kw-D, 250-N)—Seeks assignment of license from Latora Broadcasting Inc. to Cavalier County Broadcasting Inc. for \$415,973, including \$100,000 cash. Seller is owned by Richard P. Latora, who has no other broadcast interests. Buyer is equally owned by Charles Mark Wilson and R.M. Coleman. Wilson is co-owner of Verona, Va., retail clothing store. Coleman is Staunton, Va.-based gynecologist. They have no other broadcast interests. Filed Jan. 16.

Actions

■ **KNNN(FM)** Phoenix (99.9 mhz, 100 kw, HAAT: 1,670 ft.)—Granted assignment of license from American International Development Inc. to TransCom Communications for \$3,980,000. Seller is owned by Julia Zozaya, who also has 1% interest in KTVW-TV Phoenix. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla., for \$7.3 million ("Changing Hands," Feb. 21, 1983). Hauenstein is former vice president and general manager of Sandusky Newspaper Stations and former co-owner of KDKB(FM) Mesa-Phoenix, Ariz. Action Jan. 6.

■ **KNAC(FM)** Long Beach, Calif. (105.5 mhz, 1.6 kw, HAAT: 400 ft.)—station has CP for change in TL; 3 kw, HAAT: 300 ft.)—Granted assignment of license from James J. Joseph Esq., trustee, to Flagship Communications Inc. for

\$1.7 million at auction. Seller, Wright Communications Group, had filed for reorganization under Chapter 11 of bankruptcy law. Wright is owned by brothers Edward W., president, Paul and Virgil, who bought station in 1981 for \$2 million ("Changing Hands," Jan. 12, 1981). They have no other broadcast interests. Buyer is owned by Fred C. Sands, Los Angeles realtor who has no other broadcast interests. Action Jan. 11.

■ **KMG(FM)** Los Angeles and KSHE(FM) Crestwood, Mo. (St. Louis) (105.9 mhz, 72 kw, HAAT: 770 ft.; 94.7 mhz, 100 kw, HAAT: 510 ft.)—Granted assignment of license from Century Broadcasting to Emmis Broadcasting for \$20 million. Seller, headed by George A. Collias, chairman, also owns WAIT(AM)-WLOO(FM) Chicago and KMEL(FM) San Francisco. Buyer is owned by Jeff Smulyan and five other investors. All six own WLOL(FM) Minneapolis-St. Paul; five own WENS(FM) Indianapolis. Action Jan. 13.

■ **WBFS-TV(CP)** Miami (ch. 33, 1,200 kw max. and 1,000 kw horiz. vis., 120 kw max. and 100 kw horiz. aur.; HAAT: 1,020 ft.; 1,042 ft. above ground)—Granted transfer of control from certain shareholders (100% before; 49.9% after) to The Shlenker Group (none before; 50.1% after) for \$46,250. Sellers are Robert S. Block (95%) and three others. Buyer is group of 15 Texas investors headed by Sidney Shlenker, Houston businessman. It also owns KTXA (ch. 21) Fort Worth and KTXH (ch. 20) Houston. Buyers will help finance station construction and operating costs. Seller will dismiss pending application for STV operation. Action Dec. 14, 1983.

■ **KMVT-TV** Twin Falls, Idaho (ch. 11, 316 kw vis., 3.5 kw aur., HAAT: 1,190 ft.)—Granted transfer of control from Western Broadcasting Co. (100% before; none after) to Root Communications (none before; 100% after) for \$11.4 million. Seller, headed by Earl E. Morgenroth, chairman and president, has recently announced sale of its remaining broadcast properties to SFN Companies Inc. (see "Top of the Week," Jan. 16, 1984). It recently sold KESL(AM)-KRBU-FM Pocatello, Idaho, ("Changing Hands," Aug. 1, 1983). Its other properties, which will be sold to SFN, are: WJBF-TV Augusta and WTVM-TV Columbus, both Georgia; KCAP-AM-FM Helena and KVGQ-AM Missoula, both Montana, and WAPA-TV San Juan, P.R. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of Coca-Cola bottler, sold last May, also has food manufacturing and distributing and real estate interests. Root has also bought, WNDP(AM)-WVFL-FM Daytona Beach (BROADCASTING, Sept. 19, 1983) and WVFM-FM Lakeland, Fla., (BROADCASTING, Sept. 5, 1983). Action Jan. 6.

■ **WQRF-TV** Rockford, Ill. (ch. 39; ERP: 1,045 kw vis., 104.5 kw aur.; HAAT: 575 ft.)—Granted assignment of license from Lloyd Hearing Aid Corp. to Orion Broadcast Group Inc. for \$4 million. Seller is Rockford-based company, owned by Marvin 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. Action Dec. 20, 1983.

■ **WWLP(TV)** Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City (ch. 22; ERP: 4,170 kw vis., 417 kw aur.; HAAT: 877 ft.; ch. 22, 2,340 kw vis., 234 kw aur., HAAT: 1,152 ft., and ch. 20, 1,290 kw vis., 129 kw aur., HAAT: 3,060.9 ft.)—Granted assignment of license from Springfield Television Corp. to Adams Communications Corp. of Minneapolis for \$47.3 million. Seller is headed by William L. Putnam, and also is applicant for 10 LPTV's. Buyer is owned by Stephen Adams, Minneapolis-based banker who is also part owner of bottling company in Longview, Tex. It owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis, and WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Taverne City, and its satellite, WGTQ(TV) Sault St. Marie, and WILX-TV Onondaga (Lansing), all Michigan. He recently sold KIVA-TV Farmington, N.M., (BROADCASTING, July 4, 1983) and bought KAUZ-TV Wichita Falls, Tex. (see below). He now owns two AM's, two FM's and seven TV's. Action Jan. 9.

■ **KTAA(AM)-KZMO-FM** [CP] California, Mo. (1420 khz, 500 w; FM: 94.3 mhz, 1.32 kw, HAAT: 446 ft.)—Granted transfer of control of Town & Country Communications Inc. from Ernest and F. Lynn DeCamp (50% before; none after) to Ray R. Rouse and Susan Kay Rouse (50% before; 100% after). Consideration: \$1,000. Sellers are Ernest DeCamp (26%) and wife, F. Lynn (24%), who have no other broadcast interests. Buyer is equally owned by husband and wife. Ray R. Rouse was until recently engineer with ABC Radio. Susan Kay Rouse is a school teacher in Tipton, Mo. Action Jan. 11.

■ **KWK-AM-FM** St. Louis (1380 khz, 5 kw-D, 1 kw-N; FM: 106.5 mhz, 39 kw, HAAT: 560 ft.)—Granted assignment of license from Doubleday Broadcasting to Robinson Broadcasting for \$4.5 million. Seller is New York-based owner of two AM's and seven FM's, headed by Gary Ste-

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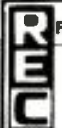
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vens, president. It recently bought WMET(FM) Chicago ("Changing Hands," March 7, 1983). Buyer is majority owned by Larry Robinson, chairman of J.B. Robinson Jewelers, a subsidiary of W.R. Grace. He also is principal owner of WBBG(AM)-WJIM(FM) Cleveland. Action Jan. 11.

■ WCOG(AM) Greensboro, N.C. (1320 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from WCOG Radio Inc. to Radio Station WGLD Inc. for \$200,000. Seller is owned by Meredith S. Thoms and her son, Matilann S. It has divested itself of its broadcast properties and cable system in Asheville, N.C., and recently sold WKLM(AM) Wilmington, N.C. (see "For the Record," Jan. 23) and WEAM(AM) Arlington, Va. (Washington). Buyer is owned by National Radio Broadcasters Association President Bernard (Bernie) Mann (60%) and his wife, Roberta F. (40%). They also own WKIX(AM)-WYYD(FM) Raleigh, N.C.; app. for AM at Salem, Va.; WGLD(FM) High Point, N.C., and co-located WOKX(AM), which they donated (see below) to make room for purchase of WCOG. Action Dec. 21, 1983.

■ WOKX(AM) High Point, N.C. (1590 khz, 1 kw-D)—Granted assignment of license from Bernard Mann and Roberta Mann to Agape Ministries Inc. Station was donated. Donor also purchased nearby WCOG(AM) Greensboro, N.C. (see preceding app.). It sold WOKX, in keeping with "one-to-a-market" rule. Recipient is tax-exempt North Carolina corporation, formed to promote Christian beliefs. It is headed by David J. Roddick, president. It has no other broadcast interests. Filed Nov. 15, 1983. Action Dec. 28, 1983.

■ WLNC(AM) Laurinburg, N.C. (1300 khz, 500 w-D)—Granted assignment of license from Laurinburg Broadcasting Co. Inc. to Contempo Communications Inc. for \$315,000. Seller is owned by George W. Phillips. Laurinburg Broadcasting was an original petitioner in FCC rulemaking on Docket 80-90, which led to proposed addition of approximately 1,000 new commercial FM's (BROADCASTING, Oct. 6, 1975, and May 30, 1983). Buyer is owned by James C. Clark (51%) and John W. Pittman (49%). They also own WFMO(AM) Fairmont, N.C. WLNC has CP for 2.5 kw-N with separate TL. Action Jan. 11.

■ WVCB(AM) Shallotte, N.C. (1400 khz, 500 w-D)—Granted assignment of license from Shallotte Broadcasting Co. to John G. Worell for \$30,000. Seller is owned by estate of Rufus D. White Jr. (50%), Alvin Earl Milliken and Auburn E. Dutton (25% each). Milliken also is permittee for co-located WAEM(FM). Buyer has no other broadcast interests. Action Jan. 9.

■ WVOT(AM)-WXYX(FM) Wilson, N.C. (1420 khz, 1 kw-D, 500 w-N; FM: 106.1 mhz, 23 kw, HAAT: 225 ft.)—Granted assignment of license from Century Communications Inc. to Voyager Communications III Inc. for \$1,750,000 including \$300,000 noncompete agreement. All-ownership of price is: WVOT: \$600,000 and WXYX: \$1,150,000. Seller is owned by Wade H. Hargrove (32.5%); Wade M. Smith and brother, Roger W., (22.5% each), and J. Harold Tharrington (22.5%); who are all partners in Tharrington, Smith & Hargrove, Raleigh, N.C.-based communications law firm. Buyer is owned by Jack P. McCarthy and Carl V. Venters Jr. (42.3% each), and Fred Setzer Jr. (15.4%). They also own WMFR(AM)-WMAG(FM) High Point, N.C. Action Jan. 16.

■ KBJH(TV)[CP] Tulsa, Okla. (ch. 47; 344 kw vis., 62.75 kw aurt; HAAT: 638 ft.; 486 ft. above ground)—Granted transfer of control of KBJH Inc. from Church of the Christian Crusade (100% before; 15% after) to Oral Roberts University (none before; 85% after). Consideration: will be 85% of expenditures—as approved by FCC—and is anticipated to be \$255,000. Seller is Tulsa-based Christian ministry headed by Rev. Billy James Hargas and is also licensee of KDLF(AM) Port Neches, Tex. Buyer is Tulsa-based private liberal arts college and graduate school with 4,100 enrollment, and headed by Granville Oral Roberts. Action Jan. 12.

■ KAST(AM)-KBKN-FM Astoria, Ore. (1370 khz, 1 kw-U; FM: 92.9 mhz, 99 kw, HAAT: 210 ft.)—Granted assignment of license from Kast Broadcasting Inc. to Youngs Bay Broadcasting for \$750,000. Seller is owned by Robert Chopping and wife, Margaret. They also own 60% of KOHU-AM-FM Hermiston, Ore. Buyer is headed by Earle M. Baker, chairman and chief officer of Art Moore Inc., Bellevue, Wash.-based broadcast rep firm. Other owners, none of whom have other broadcast interests, also work for firm. Action Jan. 11.

■ KZEL-FM Eugene, Ore. (96.1 mhz, 100 kw, HAAT: 870 ft.)—Granted assignment of license from Jayar Communications to Mike J. Pappas and wife for \$1,050,000. Seller is owned by Jayar Securities Corp., New York investment firm (50%); Charles R. Skinner, station general manager (25%); Peter L. Townsend, (12.5%), and his sister, Jeanette T. Brophy, homemaker (12.5%). It is also selling co-located KBDF(AM) (see below). Among sellers only Townsend has other broadcast interests, 14% of KEZY-AM-FM Anaheim, Calif. Buyers also own 35% of KTRB(AM)-KHOP(FM) Modesto, Calif. Action Jan. 11.

■ WCRO(AM) Johnstown, Pa. (1230 khz, 1 kw, 250 w-N)—Granted assignment of license from Century Broadcasting of Pennsylvania to Hamilton Communications Inc. for \$210,000. Seller is headed by Henry Gladstone, who is former announcer at WOR(AM) New York. None of owners have other broadcast interests. Buyer is owned by Robert J. Hamilton (70%) and James London (30%). Hamilton is national music director for RKO Radio and operations manager at RKO's KHJ(AM)-KRTH(FM) Los Angeles. London is North Hollywood, Calif., home improvement contractor. Action Jan. 12.

■ WTKN(AM)-WWSW-FM Pittsburgh (970 khz, 5 kw-U; FM: 94.5 mhz, 50 kw, HAAT: 810 ft.)—Granted assignment of license from WWSW Radio Inc. to Shamrock Broadcasting Co. for \$4,750,000. Seller is subsidiary of Blade Co., owned by William Block and brother, Paul Jr. Toledo, Ohio-based newspaper publisher and MSO, also owns WLIO(TV) Lima, Ohio, and WLFI-TV Lafayette, Ind. It recently purchased WDRB-TV Louisville, Ky., ("Changing Hands," Sept. 19, 1983). Buyer is Los Angeles production company and group owner—one AM, five FM's and two TV's—owned by Roy E. Disney and family. Action Jan. 11.

■ WADK(AM) Newport, R.I. (1540 khz, 1 kw)—Granted assignment of license from Key Station Inc. to Spectrum Communications Corp. for cancellation of \$500,000 indebtedness and release of all claims, plus half of station's resale value above \$500,000. Previous terms of sale between same two principals—for between \$600,000 and \$700,000 and incorrectly reported in "Changing Hands," Oct. 10, 1983—were renegotiated at request of seller. Seller is principally owned by Peter Kuypers, president of ancillary rights division of MGM/UA, and Peter G. Mangone Jr., president and CEO of Telecrafter Corp., Englewood, Colo.-based LPTV equipment supplier, programmer and group owner. Buyer is publicly held corporation headed by Harry Conlin, president. It also owns KYLT(AM)-KZOO(FM) Missoula, Mont. It will immediately resell WADK to repay bank debt. Action Jan. 12.

■ WJOT(AM)-WGFG(FM) Lake City, S.C. (1260 khz, 1 kw-D; FM: 100.1 mhz, 3 kw and HAAT: 295 ft.)—Granted transfer of control of Coastline Broadcasting Co. from estate of F. Arnold Graham Sr. (33 1/3% before; none after) to S. Charles Green and estate of James W. Floyd Sr. (33 1/3% each before; 50% each after). Consideration: \$177,500. Action Dec. 22, 1983.

■ WPKZ(AM) Pickens, S.C. (1540 khz, 10 kw-D)—Granted assignment of license from Charles E. Stovall to Tabernacle Christian Schools for \$150,000. Seller is East Point, Ga., minister. He bought station two years ago for \$225,000. Buyer is associated with Ministry of Tabernacle Baptist Church at Greenville, S.C. Dr. Harold B. Slightler is pastor. Action Jan. 11.

■ KELP(AM) El Paso (1590 khz, 1 kw-D; with CP to increase power to 5 kw-D)—Granted assignment of license from Good News Broadcasting Co. to McClatchey Broadcasting for \$590,000. Seller has also sold, subject to FCC approval, KRIZ(FM) Roswell, N.M. (see above). Buyer is owned by Arnold McClatchey, who is former general manager of KYMS(FM) Santa Ana, Calif., and veteran radio announcer. Granted Jan. 11.

■ KAUZ-TV Wichita Falls, Tex. (ch. 6, 100 kw vis., 10 kw aurt, HAAT: 1,021 ft.)—Granted assignment of license from Wichita Falls Telecasters II to Adams TV for \$10,925,000. Seller is principally owned by Ray Clymer and has no other broadcast interests. Buyer also purchased WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City (see above). Action Jan. 5.

■ WDIC(AM) Clinchco, Va. (1430 khz, 5 kw-D)—Granted transfer of control of Dickinson County Broadcasting Corp. from R.E. Baker, Vera S. Peters and others (100% before; none after) to Richard W. Edwards and others (none before; 100% after) for \$366,850. Previous sale of station for \$425,000, approved by FCC ("Changing Hands," Dec. 6, 1982), was never completed. Seller is owned by group of local stockholders who have no other broadcast interests. Buyer is owned by Edwards (49.4%), Birchleaf, Va., country-store owner; his father, Olney W., retired (1.2%), and Jerry Donald Baker (49.4%), Pound, Va., funeral home owner. They have no other broadcast interests. Action Jan. 9.

■ Lansing, Mich.—American Civil Liberties Union of Michigan has filed notice with U.S. Court of Appeals, D.C. circuit, appealing commission's decision (FCC 83-443) which denied ACLU's request for reversal of Review Board's grant of app.'s of Gross Telecasting Inc. for renewal of license for WJIM(AM) and WJIM-FM and grant of short term renewal of Gross's license for WJIM-TV Lansing. (Case no. 83-2308).

