

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Feb 20

## THE CREAM OF THE COPS!



THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES  
**MCA TV**

53rd Year 1984

NATPE: Upbeat  
SMPTE: Transitional  
Fin-syn: Stymied

36112L1B RA35184 DIK DEC/85  
A U L I B R A R Y  
U S A I P F O R C E  
S E R I A L A C Q S E C T I O N

UNIVERSITY AL 36112

**IN THE LAST  
FIVE YEARS  
TELEVISION  
VIEWERS  
HAVE BEEN  
GIVEN A  
LOT MORE  
TO CHOOSE  
FROM.**

In 1978 17,135,000 American homes were wired for cable. By 1983, 36,870,000 were.

In 1978 there were 3 pay and 2 basic cable services. By 1983, there were 10 pay and 29 basic services.

In 1978 there were 83 independent television stations. By 1983, there were 179.

In 1978 there were virtually no video tape recorders in American homes. By 1983, there were 9,000,000 of them.

**HERE'S  
WHAT  
THEY  
CHOSE.**

In 1978, CBS NFL Football coverage reached 11,400,000 homes in the average minute. In 1983, it reached 13,990,000.

In 1978, the CBS Morning News reached 1,390,000 homes in the average minute. In 1983, it reached 2,920,000.

In 1978, the CBS Evening News reached 9,760,000 homes in the average minute. In 1983, it reached 10,860,000.

In 1978, the CBS Late Night schedule reached 4,990,000 homes in the average minute. In 1983, it reached 5,340,000.

In 1978, the CBS Daytime schedule reached 4,920,000 homes in the average minute. In 1983, it reached 5,590,000.

In 1978, the CBS Primetime schedule reached 12,550,000 homes in the average minute. In 1983, it reached 13,440,000.

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*Under the pressure of new and lively competition, CBS has actually increased its audiences. In 1983, with more choices than ever, more homes turned to the CBS Television Network than ever before in its history.*

**CBS/  
BROADCAST  
GROUP**

# MASTER CLASS AWARDS

## KWEN, TULSA

BOB BACKMAN, VICE PRESIDENT & GENERAL MANAGER

ROB RYAN, PROGRAM DIRECTOR

GROUP: KATZ BROADCASTING, DICK FERGUSON, PRESIDENT

"K-92" (KWEN-FM) changed to its country format over two years ago, and since then has been fighting a fierce battle with 50,000 watt country giant KVOO and an FM "more music" country station — KTFX — for audience share in Tulsa. Although the competing FM station was doing country more than a year before K-92 began, and although KVOO has defended itself admirably (maintaining a healthy 11.8 share this past fall), K-92 succeeded not only in doing well, but in winning the #1 12+ position in Tulsa (12.7 share) in the most recent ratings . . . a steep and rather brilliant climb that we all salute.

## WRKS, NEW YORK

LEE SIMONSON, VICE PRESIDENT & GENERAL MANAGER

BARRY MAYO, PROGRAM DIRECTOR

GROUP: RKO RADIO, BOB WILLIAMSON, PRESIDENT

In what is truly a remarkable feat, Urban-formatted WRKS, better known in the industry as "Kiss-FM", has risen over the past two years, from a number 21-ranked station, to one of New York's top rated — and most profitable — radio stations. In joining with the team at "Kiss", we have seen the effort, thought and care they have put into their initial success and the defense of their victory over the past twelve months as competitors fought hard to topple them. Their work in offensive attacks as well as defensive maneuvering in the face of adversity makes them eminently worthy of high recognition.

The Research Group, therefore, is most pleased to announce the election of the management of client stations WRKS and KWEN to the honorary rank of Master Class Strategists. In bestowing these awards, The Group recognizes the strategic achievements of some of America's most outstanding management teams, from which will be chosen one station to receive our highest annual honor, the awarding of The Research Group's Samurai Swords.

In almost every field there is a company that has *earned* a reputation as the leader.

# The Research Group

*Radio's Strategic Research Team*

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# Broadcasting Feb 20

## NATPE closes San Francisco show CBS bows out of fin-syn talks □ Bids are in for D.C. cable INTV-NATPE still at scheduling impasse

**DOUBLE VICTORY** □ NATPE's official and unofficial exhibit areas pronounced marked success. First-run crop best in years. **PAGE 31.**

**SCHEDULING IMPASSE** □ NATPE and INTV leaders still at odds over dates of next year's conventions, now set but days apart. **PAGE 32.**

**FEE PROPOSAL** □ Wirth introduces bill on cable franchise fees, essentially codifying FCC limits. Some monies collected would go to local access programming. **PAGE 33.**

**ON THE REBOUND** □ ABC ratings improve for winter Olympics coverage. **PAGE 34.**

**AND THEN THERE WERE NONE** □ CBS, only network still negotiating with Hollywood representatives on fin-syn, pulls out of talks. **PAGE 35.**

**CAPITAL CABLE** □ Three companies file bids for District of Columbia cable franchise. **PAGE 36.**

**INTERNATIONAL SUCCESS** □ WARC delegation returns home all smiles; U.S. received all it wanted and more. **PAGE 37.**

**A FOURTH** □ RCA files with FCC to join ISI and Orion as competitors to Intelsat in international satellite communications. **PAGE 38.**

**NATPE 84** □ BROADCASTING's wrapup of the NATPE programming marketplace begins on **PAGE 42.** Prospects for a fourth network. **PAGE 53.** Networks meet with their affiliates. **PAGES 56-57.** Panelists don't see all deregulation as beneficial. **PAGE 60.**

Naisbitt foresees decline of networks. **PAGE 60.** Iris award winners named. **PAGE 61.** Independents view their fates. **PAGE 62.** Ever-changing barter world is examined. **PAGE 62.** Promotion of movies seen as key to improved ratings. **PAGE 63.** Workshop on LPTV suggests promotion as "community television." **PAGE 64.** NATPE's final session examined future of programming. **PAGE 64.** Local programmers discuss successful formulas. **PAGE 65.** PBS affiliates hold upbeat meeting. **PAGE 66.** Update on the new technologies. **PAGE 66.** Distributors' free advice: allow shows time to develop and succeed. **PAGE 67.**

**WHO'S FIRST** □ Broadcasters, in comments to FCC, back translators getting priority over LPTV applicants at commission. **PAGE 70.**

**MONTREAL SHOW** □ SMPTE conference offers myriad of papers, many aimed at enhancing existing television system. **PAGE 72.**

**NAB VIDEOCONFERENCE** □ Association plans nationwide videoconference on political advertising. **PAGE 75.**

**IT'S OFFICIAL** □ CBS, IBM and Sears join in videotex venture; few details of plan are announced. **PAGE 81.**

**COUNTRY HITS** □ Country Radio Seminar opens 15th annual convention in Nashville next week. **PAGE 82.**

**GOODWILL AMBASSADOR** □ As Corporation for Public Broadcasting chairman, Sharon Rockefeller is committed to educating America. **PAGE 103.**

### INDEX TO DEPARTMENTS

|                        |    |                        |     |                        |    |                   |    |
|------------------------|----|------------------------|-----|------------------------|----|-------------------|----|
| Business Briefly ..... | 14 | Editorials .....       | 104 | Information Age .....  | 81 | Riding Gain ..... | 80 |
| Cablecastings .....    | 10 | Fates & Fortunes ..... | 99  | Law & Regulation ..... | 70 | Stock Index ..... | 74 |
| Changing Hands .....   | 76 | Fifth Estater .....    | 103 | The Media .....        | 75 | Technology .....  | 72 |
| Closed Circuit .....   | 7  | For the Record .....   | 83  | Monday Memo .....      | 28 |                   |    |
| Datebook .....         | 22 | In Brief .....         | 104 | Programming .....      | 82 |                   |    |

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**INDEX TO ADVERTISERS** □ Blackburn & Co., Inc. 76 □ Blyth Eastmen Paine Webber, Inc. 65 □ Broadcast Personnel, Inc. 99 □ CBS Broadcast Group Second Cover/3 □ Chapman Associates 79 □ Chemical Manufacturers Assn. 14 □ Classified Ads 89-98 □ Columbia Pictures Television 8-9, 15, 40-41 □ Continental Electronics 30 □ DFS Program Exchange 49 □ Harris Corp. Broadcast Transmission Div. 44-45 □ Hughes Communications 20-21 □ International Lutheran Laymen's League Third Cover □ Jefferson Pilot Data Systems 67 □ Edward M. Johnson & Associates, Inc. 81 □ H.B. LaRue 75-78 □ Pam Lontos, Inc. 68-69 □ Lorimar 12-13 □ Robert O. Mahlman, Inc. 18 □ MCATV Front Cover □ NCAA Productions 11 □ NEC America, Inc. 27 □ Paramount Television Domestic Distribution 39 □ Professional Cards 87 □ The Research Group 4 □ Cecil L. Richards Inc. 77 □ Services Directory 86 □ Society Bank 6 □ SONY Broadcast 16-17 □ Southern Baptist Radio-Television Comm. 51 □ D.L. Taffner/Ltd. 47 □ Telepictures Corp. 54-55 □ Transtar 19 □ Tribune Broadcasting Co. 29 □ Victory Television 24-25 □ Ward-Beck Systems Ltd. Fourth Cover □ WNEW 43 □ World Events Productions, Ltd. 59

# Society National Bank

Providing the communications industry with more than 40 years of financial expertise.