Et cetera

■ On Jan. 17, representatives of U.S. and Canada signed new bilateral agreement that takes immediate effect. It supersedes North American Radio Broadcasting Agreement (NARBA) insofar as United States and Canada are concerned. Resulting agreed assignment are included in new bilateral AM plan. They are set out in List I B attached to Part VII of Annex I to the agreement. Administrations of both countries wish to proceed further with carrying out needed adjustments before channels in question are opened up to submission of further app's. Accordingly, freeze on filing of app.'s for unlimited-time stations on 25 U.S. Class I-A clear channels (640, 650, 660, 670, 700, 720, 760, 770, 780, 820, 830, 840, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200 and 1210 khz) that commission announced in release of Nov. 18, 1983, will remain in effect for another six months. Freeze does not apply to app.'s for CP's that are mutually exclusive with app.'s for license renewal, nor to mutually exclusive app.'s that are timely filed in response to public notices of cut-offs.

■ Notice of Proposed Rulemaking—Commission has proposed eliminating rules that prohibit any party from directly or indirectly owning, operating or controlling three commercial AM, FM or television stations where any two stations are located within 100 miles of third and where there is primary service contour overlap between any of stations. Action came in response to petition for rulemaking filed by National Association of Broadcasters. Rules were adopted in 1977 to replace case-by-case approach of regional concentration issues. Commission asked for comments on adequacy of current rule, impact of growth of media outlets on diversity of voices and levels of competition in various markets and how rule should be changed if it should not be totally eliminated. It also asked for information on effect other provisions of multiple ownership rules, such as 'duopoly' and 'one-to-a-market' rules, as well as non-FCC limitations on ownership concentration such as antitrust laws, have on continued need for regional ownership restraints. (MM 84-19). Commissioners Fowler, Quello, Dawson and Patrick with Commissioner Rivera dissenting. Filed Jan. 12.

■ Commissioners granted 82 app.'s of Public Broadcasting Service for national network of station in Instructional Television Fixed Service (ITFS). Petition to deny, filed by Microband Corp. of America, was denied. Network of stations would be joined through PBS's satellite distribution network. PBS has agreed to assign its ITFS stations, upon request, to member PBS station serving community where proposed ITFS station will be located. (FCC 83-611). Commissioners Fowler, Quello, Dawson and Patrick with commissioner Rivera dissenting. MO&O adopted Dec. 30.

■ Commissioners have issued notice of proposed rulemaking on compensation to U.S. AM broadcasters for expenses they incur in mitigating effects of Cuban interference to their service. Action is in compliance with Radio Broadcasting to Cuba Act, enacted Oct. 4, 1983, which requires that while Secretary of State is seeking to settle interference claims against government of Cuba, interim assistance be available to U.S. broadcasters who are adversely affected by Cuban radio interference. Areas to be explored in rulemaking proceeding include: defining interference; establishing level of interference that will constitute pre-condition for compensation; determining qualifying interference duration periods; specifying types of expenses that would be compensable, and adopting procedures for application process, including whether it should be done by FCC, industry or combination of both. Statutory deadline for new regulations is April 2. Notice adopted Jan. 4.

■ Commission is seeking comments on its proposal to grant blanket section 214 authorization to allow telephone common carriers or their affiliates to provide cable television service outside carrier's telephone service area. Commission annually processes about 20 such app.'s and knew of no such app. that was denied. (CC 84-28). Notice of proposed rulemaking issued Jan. 16.

■ Commission granted Harris Corp. waiver of rules to permit type acceptance of its Model STX-1A stereophonic exciter equipment. (FCC 84-1). Order adopted Jan. 3.

■ Petition for reconsideration of action in rulemaking proceeding—amendment of section of commission's rules—additional city identification. Petitioner: National Association of Broadcasters. (BC 82-374). Filed Dec. 9, 1983.

■ Commission conducted lottery to determine tentative winner among low power television app.'s, Jan. 27 in Washington.

In contest

Legal activities

■ Los Angeles—Faith Center Inc. has filed with U.S. Court of Appeals, D.C. circuit, appealing FCC's order (FCC 83-530) affirming decision by Review Board that denied its app. for renewal of license for KHOF-FM Los Angeles. (Case no. 83-2295).

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Christian radio group owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street., Independence, MO 64052.

Research director. Leading AM/FM combo in Southwest needs aggressive and experienced research director to upgrade and expand call-out research. Compensation based upon experience. Incentives based on ability to generate additional call-out research clients. Growth company. Send resume and salary history to Box J-13. Position open now. EOE/MF.

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.

Absentee owner looking for general manager to buy large block of stock and take over operation of small market Illinois class A FM. Applicant must have management experience and the desire for partial ownership. Write Box J-112.

General manager: Upstate New York top rated A/C station. 27 years as number one in market. Want GM with strong, innovative sales orientation who understands that sales and growth go hand in hand. Should be creative and able to take charge. Resume, references and salary requirements to Box J-135.

Wrangell Radio Group (KSTK) is accepting resumes for the position of general manager at a 3,000 watt public radio station. Qualifications: 3 years management experience and a B.A. in communications or equal experience in related field. Applicant should possess strong management, financial and development experience. Wrangell is an island town in SE Alaska, with a population of approximately 2,500 people. Salary: DOE. Send resumes to KSTK-FM, Box 282, Wrangell, AK 99929. Attention: Barbara Caum, President. The Wrangell Radio Group is an AA/EOE.

Growing southeastern group needs general manager for newly acquired AM/FM combo. Solid, established AM; underdeveloped FM, poised for dramatic growth. The person we're looking for is strong on integrity, experience and enthusiasm. If you're interested in working for a respected company with first class people, outstanding fringe benefits, and unlimited potential, send your resume, references and salary requirements to Box J-164. EOE.

General Manager wanted with proven ability in profit-making and managing people. Daytime AM and 10 kw FM in medium Southeast market, with potential and goal of moving into major. Small group owned with growth as a goal. Box J-166.

GM - AM-FM - need immediate replacement. I'm moving to larger market. No better board of directors anywhere to work with. Good community. Unusual opportunity. 618—382-2345.

Development & public relations coordinator. WKYU-FM, the 100 KW public radio station of Western Kentucky University, seeks qualified person to plan and implement development and public relations activities. Position will be responsible for on-air fundraising, membership activities, volunteer activities; obtaining underwriting support, advertising and public relations. Candidates should have relevant university degree and demonstrated success in fundraising and/or public relations. Sales/advertising experience helpful. Excellent salary and benefits. Send complete resume with references to: WKYU-FM, c/o Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Operations manager. One of Maine's largest operations needs a leader. 50 KW A/C FM and full service AM seek a highly motivated self-starter with solid people management skills to oversee news, production, and programming departments. Management background a must. T & R plus references to Ron Frizzell, President, KISS 100/WLAM, 912 Washington Street, Auburn, ME 04210. EOE.

If you're a committed, mature radio executive (minimum 8 yrs. management experience), with national retail & sports sales orientation, looking for exciting turnaround opportunity as GM/GSM, here's your chance! We're a recently acquired ABC affiliate in leading Southern golf & resort area. For consideration, send resume to Box J-177.

Radio membership manager. Join an award-winning aggressive development staff at a station that is number one among stations in its market size. On-air membership campaigns, budgets, reports, planning, marketing, and special events. Good salary, benefits, and potential for advancement. Resume, salary history, and audio tape to Personnel, WMFE-FM, 15110 E. Colonial Drive, Orlando, FL 32817. EOE.

HELP WANTED SALES

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.

Top flight street salesmen needed for upstate NY suburban top 50 market. Great growth potential with growing company. PO Box 374, Planetarium Station, NYC 10024.

Reward yourself! If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Most areas of the country will require limited overnight travel. For full details call Bob Manley, 806—372-2329.

Opportunity to join growing central Ohio communications company as sales manager. High performance leader should be interested in assuming station manager position within a year. Sales products include regional 24-hour class B FM A/C format and country daytime AM, nostalgia/talk format. Compensation package: attractive base, generous bonus, fringes, opportunity for action option targets. Please send resume and record of achievement to President, WMVO AM/FM/CATV, Box 348, Mount Vernon, OH 43050. EOE.

Midwest station needs aggressive salesperson. Small market station owned by strong, young company. Resort area with unlimited potential. Send resume to KVIN, Box 419, Vinita, OK 74301, or call 918—256-7224.

Sales manager: Northern California 5000 watt "oldies rock & roll" station seeks aggressive experienced sales pro. Send resume to: GM, KMYC, PO Box 631, Marysville, CA 95901.

Chicago FM station looking for general sales manager. Must have 5 years + broadcast sales experience in both agency and retail. Good income and benefits. Please send resume to: Drew Horowitz, General Manager, WUSN Radio, 875 North Michigan Avenue, Chicago, IL 60611.

Sales manager who can do it all: sell, recruit, train sales staff, promote, merchandise. Calif. \$20-\$40K. Write Box J-143.

Small market pro. If you can make customers, not just sales; write, and produce your own copy; and hit the streets running, send resume to KVOU, Box 758, Uvalde, TX 78801, or call Gary Petty, 512—278-2555.

Three openings on two sales staffs. AM country - FM adult contemp. Established stations expanding. Excellent potential/benefits. Tell us about yourself. WSLC/WSLQ, Box 6002, Roanoke, VA 24017.

Account executive for small market university town, central Indiana. EOE. Contact Jinsie Bingham, 317—653-9717.

Local sales manager - Top rated AM/FM country station in 34th market looking for a skilled manager to assist GSM in sales training and coaching of a strong 5 member local sales team. Send resume with salary history and references to: Mike Bump, GSM, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. AA/EOE/M-F.

Account executive. Dominant, 100,000 watt regional, FM stereo, live adult contemporary by Fairwest. Dynamic market for self-starter with direct sales background. Prefer those from Oklahoma or surrounding area. Station is part of Oklahoma-Kansas chain. Upward mobility with energetic company. EOE. Write KXLS, 425 Bdw., Enid, OK 73701.

#1 rated country station in Missoula, Montana, is looking for aggressive, seasoned individual with successful track record of sales management. Salary potential \$20K plus. Call Paul Spranger or Mark Ward, 406—721-1290, or see us at RAB Sales Conf., Amfac Hotel.. EOE/MF.

Local sales manager for growing suburban station near Washington, DC. Excellent salary and benefits. RAB training a must, CRMC preferred. Respond in confidence to Keith Angstadt, GM, WQRA Radio, Box 1157, Warrenton WA 22186. EOE.

SM/partner needed for new acquisition. Will have ownership position & assist president in purchase of Cal. FM. Must have burning desire to run your dept. autonomously contemporary/ music background preferred. Generous compensation. Resume plus detailed outline of management philosophy to Box J-195.

Sunbelt growth market. If you're interested in making good money in America's fastest growing market as an account executive with our hot adult contemporary format, read on! Q-96-FM wants to see your resume. We have an opening for an account executive who can appreciate our dynamic growth market and equally saleable product. Our compensation structure is above the industry norm, and our climate on the Gulf Coast is truly tropical. No calls, please. Get us that resume now! Direct it to Maureen Knorr, Sales Manager, Q-96-FM, Route 22, Fort Myers, FL 33908. Q-96-FM is an equal opportunity employer.

Advertising account executive. Are you unique, creative and hardworking? KNIX AM/FM, a top adult radio station in the Phoenix market, is expanding their sales department and looking for exceptional individuals with various levels of experience. The organization is youthful, progressive, experienced, and successful! If you are prepared to work in an environment requiring commitment, not just compliance, mail your resume to: KNIX, PO Box 3174, Tempe, AZ 85281. Do not call.

HELP WANTED ANNOUNCERS

California radio, here you come! Immediate opening for strong-voiced, experienced, alert, community-savvy, AC announcer. Sports reporter BPB a plus. Award-winning station. Call Cecil Webb, KSUE, Susanville, CA 96130. 916—257-2121. EOE/MF.

Fast growing suburban NYC A/C accepting T & R for future consideration. Top island signal. Pros only. T & R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. No phone calls. EOE.

Plenty of production plus evenings/weekends at full-service MOR. Experienced only. Great facility, benefits, family city. No calls. Tape/resume: PD, WJTN, Jamestown, NY 14702—1139. EOE.

Well-rounded air person needed for announcing and production at #1 easy listening WSRS. Mature and mellow delivery for morning drive. Attractive New England area. Modern facilities. Salary open. Prefer that you live in the Northeast and have 3 to 5 years experience in commercial radio. Tape & resume to Les Ross, Operations Manager, WSRS, Box 961, West Side Station, Worcester, MA 01602. EOE.

Morning jock/MD with good production voice needed immediately for FM country music station in Delaware. Call 302—422-7575. EOE.

Announcers, broadcasting, radio, TV, Eng. Many openings. Tape and resume: Broadcast Center, 305—898-0337.

200KW AC FM wants top-notch adult morning person. Complete details including tape to: WSLQ, Box 6002, Roanoke, VA 24017.

Part-time announcers with minimum one year's experience in features. Adult contemporary sound. Locations in NYC and Northeast. Resume only to Box J-161.

HELP WANTED TECHNICAL

Chief engineer: for Wisconsin AM/FM station. Knowledge of AM directionals, automation, high power FM required. Group owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box J-95.

Chief engineer—100,000 watt FM, 5,000 watt AM. IGM automation, microwave. Must be an aggressive self-starter dedicated to quality work. Send complete salary history and resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

Chief operator/engineer. 5000W day, 500W directional night, four tower array. Top rated AM station in market. Be responsible for state-of-art transmitter and back-up, all day to day maintenance of all broadcast and studio equipment. Resume, references and salary requirements to Box J-136.

Chief engineer, WRAP/AM, Norfolk, VA. Good salary plus corporate benefits. Strong maintenance skills required. Call Dave Eldridge, 804—483-6300. EOE.

Virginia Beach - Chief engineer (operator) needed for AM/FM market leader. Nearly all equipment less than two years old and state-of-the-art, studio to antenna. Salary commensurate with background. Resume, salary history, references to Marjorie Crump, GM, WCMS AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls, please. AA/EOE/M-F.

Chief engineer. Winning AM/FM combination in very attractive South Florida location. EEO, M/F. Resume / salary requirements to POB 96, New York, NY 10185.

HELP WANTED NEWS

Morning news anchor needed for local news leader. Two years experience, strong, natural delivery, ability to handle several newscasts and street reporting. Tape & resume to Don Voltz, WTRC, Box 699, Elkhart, IN 46515.

NE Texas FM has opening for fulltime news director. Send tape and resume to KEMM, Box 1292, Greenville, TX 75401.

Reporter/Anchor for medium market AM/FM stations. Creative, motivated, hard-working journalists only. Resume to Box J-122.

Morning news person. Gather, write, and report. Must be experienced and dependable. Start February. WKAM/WZOW-FM, POB 497, Goshen, IN 46526. Bill Musser, 219—533-1460. EOE.

Experienced newperson. Good chance for advancement, great station. T&R to WLBR, Box 1270 Lebanon, PA 17042.

Morning newsmen wanted for AM-FM combo in southeastern New York. Prefer experience in commercial radio. Must be willing and able to work early morning hours. We want someone who's committed. Resume to Box J-150.

WAAV-WGNI has immediate opening for experienced news director. Resume, tape, salary history to Wally Voigt, 211 North Second St., Wilmington, NC 28401. EOE.

Sports broadcast journalists (prefer hint of Dixie in voice) for national telephone sports service. Send cassette and resume to James LaForge, 2253 South Avenue, Westfield, NJ 07090.

Radio news anchor: news broadcasting/reporting experience. Strong writing/on-air ability. Tape/resume to WING/WJAI, Box 2346, Kettering, OH 45429. EEO/MHF.

Southwest Florida powerhouse is seeking a hands-on news director for our nostalgia formatted-community involved radio station. Must be energetic and not afraid to dig. Send tape and resume to WKZY, 3440 Marina-town Lane NW, N. Ft. Myers, FL 33903. EOE/MF.

News, production, and program person wanted for southwest Missouri small market radio leader. The person we hire will be heavy in news. Experience desired. Tape and resume to: Tom Bair, KREI/KTJJ Radio, P.O. Box 461, Farmington, MO 63640. EOE.

News veteran with professional on-air delivery needed to host major local news block and anchor news on statewide radio network. Send tape and resume to News Director, WKIS-Florida Network, P.O. Box 740, Orlando, FL 32802. Immediate opening. An equal opportunity employer. No telephone calls!

News director wanted. Texas panhandle, small market. Self-motivated group advancement opportunity. Resume/references/tape with first letter. Box 56331, Little Rock, AR 72205.

News director for growing small market AM/FM combination. Midwest location. Competitive salary and benefits. Resume to Box J-184. EOE.

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.

Opportunity abounds: Love 16/XERF seeking experienced, stable program director. Would also do board shift. Adult contemporary format. Only experienced need apply. Send resume & references to: Love 16/XERF, 1805 Ave. F, Del Rio, TX 78840.

WUFT-FM, a 100,000 watt NPR station, seeks development director responsible for planning and implementing all fundraising, membership, public awareness and public participation activities. Individual will coordinate all grant requests and provide liaison with "friends" group, underwriters and other contributors. Maintains relationships with national, state and local grantor agencies. Position supervises two professional staff members and student and community volunteers. Qualifications: Bachelor's degree in communications, PR, advertising or related field; Master's degree preferred; 2 years development or fundraising experience with excellent interpersonal organizational and writing skills. Public radio experience preferred. Salary range: \$15,000—\$18,000, plus 18% fringe. Deadline: February 15, 1984. Send resume to: Chair, Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. The University of Florida is an equal employment opportunity/affirmative action employer that encourages applications from minorities and women.

Program director—WHO Radio. Wide regional coverage featuring news, farm, sports, information-talk. Prior broadcast program management experience is an important consideration as is a demonstrated promotional and creative capability. A successful record as on-the-air performer would be a positive influence. Send resume and salary requirements to Talmage Thompson, WHO-Radio, 1801 Grand Avenue, Des Moines, IA 50308. EOE.