This announcement appears as a matter of record only.

December, 1983

## **MALRITE COMMUNICATIONS GROUP, INC.**

**\$45,000,000**

Ohio-based Society National Bank was the acting agent in the acquisition of television station WXIX.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

February, 1983

## **TCI AND TAFT BROADCASTING**

**\$9,000,000**

Ohio-based Society National Bank has provided a term loan facility to finance satellite communications equipment.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

November, 1983

## **BEAM BROADCASTERS, LTD.**

**\$25,750,000**

Ohio-based Society National Bank was the acting agent in the acquisition of television stations KYEL, WCFT, and WDAM.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

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January, 1983

## **CAPCO BROADCASTING**

**\$5,750,000**

Ohio-based Society National Bank has provided a revolving credit/term loan for the acquisition of radio stations WLAP and WSOY.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

June, 1983

## **CLARK COUNTY CABLEVISION LTD.**

**\$6,500,000**

Ohio-based Society National Bank has provided a revolving credit/term loan to Clark County Cablevision Ltd., a partnership managed by Daniels & Associates, Inc.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.

November, 1983

## **CHATTAHOOCHEE CABLEVISION, INC.**

**\$9,000,000**

Ohio-based Society National Bank provided a term loan facility to acquire cable systems located in Georgia.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

# **Society BANK**

For more information contact Kevan Fight or  
Jolen Cameron at (216) 622-8665.

## Added attraction

Codification of FCC's must-carry rules for cable might just be "sweetener" to break deadlock in talks between National Association of Broadcasters and members of Telecommunications Subcommittee on broadcast deregulation legislation (BROADCASTING, Feb. 13). NAB is unhappy with proposal to add equal employment opportunity language provisions to bill and is far from enthusiastic about proposed quantified TV programing standards. But according to NAB source close to negotiations, inclusion of must-carry in legislation might be incentive to put bill on fast track.

## Preview

CBS News's *60 Minutes* story on buying and selling of syndicated television programs—shot partly at NATPE International meeting last week—will touch upon at least two sensitive areas, according to producer Alan Weisman. First will be reports of tie-in sales packaging desirable and undesirable programs. Second will be critical look at some of more offbeat programs for sale at last week's NATPE. Body of report, however, will be general overview of syndicated business with focus on how television stations fill up their time. Despite skitishness and nervousness among some syndicators, Weisman promised report will not be "hatchet job." Segment is to be aired in three or four weeks.

Programers likely to appear in final cut: Lucie Salhany of Taft Broadcasting; Joseph Tirinato of MGM/UA Television; Sandy Frank, syndicator, and Jim Johnson, general manager of KFTY-TV Santa Rosa, Calif. Correspondent is Morley Safer. *60 Minutes* crew profiled Salhany and Johnson to compare wheeling and dealing of programers from major station group and small-market station.

## AAAA and split 30's

American Association of Advertising Agencies has hired what one association executive describes as "top research consultant" to pore through existing research on split-30 advertising. Many of the reports, produced by various agencies, universities and broadcasting companies, are proprietary, but 4A's has obtained copies on condition of confidentiality. Task of consultant is to assess need for further split-30 research projects, although there is already sense

within association of need to probe further effect on viewers of total number of program interruptions versus total number of commercials.

Four A's has taken position that 15-second spots, although perhaps justified in some instances, would, as standard, render television "a lot less effective," due to clutter. It hopes to use existing body of split-30 research along with possible future studies to persuade industry that 15-second spot as standard "is not the way to go."

## Closer to HDTV

Although high-definition television took back seat to other advanced television systems at SMPTE television conference (see page 72), HDTV study group, meeting prior to conference, reportedly found consensus among film and television proponents for five-to-three aspect ratio for world HDTV production standard. There also seemed to be general agreement that field rate should be greater than 60 fields per second, which is standard for NTSC.

## Double feature

President Reagan's presence will bookend this year's convention of National Association of Broadcasters in Las Vegas April 29-May 2. Three-to-four-minute film of his remarks will be integrated into multimedia presentation that opens convention on Sunday afternoon. On Wednesday morning, he will appear in live-by-satellite segment to answer questions from NAB convention floor, with NAB president, Eddie Fritts, moderating.

## End run?

Four senators who played major role last year in battle with Reagan White House over its Radio Marti proposal are concerned that Reagan administration may be attempting to win administratively what it could not win legislatively. Congress refused to accept bill that would have established separate Radio Marti broadcasting news of Cuba to that country. Instead, it created new Cuban service within Voice of America, with view to making sure its broadcasts would be subject to same journalistic standards as those of VOA programing generally. However, four senators—Lowell Weicker Jr. (R-Conn.), Roger W. Jepsen (R-Iowa), Charles E. Grassley (R-Iowa) and Edward Zorinsky (D-Neb.)—have written

to Charles Z. Wick, director of VOA's parent, USIA, to express concern over *New York Times* story quoting Edwin J. Feulner, chairman of U.S. Advisory Commission on Public Diplomacy, as putting station in different light. Feulner was reported to have said he had been assured "Radio Marti would be 'a distinct, separate entity within the Voice of America so that the two will not be confused.'"

Cuba service, senators said, is part of VOA "and can in no way be construed as anyone's home service or surrogate station." Senators would presumably be even more upset if, in perusal of appendix to President Reagan's 1985 budget, they came upon reference to Radio Marti, and description of it as "surrogate station."

## Fair game

FCC on Friday (Feb. 24) is expected to launch general inquiry into fairness doctrine obligations of broadcast licensees. Item will attempt to collect record on doctrine's pros and cons. But one FCC source said it's also aimed at determining what Section 315 of Communications Act, containing fairness doctrine, actually requires FCC to do. FCC has already initiated review of application of Section 315 to cable (BROADCASTING, April 4, 1983).

## Places, places

NAB President Eddie Fritts has engaged A.D. Little consultant firm to work out new internal organization plan in conjunction with senior vice presidents. Idea is to establish more structured atmosphere in which to operate with overall goal of implementing NAB's long-range plan. Project will take four to five weeks, including senior staff retreat.

## Innocent victim

There's still no Senate confirmation hearing in sight for Dennis Patrick, recess appointee to FCC ("Closed Circuit," Jan. 30). Aide to Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee, last week said senator still hasn't "had time to think about it." Well-placed source, however, said Goldwater's "problem" is being worked on and insisted that Goldwater has nothing personal against Patrick. Word is that Goldwater blocked hearing last year to pressure White House to speed up clearance of one of his friends who was up for ambassadorial slot.







# HART TO HART

## SOLD!

NEW YORK  
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KMSP-TV  
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WRTV  
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KRCR-TV  
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KCWS

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in association with



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

## Windy City cable

The Chicago city council and Mayor Harold Washington last Wednesday (Feb. 15) approved individual franchise agreements with three of the four companies designated to wire different sections of the city in early 1983 (BROADCASTING, Jan. 10, 1983). Each of the franchise areas contains between 188,000 and 271,000 homes and it is expected that construction will cost at least \$100 million per system.

Group W Cable got the nod on two adjacent areas (area 2 and area 3) in the north central and northwest part of the city. The company, which will operate the franchise under two limited partnerships, estimates that it will cost \$300 million to wire those areas. "In addition to customer service, our systems will include an institutional network with two-way video and data capability for use by Chicago institutions and businesses," noted Henry Murray, chief executive officer, Group W Cable.

The two other companies awarded franchises were Chicago Cable Communications Inc., a joint venture of Tele-Communications Inc. and Cross Country Cable, which won area 4 (central south), and Stellar Continental Cable Inc., a joint venture of Continental Cablevision, the Boston-based MSO, and a group of local minority investors, will handle area 5 (far south). All the companies now have 30 days to sign their contracts.

The only firm not part of last week's city council action was Cablevision Systems Chicago Inc. The company, which applied for area 1 (the Lakefront), is still negotiating its contract with the Chicago Office of Cable Communications, according to a company spokeswoman.

## Foreign control

A Senate bill (S. 2282) introduced by Senator Barry Goldwater (R-Ariz.), would restrict foreign control of new major television networks and large cable systems. Goldwater reportedly introduced the measure in response to the attempted takeover of Warner Communications by Australian media mogul, Rupert Murdoch.