Major market radio station looking for experienced country format-program director. Send resume to Box J-162. EOE/M-F.

Radio-TV writer/producer. Self-starter to produce news features, PSAs and other programming for major university. Degree in radio-TV or related field preferred. On-air experience in radio news and/or commercial production desired. Salary range starts at \$16,631. Apply to job #2324, Nancy Bowman, Employee Relations, Virginia Tech, Blacksburg, VA 24061, by February 10, 1984. EO/AA employer.

Hilton Head Island, South Carolina: contemporary beautiful music FM and adult contemporary AM in need of motivated program director who will serve as morning air personality on AM. Apply only if you are creative and a leader. Send resume and tape to: Carl McNeill, 14 Archer Road, Hilton Head Island, SC 29928. EOE.

SITUATIONS WANTED MANAGEMENT

Station manager or sales-PD combo wanted. Highly-ambitious station money-maker. 9 years in radio. Sales, announcing, PB, copy, and production. Want small or medium market, Midwest or Northwest. Currently employed. Write Box J-121.

Professional seeking management position with networks, group owners, or industry related business. Experience includes sales, announcing, public relations, and affiliate relations. Presently employed. Box J-126.

Successful GSM seeks GM or GSM position in Texas. Track record of big dollar increases. Excellent sales and programming background. Looking for growth situation. Box J-151.

Result oriented pro available to put money in your pocket! Seeking GM/GSM position at small/medium Sunbelt AM/FM. Currently earning \$30M plus incentives. Excellent credentials. Please provide market, station, money data when responding to: Box J-82.

Very successful sm/med. market VP GM. Over 12 yrs. management - single & combo. Excellent sales, profits, programming, collections. Professional, all areas. Stable, sales-oriented, RAB-trained. Good w/people. Compatibly employed, no hurry. Impeccable credentials. Prefer SE. Interview/move, my expenses. Box J-160.

Experienced bottom-line GM available due to station sale. Sales, programming, community involvement, plus. Prefer equity position in small-medium market in Florida or Southeast, but will consider all. Box J-169.

Florida GSM seeks GM position, strong sales and program background. Currently employed, marketing innovator. Wants medium market, profit making challenge. Box J-171.

Success is what we strive for, let me help us achieve it. 20+ years broadcast professional. Successful track-record on air, sales, programming & operations in top markets. Seeking owner or group president who'll give me a chance to prove myself as GM. I'm good, but only I know that. Let me sell you. Medium market west of Mississippi River. Box J-173.

Mgt. team - see our display ad under Situations Wanted Management. Box 06692, Ft. Myers, FL 33906.

General manager's position wanted. Presently employed but station is for sale. Have radio, agency and TV management experience. Box J-189.

General manager available now. Will consider medium and major market GM position. Strong in sales (CRM), promotion, budget, training of staff. Solid management background. Presently GM of top rated country FM radio station in top 100 market. Write Box J-192.

GSM medium market AM-FM. Built monthly sales of this turnaround by 500% without numbers. Formed and trained sales staff, packaged, promoted, sold, hustled to success. Ready for new challenge. Let's talk now for now or now for later. Box J-196.

SITUATIONS WANTED SALES

San Diego account executive seeks to relocate to LA Or SF. Consistently top performer. 20 years all aspects radio. Stable. Excellent credentials. Box J-185.

SITUATIONS WANTED ANNOUNCERS

Female broadcaster seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317—643-7956.

Trained, starving announcer seeking entry level position in your airchair. Will relocate. Call Bob Kale, 414—728-8972. Rt. 2 Box 268, Elkhorn, WI 53121.

Need a "can do" attitude around your station? Trained beginner gives 150% effort. Any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516—599-1143.

An incredible catch! Skyrocketing sportscaster seeks bigger field of play. Accurate, dynamic, distinctive PBP; entertaining, thought-provoking features; conscientious team player. If sports matters, write Box J-124.

Available now! Evening country or rock oldies shift preferred. Previous part time experience. Doug, 419—387-7761.

Experienced announcer looking to get back into business after sabbatical. Must be Midwest. 303—597-2531.

Male DJ looking for station in middle Tennessee. Great knowledge in music, love midnight shift. Mike McCoy, 312—864-3304.

Can wear 2 hats. 9 years computer operator; now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton. 212—297-4334.

Super Bowl's over. Free agent, dependable, dedicated to quality, community involvement, and ready to join your team in Florida. Tom Gillan, 703—534-0491.

Now available: WNVL, WQMF, WLCV, broadcast grad, 4½ yrs. related experience, RRT, degree, excellent oral, written, people skills. Hard working, enthusiastic, will relocate. Prefer South, surrounding states. Janet Lynch, Apt. 10, 858 Malabu, Lexington, KY. 606—269-6193; 3743 Deep Dale, Louisville, KY. 502—895-5208.

Enthusiastic, motivated beginner needs work! Can do jock and news. Great voice, B.A. in communications. Relocate anywhere, any shift, train on job. Michael Kielbon, 312—652-8319.

17-year veteran announcer/programmer/production pro seeks new challenge. Major market voice. Excellent references/track record. 717—367-1119.

Versatile - great for small market. Experienced in boardwork, writing, sales, prod., music. Good voice. Ross McIntosh, 2310 Dennison Ln., Boulder, CO 80303. 303—494-6541. Tape & res. available.

Energetic jock, also two years experience in PBP. Willing to relocate. I'm no superstar - I'm a hard worker. Dave. 412—731-9444.

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.

Suburban major market sportscaster wants move into major market. Professional baseball, major college PBP, with appointments and awards to my credit. Contact now. Box J-118.

Dynamic, professional sportscaster, 6-years experience, seeking medium to large market, sports or combo with news. Ready to move. Randy Kerdoon, 702—358-7849.

Sportscaster looking for first break. Baseball play-by-play is my forte. Contact Ken Scott, t413 169th Street, Hammond, IN 46324. Tape available.

News director/anchor, 2 yrs. commercial experience. Seeks new challenge in NE U.S. Anchor/reporter, etc. 518—374-8190.

Talented sportscaster/news reporter seeks challenging news or sports position. 5 years experience. Journalism degree. Kevin, 913—827-2383.

Top newscaster in #1 ADI seeks major market position as newsreporter. Willing to relocate for opportunity. Box J-167.

Texas: Competitive news director and/or morning anchor available June 1, along I-20 or I-35 from Dallas to Longview or San Antonio. Will also consider Bryan or McAllen areas. Box J-170.

Experienced news pro. Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve. 904—769-5350.

Super sportscaster - 2 years experience. Excellent reporter and talk show host. Can also do news and newstalk. Looking to relocate. To contact, call 215—664-7644, Mitch.

Award winning PBP. I offer experienced sportscasting to college/university market. Desire to settle down in a pleasant working atmosphere. Prefer Midwest setting, open to anything. Call Bob, evenings, 316—251-0439.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program director with excellent track record in various formats. Eight-years experience. Northeast preferred. Box J-119.

MM female announcer with oldies programing track record seeks small or medium market PD position with stable, growth-oriented company. References. 415—222-6283.

Major market program - news director now available. After working four years as operations manager for International Broadcast Syndications, I've decided to "go it alone". I'm looking for a "full-service" adult-oriented MOR or a "news/talk" operation in a top fifty market. I'm a totally sales-oriented and highly promotional broadcaster with 22 years of experience in markets such as New York, Baltimore, Washington, Miami and Salt Lake City. I like to create workable sales promotions which build station revenues. Call Don, 813—627-3547.

TELEVISION

HELP WANTED MANAGEMENT

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 - An opportunity is available to become the national sales manager of KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include either 3 years of national television rep experience or three years as a national sales manager for a television station. In addition, local television sales experience is preferred, but not required. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

General manager. ABC affiliate in Hawaii. Prefer three to five years experience. Must be experienced in budgeting/cost control, with strength in sales. Send resume and salary requirements to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. An equal opportunity employer.

Local sales manager: street wise manager for western Colorado market. Direct accounts are 99% of business. Ideal opportunity for street fighter to step into management. 3-5 years television sales required. Local economy on the edge of energy boom. Excellent salary, commission, and benefits. Resumes to Steve Robinson, Station Manager, KJCT-TV, Box 3788, Grand Junction, CO 81502. EOE.

General manager - top group 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-146.

General manager. New station, small Texas area (Greenville, Sulphur Springs, Commerce), seeks professional general manager with three-five years experience in station management. Staff of twenty in place. Must have some knowledge of programming, budgeting, news, administration, community relations, and heavy sales experience. Station affiliated with JPD and INN networks. Compensation commensurate with experience. Send resume to Jim Runyan, Channel 18 Television, P.O. Box 837, Cumby, TX 75433.

News director: want to be a part of the management team of a growing company? Enjoy being first and best with all the news, and no sales manager pressure? Join an award winning team on booming tropical Guam. Journalism degree preferred, on air experience required. Excellent benefits, salary open. Send tape and resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, GU 96910.

HELP WANTED SALES

Co-op specialist - an opportunity is available to become the co-op specialist working as part of the sales team at KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include at least two years of co-op experience with a television or radio station, newspaper or major retailer. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Group-owned network affiliate in medium size South-eastern market is looking for an aggressive local sales manager. Minimum three years successful local sales experience in television broadcasting with proven track record and ability to train and motivate; management experience preferred. Send resume to Box J-134. An equal opportunity employer.

General sales manager: group-owned network affiliate in mid-Atlantic seeking goal-oriented general sales manager. Ability to lead, motivate and direct rep and local sales staff along with management and communications skills a must. Candidates must have previous management experience and proven track record. Send resume and compensation requirements to: Box J-142. All replies strictly confidential. EOE.

Sunbelt TV station. Experienced, broadcast salesperson. Send resume to: Joe Ryan, KCIK-TV, 3100 N. Stanton, El Paso, TX 79902. No phone calls, please. EOE.

Account executive. Immediate opening for an aggressive, self-starter to join the number 1 station in the market. Some sales experience necessary. Send resume to J. Vandergriff, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. Qualified applicants will be contacted for a personal interview. EOE.

Account executive. Established Boston independent looks for experienced TV spot account executive to handle major agency list and sales development assignment. Need prior exposure to the Boston buying community. Money commensurate with experience. All replies in confidence. Send resume to General Sales Manager, Box C25, Needham Heights, MA 02194.

HELP WANTED TECHNICAL

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.

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.

Maintenance engineer. Video production company. Need immediately! Fast growing video/audio production company looking for top notch maintenance engineer. Must have experience on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Serious inquiries only. Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317—844-7403.

Chief engineer and transmitter supervisor needed for new CH33, Miami/Ft. Lauderdale market. Applicants must have worked in this position for two years or more. Salary commensurate with experience. Call or write to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 East Randol Mill Road, Arlington, TX 76011. 817—265-2100.

TV Broadcast maintenance engineer/operator: Minimum 5 years experience. Experience with studio remote cameras; all formats of video tape equipment; switchers; graphics; computers; Telecine equipment; microwave; audio; and digital video equipment. Salary commensurate with ability and experience. Send resume to Chief Engineer, WSMV, PO Box 4, Nashville, TN 37202.

Chief engineer. Video production company. Chief engineer for major production/post production. Experience must be qualified on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Also, must have systems experience for future expansion requirements. Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317—844-7403.

Engineer: for Southeast station. Responsible for on air switching and master control operations. FCC license required. Minimum two years electronics training at a reputable institute and minimum two years experience in television engineering. Qualified applicants should send complete resume to Box J-132. EOE.

Maintenance engineer. Video production and post production facility has openings for senior and junior maintenance engineers, studio and remote, to service state-of-the-art equipment including CMX editing systems, 3/4" to 2" VTRs, Grass Valley systems, digital effects and camera maintenance. Salary open. Send resume to Bert Morales, Flite Three Recordings, Ltd., 1130 East Cold Spring Lane, Baltimore, MD 21239.

Videotape operator/engineers: production facility is seeking qualified videotape operator/engineers. If you would like working in Colorado, quality on Ampex/Sony 1", Sony BVU's and have organizational abilities, contact: Jerry Ebberts, Chief Engineer, Telemation, 7700 E. Iliff, Suite H, Denver, CO 80231. 303-751-6000.

Chief engineer for small market VHF station. Responsible for FCC compliance, supervision of maintenance engineers, and maintenance of all station's equipment, including Ampex, RCAVTRs, JVC & Sony ENG, Gates transmitter, American Data switcher, Chyron, et al. General telephone or SBE certification required. Send resume to: Jim Bernier, Jr., Acting Chief Engineer, WWNV-TV, 120 Arcade Street, Watertown, NY 13601.

Technical director needed to work in major market production house/television station. Experience required in the following areas: live audio sessions, CMX editing, Chyron IV. FCC license required and all applications must be received no later than February 20, 1984. Resume to Box J-179.

Mtce. Eng. Will repair: LDK-6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor, remote control AM/FM/TV, 16 Ikegami cameras 77-83's, over 70 Sony 3/4 VTRs, 3 frequency agile ENG trucks, 3 rotatable ENG pick up systems, RS 422 machine control, RS 232 routing SWR system - FM stereo with digital SCA, - AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. First or gen FCC license mandatory. EOE. Send resume to J.D. Weigand, KFMB-TV AM & FM, P.O. Box 80888, San Diego, CA 92138.

Immediate opening for a technical director on the move upward. Eastcoast major market television needs you now. Work with latest state-of-the-art equipment in a new studio control room. We need your experience with CMX editing, live audio sessions and the Chyron IV character generator. Apply today. Resume to Box J-180.

Chief engineer for independent UHF station and production facility. Five years experience in repair and maintenance of broadcast equipment required. Good knowledge of UHF transmitters, supervisory skills, FCC reporting, and budget management also required. EOE. Call for more information. Robert Munoz, 915-533-1414.

Chief TV engineer. WYCC-TV, channel 20, Chicago's newest instructional PBS television station. Experience required in all facets of maintenance and production including switches, UMAT, UHF transmitter and microwave relay. Experience in studio operations required. Chicago residency required after six months' employment. Send resume to: Elyne Chaplik, 30 East Lake Street, Chicago, IL 60601. An equal opportunity employer, M/F.

Studio maintenance supervisor for WPDE-TV, Florence-Myrtle Beach, a well-equipped ABC-TV affiliate in eastern South Carolina. Will be responsible for repair and maintenance of all studio equipment. Two year electronics degree or equivalent and first class license preferred. Minimum of two years experience in TV maintenance required. Send resume to Jimmy Gamble, WPDE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

HELP WANTED NEWS

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.

Primo People, Inc. now accepting tapes and resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

Top 100 market station in Illinois needs a producer with excellent writing skills and solid news judgement. Must know how to work with people. Two years experience preferred. Excellent salary range. Send tape and resume to Tom Salzan, News Director, WRUA-TV, 500 N Stewart Street, Creve Coeur, IL 61611. EOE.

Investigative reporter. We want an aggressive, self-starting journalist with an appetite for digging and a flair for production. We have the track record in the nation's 17th market. We want someone to pick up the baton and continue the race. You should have a minimum of three years news experience, including investigative work. Send tape and resume with salary requirements to Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

TV news photographer. Shoot and edit ENG for top rated station in South Carolina. One year minimum experience. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV P.O. Box 367, Columbia, SC 29202. EOE.

Reporter/photographer. Can you report, shoot & edit? If you can and have at least one year's experience (college & cable don't count), send tape and resume to Jacque Minnotte, KIII-TV, Box 6669, Corpus Christi, TX 78411. No phone calls. EOE.

Accepting resumes for creative line producer for fast paced, highly visual newscast in medium market, network affil. Salary needed, sell me in your letter. Resume to Box J-141.

Weathercaster. California top-20 affiliate looking for an experienced TV weathercaster. Latest computer technology available. Duties will entail some reporting. Send resume and tape (including weathercast and reporting) to Roger Bergson, News Director, KXTV, Box 10, Sacramento, CA 95801.

Reporter: stuck in a small market with no room to grow? Cold winters getting to you? Have a nose for news? Come to Guam's year round tropical shores. Excellent benefits and starting salary. Journalism degree preferred, on air experience required. Send resume and air tape to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, GU 96910.

Part-time TV reporter. Daily broadcast - New York/Tokyo. Must speak Japanese & English. Experience preferred. Send resume to Box J-168.

Assignment editor for California top-20 affiliate. Station undergoing major news expansion. Only experienced desk people need apply. Send resume, statement of news philosophy, and references to Roger Bergson, News Director, KXTV, Box 10, Sacramento, CA 95801.

News producer - if you're a rookie, don't apply. We need an experienced, aggressive TV journalist with excellent people skills to produce our 6 & 11 PM award winning newscasts. We're #1 in the market and intend to stay there. Super facilities, super benefits; super profit sharing. Send resume to Box J-176. EEO.

Seeking assignment editor who's aggressive, self-starting & creative, to work with 24-person staff. Must be experienced & have live ENG knowledge. Accepting resumes until Feb. 13. Send to Box J-178. An EOE.

ENG editor: must have two years experience editing 3/4" news. Speed and creativity a must. Send tape and resume to: Ned Warwick, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

News director. KWTW, CBS station in Oklahoma City, is looking for news director to supervise number one news operation in the state of Oklahoma. Must have at least five years of experience in broadcasting or news management and be able to work with aggressive management team. Send resume and references to Duane Harm, President, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M/F.

News anchor-producer. Must have one year on-air experience, strong writing, producing skills. Good attitude a must. Send tape and resume to Karen Carlsen, News Director, KESQ-TV, ABC, P.O. Box 4200, Palm Springs, CA 92263.

Weather anchor. Must have 2-3 years on-air experience and a college degree. Duties include collecting weather data, producing and anchoring weather specials, creating and implementing computer graphics, and engaging in periodic public appearances. Send resume and videotape to: Jim Holland, News Director, 980 James Street, Syracuse, NY 13203. Absolutely no phone calls! We are an equal opportunity employer.

Anchor—need strong, aggressive news personality to complement our female 6 and 11 p.m. No beginners. Major California market. Resume and salary requirements to Box J-188.

News director—knowledgeable, experienced, ability to handle people, and budgets. The person we want knows what it takes to put together a fast paced audience winning news program. Top 100, Midwest. Salary mid twenties, DOE, negotiable. EOE. Resume to Box J-193.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Videographer wanted to work in NYC corporate communications. Must have three years professional experience in location and studio lighting; location shooting (Ikegami 3/4"); basic engineering; 3/4" computerized editing. Send resume, no reels, to Box J-111.

Ready to move up, assistant promotion directors? If you're number two and ready to be number one - here's your opportunity. We are a competitive mid-Atlantic medium sized market looking for someone creative with three to five years experience in television promotion. As a major broadcast group and network affiliate, we offer a competitive salary, excellent fringe benefits plus unlimited growth potential. Send your resume in confidence to Box J-115. EEO.

Creative services coordinator: top station in 30th market seeks highly creative person to produce first quality station campaigns, oversee video and conceptual elements of all promotional spots. Must be able to take on a campaign and deliver highest quality writing and production. Not for beginners. Salary \$25,-30,000, depending upon qualifications. Send tape and resume to Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

Producer/director. Medium size Northwest Rocky Mountain affiliate seeking mature individual capable of punching own newscast. Experience in commercial producing required, as well as the ability to train and supervise. One inch and Chyron 4100 knowledge helpful. Send resume and tape to David M. Priest, Production Mgr., KBCI-TV, P.O. Box 2, 1007 W. Jefferson, Boise ID 83707. EOE. No phone calls, please.

Promotion manager. WPHL-TV, Philadelphia's major independent station, is seeking a top professional, skilled in on-air promo techniques, radio production, TV production, sales promotion and print. Creative writing talent essential. Media buying experience helpful. Must have minimum 3 years experience, preferably in an independent television environment. Send resume, tape and print samples to: Personnel Dept., WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131 EOE,M/F. No phone calls, please.

Seeking an experienced producer/director to switch news, entertainment and public affairs programming. Must be familiar with all phases of control room and studio operations and state of the arts equipment. Forward a complete resume and salary requirements to Charles Bradley, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

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.

Producer-director for upper Michigan PTV station, WNMU-TV. Emphasis on public affairs programs, call-ins, specials, on-air fundraising, some ITV and live remote production. Excellent state-of-the-art equipment. Requires Bachelor's degree in appropriate field and 3-5 years TV production experience. Journalism or news background helpful. Salary starts \$15,975. Excellent fringe benefits. Resumes postmarked by February 3, 1984 to Personnel Office, Northern Michigan University, Marquette, MI 49855. AA/EOE.

Promotion producer. Major market TV station seeking individual responsible for writing, editing and production of on-air promos. Experience in copywriting and production is required. Two 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.

PM Magazine co-host/producer to work with female co-host/producer. The successful candidate must be creative in story/feature producing. Send resume/audition tape to: Personnel Manager, Box 2115, Huntington, WV 25721. EOE/M/F.

PM Magazine photographer/editor. Top 50 market. Story production ability desired. Send resume to Box J-190. EOE/M.F.

Promotion director - creative person who knows how to make a station's promotion come alive and still handle the administrative details to make it happen. 2 years experience required. Send resume and tape to Jan Stanley, KLAS-TV, Box 15047, Las Vegas, NV 89114. EOE.

Producer/director. Cultural affairs. We have an historical documentary and a major jazz festival in immediate need of attention. If you have three years demonstrated experience as a producer, with good visual and writing skills, send your resume and 1/4" cassette today to: Dick Hoffman, Senior Producer, WPBY-TV, Third Avenue, Huntington, WV 25701. Salary \$16,000-\$20,000. EOE.

Hands-on director - medium Mid-western market. Heavy local production station. Experience with high-tech production equipment a must. Send resume with salary history to Box J-191. An EOE.

SITUATIONS WANTED MANAGEMENT

Seasoned broadcaster, 26 years experience all phases, seeks general managership. Community involved, people oriented, bottom line trained. Excellent track record, references. All markets considered. Box J-120.

GM, currently employed, medium market, seeks similar position in climate warmer than Northeast. Background strength in sales, programming, news, cost control. Dynamic individual looking for a new challenge in warmer place. Impeccable references. Contact Box J-163.

General manager. Tremendous track record. Vince Lombardi type. Over achieve goals by meticulous planning and aggressive execution. Currently employed. Box J-174.

You need our general manager, Bill McDonald. We, his staff, have paid for this ad. He is a great general manager. Skills include: budgeting, personnel management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does projections. Station sale makes him available to you. Call him: 512-727-7799.

SITUATIONS WANTED TECHNICAL

Master control operator. Switcher, videotape, camera set-up, etc. Conscientious, hard worker. Willing to relocate. Call Tom, 413-732-1537.

SITUATIONS WANTED NEWS

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Meteorologist looking for entry into television. Four years radio experience, limited television. Young, ambitious. Tape available. Jeff, 814-234-6240.

Broadcast meteorologist looking for position. Eager, credible, experienced. For details, please call collect, or write Marc P. Mailhot, A/K/A Marc Ross, 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

Washington bureau chief - looking to get back to reporting/anchoring in large or major market. Network experienced, award winner, top talent. Box J-133.

Enterprise reporter. Good ratings, multiple awards. Superior writing, planning and production skills. Call Pete, 717-823-9665.

Attention small markets: news reporter/producer with limited anchor experience. If you need a dedicated, aggressive and hard working addition to your news department, call Margaret Miller, 501-443-4565. Will relocate.

Sports anchor/PBP. Looking for major college-pro PBP opportunity and/or organization making serious commitment to sports coverage. 10 years exp., former TV-radio SD, M.S. communications. Tom 417-782-0031.

2 1/2 years broadcast news experience, mass communications degree (cum laude), hard worker, good writer, determined newsmen. Currently employed in TV, want to relocate. Patrick: 804-358-4356.

Meteorologist who takes a viewer's approach to the weather is seeking a position in any small or medium market. Some TV experience. Box J-194.

News director - 20 years broadcasting experience, 15 years as television news director, seeking larger market. Excellent news gathering and assignment abilities, business and administrative skills. Experience includes recruiting and training entry-level reporters, film and ENG. Willing to relocate. Carl Loveday, 48 South Acres RD3, Plattsburgh, NY 12901. Bus: 518-561-5555.

10 year veteran of broadcast journalism seeks large-market reporting position. Earned numerous awards for reporting while in radio and am presently a top-30 market television assignment editor. I also have extensive management experience. Reply Box J-159.

TV reporter eager to move to larger news operation. Crisp writing style and good story telling ability. Prior experience as print and radio reporter. 215-259-7671.

Entry news/sports. Looks, personality, aggressive, great potential. Let's talk. William, 201-572-2912.

Weatherman - experienced, mature, personable, seeks spot in small to medium market. Strong meteorological knowledge, feature and environmental reporting skills. Salary and location flexible. 319-326-1250.

News - I am interested in moving into TV news. Lots of radio experience. I need a place to start. Excellent writer for news, sports, weather. To contact, call 215-664-7644, Mitch.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

Intelligent, creative, hard working, communications broadcasting graduate looking for an entry level position in video/film production. Experienced. Will relocate. Call Vero, 516-694-7580.

BA in TV & film graduate looking for position with video/film production organization or related services. Experienced with remote video, editing, filmmaking from conception to completion. Call Jeff, 703-961-2632.

Move over, Donahue! Major market newswriter and producer in tune with woman audience seeks producer/associate producer position on talk show or magazine format. Write Box J-175.

Promotion - are you looking for a strong team member who can offer you intelligence, creativity, organization, and strong interpersonal skills? Solid background in production, sales, writing, TV & print promotion. Relocatable. 203-453-5719.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Part-time media and public speaking consultant to provide services for prestigious firm specializing in communication training for corporate and political leaders. Prefer on-air reporting/interviewing experience. Teaching experience a plus. Flexible schedule a must. Must not be currently active in broadcast journalism or with a competitive firm. Send resume, availability, and expected fee immediately to Martel & Associates, P.O. Box 283, Villanova, PA 19085.

Public broadcast station is inviting applications for a probable July, 1984 opening as marketing manager. Degree and two years' experience marketing broadcast services preferred. Minority and female applications are especially and specifically invited. Letters stating interests, with vita, should be addressed to Barry Baker, KATV-TV/FM, 1900 Eighth Ave., NW, Austin, MN 55912. Deadline is February 28, 1984. KATV is an equal opportunity employer.

HELP WANTED INSTRUCTION

Associate dean. Graduate studies. Twelve-month appointment, beginning Fall semester, 1984. Position carries faculty rank in advertising/public relations, broadcast/film, journalism, or speech communication. Individual will teach, conduct research, provide leadership, administration, and coordination for growing graduate programs in the school of communication. Applicants should have doctorate and strong record of teaching and research. Send letter, vita, and three letters of recommendation to: Dr. Ed Mullins, Dean, School of Communication, University of Alabama, Box 1482, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

University theatre department seeks experienced television theory & production teacher for graduate & undergraduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student & departmental productions for cable TV programming. Ph. D. required &/or extensive professional background. Apply: Alvin Keller, Chairman, Theatre Department, California State University/Fullerton, Fullerton, CA 92634. Application deadline: Feb. 15, 1984. Title 9/AA/EOE.

The University of Southern California school of journalism anticipates up to three tenure-track assistant/associate professor appointments for the 1984-85 academic year. The position in broadcasting requires ten years' experience with major national and international broadcasting organizations, solid background in news and public affairs with an emphasis on writing and production, substantial electronic publications, and thorough understanding of history, ethics, and law. Applicants are also sought in public relations and in history, law, and freedom of the press. Advanced degrees preferred; salary and rank commensurate with qualifications. Send letters of application, resumes, references and sample publications immediately to: New Appointments Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. An AA/EOE.

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 prepares students for leadership positions 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/EOE.

The department of speech communication, The Pennsylvania State University, seeks an instructor in telecommunications, fulltime, fixed term appointment, for the 1984-85 academic year. Salary competitive. Duties will be to teach introductory audio and video courses, supervise a student radio station, advise undergraduates, and perform other duties as designated by the department head. Applicants must have completed Master's degree (or ABD) and have at least three years teaching and/or professional experience. Preference will be given to those with superior teaching ability and scholarly promise. Application deadline is March 15, 1984. Send resume, reprints (or other examples of scholarly work), and three letters of recommendation to Dr. Peter Christenson, Professor In Charge, Telecommunications Major, 211 Sparks Building, Box BC, The Pennsylvania State University, University Park, PA 16802. An equal opportunity/affirmative action employer.

TV/radio instructor or assistant professor. The department of speech communication and theatre in a small, church related, liberal arts college is seeking instructor/assistant professor to teach radio/television and introductory speech courses. Curriculum related to production of a 1.3 kw radio facility and cable access TV studio. Tenure track. Ph. D preferred; Master's degree and some teaching experience essential. Send letter, vita, and three letters of recommendation to Jerry Martin, Chair, Dept. of Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

Reagan chair of broadcasting, academic year appointment, beginning Fall semester, 1984. The school of communication at the University of Alabama seeks applications for permanent, senior level, position in the department of broadcast and film communication. Applicants should have doctorate, strong teaching and research record, and commitment to continued scholarly productivity. Individual will teach and conduct research in telecommunications issues, management, news, policy (or combination thereof), relating telecommunications to professional concerns, policy, or society at large. Chair was made possible by a gift from an Alabama citizen, to honor President Reagan's life and public service record, and to improve broadcast education in the United States. Applicants should send letter, vita, supporting materials, and names of four references to: Dr. James A. Brown, Chairman of the Search Committee, Reagan Chair of Broadcasting, School of Communication, The University of Alabama, Box D, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

Assistant professor, academic year appointment, starting Fall semester 1984. Person will teach and conduct research in some combination of broadcast/mass communication history and analysis; radio, TV, cable, programming, production and news/public affairs, depending on abilities and interests. Applicants should have doctorate (ABD considered), potential for and commitment to research and professional service. Production experience a plus. Send letter, vita, three letters of recommendation to: Dr. James A. Brown, Department of Broadcast and Film Communication, School of Communication, University of Alabama, Box D, University AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

Faculty position. To teach undergraduate courses in broadcasting, including radio production, and other courses, such as radio newswriting, depending on individual's qualifications and the needs of the department and the two public radio stations it operates. Ph. D. preferred, in journalism or mass communications, but will consider those with a Master's. Salary and rank open. Send correspondence and credentials postmarked no later than Feb. 15, 1984, to Dr. Joseph Zabin, Chairperson, Mass Communications Department, University of Wisconsin, La Crosse, WI 54601. 608-785-8368. AA/EOE.

Broadcasting assistant professor to teach television production and related lecture courses for large undergraduate program with liberal arts emphasis. Appropriate production experience required; advanced degrees preferred; teaching experience a plus. A permanent tenure track position. Start September, 1984. Salary for ten month academic year is open and competitive with usual benefits. Send letter, resume, and names of three references by 14 February 1984 to: Dr. Joseph L. Peluso, Dept. of Communications, Seton Hall University, South Orange, NJ 07079. EOE/AA.

Western State College of Colorado is seeking a multi-disciplinary TV, radio and theatre person to produce quality audio and video production for college TV programs and FM radio station, to develop TV/theatre production interfaces, and to teach in media and theatre. Fluency in Spanish or French desired. Ph. D. required for tenure track. Write for details to: Ted C. Johnson, Chairman, Division of Humanities, Western State College, Gunnison, CO 81230. 303-943-2045. deadline: March 1, 1984. An AA/EOE.

Broadcasting: faculty position, tenure-track in the department of communications, rank and salary open. Terminal degree desired. Candidate must have a record of successful production of radio and television programming and college teaching experience. A commitment to excellence and enthusiasm in the classroom and in production work is essential. Persons with only the Master's degree will be considered only if there is substantial professional media experience and demonstration of college teaching ability. The person employed should be prepared to teach introduction to broadcasting, radio production, television production, broadcast news reporting, broadcast and cable management. The ability to teach oral communication, communication law, and/or mass communication theory is highly desirable. Duties will include teaching 10-13 hours per semester and producing at least one series for the college's new cable television operation. The person employed will work with the department head in developing a comprehensive program in telecommunications and will be expected to become a driving force in the development of a dynamic, growing communications program. Send a letter of application, a detailed vita, and three current letters of reference to: Dr. Ray Malzahn, Dean, School of Arts and Sciences, Missouri Southern State College, Joplin, MO 64801. Deadline for applications is March 15, 1984. Position available August, 1984. Missouri Southern State College is an EO/AA employer.

Assistant/associate professor for 9-month tenure-track position anticipated for Fall, 1984 to teach writing for television, radio, EFP/ENG, and basic production in television and/or radio. Ph. D. plus professional and teaching experience required. Established and recognized program, with well equipped facilities. Salary commensurate with qualifications. Minorities and women are encouraged to apply. Send letter of application, resume/vita and current references by February 20, 1984, to Broadcasting Search Committee, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

HELP WANTED SALES

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

Electronics consulting engineer (BSEE). Small international consulting firm needs engineer for design work in VLF to HF antennas (computer aided); communications, navigation and broadcast stations; computer programs and monitoring systems. Two+ years experience required. Must be eligible for U.S. security clearance. Salary from 30K to 50K. Please send resume to Mrs. Kathy Scutt, Kershner & Wright, 5730 General Washington Drive, Alexandria, VA 22312. EOE.

Video engineer: University of Detroit seeks video engineer with minimum two years technical school and two years experience in cable or broadcast TV. Applicant must have equipment maintenance ability. Salary dependent upon qualifications. Send application by February 13 to Dr. Vivian Dicks, Communication Studies Department, University of Detroit, 4001 W. McNichols, Detroit, MI 48221.

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.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide 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.

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.

Used videotape. 2 inch and 1 inch. Cash for all brands, in lengths of 60 and 90 minutes. Will pay for shipping. Carpel Video, Inc. Call collect, 202-296-8059.

Donate radio equipment? Small private college beginning a new communications program would appreciate any donation of equipment suitable for an educational radio station. Please be advised that any such contributions are tax deductible. Please contact: Larry Newman, Keystone Junior College, La Plume, PA 18440, 717-945-5141.

FOR SALE EQUIPMENT

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Broadcast equipment for sale. Sony V02860 VCR's, RCA TK-27 film chains, Phillips PE250 studio cameras, convergence ECS-1B editors. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

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.

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.

TK-28 film islands. 2 avail., low price. Call Bill Kitchen, 404-324-1271.

Rent a complete computerized traffic and billing system. \$99 per month and up. 714-652-5141.

5 TK-76 cameras. 3 ITC 350 ENG cameras, excellent condition. Zoom lens - multi-cables, battery belts. Call Carl Smith, 405-843-6641.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters & proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control & STL links, Marti RPU equipment. David Green Broadcast Consultants, Box 590, Leesburg, VA 22075. 703-777-8660; 6500.

Adda ESP 150C still store with 3 drives. Each drive stores 150 frames. Chyron III titling system 4 fonts disc drive. Chyron III font compose for making up new logos. Chyron IV 6 fonts dual disc drive. All equipment in good operational condition. 201-444-2911.

Videocassettes. 3/4" Sony \$4.99. Broadcast quality U-matic, 100% guaranteed! Chyron evaluated, reprocessed, delabeled, degassed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

Harris system 90 automation system with logging. Call 404-487-5135.