Goldwater, chairman of the communications subcommittee, has been a long-time critic of current laws, which he feels are too lenient on foreign ownership.

"The basic need for the bill is to prevent foreigners from buying up and gaining control over the primary source of information which is available to and used by the American people," Goldwater said in a statement he released when he introduced the bill. Subcommittee members Wendell Ford (D-Ky.) and Larry Pressler (R-S.D.), also sponsored the legislation.

Goldwater said the law currently restricts foreign ownership of individual broadcast stations but does not apply to cable systems or any major national TV network, that does not own a station. Goldwater said he feared that a new major network might appear that does not hold any station licenses and

would not be protected from foreign influence under the current law.

"To avoid redundancy, only major national television networks, which are not subject to section 310(b) of the Communications Act as owners of interests in television stations, will be brought within the new alien ownership restrictions," Goldwater said.

The measure contains similar language found in a bill the senator introduced several years ago. The new legislation would eliminate the FCC's authority to permit foreign ownership in the parent companies of the networks and cable systems. Current ownership arrangements would be grandfathered. And the ownership restrictions would apply to cable operators with one or more systems with more than 250,000 subscribers.

## Lights, camera, action

Silver Screen Partners, the HBO-backed company that has raised more than \$80 million to produce a handful of films over the next year, has begun production of its first project entitled "Flashpoint," currently shooting on location in Tucson, Ariz. The film, an action adventure about two border patrolmen (Kris Kristofferson and Treat Williams) who uncover a government conspiracy, will be ready for theatrical release in late 1984. HBO has the exclusive pay-cable rights to all of the films produced by Silver Screen, but is guaranteeing all of the money put up by the Silver Screen investors. The company's second film, "Catholic Boys," with Donald Sutherland and John Heard, begins shooting in March and is expected to be ready for theatrical release by the spring of 1985.

## Schlosser predicts

Acknowledging that it's "too early to tell" how cable operators and advertisers will respond to the Arts & Entertainment Network, a joint venture of Hearst/ABC and RCTV, Herb Schlosser, executive vice president,



Schlosser

RCA Corp., said last week that if A&E fails as a business, "It will be a long time before the [cable] industry can offer a high quality service like it. This is the last shot for this kind of service." A&E offers a mix of programming from Hearst/ABC's earlier cultural service, ARTS, and material initially licensed for the now defunct The Entertainment Channel, consisting largely of BBC programs and Broadway adaptations. Schlosser said that the new satellite service has an "enormous reservoir" of quality programming. "It's not easy," he said, to assemble that kind of program package.

Schlosser also confirmed that RCA Records was talking with MTV, as are several other record companies, about possible rights payments for future music videos, most of which MTV now gets for free. With the escalating costs of producing videos, however (many costing \$500,000 or more), record companies are looking for alternative ways to finance their production. In return for the payments, MTV would receive some form of exclusivity.

Schlosser said that a recent RCA study concludes that the markets for domestic advertiser-supported video services, such as network television, local stations and satellite-delivered cable networks will grow from about the \$13 billion that those markets generated in 1982 to about \$32 billion by 1990. During the same period, Schlosser said, the study concludes that pay markets for video and audio entertainment services will increase from about \$12 billion to \$36 billion.

## Children's hour

HBO will air a series of 12 hour-long films, under the banner *HBO Family Playhouse*, based primarily on books geared to the 12-to-18 age group. Six of the films will be original and exclusive programs, with three produced by Learning Corporation of America and three by Scholastic Productions. The remaining six are nonexclusive and produced by a variety of companies. A new presentation will debut on HBO the first Monday afternoon of each month.

## Speak now

The National Cable Television Association has issued a "call for nominations" for its annual National Awards, which will be presented on June 6 during the association's annual convention in Las Vegas. Nominations must be submitted prior to April 1.

The awards: Vanguard Awards, for the man and woman who have exhibited "outstanding leadership qualities" and have made "a significant contribution" to the growth of the industry; Challenger Award, for the man or woman, 40 years old or younger, who has exhibited "outstanding leadership qualities" and has made "significant contributions to the growth" of the industry; Associates Award, for the associate mem-



ber (hardware or software supplier) who has exhibited "outstanding leadership qualities" and has made "significant contributions to the growth" of the industry; Science and Technology Award, for the member-engineer who has made "significant contributions" to the technical advancement of the industry; State-Regional Association Award, for the member of a state or regional cable association who has helped the development of his or her association and has participated in "effective" state legislation and regulatory activities, and the Marketing Award, for the member who has developed marketing ideas that lead to "significant consumer awareness of cable" and has contributed ideas to industry-sponsored events and promotions.

## Boston report

Cablevision Systems of Boston has been criticized for failing to keep its promise to provide public studios and production equipment, to hire large numbers of local residents (women and minorities), and to let local residents invest in the operation. A draft report by the city's task force on cable recommended more staffing of the mayor's office of cable communications and closer monitoring of Cablevision operations.

The system's general manager, Art Thompson, said public access studios would be ready shortly and that permanent staff will be 75% Bostonians, one-third minority and one-third female. Last month (BROADCASTING, Jan. 30) Cablevision abandoned its plan to remove some services from its \$2 a month basic service.

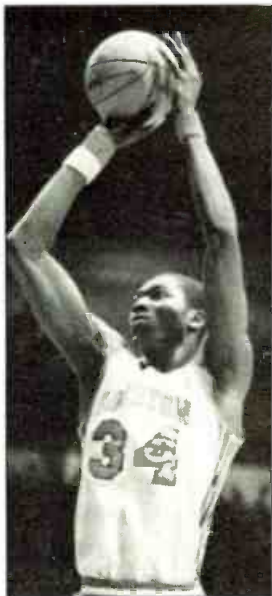


**Rooting for the home teams.** Home Team Sports, the Washington-based regional pay sports service of Group W Satellite Communications, which will feature the Washington Capitals (hockey) and Bullets (basketball) and the Baltimore Orioles (baseball), hosted a party for regional cable operators at Washington's Capital Center prior to a Feb. 10 Bullets game. On hand (l-r): Harlan Rosenzweig, president of GWSC; Edward Bennett Williams, owner of the Orioles; Dan Ritchie, chairman, Westinghouse Broadcasting and Cable Inc., and Abe Pollin, owner of the Bullets, Capitals and Capital Center.

## ARTEC must carry

Upholding a staff ruling, the FCC has denied Arlington TeleCommunications Corp. (ARTEC), operator of a cable system serving Arlington county, Va., waivers of its must-carry rules. ARTEC had requested the waivers to avoid carrying the signals of WNVG(TV) Fairfax, Va., and WNVG(TV) Goldvein, Va.

Both are educational stations licensed to the Central Virginia Educational Television Corp. In its waiver request, ARTEC had contended, among other things, that it lacked vacant channel capacity. In upholding the bureau, however, the commission noted that only 10 of ARTEC's 35 channels are being used for mandatory TV signals. The commission noted that the station signals did not largely duplicate each other.



## 1984

### NCAA Basketball Championships

The NCAA Division I Men's and Women's Basketball Championships . . . premier events in amateur sports.

NCAA Productions will produce live telecasts of selected games throughout March for those not presented by CBS Sports.

For additional information regarding arrangements for station clearance, please contact:

Jim Shaffer, Jenny Boyer or  
Cheryl Levick  
NCAA Productions  
P. O. Box 1906  
Mission, Kansas 66201

Telephone: 913/384-3220  
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OUR 6th SEASON**





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# Business Briefly

## RADIO ONLY

**Toyota Trucks** □ Three-week flight is scheduled to begin in mid-March in eight markets. Commercials will run in morning and afternoon dayparts during weekdays. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

**Pitney Bowes** □ Dictaphones, copiers and mailing systems will be spotlighted in campaign set to begin Feb. 27 in more than 50 markets for seven weeks. Commercials will run in all dayparts on weekdays and weekends. Target: men, 25-54. Agency: D'Arcy MacManus Masius, New York.

**American Motors** □ Renault automobiles will be advertised in two-week flight to begin on Feb. 27 in seven markets, including Boston, Chicago, Philadelphia and Washington. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Grey Advertising, Southfield, Mich.

**Employers Insurance of Texas** □ Campaign will begin in late March in about 22 markets and continue for 10 to

11 weeks. Commercials will be carried in all dayparts during weekdays. Target: adults, 25-54. Agency: Bozell & Jacobs, Irving, Tex.

**Ceiba-Geigy Corp.** □ Spectrum Home and Garden division will promote its lawn and garden care products in four markets in three-week flight beginning end of March. Commercials will run in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

## TV ONLY

**Brookwood Lodges** □ Drug and alcohol treatment centers will be spotlighted in six-month campaign beginning this week in seven markets including: Dallas; Birmingham, Ala.; Orlando, Fla., and San Antonio, Tex. Spots will air during early morning through daytime. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

**AMF** □ Six-week flight for Heavy Hands dumbbells will begin Feb. 27 as part of campaign flighted through September. Spots will air in 150 markets during

various dayparts. Target: adults, 25-plus. Agency: American Promotion Group, New York.

**Westmount Enterprises** □ Feast For One, gourmet TV dinners, will be promoted in campaign beginning Feb. 27 and running for four weeks in Texas markets. Spots will air in early morning, prime, late fringe and late news. Target: working adults, 25-49. Agency: Geer Dubois, New York.

**Norwegian Caribbean Lines** □ Ship cruises will be promoted in nine-week flight beginning March 1. Spots will air in Atlanta; Charlotte, Winston-Salem and Greensboro, all North Carolina, and Florida markets during early morning, prime time and late night programming. Target: adults, 25-54. Agency: Beber Silverstein & Partners, Miami.

**Louisiana World Exposition** □ Campaign for exposition, which will be held in New Orleans from May to November, will begin in early March for initial flight of about four weeks in more than 10 major markets, including New York, Washington, Chicago, Dallas and Miami. Commercials will be scheduled in daytime, early and late fringe and prime time. Target: adults, 25-54. Agency: McDonald & Little, Atlanta.

**Brachs** □ Gum Dinger, new candy product, will be highlighted in flight beginning March 3, as part of year-long advertising campaign. Initial break of spots in several Western markets will occur in children's programming, late afternoon and early and late fringes. Target: children, 7-14. Agency: BBDO, Chicago.

**Union Oil** □ Eight-week campaign

# CAN WE TALK?

## (202) 887-1313

Call Susan Smith or  
Linda Edwards on the  
*Chemical Industry Facts Line*  
for:

- Experts for interviews
- Media tour information
- Satellite newsfeeds
- "The Report" and  
"Lifestyle" radio series

**CM<sup>A</sup>** CHEMICAL MANUFACTURERS ASSOCIATION  
2501 M Street, N.W., Washington, D.C. 20037

## Rep Report

WOCQ(FM) Berlin, Md.: To Masla Radio from Roslin Radio.

□

WMGM(FM) Gainesville, Fla.: To Masla Radio (no previous rep).

□

KZBQ-AM-FM Pocatello, Idaho: To Masla Radio from Lotus Representatives.

□

WCUB(AM)-WLKB(FM) Manitowoc-Two Rivers, Wis.: To Weiss & Powell from Pro Radio.

□

WGFP(AM) Webster, Mass.: To The Queen Co. (no previous rep).



# 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!

AVAILABLE NOW!

*Nene Cara*

*Olivia Newton-John  
& John Travolta*

*Elton John*

*The Police*

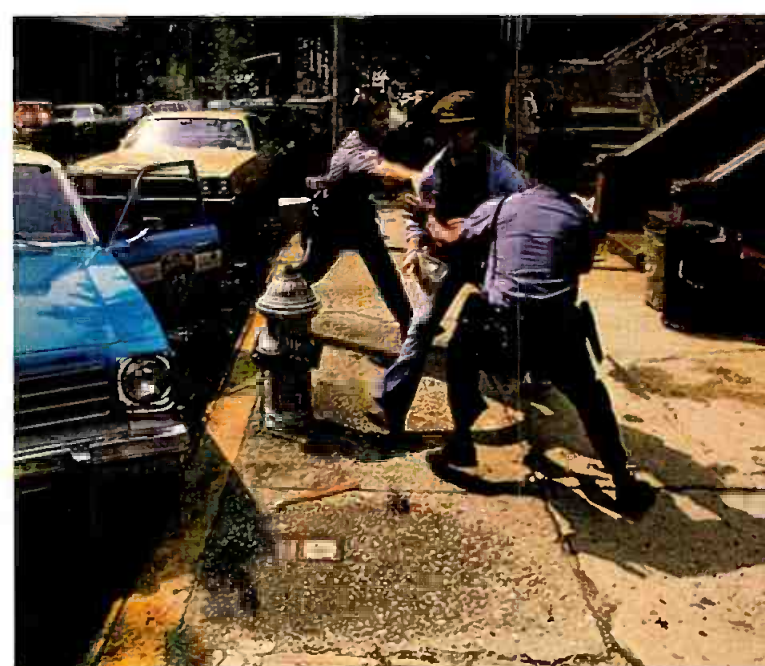
*Paul Simon*

*Talking Heads*

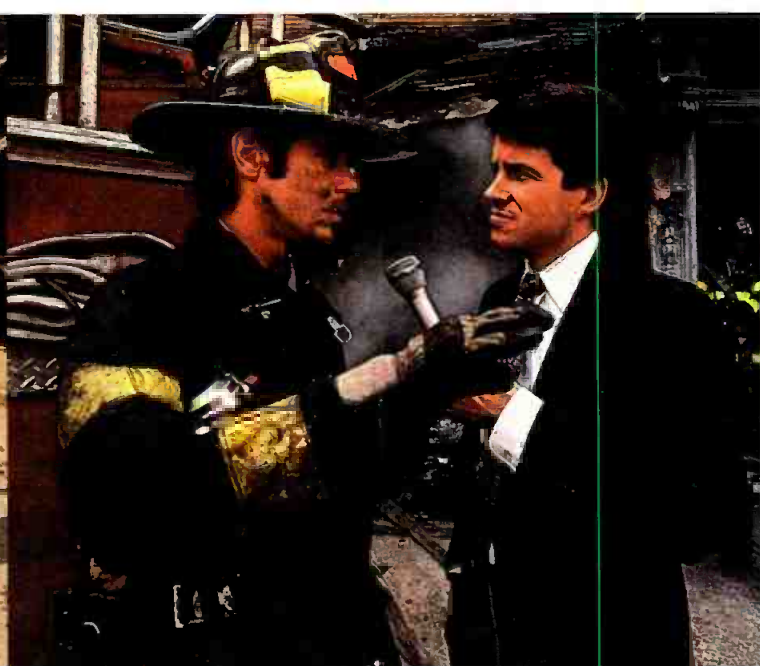
A Hunt Jaffe Production  
in association with







BVP-3 configured as camera/recorder; BVW-3 with BVV-1 Betacam recorder.



BVP-3, CA-3 Adapter & 10' cable to BVU-110 3/4-inch portable VTR.



# THE ONLY THING WON'T SHOOT!

Folk wisdom would have you believe that nothing can be all things to all people.

Obviously, those folks were not familiar with the Sony BVP-3. A camera whose broad appeal (in terms of image quality, price, weight and size) is equaled only by its exceptionally wide range of applications.

To start with, for those of you who shoot with a typical camera/cable/VTR configuration, the Sony BVP-3 offers an untypical choice: Record composite video on any 3/4" or 1" system. Or component video on our own highly regarded 1/2" Betacam™ format. With up to 30' of cable in between.

Step into the studio with a BVP-3 equipped with our new CA-30 Adapter and you can lay up to 1,000' of multicore to your Camera Control Unit. Or add a Digital Command Unit and stretch over a mile of Triax between your camera (or cameras in genlock) and the control truck. The exact same Digital Command Unit also includes all the necessary interfaces for a microwave, telephone modem and radio link. For those situations where no amount of cable can be used.

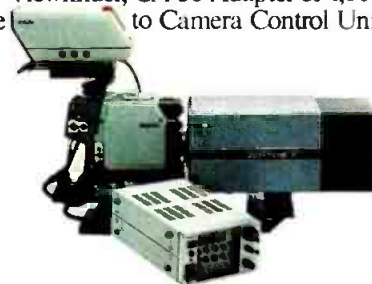
And, of course, you can always couple the BVP-3 to a Sony Betacam Recorder and get the absolute ultimate in compact, lightweight,



BVP-3, CA-30 Adapter, Digital Command Unit & 5,000' Triax to Camera Control.



BVP-3, 5" Viewfinder, CA-30 Adapter & 1,000' multicore to Camera Control Unit.



# THE SONY BVP-3 IS YOUR BUDGET

film-style ENG/EFP shooting systems.  
NOT JUST MORE CAMERA  
CONFIGURATIONS, MORE CAMERA  
PERFORMANCE.

Still, for all its flexibility, the BVP-3's strongest point remains its reasonability. Because what you're getting is the state-of-the-art camera. At a base price of just \$20,000.\* A price that includes the image-making abilities of the Sony-perfected  $\frac{2}{3}$ " mixed-field Diode Gun tubes with their incomparable resolution, registration, S/N ratio and balance. The lightweight, heavy-duty camera body. The automatic setup and operational functions.

\*U.S. list price (includes camera head with tubes and viewfinder).

The built-in microphone. And all the rest.