Ampex VPR-2B, Grass Valley 1600-1L, Bosch Fernseh KCP-40 camera, Vinten Mark V, Vinten OB dolly, CBS 8000 enhancer, Conrac 6142 19" monitor, Sigma CSG-360 Sync generator, Conrac SNA-9/Tektronix 528, teleprompters: QTV VPS 100-4, VPS M-14, Vinten Digivision; editing system: Convergence ECS 1-B, Sony 2860, Telemation TAM-105 Audio mixer, Sony 17" KVM-1720, Sony TC-650 1/4" 2tr. R to R, 2 Scott speakers, 4 Shure mixers, Ramko DA Sansui amp., Custom console and cabinetry, BTX shadow, 3 Mole Baby Juniors, 6 Mole Baby Babys. Mr. Boucher, 617-244-6881.

Optimod 8000. Recently factory calibrated with new chips. \$1800 or best offer. Two Durrough FM DAP's Modified matched pair 310's. \$1500 for the pair. Pat Martin, WRKR, 414-552-8787.

McMartin BA1k, Collins 20-V3, Skully, Schafer, Teac R/R. ITC, TCM, Carts, Tower 220. Moseley, Marti remotes. All equipment of KXXN, Santa Barbara. 805-964-3094.

For sale or trade. 2 Otari MX505QXH 4SH 10" reel to reel 4 channel tape recorder. \$1500/recorder. Call 303-753-0043, Bob.

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.

RADIO PROGRAMING

Polka Music Unlimited now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

MISCELLANEOUS

Tax benefits can result from your gift! Private university (non-profit) with an excellent academic broadcast/corporate television program and 3/4" production facility would like to upgrade to 1" format videotape recorders with computer assisted editing capabilities and broadcast level character and graphics generation equipment. Contact Vic Nelson, Pacific Lutheran University Television, Tacoma, WA 98447. Phone 206-535-7267.

RADIO

Help Wanted Announcers

MAJOR MARKET OPPORTUNITIES

Major market AC seeks two key air performers: 1. Morning Entertainer - must have a top notch sense of humor. We want someone to set the market on its ear. Will consider a team. 2. Morning Anchor - must have a sharp news sense, crisp writing style, conversational delivery, and quick sense of humor. Females and minorities encouraged. For both positions, send resume, writing samples, and salary history to Box J-187. EOE/MF.

ON AIR PERSONALITY

Immediate opening. America's premiere FM music station. Afternoon drive personality. Aggressive group owner seeks career oriented individual only. Send tape and resume to Joe Nuckolls, WJNY - FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

Help Wanted Technical

MAJOR MARKET! MAJOR RESPONSIBILITIES!

Expertise in full power FM transmitting equipment and state of the art audio gear is needed by leading group broadcaster. You must be able to excel in a technical management position in a highly competitive market. If you are self-motivated and experienced in all technical facets of quality FM broadcasting, then we would like to hear from you. Send resume, complete with references and salary requirements to Box J-154. An equal opportunity employer.

CHIEF ENGINEER WANTED

For Class C FM and Class IV AM. Must know audio and RF. Beautiful facilities in excellent location with professional, stable staff. Good salary with equity opportunity for right person in associated business. Reply in confidence to: Dudley Waller, President, or Wayne Long, Supervisor of Engineering, KOOI, Jacksonville/Tyler, TX. 214-586-2527. EOE.

Help Wanted Management

CPA-SYSTEMS ANALYST MANAGER

CPA with systems analyst management experience. Must have S-38 and RPG III experience. Excellent pay and opportunity for career growth with dynamic broadcast media group. Send resume to: PO Box 32488, Charlotte, NC 28232. EOE.

GROWING ESTABLISHED COMPANY

has a career opportunity for VP/general manager in newly-acquired AM-Class C FM combo. Sizeable Southwest medium market. Equity participation available if you meet the following criteria: 1. Successfully managed a top entity in your market. 2. Have strong successful sales background, outperforming your ARB share in revenues. 3. College degree. 4. Can provide top character references. 5. Have money to invest. 6. Have an outstanding record in general management and sales management. Your response will be held in strict confidence. This is a top opportunity in an excellent company which warrants your inspection if you are a serious player. Write Box J-186.

Help Wanted Management Continued

GENERAL MANAGER

Seeking a challenge? Growing AM/FM in top 50 eastern VA market seeks person with multi-year GM experience. Knowledge of budgeting, cost control, planning, sales & news with solid track record for results and community involvement preferred. Send resume and salary history to Box J-197. Equal opportunity employer, M-F.

Help Wanted Sales

NATIONAL SALES MANAGER

WGAY, Washington, DC, is seeking a national sales manager. Previous sales experience with a strong national advertising background preferred. Excellent verbal and written communications skills are required. This is an exceptional career opportunity to join a progressive fast-paced organization. We offer an excellent and comprehensive benefits package. Send resume and salary history to: Ted Dorf, WGAY, 8121 Georgia Ave., Silver Spring, MD 20910.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Sales Continued

SALES MANAGER

Central PA AM. Prove your ability-become GM in one year. Must carry list: Golden opportunity for aggressive highly motivated person. Send resume and income requirements to Box J-183. EOE.

SALES MANAGER

Calif. sales manager with proven local sales record. Must be self-motivated & have ability to lead others by example. Fulltime AM with excellent signal & outstanding news/sports profile, beautiful college city, great climate. EOE, M-F. Write Dan Clarkson KVEC, Box 787, San Luis Obispo, CA 93401.

Situations Wanted Management

MGT. TEAM

Two programming/sales professionals available for small/medium market. Over 40 years combined experience. Great opportunity for absentee owner in need of a turn around situation. Write Box 06692, Ft. Myers, FL 33906.

Situations Wanted Announcers

LET KELLY & PATTERSON WAKE UP YOUR MARKET

AM drive team, 7 years experience radio, 3 years touring as stand up comedy team. Interested? Phone 713-465-0750.

TELEVISION

Help Wanted News

NEWS PRODUCER

WPLG, the Post-Newsweek station in Miami/Fort Lauderdale, is looking for a line newscast producer. Emphasis on news judgement, writing, production, management skills. Experience in long form broadcasts helpful. Minimum three years experience as show producer in a network affiliated shop. **Send resume only to:**

Deborah Parks-Bunker
Executive News Producer
WPLG/TV
3900 Biscayne Blvd.
Miami, FL 33137.
An EOE

NEWS PRODUCER

Number one news operation in top ten market seeking a producer for a major program. Exceptional writing and leadership skills a must. Significant experience as a major market news producer required. All responses will remain confidential. Send resume and writing sample to Box H-84. Equal opportunity employer, M/F.

ASSIGNMENT EDITOR

Midwest medium market. We have a solid commitment to become number one, and need a creative, hard worker. Experience a must. Resume, salary requirements to Alan Oldfield, KGAN, P.O. Box 3131, Cedar Rapids, IA 52406.

NEWS DIRECTOR

Must be knowledgeable journalist who can motivate and manage people, plus administer a budget. Midwest network affiliate. Send resume to Box J-93. EOE.

PRODUCER/WRITER

Northeast powerhouse seeking best in the business to produce fast-paced, highly visual #1 rated cast. Send resume, NO TAPES, to: Dennis Hart, Asst. News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. NO TELEPHONE CONTACT, PLEASE. An EOE.

CO-ANCHOR

for medium market NBC affiliate to anchor weeknight evening newscasts and report. Previous anchor/reporting experience essential. EOE. M/F. Our co-anchor is moving to top 30 market. Send tape and resume to News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821.

DIRECTOR OF ART

We require a graphic arts pro with strong administrative and supervisory skills to manage our 4-person Graphic Arts Department. This department produces all phases of graphic design for leading TV station in a top 50 market, the two leading radio stations in the market, and Louisville Productions, a national leader in the commercial production industry. Experience with budgets, supply controls and staff supervision important. College degree in art preferred or work equivalent in commercial and/or broadcast art. Should have 5-10 years experience in ad design, 2 years in broadcast design and training in computer generated art. Successful candidate must have ability to understand each project, meet exacting deadlines and work well with a varied group of individuals.

send detailed resume to:

Steve Steinberg

Vice President-Broadcast Services

WHAS, Inc.

Box 1084

Louisville, KY 40201

We are an equal opportunity employer.

PROMOTION MANAGER

KDFW-TV, the Dallas/Ft. Worth CBS affiliate, requires a creative manager to head department. Must have excellent creative, writing, and production abilities. Supervisory and budgeting skills a must. Minimum five years experience required. Two years management preferred. Send resume to:

GENERAL MANAGER

KDFW-TV

400 NORTH GRIFFIN ST.

DALLAS, TX 75202

AN EOE

PRODUCTION MANAGER KUED-TV

Salt Lake City, Utah

Bachelor's degree in communications, journalism, or related field with four years television production experience, two years of which included supervisory or managerial responsibilities or equivalent education and experience required. Demonstrated skills in TV production, directing, staging, lighting, video tape and film required. Manages and directs production department. Recruits and supervises contractual employees. Plans and administers budget of \$700K. Submit two copies of resume through February 22, 1984, to Patricia Baucum.

UNIVERSITY OF UTAH

101 Annex Building, PB-24

Salt Lake City, UT 84112

Equal Opportunity Employer

PROMOTION MANAGER

WPIX-TV is looking for a highly skilled and creative professional with a minimum of 5 years experience in television promotion. Independent station promotion experience a plus. Individual must have demonstrated ability in on-air promotion production, copywriting, radio and print advertising and sales promotion. Person will supervise promotion department and art department staffs, and will be responsible for station promotion and advertising activities, including liaison with advertising agencies and development of long and short term strategic and financial plans. Send resume and salary requirements to: P.O. Box 1406, Grand Central Station, New York, NY 10163. An equal opportunity employer.

Help Wanted Technical



DIRECTOR, NEW TECHNOLOGY Television Broadcasting

Contribute your professionalism and in-depth knowledge to ongoing operations and future requirements at NBC.

Key position reporting to the Director, Technical Development demands an individual with proven technological mastery. Responsibilities involve the identification of technology, its system application and the development, through vendors, of equipment necessary for implementation. The selected candidate will play a vital role in the planning and achievement of technological standards to insure compatibility with NBC practices. He or she will direct the activities of several television technology disciplines, three senior staff engineers, as well as the Design and Evaluation lab.

Requirements include profound engineering management experience. The design and construction of at least one major broadcast facility is a prerequisite. Thorough knowledge of all television disciplines; considerable system design experience; expertise in the NTSC system strengths and deficiencies; direct first hand contact with industry state-of-the-art; and management of a TV technical and operations staff in a major market are necessary. Candidates must possess such qualifications as conference and committee chairmanships in professional engineering societies, and will be a recognized authority in the industry, well-published in broadcast technical arts as well. B.S. or B.A. in engineering or administration is essential, combined with training in broadcasting or related fields.

We offer an excellent remuneration package including company paid benefits and a stimulating environment which encourages excellence. For prompt consideration, please submit resume with salary history to:



NBC

VAL BRANKER/DNT
SUITE 1678
NBC

30 ROCKEFELLER PLAZA
NEW YORK, NY 10020

EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Management

VP NETWORK OPERATIONS AND ENGINEERING

seeks new opportunity. Highly experienced in start-up ventures, w/ special expertise in production facilities and satellite distribution.

212-772-9815.

Situations Wanted News

HELICOPTER PILOT/REPORTER

seeking position in television and/or radio. Over 10 years on-camera experience. Current in turbine and piston helicopters. Reply Box J-181.

Situations Wanted Programing, Production, Others

SATELLITE NEWS CHANNEL DIED ON OCTOBER 27, 1983

... but the unique team of Computer Graphics Designer/Animators it created is Alive and Exuberant about their future.

Our diverse experience includes Broadcast Graphics, Animation, Corporate Communications, Promotion, Multi-Image Presentation, Advertising Illustration, Storyboards, and Print Design.

We can provide exciting Graphics for any size production. Available for staff or freelance situations. Call:

Nat Zimmerman (212) 274-3265
Janet Scabrini (203) 853-6676

Radio Programing

Introducing

The Baseball America Report

A new radio feature that will take an inside look at baseball, from the major leagues to the minor leagues and the colleges. Designed for morning and afternoon drive time Monday thru Friday.

For demo and details:

Dave Chase, P.O. Box 2089, Durham, NC 27702
Telephone: (919) 688-7945

Miscellaneous

VENTURE CAPITAL DEBT FINANCING For Broadcasters

Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

RADIO SURVEYS

100 calls, \$495. \$127 down and \$33 per month. Daily raw data free. Surveys personalized and customized. Now in our 9th year of growth. Call Dick Warner, collect, 404-733-0642.

S-A-M-S

American Sportscasters Association Inc.

America's Largest Organization
of Sports Broadcasters.
Member Job Bank.

No charge to Employers.
Write or call 212-227-8080.

150 NASSAU STREET, NEW YORK, N. Y. 10038

Miscellaneous Continued

LIKE TO VISIT CHINA?

JOIN US: Escorted and hosted by Radio Peking. Most comprehensive 21 day tour. Inquire cost and details.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907

Business Opportunities

COMMERCIAL BUILDING AVAILABLE

for lease. 29,000 sq. ft., 21 rooms, on four acres located off Route 9 in Peekskill, NY, (35 miles from New York City). Landsite has been approved for 8 satellite dishes. Call Mr. Jim Casia. 914-628-3451 or 914-RO9-0356.

INVESTORS WANTED

for class A-FM in Louisiana, Missouri. Contact Thom Sanders, 314-754-5102.

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for D.J.s, P.D.s, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

RADIO, TV, AGENCY JOBS

Up to 500 openings every week. D.J.s, news, P.D.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.

RADIO PERSONNEL NEEDED

The books are out, the holidays are over, and radio stations from all over the United States are placing job orders with NATIONAL. To help fill these positions, we need announcers, newscasters, programmers, and sales people. If you are ready for a move, don't delay. Now is the time. NATIONAL places from coast to coast. For complete details, including brochure and registration form, enclose \$2.00 postage and handling to:

NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144

Wanted To Buy Stations

WANTED

Radio station owners looking to acquire radio group. Excellent financial references. Prefer medium size markets. Reply Box J-155.

PRIVATE INVESTMENT GROUP

wants to buy AM/FM combo or Class C, Southeast. Jim Cairo, 4010 Roswell Rd. #6, Atlanta, GA 30342. 404-252-7096.

Wanted To Buy Stations Continued

THINKING OF SELLING?

Virginia-based company (currently without a broadcast property in the state) is seriously searching for a technically competitive FM or combo in a small/medium market within 500 miles. Solid financial qualifications. Extensive broadcast ownership/management experience. Prepared to act immediately. Reply in complete confidence to Box J-172.

Wanted To Buy Equipment

ATTENTION:

Program directors, D.J.s, music librarians

JAZZ RECORDS WANTED

Jazz records of the '50's, '60's, & '70's purchased in any quantity. Top price paid for vintage material in good condition. Small groups, singers, big bands. Dispose of long-unused records in your station library & make money. Contact Jeff Barr, Jazz Records, PO Box 2905, Washington, DC 20013. 202-667-5524.

For Sale Stations

THE HOLT CORPORATION

MINORITY OPPORTUNITY

BLACK POPULATION OVER 90,000. NO LOCAL RADIO PROGRAMMING IN THIS MIDWESTERN AREA. EXCELLENT SIGNAL. REAL ESTATE INCLUDED. \$450,000 - TERMS. \$300,000 - CASH. LET'S MAKE A DEAL THIS WEEK!

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

WALKER MEDIA & MANAGEMENT INC.

Midwest CATV complex. Excellent cash flow! \$2.2 million.

John F. Hurlbut
PO Box 1845
Holmes Beach, FL 33509
813-778-3617

PRIVATE COMMUNICATIONS COMPANY

with seven figure cash flow will acquire immediately profitable Eastern seaboard or off-shore TV, radio, cable, or advertising related properties. Top prices paid with reasonable allocation, non-compete, consulting, etc. Absolutely need in-place management, depreciable assets and growth. Write Box J-165.

For Sale Stations Continued

OREGON

State of the art profitable AM with FM (CP) will cover 1/4 million people. Asking \$575,000 with \$125,000 down. Contact Greg Merrill, 801-753-8090.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions



**Wilkins
and Associates**
Media Brokers

NJ	AM	\$600,000	30%
WV	AM/FM	\$850,000	30%
IN	AM/FM	\$500,000	20%
MI	FM	\$310,000	20%
AL	AM	\$360,000	20%
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
NC	AM	\$7,500	downpayment
KY	FM	\$50,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN 38157

FLORIDA

AM/FM-single station market-ideal owner operator situation. Priced to move. Contact - Bill Cate, 904-893-6471



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

MIDWEST FM FOR SALE

New, underdeveloped, absentee owned FM stereo station in great city, top staff, equipment, ratings, hot format. The surface has just been scratched in sales potential. Owner has other interest and will sell at 2 1/2 times gross, \$585,000 cash or \$695,000 terms. Hurry—don't miss the buy of '84—it won't last long! Write Box 5283, Longview, TX 75604.

MAJOR NORTH CAROLINA CLASS C AM-FM

For sale. \$2.95 million. Attractive terms—standard multiple. Super stations in growth market!

WRITE BOX J-130

MW MAJOR MARKET

Suburban 5 kW clear channel AM with excellent pre- sunrise and post-sunset authority. Application on file for 50 kW and fulltime; FM available under Docket 80-90; mostly new equipment; recently renovated studios, offices. Priced at \$800,000 (\$200,000 in cash for "S" corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on projected revenues. Proof of financial qualifications required with response. Box J-158.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Florida fulltime AM located in metropolitan market, \$300,000 with excellent terms. Outstanding format opportunity available.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

TEXAS DAYTIMER WITH FM CP

Due to other interest, this 250w daytimer with FM CP is priced at only \$180,000, with \$40,000 down/great terms. Small single market in southern panhandle. Near large markets. Profitable with potential. Box J-182.