Plus, you're getting a camera system that can grow with you. Becoming a camera/recorder one day, a studio camera the next.

In fact, any way you configure it, in performance, flexibility, price, size, you name it, the Sony BVP-3 is a camera worth looking into.

Which is easy enough to arrange. In NY/NJ, call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6046; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

**SONY.**  
Broadcast



## AdVantage

**Pepsi's thriller.** Newest TV spot from Pepsi featuring Michael Jackson and his brothers, one in which Jackson was mildly burned by fireworks, will debut next week—question is when. Company executives are considering, and have bought time on, both Grammy Awards (Feb. 28, CBS), original planned debut, and "Star Wars" airing two days earlier (Feb. 26, CBS). Pepsi has pondered changing debut date due to concentrated media attention paid to Jackson's accident. Announcement of decision will be made some time this week. Michael Jackson is promoting soda while PepsiCo will sponsor Jackson's "reunion tour" with his brothers, The Jacksons, scheduled to begin in May. BBDO New York is Pepsi agency of record.

□

**Ad claims settled.** Nine challenges to national advertising, including five on television, were resolved during January by National Advertising Division (NAD) of Council of Better Business Bureaus. Reviewed by NAD and substantiated were claims made in TV advertising for Burger King Corp. (pita salad sandwich); Perdue Farms Inc. (fresh, whole chicken), and United States Borax & Chemical Corp. (Borateem laundry additive). Television advertising modified or discontinued was for Cooper Laboratories/Coopervision (contact lenses) and General Host Corp./Van de Kamp's Frozen Foods (frozen fish).

□

**Embassy names NH&S.** Recently formed entertainment unit of Needham, Harper & Steers/Los Angeles has been appointed agency for Embassy Pictures, Los Angeles, replacing FC&B/Entertainment, Los Angeles. NH&S will create and place advertising for both motion pictures and television programming produced and released by Embassy Pictures. Account has estimated billings of \$4 million-\$6 million in 1984, but, according to NH&S, expenditures are expected to climb to more than \$20 million in 1985.

□

**More on Needham.** NH&S has opened new offices in Baltimore's Inner Harbor district. Major clients will include Baltimore and Eastern Shore (Md.) McDonald's Owner Operators Association, recently won from Trahan, Burden & Charles, Suburban bank and Washington/Baltimore Cellular Telephone Co. Operations will be headed by Charles Wilson, account supervisor.

promoting several products will begin March 5 in 10 Western markets. Commercials will run in early and late fringe, prime time and sports programming. Target: men, 18-49. Agency: Leo Burnett, Chicago.

**Arthur Treacher's Inc.** □ Fish and chips restaurant chain, which has used advertising sparingly in past two years, is returning with TV campaign in 1984 of two- and three-week flights, beginning in mid-March in Washington and Cleveland. Company intends to add other markets during year and also is considering spot radio efforts at later date. Commercials will be carried during daytime, early and late fringe and prime access. Target: adults, 18-49. Agency: Arthur Treacher Inc. (direct), Youngstown, Ohio.

**Lawn Boy** □ Campaign for lawn mowers will begin in mid-March and early April in more than 70 markets and continue in flights until end of May or early June. Commercials will be carried in early and late fringe, news, prime-access, prime time and sports programming. Target: men, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

**Conwood Corp.** □ Hot Shot insecticide will be spotlighted in 82 Southern markets during second quarter, including Tampa-St. Petersburg, Fla.; Greensboro, N.C., and Nashville. Some market activity will begin in early April for 12 weeks and other buys will begin in May for 10 weeks. Commercials will be placed in daytime and early and late fringe. Target: women, 25-54. Agency: Tucker, Wayne & Co., Atlanta.

### RADIO AND TV

**Petrofina** □ Gasoline products will be promoted in campaign beginning today (Feb. 20) that will run for either six weeks or through second quarter, depending on market. Commercials will air in 20 markets, in various dayparts on radio, in sports only in seven TV buys, and in sports, prime-access, prime time and late fringe in the remaining TV buys. Target: men, 18-49. Agency: Geer DuBois, New York.

**Sanderson Farms** □ Miss Goldie Chicken will be highlighted in two-week campaign to begin in early March in 13 markets. Commercials will run in all dayparts on radio and in fringe, daytime and prime time on TV. Target: adults, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

**Marriott** □ Great American Theme Park in Santa Clara, Calif. will be promoted beginning mid-April in five California markets including San Francisco, Sacramento and Fresno. TV and radio buys will be made in various dayparts. Target: teen-agers and adults, 12-34. Agency: Smith Burke Azzam, Baltimore.

## WHAT WORKS FOR YOU

- Specialization in medium and large market radio-only.
- A sales concentration on a limited number of radio stations at any one time.
- A proven track record established through experience, integrity and hard work.
- Representation by the principal of the company.

When confidentiality, integrity and experience are important...

*Robert O. Mahlman, Inc.*

*7 Midland Gardens, Penthouse*

*Bronxville, New York 10708*

*914-779-7003*

Brokerage Appraisals Consulting

# Quality Wins For KENO-AM, Las Vegas: Programming Transtar All Dayparts.

KENO is an AM station at 1460 kc in Las Vegas, Nevada, a market of 8 FM signals and 9 AM signals, one of them a full-time 50,000 watt station at 720. Before the fall Arbitron, KENO, happy with response it had received from both listeners and time-buyers while running Transtar part-time, switched to full-time 24-hour Transtar programming. Here are the results:

| <u>SPRING 1983</u> |       |     |       | <u>FALL 1983</u><br>(Full-time Transtar) |      |
|--------------------|-------|-----|-------|------------------------------------------|------|
| Men                | 25-49 | 2.3 | (#13) | 7.9*                                     | (#3) |
| Women              | 25-49 | 3.0 | (#12) | 5.0                                      | (#7) |
| Adults             | 25-49 | 2.7 | (#14) | 6.4                                      | (#6) |

And the management of the station reports an improvement in the station's bottom line far exceeding the increase in ratings. Why? Because in programming Transtar's Adult Contemporary product, KENO is gaining its rating among the most desirable audience: the **working** men and **working** women between 25 and 49. We call it the "Earning Boom" and Transtar is designed to get it . . . for you.

I WANT TO WIN. TELL ME MORE.

NAME: \_\_\_\_\_

STATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

SEND TO: 620 SOUTH POINTE COURT, SUITE 185  
COLORADO SPRINGS, CO 80906

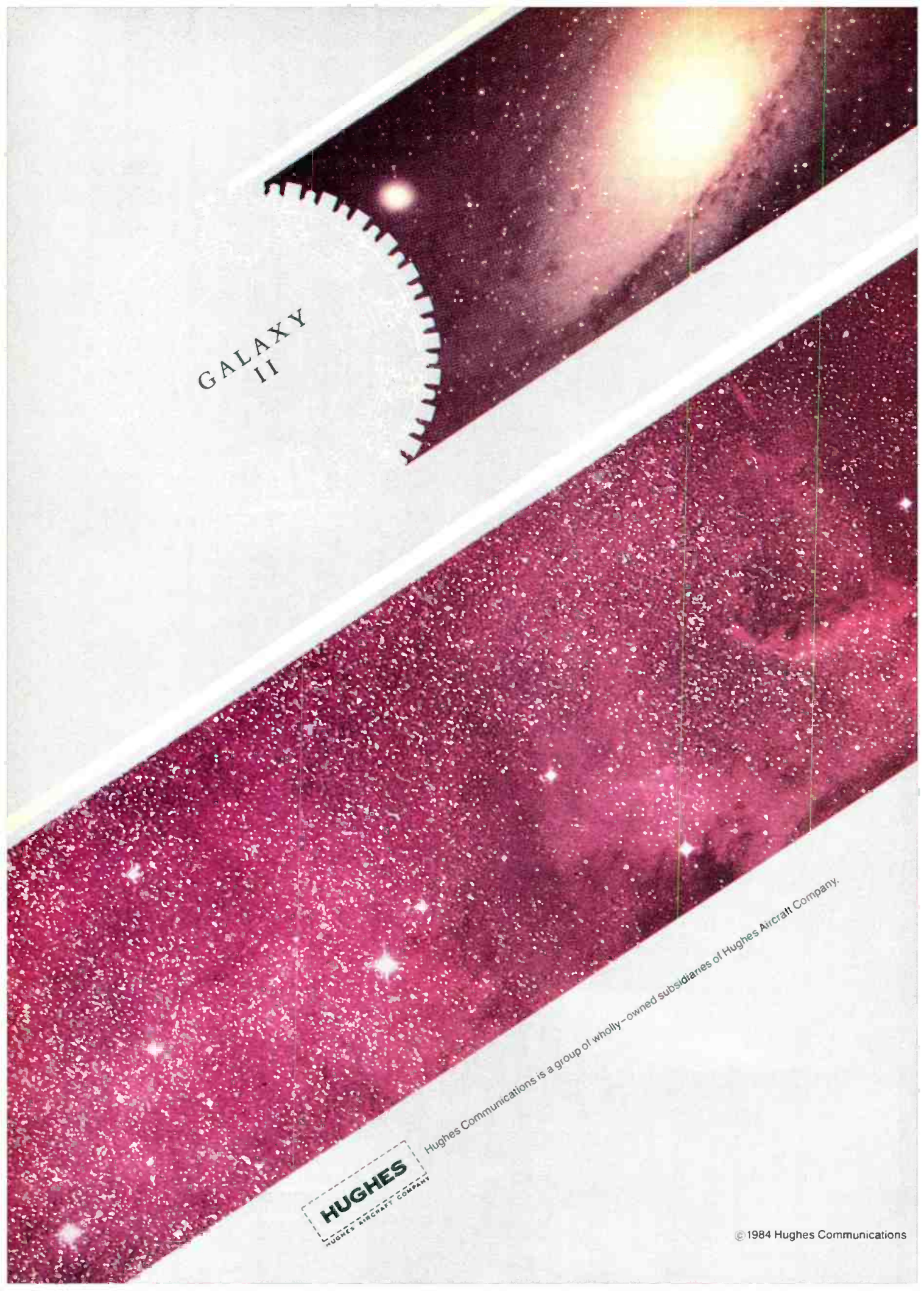


**The Quality Satellite Network**

Or for more information and market availability, just call us at  
**1-800-654-3904**

\*(Monday through Sunday 6 AM - 12 Mid. AQH Share Fall 83 Arbitron.)

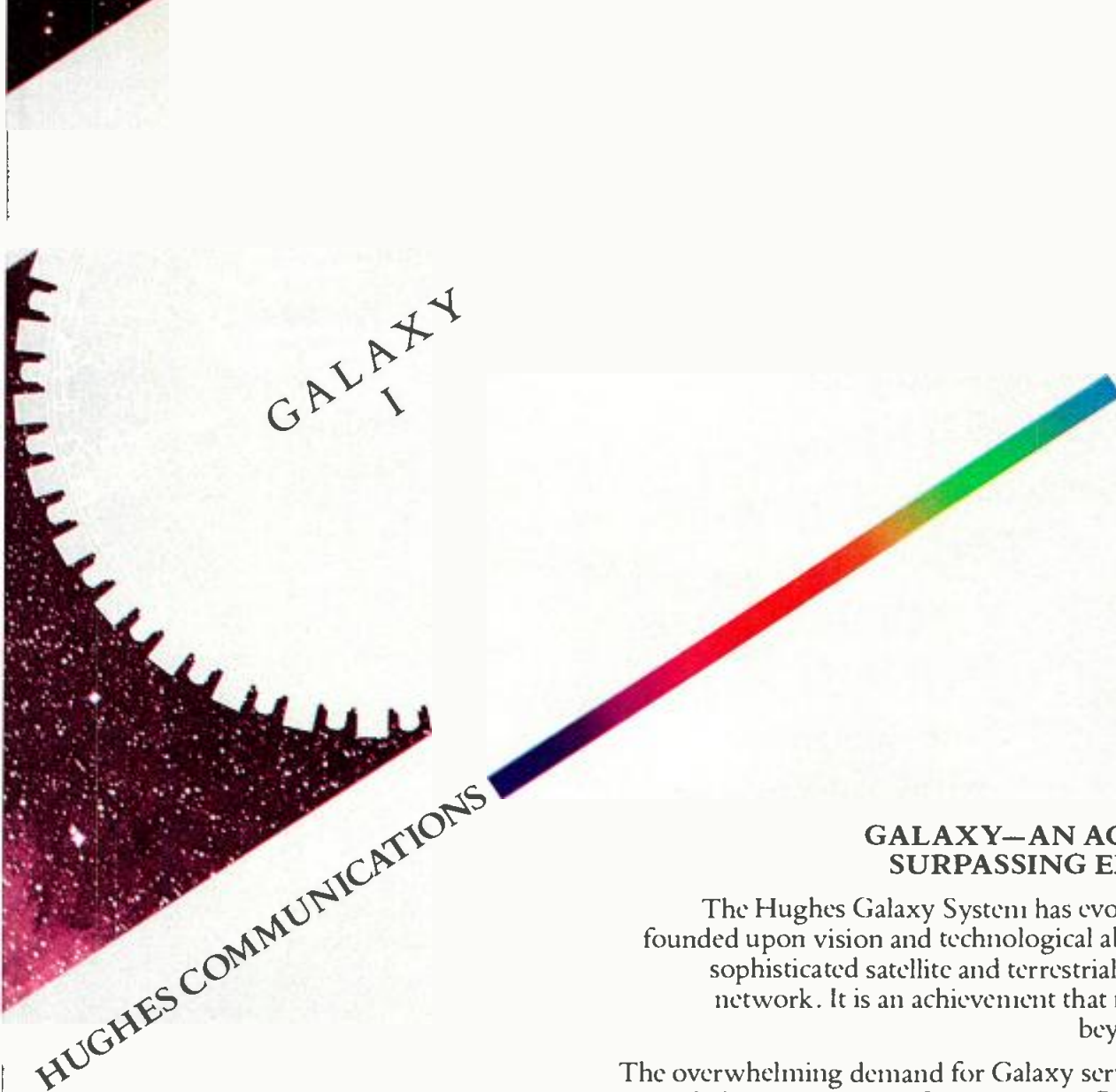




GALAXY  
II

**HUGHES**  
HUGHES AIRCRAFT COMPANY

Hughes Communications is a group of wholly-owned subsidiaries of Hughes Aircraft Company.



GALAXY  
I

HUGHES COMMUNICATIONS

## **GALAXY—AN ACHIEVEMENT SURPASSING EXPECTATION**

The Hughes Galaxy System has evolved from an idea founded upon vision and technological ability to become a sophisticated satellite and terrestrial communications network. It is an achievement that represents success beyond imagination.

The overwhelming demand for Galaxy service is superseded only by its reputation for excellence. Galaxy I—now sold out—has been selected by the most prestigious names in the cable business to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, Group W-Home Team Sports, The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, WOR-TV, CBN Cable Network, ESPN, C-SPAN and much more. Galaxy I is a promise that has been fulfilled, with performance beyond our own expectations.

But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a May 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys.

Excellence. Performance. Commitment.

The Hughes Galaxy System—a surpassing achievement  
in communications.



# Datebook

## This week

**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, on plans of Pacific Telephone and other regional Bell operating companies to enter cable and other wideband services. Airport Hilton, Los Angeles. Information: (213) 684-7024.

**Feb. 21-23**—Washington Journalism Center's Conference for Journalists, "Sports Issues 1984: Pros, Cons, Legals, 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 workshop, "Take the Computer Challenge." Dublin Stouffer's, Dublin, Ohio.

■ Indicates new or revised listing

■ **Feb. 22**—American Women in Radio and Television, Atlanta chapter, meeting. Tower Place, Atlanta.

**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, (800) 368-5644.

**Feb. 23**—American Advertising Federation West Coast "Advertising and Public Policy Seminar." Speakers include Howard Bell, AAF president; Patricia Bailey, FTC commissioner, and Bruce Fein, general counsel, FCC. Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

■ **Feb. 23**—"International Telecommunications Service Trends and Prospects for Competition," seminar sponsored by Washington law firm, *Hogan & Hartson*. Speakers include Representative Ed Markey (D-Mass.), and Richard Colino, director-general, Intelsat. International Club, Washington. Information: Barbara Kline, (202) 331-4690.

■ **Feb. 23**—Advanced Television Systems Committee meeting on "improved NTSC-compatible." National Association of Broadcasters headquarters, Washington. Information: (202) 293-3546.

■ **Feb. 23**—Philadelphia Cable Club panel discussion, "Alternative Technologies: Are They a Threat to Cable TV?" Adams Mark hotel, Bala Cynwyd, Pa.

**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.

## Also in February

■ **Feb. 27**—Washington Metropolitan Cable Club luncheon. Speaker: Congressman Tom Tauke (R-Iowa). Washington Marriott, Washington.

■ **Feb. 27**—New York chapter, National Academy of Television Arts and Sciences, drop-in dinner. Topic: "The Television Director." Copacabana, New York. Information: (212) 765-2450.

**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**—Television Bureau of Advertising regional sales training conference. Airport Hilton, Tampa, Fla.

**Feb. 28**—Women in Cable, New England chapter, meeting. Holiday Inn, Woburn, Mass.

**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**—Southern California Broadcasters Association's 20th annual public service workshop. Kinsey Auditorium, California Museum of Science and Industry, Los Angeles. Information: (213) 466-4481.