EASTERN MAJOR MARKET FM

Low down, owner financed. Real estate included. Contact Warren Gregory, 203-364-5659.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

SUNBELT AM

Nice facility, real estate included. Daytimer, fast growing small market, \$525,000. Excellent growth pattern, great for a family operation. Great town and climate. Box J-157.

TEXAS

AM/FM in college town. Profitable. Priced on terms. Contact - Bill Whitley, 214-680-2807.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



DiLoreto

Daniel DiLoreto, general manager of WGBS(AM)-WLYF(FM) Miami, and VP of parent, Jefferson-Pilot Broadcasting, joins Swanson Broadcasting, Tulsa, Okla.-based owner of KRMG(AM) Tulsa, Okla.; KKNG(FM) Oklahoma City; KKXX(AM) San Antonio, Tex., and

WBYU(FM) New Orleans, as executive VP, chief operating officer and member of board directors.

Arthur Elliot, president of defunct Corinthian Television Sales, New York, joins WKRN-TV Nashville as president and general manager.

Dick Mason, from KXOA-FM Sacramento, Calif., joins KKUS-FM San Luis Obispo, Calif., as president and general manager.

George Kalman, from WRNW(FM) Briarcliff Manor, N.Y., joins WNVF(AM) Naugatuck, Conn., as VP, general manager and part owner.

Thomas Stewart, general manager, WBNS-AM-FM Columbus, Ohio, named VP of parent, RadioOhio Inc.

Martin Sherry, general sales manager, WSB-AM-FM Atlanta, joins WFOX(FM) Gainesville, Ga., as general manager.

Marc Gross, from McGavren Guild Radio, New York, joins KVOI(FM) Denver as general manager.

Stuart Tauber, general sales manager, WSBK-TV Boston, named assistant general manager.

Clifton Conley, general sales manager and assistant general manager, WFTV(TV) Orlando, Fla., named station manager.

Frank Flores, sales manager, WJIT(AM) New York, named station manager.

Daniel Ehrman, director, accounting and financial reporting, Gannett Broadcasting Group, Atlanta, named VP, finance and business affairs, succeeding **James Moore**, senior VP, finance, retired.

Joan Barriero, supervisor, station accounting operations and sales service, WWTI(AM) Charlotte Amalie, Virgin Islands, named business manager.

Marketing

Appointments, Ogilvy & Mather, New York; **Ed Kleban**, head of TV production, and **Linda Mevorach**, associate creative director, to senior VP's, and **Skip Allocco**, producer, and **Jed Bernstein**, account supervisor, to VP's. Appointments, Ogilvy & Mather, Los Angeles; **Gary Elliott**, VP, account supervisor, to VP,

management supervisor; **Ginger Sherman**, account executive, and **Mark Detrick**, senior account executive, to account supervisors, and **Susan Floerchinger**, account coordinator, to assistant account executive.

Steve Seidl, senior VP, management supervisor, Grey-Twin Cities, Minneapolis, named executive VP and management supervisor. **Mary Brownell**, VP and associate research director, Grey Advertising, New York, named senior associate research director.



Nottke

Joanne Nottke, VP, account group supervisor, D'Arcy-Mac-Manus & Masius, Chicago, named management supervisor. **Kim Connolly**, account executive, DM&M, named senior account executive. **Richard Levy**, copywriter, W.B. Doner, Baltimore, joins DM&M, St. Louis, in same capacity.

Jerry Rice, producer, Young & Rubicam, New York, joins Cunningham & Walsh there in same capacity.

Bob Bellin, from RKO Radio, New York, joins Weiss & Powell there as New York sales manager. **Kay Lavsa**, sales manager, Weiss & Powell, St. Louis, named to newly created position of director of agricultural sales and services.

Philip Bandy, client services director, WOTV(TV) Grand Rapids, Mich., joins O&O Communications, advertising agency there, as senior VP, director of sales.

Harry Volpe, production manager, Kalish & Rice, Philadelphia, named VP, production. **Susan Brown**, from Lewis, Gilman & Kynett, joins Kalish & Rice as account executive, public relations.

Peter Langmack, creative director, BHN/Cedar Rapids (Iowa), advertising and public relations agency, assumes additional duties as

president, succeeding **Steven Hunter**, resigned.

Ronald Denman, general manager, KSFX(FM) San Francisco, has left to form own advertising agency, Ronald Denman Advertising there.

Richard Henry, executive producer, Sight and Sound Productions, Minneapolis, joins Bozell & Jacobs there as executive producer, in charge of broadcast production.

Bob Applegate, regional manager, West Coast, Media General Broadcast Services (formerly William B. Tanner Co.), Los Angeles, named VP.

Jim Pryma, from Katz Independent Television, Chicago, joins Seltel there as manager, raiders team. **Kenneth Zuckerman**, account executive, TeleRep, Chicago, joins Seltel there as account executive. **Virginia Stephens**, manager, independent team, Katz, Chicago, joins Seltel there as manager, rebels team.

Ron Tillery, program and promotion manager, KETV(TV) Omaha, named director of advertising and marketing.

Mike Kerrigan, regional sales manager, WTSP-TV Tampa-St. Petersburg, Fla., joins WBSM(TV) Ocala, Fla., as general sales manager. **Carol Sime**, from KDOC-TV Anaheim, Calif., joins WBSM as traffic manager.

Miles Sexton, national sales and marketing manager, KKHR(FM) Los Angeles, named general sales manager.

Doug Stewart, sales manager, KOB(AM) Albuquerque, N.M., named general sales manager, KOB-AM-FM.

Jerry Pelletier, national sales manager, WSOC-TV Charlotte, N.C., named general sales manager.

Charles Wing, general sales manager, WTAJ-TV Philadelphia, joins WCIX-TV Miami as sales manager.

Bill Dobbeck, general manager, Chris Nater & Associates Advertising, Albuquerque, N.M.,



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joins KSAF-TV Santa Fe, N.M., as sales manager.

Lisa Lyons, publicist, MGM/UA Entertainment, Los Angeles, joins KCOP(TV) there as media supervisor.

Patricia Kelly, broadcast routine coordinator, NBC-TV, New York, joins NBC-owned WYNY(FM) there as traffic coordinator.

Carolyn Anne Navarra, from Petry Television, Tampa, Fla., joins WCPX-TV Orlando, Fla., as regional sales manager.

Dale Coloma, account manager, KPDX-TV Portland, Ore., named local sales manager.

Pete Farrell, account executive, WAFF(TV) Huntsville, Ala., assumes additional duties as local sales manager.

Marlene Olsen, account executive, WTHR(TV) Indianapolis, named local sales manager.

Christopher Gallu, general sales manager, WMJX(FM) Birmingham, Ala., joins WBIR-TV Knoxville, Tenn., as local sales manager.

Appointments, KXAS-TV Fort Worth: **Kathy Wood**, Dallas sales manager, to national sales manager; **Linda Speer**, regional sales representative, succeeds Wood; **Steve Fefferman**, account executive, to Fort Worth sales manager, and **Karen Hodges**, sales assistant, Dallas, to account executive there.

Steve Scollard, national sales coordinator, KLRT(TV) Little Rock, Ark., named national sales manager.

Programing



Opsitnik

James Opsitnik, president and co-owner, KBZY(AM) Salem, Ore., joins Bonneville Broadcasting System, Tenafly, N.J.-based producer and syndicator of easy listening radio format, as president and chief executive officer.

Terry Allan, executive in charge of production, ABC Entertainment, Los Angeles, joins Glen Larson Productions there as VP.

Andrew Orgel, VP, affiliate sales and marketing, Warner Amex Satellite Entertainment Co., New York, joins Hearst/ABC-RCTV there in same capacity.

Joyce Robinson, casting consultant, Home Box Office, and head of own casting firm, Joyce Robinson & Associates, Los Angeles, joins HBO there in newly created post of executive in charge of casting.

Leslie Moonves, director, movies and mini-series, 20th Century-Fox Television, Los Angeles, named VP, movies and mini-series.

Appointments, Lifetime, New York-based cable network resulting from merger of Viacom's Cable Health Network and Hearst/ABC's Daytime: **Douglas McCormick**, VP, Eastern sales manager, CHN, to Eastern regional sales manager; **J. Ray Padden**, Western regional sales manager, CHN, to Western regional sales manager, and **Charles Cahill**, account executive, Midwest region, Hearst/ABC, to Midwestern regional sales manager.

Warren Lieberfarb, VP and general manager, domestic, Warner Home Video, Los Angeles, named worldwide VP, general manager of division.

Ned Greenberg, manager, audience research, Warner Amex Satellite Entertainment Co., New York, named director, advertising sales audience research, for WASEC's MTV: Music Television.

Chris Nevil, West Coast manager, Caballero Media, Los Angeles, joins Westwood One, Culver City, Calif.-based radio syndication and production firm, as director, Hispanic division.

Gerald Bixanspan, director of programing, Avery-Knodel Television, New York, joins Worldvision Enterprises there as director of research and sales development.

Bob Kelley, member of business affairs department, Universal Television, Los Angeles, named director of business affairs.

Sarah Noddings, entertainment and contract attorney, Los Angeles, joins Lorimar Productions there as legal counsel.

Alan Wink, senior corporate auditor, Warner Communications, New York, joins Warner Bros. Television, East Coast, there, as manager of accounting-data services.

Appointments, *Breakaway*, produced by the Bennett Group and Imero Fiorentino Associates in association with Metromedia Stations: **Peter Lenz**, producer, to senior producer; **Vince Calandra**, independent producer and former producer, *The John Davidson Show*, to producer, and **Nancy Haas**, associate producer, to coordinating producer. **Jørn Winther** remains executive producer.

Leslie Tobin, director of regional sales, Embassy Telecommunications, named VP, motion picture and television sales.

Vivien Wallace, chief sales executive, Granada Television, London, named head of television sales.

Kenneth Mills, VP, The Media Group, Columbus, Ohio-based production company, named to newly created position of VP, general manager.

Julie Talbott, media planning and programing supervisor, BBDO, New York, joins M.J.I. Broadcasting there as sales and marketing director, selling various syndicated radio programs.

Terry DeMoure, from Video 8 Productions, teleproduction division of noncommercial KPTS(TV) Hutchinson, Kan., joins First Generation Video Productions there as director of marketing.

Brad Aronson, independent producer, based in Hollywood, joins Centerpoint Television there as executive production supervisor.

Brad Lusk, general manager, KRZN(AM) Englewood, Colo., joins Eagle Syndication, Fort Collins, Colo.-based producer of television commercials for radio, as VP, general manager.

Lon Helton, from *Radio & Records*, Los Angeles, and part-time air personality, KLAC(AM) Los Angeles, joins Narwood Productions, New York, as host, *Country Closeup*, weekly radio series.

George Merlis, executive producer, *Entertainment Tonight* and *Entertainment This Week*, Paramount Television Domestic Distribution, Los Angeles, has been dismissed from the series and will not be replaced. According to an announcement by Paramount, Jack Reilly will become sole producer. A spokeswoman for the program said the parting was "amicable and is in no way a reflection on the editorial policies of the show." Reports surfaced last week that Merlis had personality conflicts with studio executives and was resisting attempts to reduce the show's hard news components. Paramount produces the half-hour weekly and one-hour weekend programs in association with Cox Broadcasting, Taft Television Productions and TeleRep.

William Butler, from Financial News Network, New York, joins WPDS-TV Indianapolis as director of programing and creative services.

Andrea London, broadcast producer, Creamer Inc., Pittsburgh, joins TPC Productions, Sewickley, Pa., as producer and account executive.



Stevens

John Stevens, program director for KAIR(AM)-KJYK(FM) Tucson, Ariz., named group program director for parent, Surrey Broadcasting.

Appointments, WBSP(TV) Ocala, Fla.: **Susan Hrin**, programing assistant, WKBS-TV Philadelphia, to program manager; **Larry**

Davis, from WTOV-TV Steubenville, Ohio, to production manager; **Larry Sletten**, field producer, WXYZ-TV Detroit, to same capacity, and **Annah Shoffner**, from WFMV-TV Greensboro, N.C., to director of film services.

Appointments, Susquehanna Broadcasting Co., York, Pa.-based broadcast group: **Rick McDonald**, senior program executive, to national program director; **Allen Saunders**, operations manager, Susquehanna's WRMM(FM) Atlanta, to group talent coordinator and program analyst, and **George Montell**, air personality, WRMM, to program manager.

Gary Bruce, program director-operations manager, WLAM(AM) Lewiston, Me., joins WMBD(AM) Peoria, Ill., as program director.

Joan C. Lence, from Command Video, Los Angeles, joins Central Educational Network, Chicago-based educational programing broker, as VP, programing.

Bettie Denny, community affairs manager, KETV(TV) Omaha, named program and community affairs manager.

Wayne Thing, creative services director, WTOL-TV Toledo, Ohio, named production manager.

Dennis Bade, staff producer, Tower Records Classical Annex, Hollywood, and **Peter Rutenberg**, production manager, Tall Pony Productions, Los Angeles, join noncommercial

KUSC(FM) Los Angeles as executive producers.

Jeff McCracken, West Coast manager. Frank Magid Associates, San Francisco, joins KGO-TV there as executive producer, special projects.

Patrick VanHorn, co-host, *PM Magazine*, WDVN-TV Washington, joins KRON-TV San Francisco as co-host, *T.G.I.4*, weekday afternoon magazine program.

Craig Ross, floor director, WBNS-TV Columbus, Ohio, named program production director.

Marvin Mandel, former governor of Maryland, joins WNAV(AM) Annapolis, Md., as talk show host.

Jim Brinson, from defunct Group W-ABC venture, Satellite News Channel, Stamford, Conn., joins Group W's WJZ-TV Baltimore as sports anchor.

News and Public Affairs

Appointments, ABC News: **Robert Murphy**, director of television news coverage, New York, to VP, television news coverage; **John M. Arrowsmith**, Southern bureau chief, Atlanta, to senior producer, *World News Tonight*, Washington, succeeding **Dick Rosenbaum**, named director of special events and political coverage, ABC Radio News, Washington, and **Leo Meidinger**, operations producer, *World News Tonight*, Washington, to broadcast producer, *World News Tonight*. Appointments become effective mid-February.

Andrew Heyward, associate producer, *CBS Evening News*, New York, named senior producer. He succeeds Lane Venardos, who was named executive producer (BROADCASTING, Jan 23).

Kathleen Maloney, senior reporter, WABC(AM) New York, named news director.

Larry Edward Maisel, head of *Eyewitness News* staff, WBNS-TV Columbus, Ohio, named VP, news. **Nathalie Berry**, from WTAE-TV Pittsburgh, joins WBNS-TV as overnight news producer and producer of *Eyewitness AM*.

Carol Rueppel, executive producer and news manager, WKYC-TV Cleveland, joins KMTV(TV) Omaha as news director. **Nancy Chandler**, anchor, WFRV-TV Green Bay, Wis., joins KMTV as weeknight anchor.

Leo Greene, executive producer, *Eyewitness News*, KARK-TV Little Rock, Ark., named



Greene



Hanks

news director. **Mel Hanks**, 5 p.m. news producer, named assistant news director.

Appointments, WOWT(TV) Omaha: **Ann Pederson**, assistant news director, assignments,

to newly created position of assistant news director, operations; **John Clark**, reporter, succeeds Pederson; **Cliff Chase**, 8 a.m. news producer, assumes additional responsibilities as producer of weekend newscasts, and **Mike Roberts**, weekend weather anchor, assumes additional duties as weekday morning weather anchor.

Raymond Boyer, news and public information director, Williams College, Williamstown, Mass., joins WCVB-TV Boston as news assignment manager.

Joe Izbrand, reporter, KTRH(AM) Houston, named night assignment editor.

Marvin Zonis, associate professor of behavioral and social sciences, University of Chicago, joins WBBM-TV Chicago as international editor.

Appointments, Associated Press: **Bud Weydert**, communications executive, New York, to newly created position of staff executive, communications operations; **Dave Fisher**, manager of communications operations, New York, to newly created position of staff executive for Satcom project development; **Don Evans**, chief of communications, Chicago, to newly created position of assistant to deputy director of communications, and **Robert Esposito**, chief of communications, Albany, N.Y., to New York communications executive, New York.

John Culliton, reporter and weekend weather anchor, WTOL-TV Toledo, Ohio, named 6 p.m. producer. **Amy Marsalis**, reporter, WTOL-TV, named weekend weather anchor.

John Dewey, from KOMU-TV Columbia, Mo.,

joins KATV(TV) Little Rock, Ark., as Pine Bluff (Ark.) bureau chief. **Randy Webber**, anchor, KATV, named assignment editor.

Jon Bascom, congressional correspondent, defunct Satellite News Channel, Washington, joins ABC News there as correspondent. **Jeanne Meserve**, anchor-reporter, American Business Network, Washington, joins ABC News there as correspondent.

Steve Levy, co-anchor, 6 p.m. news, and reporter, 11 p.m. news, WCAU-TV Philadelphia, named co-anchor, new noon news broadcast. **Kasey Kaufman**, from KOTV(TV) Portland, Ore., joins WCAU-TV as co-anchor, noon news.

Gary Schwitzer, reporter, Cable News Network, Dallas, moves to Atlanta headquarters as medical reporter.

Marianne Banister, from Pikes Peak Broadcasting's KJCT(TV) Grand Junction, Colo., joins co-owned KRDO-TV Colorado Springs as 5:30 and 10 p.m. co-anchor.

Marcia Starrels, economics reporter, KETV(TV) Omaha, joins WISN-TV Milwaukee as business reporter.

Technology

John Hoffman, VP and general manager, Unitel Video Services, New York, named president and general manager.

Appointments, United Satellite Communications, New York: **William T. Rowse**, from RCA American Communications, New York, to director of engineering. **Susan Solomon**,

Broadcasting

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(required) ☐ No

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director of legal and business affairs, Warner Amex Satellite Entertainment Co., New York, to director of business affairs and deputy general counsel, and **Jon Leland**, director of creative services, USA Cable Network, Glen Rock, N.J., to director of programming services.

Richard Langhans, manager, systems engineering, technical operations group, RCA American Communications, Princeton, N.J., named manager, technical programs, government communications services.

Victor Hodson, director of systems engineering, Page Communications Engineers, Vienna, Va., joins Bertman Corp.-diversified telecommunications company there, as director of switched systems.

Leigh Moul, VP, Security Pacific National Bank, New York, joins United Satellite Communications there as director of banking.

John Bonner, sales manager, Wilson Oil Co., Martinez, Calif., joins Mycro-Tek, Wichita, Kan.-based video equipment manufacturer, as regional sales representative.

Phil Hart, Southern zone manager, Sony Video Communications, Park Ridge, N.J., named national sales manager.

Mark Dineson, network technology planning manager, Tektronics, Beaverton, Ore., joins C-Cor there as director, data marketing. **Rod Cozort**, from Tektronix, joins C-Cor as sales manager, data products.

Charlie Whitley, chief engineer, WSOC-TV Charlotte, N.C., named engineering manager of parent, Carolina Broadcasting Co. **Merle Thomas**, engineering manager, WJZ-TV Baltimore, joins WSOC-TV as director of engineering and technical operations.

Janet Kowalczyk, engineering manager, Group W's KDKA(AM) Pittsburgh, joins co-owned KYW(AM) Philadelphia as assistant engineering manager. **Jack Layton**, engineering manager, Group W's WIND(AM) Chicago, succeeds Kowalczyk. **Dave Gibson**, technician, WIND, named chief engineer.

James Smith, Western regional manager, Scientific-Atlanta, Los Angeles, joins KCOPTV there as engineering manager, succeeding **Ed Hippe**, who joins KPHK-TV San Francisco as engineering manager.

Promotion and PR

Jim Gordon, director of public information, noncommercial KCSM(FM) San Mateo, Calif., joins PBS, Los Angeles, as national publicist for newly opened West Coast national press relations office.

John Riggio, director of domestic sales, Worldvision Enterprises, New York, named director of creative services.

Chris Miller, program director, KLOL(FM) Houston, joins Allen & Dorward, advertising agency there, as account executive.

Jaclyn Willig, from The Marketing Center, St. Petersburg, Fla., joins Ensslin & Hall, Tampa, Fla., as public relations executive.

John Moczulski, director of design graphics, KABC-TV Los Angeles, joins KGO-TV San Francisco as creative services director.

David Stagnitto, assistant marketing director,

KUTV(TV) Salt Lake City, joins KWVL-TV Cedar Rapids, Iowa, as promotion manager.

Sarah Briley, promotion manager, WKYT-TV Lexington, Ky., joins WCPX-TV Orlando, Fla., in same capacity.

Lydia Jones, promotion director, WTOP(AM) Washington, joins WJLA-TV there as on-air promotion manager.

Pame Curtis, writer-producer, WAFF(TV) Huntsville, Ala., named promotion manager.

Allied Fields

Robert Saudek, founding president, Museum of Broadcasting, New York, joins Library of Congress, Washington, as chief of motion picture, broadcasting and recorded sound division.

Ellen Berland Gibbs, VP, senior security analyst, Goldman Sachs & Co., New York, has left to form own firm, Communications Resources Inc. there, to consult media companies in planning and development, and in acquisition and divestiture.

Wald Roseman, executive VP, Corporation for Public Broadcasting, Washington, joins International Telecommunications Satellite Organization there as executive assistant for external relations.

Joe Tiernan, membership services director, National Radio Broadcasters Association, Washington, joins Radio-Television News Directors Association there as editor, *Communicator*, succeeding **Bill Sprague**, who is recovering from stroke.

William Ford Jr., VP and station manager, Post-Newsweek's WDIV(TV) Detroit, named director of cellular operations for parent, Washington Post Co., Washington. He will manage all company's cellular radiotelephone ventures.

Guy Cayton, VP, engineering, International Microcable, Grenada, Miss.-based company involved in private cable, named president.

Jim Bogans, president of own firm, Pro Traffic, television film and tape traffic service, New York, joins Bonded Television Services there as general manager. Bonded provides physical and satellite distribution of television materials.

Appointments, Capitol Connection News Service, George Mason University (Fairfax, Va.) microwave television service providing C-SPAN coverage of House of Representatives floor debate and other public affairs programming to Washington area: **Don Silcott**, U.S. Senate press aide and weekend weather anchor for GMU's WEEL(AM) Fairfax, to program host and managing editor; **Douglas Joyner**, news and program director, WEEL, to marketing director and producer, and **Roger Wallace**, broadcast supervisor, Army audiovisual center, office of public affairs, Pentagon, Washington, to operations manager and technical director.

Elizabeth Elster Granville, VP, Broadcast Music Inc., New York, joins law firm of Kronish, Leib, Shainswit, Weiner & Hellman there as head of entertainment and communications division.

John Donahue, supervisor, data controls department, Nielsen Television Index, New

York, named client service executive, Eastern regional marketing staff.

John Kobara, Falcon Communications, elected president, Southern California Cable Association, Los Angeles, succeeding **David Edwards**, Rogers Cablesystems, who resigned due to transfer to San Antonio, Tex.

Elections, Department of State Correspondents Association, Washington: **Jim Slade**, Mutual Broadcasting, president; **Barbara Rehm**, *New York Daily News*, VP, and **William Scally**, Reuters, secretary-treasurer.

Elected officers, International Council (responsible for awarding of Emmys for programs produced outside the U.S.), National Academy of Television Arts and Sciences, New York: **Renato Pachetti**, RAI Corp., chairman; **Mark Cohen**, ABC, president; **Edward Bleier**, Warner Brothers Television, executive vice president, and **Donald Taffner**, D.L. Taffner Ltd., treasurer.

Elected members, Arbitron Ratings Radio Advisory Council, New York: **Edward Giller**, WFBG-FM Altoona, Pa. (chairman); **Marv Dyson**, WGCI-AM-FM Chicago (vice chairman); **Jerry Rogers**, WZAT(FM) Savannah, Ga.; **Bill Sommers**, KLOS(FM) Los Angeles; **Larry Wexler**, WPEN(AM) Philadelphia; **John Frankhouser**, KAMA(AM)-KAMZ(FM) El Paso; **David Martin**, WLW(AM) Cincinnati; **Ray Gardella**, WICC(AM) Bridgeport, Conn., and **Carol Mayberry**, Katz Communications.

Deaths



Reeves in 1960s

Rosser Reeves, 73, retired board chairman, Ted Bates & Co. and advocate of hard-sell in advertising, died of heart attack last Tuesday (Jan. 24) at his home in Chapel Hill, N.C. Reeves worked for Bates and its predecessor agencies as copywriter, starting in 1940, and continued to write copy even after he was named board chairman in 1956. He retired from Bates in 1966. Reeves's selling philosophy was embodied by what he referred to as "U.S.P." (unique selling proposition), his belief that advertisement must promise specific benefit. Reeves is survived by his wife, Betty Joy, two sons and daughter.

Jerome Toobin, 64, director of news and public affairs, noncommercial WNET(TV) New York, and director of news and among creators of *MacNeil/Lehrer Newshour* (formerly *MacNeil/Lehrer Report*), which is produced at station, died of heart attack Jan. 22 at Albert Einstein Medical Center. He is survived by his wife, Marlene Sanders, correspondent for CBS News, and son Jeffrey.

Frank Glicksman, 62, executive producer and among creators of CBS-TV's *Trapper John, M.D.*, died following stroke Jan. 19 at Cedar Sinai Medical Center, Los Angeles. He was also executive producer of *Medical Center*, which ran on CBS from 1969 to 1976. He is survived by his wife, Pearl, and daughter, Susan, director of casting, West Coast, ABC-TV.

Better things in broadcast advertising

While working his way through St. John's University in New York in the late 1950's, Frank McDonald earned \$256 a week as a truck driver. When he graduated in 1960, the best offer he could muster in advertising was a \$56-a-week estimator's post with Dancer Fitzgerald Sample, New York. "It was a comedown financially," McDonald says, "but I was confident it would lead to better things."

His confidence was not misplaced. Today, a tall, husky 47, McDonald is executive vice president, director of media and marketing services and a member of the board of directors of Cunningham & Walsh, New York, a broadcast-active agency that invested almost \$165 million in television and radio in 1983. He oversees an operation of more than 75 specialists in media planning and buying, media research and network and syndication programming in offices in New York, Dallas, Los Angeles and San Francisco.

McDonald, a native New Yorker with a BA degree in mathematics from St. John's, says that his initial ambition was to become an actuary. "I was turned away from actuary work when I took a course in 'Theory of Statistics,'" he recalls. "I then decided to take a second look at a career."

In the process, he became enmeshed in a discussion with a friend who was complaining of his inability to get a job in advertising, except in the mailroom. McDonald bet his friend \$10 that he could get an agency job in some other area.

"It was touch and go for a while," he acknowledges. "Donahue & Coe and Cunningham & Walsh both offered me jobs in the mailroom. Finally, Dancer came through with a job as a media estimator. And I won the bet."

He won more than a wager. It was the starting point of a career that would lead to a post at Needham, Harper & Steers in 1961-63 (as a timebuyer on Mueller Macaroni, Jax beer and Bristol Myers) and then Cunningham & Walsh in 1963. His job history at C&W has been varied, marked by steadily higher posts: radio-TV buyer, 1963-65; media supervisor, 1965-66; vice president and manager of TV programming, 1968-72; senior vice president and director of media and marketing services, 1972-83, and executive vice president since 1983.

McDonald's long tenure at C&W is a reflection of client stability. McDonald cites the longevity of Procter & Gamble and Qantas airlines, 29 years; St. Regis Paper, 28 years; Sterling Drug, 22 years; Fireman's Fund, 18 years.

Clients may not change much at C&W, but times do. McDonald believes that over the next few years, spiraling costs, particularly in television, will prompt initiatives for different approaches. One approach to cost containment that he believes will take root is



Frank Patrick McDonald—executive vice president and director of media and marketing services, Cunningham & Walsh, New York; b. Feb. 20, 1936, Queens, N.Y.; BA in mathematics, St. John's University, Jamaica, N.Y., 1960; served with U.S. Army, 1954-56; media estimator, Dancer Fitzgerald Sample, 1960-61; timebuyer, Needham, Harper & Steers, New York, 1961-63; with Cunningham & Walsh since 1963; timebuyer, 1963-65; media supervisor, 1965-66; manager of media planning, 1966-68; VP and manager of television programming, 1968-72; senior vice president and director of media and marketing services, 1973-83; executive vice president and director of media and marketing services, since 1983; m. Carol Churchill, 1963; children, F. Patrick, 19; Michael, 15.

the split-30-second television commercial.

"This year will see strong pressures on costs, mainly because of the political primaries and elections and the Olympics," says McDonald. "These factors will help spur the emergence of the split 30's. There's no doubt that they will contribute to clutter, but they are going to come."

McDonald is not part of the advertising agency pack that automatically condemns network television for lack of quality and innovation. He contends that network programs "are not getting worse; in fact, this year programs have been fairly decent and there have been some good programs."

"It's hard to program for the masses," he says. "And the general public is not as critical as the advertising agencies are. Naturally, we all would like to see TV programs improve."

But McDonald lines up with network critics on program costs, which he believes are "too high." And he is convinced that until recently the networks had made no serious efforts to contain expenses.

Partly in response to rising costs, Cunningham & Walsh has become more active in program production in recent years. McDonald is proud of several programming undertakings for cable.

"One of our projects has been the devel-

opment of sports instructional films which AT&T Yellow Pages sponsors over ESPN," he says. "We've been involved in producing 69 15-minute films on a number of sports, including football, fencing, skiing, baseball and golf." Top coaches are solicited as guests.

A second cable television program in which C&W is active stars Shirley and Pat Boone and is being produced for the Christian Broadcasting Network (CBN). The weekly, half-hour is scheduled to start in April, sponsored by Procter & Gamble. The series is being co-produced by C&W and Gayle Productions, Los Angeles.

"We're also developing two projects for syndication," McDonald said. "I can't give out too much information, but one is in the health area and the other offers a different approach to a beauty pageant."

McDonald is aware of cable's ability to target specific demographic audiences, to the benefit of specific advertisers, but he is certain that for now, network television will continue to be the dominant medium.

"Basic cable, with its small audiences, has had a minimum effect on network audiences," he points out, while "to some extent, pay cable and independent stations have made inroads on the networks."

"But now pay cable is facing programming challenges," he says. "They have to work hard to keep programming on a high level, or they won't be able to consolidate the gains they have made."

Similarly, McDonald believes that the ad hoc programming networks are going to find it tough to expand their output beyond the occasional basis of the past. He agrees that some of these occasional specials have brought in reasonably good programming at a lower cost-per-thousand than spot television.

"I don't think there's going to be much growth in the ad hoc area," McDonald says, "and it's not going to change the broadcast universe significantly."

However, McDonald envisions growth in barter syndication. He says this procedure often delivers a lower cost-per-thousand without appreciable risk.

McDonald also is high on radio. He believes radio is underutilized. But he thinks it is incumbent on the part of agencies to "figure out" how to reach radio's audiences more effectively.

In the future, McDonald is convinced that pay television systems will begin to accept advertising to avoid raising their charges. And on the other side of the coin, he sees cable programming services that now subsist on advertising moving into pay.

McDonald sums up his business philosophy this way: "I think it's important to listen. Listen to your clients. Listen to media salesmen who call on you. Listen to people in the business whom you respect. Get the people who work with and for you to talk, and listen."

Former CBS president, **John D. Backe**, has reached new agreement to purchase, subject to FCC approval, **Gross Telecasting's CBS affiliates WJIM-TV Lansing, Mich., and WKBT-TV La Crosse, Wis., for \$48 million.** Former deal with New York investment banking firm Forstman Little & Co. fell through ("In Brief," Jan. 9). Backe declined to identify new partner in deal, but independent sources identified it as Warburg Pincus, New York investment banking firm. Backe said new partner was committed to building station group. All-cash transaction, Backe reported, would be structured more as "traditional" corporation rather than limited partnership. Backe also said he hopes to get "personally" involved in ACLU of Michigan's appeal of FCC decision upholding Review Board's short-term renewal of Gross's television stations, recently filed with U.S. Court of Appeals in Washington (see "For the Record," page 104). Backe said he hoped for out-of-court settlement of matter.

NBC revenues passed \$2 billion mark for first time in 1983, RCA reported in announcing fourth-quarter and full 1983 financial results. RCA said NBC's pre-tax earnings, unspecified, were highest in its history with each of operating divisions reporting profits. **Radio division**, RCA said, achieved **highest earnings in over 25 years.** RCA reported that total fourth-quarter earnings increased 45% to \$78.4 million, or 75 cents per share, on 17% higher sales of \$2.48 billion over same period year before. For entire 1983, RCA's earnings totaled \$240.8 million, or \$2.10 per share, compared to \$222.6 million, or \$2.03 per share, in 1982. Earnings in 1982 included 64 cents per share in nonrecurring gains from sale of tax attributes and divestiture of businesses. Sales in 1983 rose 12% to \$8.98 billion from \$8.02 billion in 1982.

Typical publicly traded TV and radio broadcasting company had 13% annual revenue growth, 7% income growth and 19.3% decline in profit margins over five-year period through 1982, with 1982 pre-tax operating margin of 17.3%, down from 21.4% in 1978, according to report by Veronis, Suhler & Associates, New York investment banking firm. Analysis, covering results reported by 46 companies, shows highest 1982 pre-tax margins on broadcasting operations were recorded by **Capital Cities Communications (53%), Gross Telecasting (51%) and Dun & Bradstreet (47%)**; highest 1978-82 compound annual growth rates in revenues were reported by **Viacom (78%), American Family (70%) and Gulf United (61%)**, and highest 1978-82 compound annual growth rates in operating income were led by **Gulf United (62%), Turner Broadcasting (50%) and General Cinema (35%)**. Broadcasting is one of nine communications industry segments covered in "Communications Industry Report," offered by VS&A, along with updating in spring, at \$500.

Two prominent **media executives** are now taking active roles in ongoing **presidential campaigns**—Warner Amex Chairman **Drew Lewis** in Reagan re-election campaign and Unity Broadcasting Network Chairman **Eugene Jackson**, who has been named co-chairman of Jesse Jackson for President Committee. Lewis heads up Reagan campaign committee's strategy group and is currently devoting about one day per week to those efforts. Company spokesman said Lewis still stands by his earlier statement to remain as full-time WA chairman throughout presidential election

Another piece in place. Andrew Vitali Jr., 45, a lobbyist for the American Petroleum Institute in Washington, will join the National Association of Broadcasters as its new vice president for government liaison (BROADCASTING, Jan. 9). He will report to John Summers, who as executive vice president for government relations, is now the association's chief lobbyist. (Summers was named to that post two weeks ago, after having served as executive VP-general manager.) Vitali, who was with the API since 1975, worked as an executive assistant to Senator Ted Kennedy (D-Mass.) from 1966 to 1972 and later served as vice president for the Government Research Corp., publishers of the National Journal, from 1972 to 1974. Before he joined the API, Vitali had his own consulting firm, Washington Research Associates.

campaign. Gene Jackson, no relation to presidential office seeker, could not be reached for comment on his exact role in Jackson campaign.