**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**—Cable television political workshop, "The Impact of Television on Political Communications," sponsored by Cabletelevision Advertising Bureau in association with National Cable Television Association. Among speakers: Thomas Wheeler, president, National Cable Television Association. Caucus Room, Cannon House Office Building, Washington. Information: (212) 751-7770.

■ **March 1**—"The Reagan Administration and the Press: What's the Problem?," conference sponsored by American Enterprise Institute for Public Policy Research. Scheduled speakers include Sam Donaldson, ABC News; David Gergen, formerly with White House and now Harvard University fellow; Lyn Nofziger, political consultant; Lou Cannon, *Washington Post* political writer, and Victor Lasky, author and commentator. AEI

## Major Meetings

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

**Sept. 16-19**—"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.

**Feb. 10-13, 1985**—National Religious Broadcasters 42nd annual convention. Sheraton Washington, Washington.



boardroom, Washington. Information: (202) 862-5800.

**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 3**—*Radio-Television News Directors Association* region nine conference with UPI. Mobile, Ala.

**March 3**—*Radio-Television News Directors Association* region seven meeting. Illinois State University, Bloomington, Ill.

**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**—*New York chapter, National Academy of Television Arts and Sciences*, dinner. Theme: "Entertainment, Liberty and the Pursuit of Understanding." Copacabana, New York.

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

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

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

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

■ **March 8**—*National Academy of Television Arts and Sciences* drop-in luncheon. Topic: Media coverage of politics. Speakers include Ed Fohy, ABC; Jack Smith, CBS; Bob McFarland, NBC, and Bill Headline, CNN. Blackie's House of Beef, Washington. Information: (301) 229-4633.

**March 8-9**—"Communication Technologies and Politics," sponsored by *Washington Program in Communication Policy*, extension of Annenberg Schools of Communications at University of Pennsylvania and University of Southern California. 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 and trade show, "Cable Crossroads." Speakers include Tom Wheeler, president, National Cable Television Association, and Drew Lewis, chief executive officer, Warner Amex Cable Communications. Hyatt Regency/Ohio Center. Columbus, Ohio. Information: (614) 461-4014.

■ **March 12**—*Michigan Cable Television Association* annual winter meeting. Hyatt Regency, Fairlane Town Center, Dearborn, Mich.

**March 13**—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles.

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

**March 13-14**—*Ohio Association of Broadcasters* con-

## Stay Tuned

A professional's guide to the intermedia week (Feb. 20-26)

**Network television** □ PBS: (check local times) *The Cafeteria* (play), Tuesday 9-10 p.m.; ABC: *Report on Iowa Caucuses*, Monday 11:30-midnight; *Eye on Hollywood\** (nightly magazine), Tuesday midnight-12:30 a.m.; *Lace* (two-part drama), Sunday 8-11 p.m. [to be concluded 2/27]; NBC: *Super Night of Rock 'n' Roll* (music special), Monday 9-11 p.m.; CBS: *Iowa Caucuses*, Monday 11:30-midnight.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Rod Serling: Dimensions of Imagination*, 60 hours of programming, Friday-May 3; *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5; *Critic's Choice*, series of screenings, now-Saturday; *Jack Paar*, seminar II/highlights of TV programs, Thursday 6-8 p.m.

\*indicates a premiere episode

gressional 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**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Pittman, Warner Amex Satellite Entertainment Co. executive vice president, chief operating officer. Copacabana, 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. Information: Sarah Midgley, (202) 298-7512.

**March 15**—*Television Bureau of Advertising* regional sales training conference. Red Lion Seatac Inn, Seattle.

**March 18-20**—*SPACE (Society for Professional and Commercial Earth Stations)* spring convention and international exhibition. Caesars Palace, Las Vegas. Information: (202) 887-0605.

**March 20**—*Television Bureau of Advertising* regional sales training conference. Amlac West Tower, Dallas.

**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*. Originating in Washington at U.S. Chamber of Commerce, Hall of Nations, to 24 U.S. cities. Information: (202) 362-1140.

**March 20**—Presentation of 24th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

■ **March 20**—*Southern California Cable Association* monthly luncheon. Los Angeles Airport Hilton, Los Angeles.

**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 21**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Peter Lund, vice president-general manager, WCBS-TV New York.

**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**—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency, Atlanta.

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

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

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

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

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

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

**March 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 29-31**—*New Mexico Broadcasters Association* annual convention. Speaker: Henry Rivera, FCC commissioner. Hilton Inn, Albuquerque, N.M.

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

**March 31**—Deadline for entries in "Hometown U.S.A. Video Festival 1984," for community cablecast programming, sponsored by *National Federation of Local Cable Programmers*. Information: Joan Gudgel, NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003; (202) 544-7272.

## April

■ **April 1**—Deadline for entries in *National Cable Television Association's* National Awards. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington, D.C., 20036.

**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.

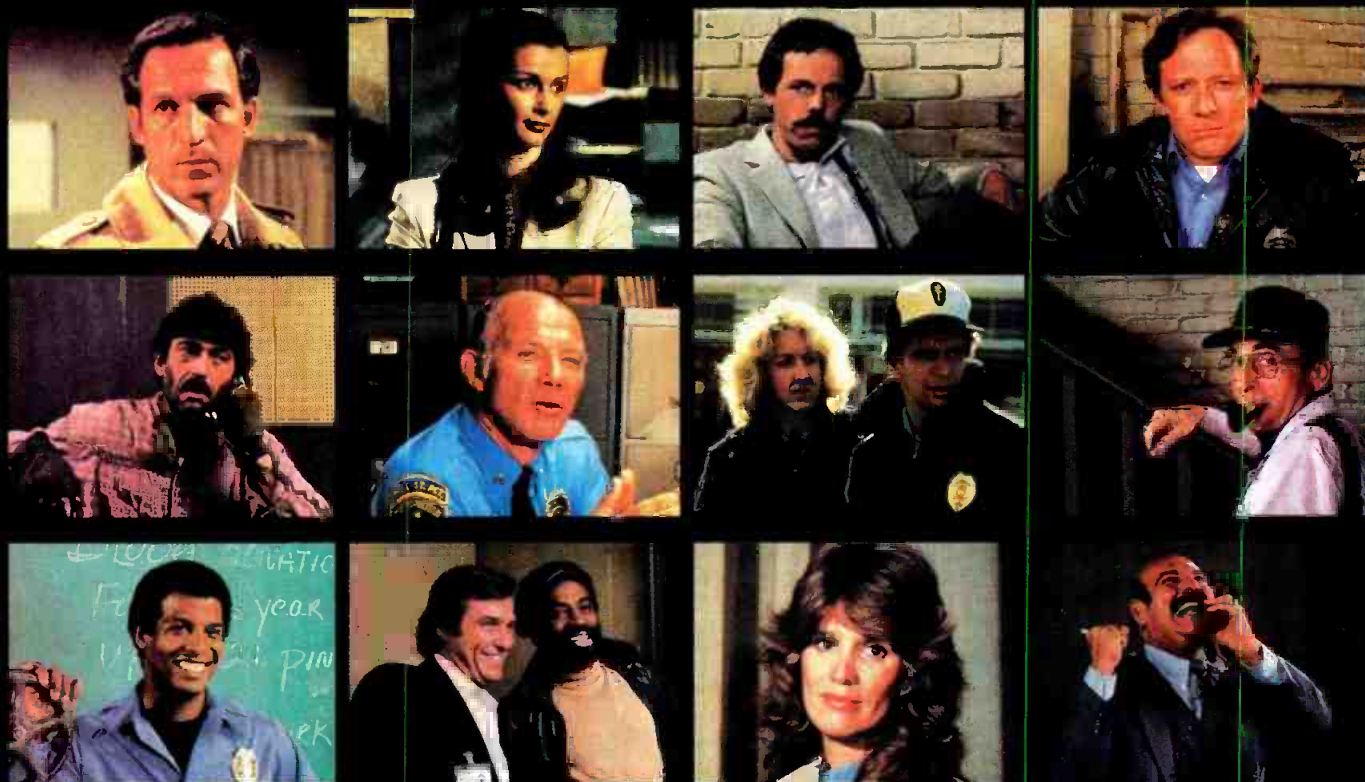
**April 1**—Deadline for entries in 20th annual Major Armstrong Awards for "excellence and originality in radio broadcasting by AM and FM stations," administered and sponsored by *Armstrong Memorial Research Foundation* with cooperation with *National Radio Broadcasters Association*. Information: (212) 280-8703.