Fourth-season original episodes of Too Close for Comfort, independently produced and syndicated half-hour comedy series, will premiere week of April 2, according to D.L. Taffner/Ltd. Taffner which is producing 26 new episodes of former ABC-TV series in association with Metromedia Television, said decision to expand from 22 episodes initially ordered "was prompted by enormous response to our decision to continue production" of series. Program is being syndicated by Taffner Syndication Sales and its national barter minute is being handled by Lexington Broadcast Services (LBS). In unrelated announcement, LBS and MGM/UA Television Group disclosed last week that one-hour first-run music/drama series, **Fame**, has been renewed for second year of independent production and syndication. According to MGM/UA Television Group President Lawrence Gershman, between 24 and 26 new episodes of former NBC-TV program will be produced, including several "concert" segments. Series recently completed its third year of production and is airing on 128 stations in U.S. as well as in 64 foreign countries. *Fame* is produced by Eilenna Productions for MGM/UA, with Lexington Broadcast Services handling national advertising sales.

John Tyler, chairman and chief executive officer of **Satellite Music Network**, signed letter of intent last Friday (Jan. 27) to take his company public. Handling transaction, expected to take place in May, will be Dallas-based brokerage firm of Weber, Hall, Sale & Associates. SMN is joint venture of Midwest Communication Inc., Minneapolis, Burkhardt/Abrams/Michaels/Douglas & Associates, Atlanta and Tyler.

Society of Professional Journalists, Sigma Delta Chi, will urge Congress today to repeal fairness doctrine to "ensure that the First Amendment means the same thing for newscasts as for newspapers." Bob Lewis, National Secretary of society and correspondent for Newhouse Newspapers, in testimony prepared for Senate Commerce Committee hearing, said, "The public deserves the same benefits of a free press when it listens to the news as when it reads it." He also said fairness doctrine and its related personal attack and editorializing rules have failed in their purpose of promoting diverse points of view on nation's airwaves.

"Our selling practices are within the guidelines set by the FCC," said radio rep executive **Ralph Guild**, president of Interep, holding company for McGavren-Guild Radio, Hillier/Newmark/Wechsler & Howard, Weiss & Powell and Major Market Radio. Guild was responding last week to recent letter sent by Katz Radio President **Ken Swetz** to his firm's represented stations described as "anticompetitive" **nonwired "rep" networks**—packaging of client as well as non-client stations, sometimes several in one market, into single buy for agency with rates individually negotiated with each station ("Riding Gain," Jan. 23). Interep makes extensive use of nonwired network selling of spot through its four rep companies. Last spring FCC ruled that nonwired network approach to selling radio time was not in violation of its combination rate policy (BROADCASTING, April 25). Swetz, whose letter said selling noncommonly owned stations in same market has "exclusionary impact upon all other stations in that market," is trying to make new case before FCC. Issue is expected to surface during rep panel discussion at this week's Radio Advertising Bureau's Managing Sales Conference in Dallas.

Dennis Fraser, executive VP, **Alcoa-NEC Communications Corp., Elk Grove, Ill., named president and chief operating officer.** Alcoa-NEC is in midst of negotiations with Comsat's Satellite Television Corp. to form operating partnership and supply home earth stations.

Viacom Enterprises has sold off-cable episodes of half-hour comedy, **Bizarre**, to stations in 14 television markets, including Detroit, Indianapolis, Boston, Dallas, Cleveland, Sacramento, Tampa-St. Petersburg and St. Louis.

CC Commissioner Dennis Patrick has hired interim staff. **Theodore J. Jofner**, former Illinois public affairs representative for National Association of Manufacturers, is special assistant. **Diane Silberman**, attorney for office of general counsel, is legal assistant for mass media matters. **Kathleen Levitz**, attorney for Common Carrier Bureau, is legal assistant for common carrier matters.

Former President **Richard Nixon** will be interviewed by former New York congressman John LeBoutillier over **ABC's Talkradio** service today (Feb. 3) at 4 p.m. (NYT). According to ABC, Nixon will discuss past and present foreign policy issues including arms control as well as talk about his new book, "Real Peace." One-hour interview will originate live from WABC(AM) New York.

USFL telecasts get under way later next month with ABC's opening contest (first of 18) on Sunday, **Feb. 27**. At press time, ABC had yet picked exact game. ESPN will kick off its USFL schedule with game between defending champion Michigan Panthers vs. Chicago Blitz on Monday, Feb. 27. ESPN has 35-game schedule games air on Monday and Saturday evenings).

Broadcast Music Inc. announced Friday (Jan. 27) it was **reducing its logging periods for radio broadcasters by more than half**. Effective immediately, radio stations taking part in BMI music logging samples will be asked to log no more than three consecutive days usually, instead of full week previously required. Logs are used in imputing royalty payments to BMI's writer and publisher affiliates.

Comments at FCC, **National Association of Broadcasters** said commission should take responsibility for determining who gets how much of **\$5 million** Congress set aside in Radio Marti bill for **FM stations to alleviate damage from Cuban interference** (BROADCASTING, Jan. 9). NAB also recommended administrative costs of implementing rulemaking—estimated at \$2 million—come out of agency's operating expenses, not out of compensation fund.

Cox Communications reported 1983 operating revenues for year ending Dec. 31, of \$614,623,000, 19% increase over 1982 (\$514,746,000). Net income totaled \$77,950,000, or \$2.75 per share, which is 19% gain over 1982 (\$65,421,000, \$2.31 per share). According to Cox President William Schwartz, all divisions of Atlanta-based company contributed to **record results in 1983**. Broadcasting had 7% increase in revenue and 15% gain in operating income for year. Adjusting for closing of STV operation in 1982 and deconsolidation of radio sales representation firm (Christal Co.), broadcasting revenue was up 11%. Cable TV revenue was up 29%, with operating income ahead 21%.

N Broadcasting, New York-based group owner of five TV's and 10 radio stations, reported **record profits for fourth quarter** and full year 1983. LIN said profits rose 20% over comparable 1982 period (\$7,974,000, or 36 cents per share, on revenues of \$32,143,000, or 21%. For year ended Dec. 31, 1983, profits amounted to \$3,528,000, or \$1.06 per share, compared to \$20,121,000, or 92 cents per share, in 1982. Revenues in 1983 increased 21% over 1982 levels to \$107,333,000, LIN reported. LIN said its agreement to purchase CBS affiliates WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, for \$104.9 million is expected to close in first quarter of this year.

CC Commissioner Henry Rivera last week released statement dissenting to watering down of policy statement on **children's television** (BROADCASTING, Jan. 2). Rivera alleged FCC's action changed policy without fully explaining why those changes were in public interest. He also said commission's finding that there is sufficient amount of children's programming was arbitrary because that had been based on "little more than conclusory assertions." Further, he said, legal and policy concerns advanced to support opposition to children's programming guideline were without foundation. "Because the carriage of programming designed specifically to enhance

the education of children by commercial television licensees is strongly in the public interest, and because the record demonstrates this interest is not now being adequately met, the commission should have adopted a flexible processing guideline to encourage the broadcast of such programming throughout the week, when most children's television viewing occurs," he said.

New House **resolution** (H.Res. 395) that asks networks to voluntarily stop releasing **election predictions** before polls close, was introduced last week by Representative Don Edwards (D-Calif.). Measure is similar to one offered last year by Representatives Al Swift (D-Wash.) and William Thomas (R-Calif.), but is more strongly worded. It has 38 co-sponsors.

Crystal ball gazing. Television has the power to become "the advance guard of [George] Orwell's totalitarianism," believes Turner Broadcasting System Executive Vice President Robert Wussler. Therefore, he says, industry professionals have "great responsibility" in using the medium to protect, rather than erode, civil liberties.

Wussler compared the vision of Orwell's futuristic novel, "1984," with the "brute power" of television in a luncheon address Wednesday (Jan. 25) to the Los Angeles Advertising Club at the Beverly Hilton hotel in Beverly Hills, Calif.

Emphasizing that U.S. television, protected from undue governmental influence and enjoying the variety spawned by open competition, "acts to further freedom," Wussler said he is sometimes worried about the medium's more insidious aspects.

Television's tendency to oversimplify, he contended, may be "presenting our viewers with an artificial view of the world and perhaps encouraging them to believe there are easy answers to complicated problems."

Wussler is also concerned about a tendency among programmers to "imitate and duplicate each other." In "1984," he said, only spokesmen who looked and sounded alike were empowered to address the public via the "telescreen." The speakers were selected for their similarity so that their individuality did not interfere with the messages being delivered. "Are we in television, inadvertently and on the basis of 'Q scores' doing the same thing?" Wussler asked.

Among the medium's virtues, he said, are its immediacy, democracy and capacity to act as "a great emotional safety valve." All of these, Wussler declared, mitigate the negative influences of television and are in stark contrast to "the drab, hopeless, gray despair" depicted by Orwell.

"With great power comes great responsibility," Wussler concluded. "There are few forces in our year of 1984 quite as powerful as television, and thus there are few who bear quite as much responsibility in protecting liberty as those of us in television."

Wussler's remarks were presented as part of a day-long cable advertising seminar jointly sponsored by the Ad Club and the Southern California Cable Association.

In a keynote seminar address delivered earlier, Paul Kagan Associates President Paul Kagan offered his estimates of cable industry growth over the next 10 years.

Kagan predicted advertising expenditures will grow from \$400 million for cable in 1983 to \$5 billion in 1993, compared with a broadcast television growth from \$16 billion last year to \$55 billion in 1993. The percentage of television households using cable will increase from 41% this year to 53% in 1987, according to Kagan.

Whereas cable advertising was less than 2% of all broadcast revenues in 1982, he estimated it will grow to more than 8% in 1993. Cable network advertising will be 17.8% of all television network advertising in 1993, as compared to 4.4% last year, Kagan believes. Total cable network advertising revenues should grow to more than \$3 billion in 1993, he said, compared with a growth from \$8 billion to \$21 billion during the same time frame for broadcast television network revenues.

Editorials

Megarights

On the eve of the 1984 winter Olympics, for which ABC paid \$91.5 million in TV rights fees, comes word from Olympics officials in Switzerland that ABC has acquired rights to the 1988 winter Olympics for—unless there has been a monumental trans-Atlantic typo—\$309 million. Looking at those two numbers in juxtaposition, we scarcely know what to say next, except perhaps that Boone Arledge has done something again.

From \$91.5 million to \$309 million in four years seems a prodigious leap, hard to account for. But as our report elsewhere in this issue points out, ABC officials feel they can justify it. Among the reasons: a favorable location (Calgary, Canada) for live prime time coverage, 30% more program hours and, this time, acquisition of cable, pay TV and cassette as well as broadcast rights.

ABC officials tend to minimize their plans, if any, for the cable and pay TV rights. But the rights are there, if they want to use them, and if they don't, it has to be worth something to know that the Olympics on ABC won't be competing with the Olympics on cable. We don't know how much that's worth, but by 1988 it could be a lot.

If it's hard to see why the price jumped so high, it's not hard to see what it means. It means that ABC has confidence not only in the deal but in the strength of the business down the road. Neither ABC nor Boone Arledge, as far as we know, is in business to lose money. They obviously put a higher value on the games than the other networks did, but that's the way auctions work. Whoever proves right in this case, the sure winners are the viewers. That's the way television is supposed to work.

Some victory

For the moment at least, it must be acknowledged that Jack Valenti and his Hollywood producers and Dean Burch and his Committee for Prudent Deregulation—what a marvelous name—have succeeded in heading off repeal or modification of the FCC rules barring television networks from acquiring financial interests in the programs they buy and excluding networks from domestic program syndication. You wouldn't know that to hear Jack Valenti talk. His cry last week when ABC and NBC announced surrender, or maybe a cease fire, was that he had been stabbed in the back. At the Polo Lounge they must have doubled over in laughter.

Maybe CBS and Tom Wyman will realize their professed wish for a settlement with Lew Wasserman and MCA, but that would guarantee no automatic confirmation by such other interested parties as the United States Department of Justice, the federal courts and the FCC, although whatever Lew thought was OK would probably pass muster with Ronnie. The inescapable fact is that the FCC rules are still in place and so are the antitrust consent decrees that add to the restrictions on network program operations. As long as those conditions obtain, the networks' opponents are the winners.

It has been quite a fight, as naked and brutal a manipulation of political power as has ever been brought to bear on broadcasting regulation. The networks started it by urging a sympathetic FCC into action. The National Telecommunications and Information Administration advanced it by siding with the networks on most points. When the Department of Justice came out for repeal of the FCC rules, with minor adjustments, and suggested it would cooperate in removing the consent decrees, Hollywood turned to

friends elsewhere in government.

It had Henry Waxmans in the Congress and Ronald Reagan in the White House. Ignoring the judgments of his own experts, the President suggested that everybody think this over for a couple of years. His intercession and maneuvers on the Hill led the contending parties to negotiations that have now dwindled to whatever Wyman and Wasserman are doing these days. A neutral observer has to ask whether anybody in this process has given any recent thought to the public interest.

It was assertedly in the public interest, it is remembered here, that the FCC originally adopted the financial interest and syndication rules. It was in the public interest that the Mark Fowler FCC proposed to repeal or modify the rules in the light of altered circumstances. Somewhere along the way the public interest faded from the screen as rival economic powers contested for advantage.

For that matter, what of the antitrust laws? Isn't it up to the courts to decide whether consent decrees obtained under formal antitrust prosecutions have been made obsolete by the evolution of television? Since when did the Congress or the President have the right to usurp the courts' jurisdiction?

The process of government and the purpose of FCC rules have been corrupted. It will take a higher quality of leadership than has been on display in Washington so far to restore order.

For the record

At different places in this issue are two reports of the kind a magazine of record routinely publishes: annual sales of television receivers, as reported by the Electronic Industries Association, 19.7 million in 1983; average daily household viewing, as reported by A.C. Nielsen, seven hours, two minutes in 1983. File and forget.

Wait a minute. Set sales over all were 14.9% bigger than they were the year before, and color set sales, 14 million, were up 23%. Videocassette recorders, at 4 million, were sold at twice the volume of 1982. Is the proliferating equipment used? Television sets were turned on for longer periods per day than in any other year. Indeed, the average viewing time is underestimated, since Nielsen has no way to track the playback of video recordings.

How big can the Fifth Estate get? No telling.



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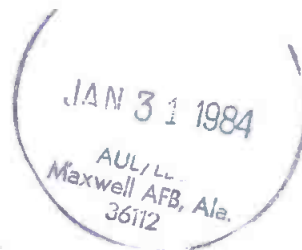
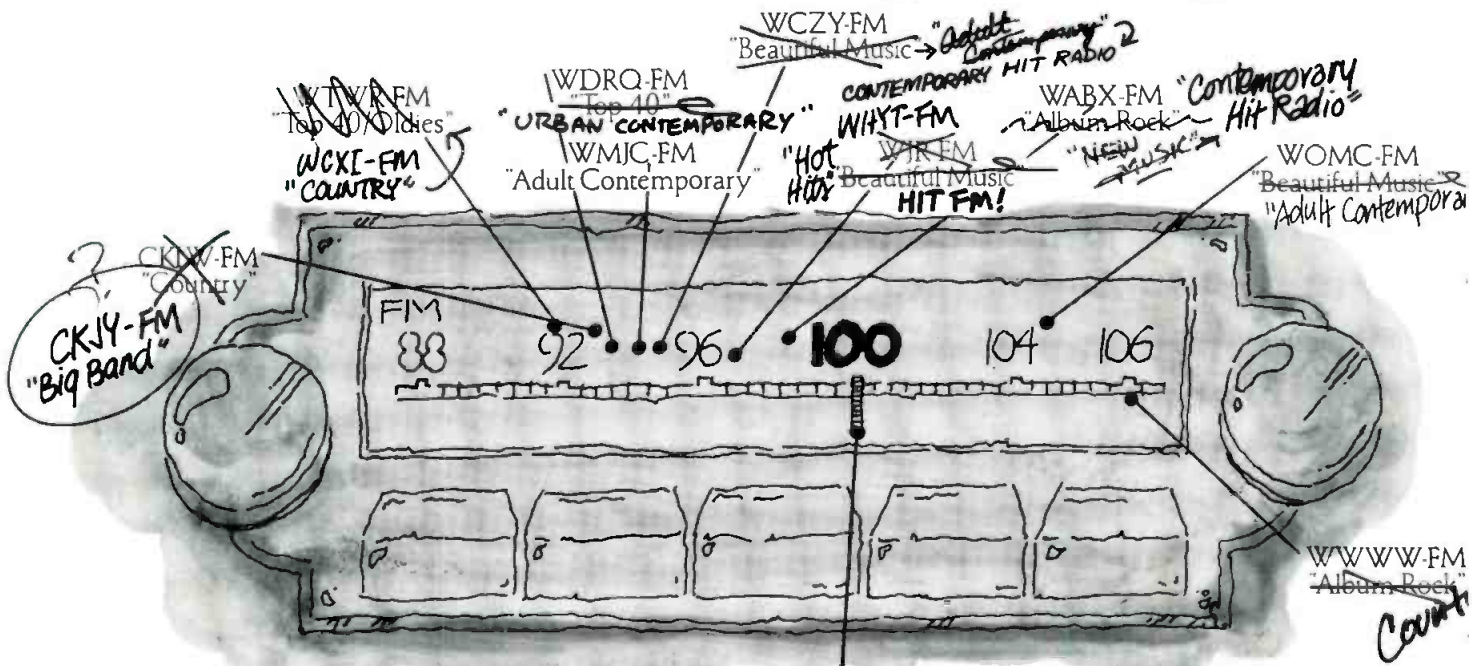
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