**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)



# *A force to be reckoned with.*

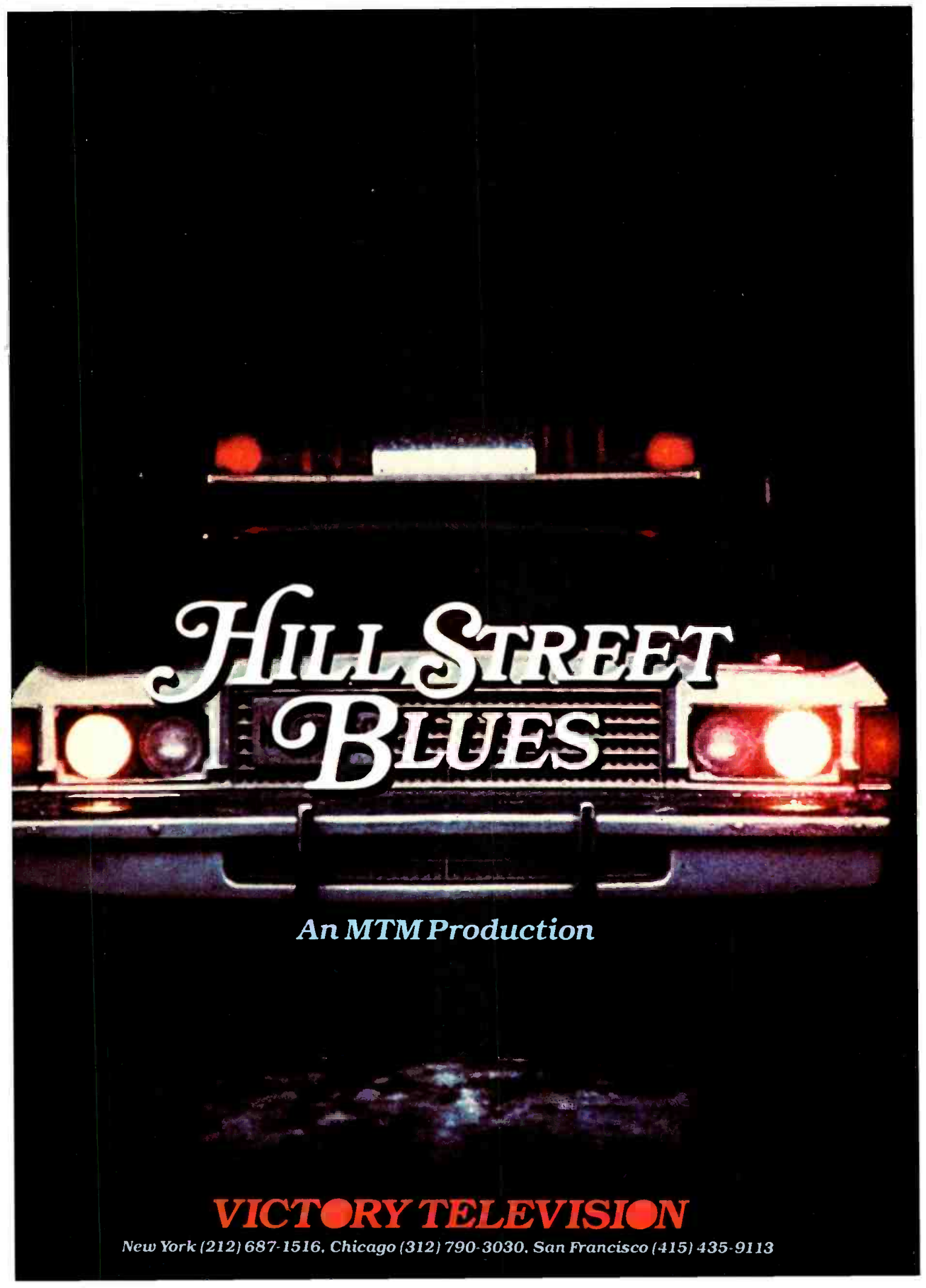


*No other current series has so many stars who rank so high as favorites\* of their viewers.*

*In fact, no other series comes close to matching "Hill Street Blues'" force of favorites.*

*It pays to play favorites. For a quick start... and for strength over the long run.*

\*Source: Performer Q Rankings, Marketing Evaluations Inc., 1983.

The image shows the front of a police car at night. The car's headlights are on, and a light bar is visible on the roof. The words "HILL STREET BLUES" are written in a stylized, white, serif font across the front grille. The background is dark, suggesting a nighttime setting.

# HILL STREET BLUES

*An MTM Production*

**VICTORY TELEVISION**

New York (212) 687-1516, Chicago (312) 790-3030, San Francisco (415) 435-9113



**April 3—Television Bureau of Advertising** regional sales training conference. Marriott, S.E., Denver.

**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 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 Broadcasting Society**, 42d annual convention, "Prospects '84." Speakers include Brandon Tartikoff, president, NBC Entertainment; Steve Sohmer, NCB vice president, entertainment; Jack Valenti, president, Motion Picture Association of America, and William Baker, president, Group W Communications. 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 6-8—California AP Television Radio Association** 37th annual convention and awards presentation. Speaker: Christine Craft, former anchor, KMBC-TV Kansas City, Mo. Queen Mary, Long Beach. Information: (213) 746-1200.

**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—Radio-Television News Directors Association** region 14 meeting with UPI. Holiday Inn-International Drive, Orlando, Fla.

**April 7-9—Minnesota Broadcasters Association** spring convention. 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. Information: Michele Reap, P.O. Drawer L, Columbia, S.C., 29250; (803) 758-7284.

**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—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Michael Fuchs, president, HBO Entertainment Group.

**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.

**April 14—Radio-Television News Directors Association** region 11 and 12 meeting with Society of Professional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

**April 16—Deadline** for applications for *Society of Broadcast Engineers* certification exam, which will be given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

**April 16-18—Videotex '84**, organized by *London On-line Inc.* Hyatt Regency, Chicago. Information: (212) 279-8890.

**April 18—American Women in Radio and Television, Atlanta chapter**, Communications Women of Achievement banquet. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

**April 18-19—Kentucky Broadcasters Association** spring convention. Seelbach hotel, Louisville, Ky.

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

**April 20-21—Sixth annual Black College Radio** convention, sponsored *Collegiate Broadcasting Group*, Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136.

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

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

**April 24-26—"High Tech: Promises and Problems,"** conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

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

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

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

**April 27—Radio-Television News Directors Association** region six meeting with University of Kansas. UK campus, Lawrence, Kan.

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

**April 28—Radio-Television News Directors Association** region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D.

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

**April 30-May 1—"Minority Television Programing Exhibition,"** sponsored by *National Association of Broadcasters*, minority and special services and television departments, during NAB's annual convention. Las Vegas Convention Center, Las Vegas. Information: Dwight Ellis, NAB, (202) 293-3534.

## Broadcasting Publications Inc.

Founder and Editor  
Sol Talehoff (1904-1982)

Lawrence B. Talehoff, president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
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1735 DeSales Street, N.W., Washington 20036  
Phone: 202-636-1022

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Stephen McClellan, assistant editor.  
Vincent M. Ottingo, senior editor: radio.  
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Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.

Richard Mahler, correspondent.  
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American  
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Press Inc

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

TELEVISION. Cablecasting.

## Errata

**Lyla Foggia**, independent publicist, has been named **director, publicity, ABC Motion Pictures**, Los Angeles, not **Veronica Pollard**, as incorrectly reported in "Fates & Fortunes," Feb. 13. Pollard remains **manager, business information, ABC public relations**.

**Name of buyer of WZZM (FM) Charleston, S.C., was Price Broadcasting**, not Price Communications as reported in Jan. 16 issue.

**The Robb Report**, monthly magazine for upscale readers, and basis for proposed new first-run weekly TV series, is **published by First Phillips Corp. of Boston**. It did not go out of business, as reported in BROADCASTING, Feb. 13, but moved its headquarters from Atlanta six months ago.





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130 Martin Lane, Elk Grove Village, IL 60007. In Illinois: 312-640-3792



# Monday Memo

A broadcast advertising commentary from Malcolm MacDougall, SSC&B, New York.

## The credibility key to effective ads

In a recent speech I gave to the Advertising Research Foundation, I made a plea that almost every creative director would want to make if he or she were standing in my shoes: Try to make us smart before you call us stupid.

We spend a billion dollars a year on research designed to measure advertising effectiveness, yet our advertising seems to be less effective than it was 10 years ago.

Advertising costs have increased by 240% in the past 10 years, while the Gallup & Robinson recall norm has dropped from 28% to 26%. For those who pay for advertising time and space, and for those of us who are hired to create the advertising, that is very discouraging news. Of course, it is easy to find convenient excuses for the decline in effectiveness.

We can blame it on the media owners whose sole goal in life seems to be to devise new ways to squeeze more and more commercials, and shorter and shorter commercials, into every time slot until our advertising appears to be fired at the audience from Gatling guns.

Or we can blame the consumers, who, according to the latest Yankelovich study, aren't the suckers that they used to be. Or we can blame advertising creative people for not being as clever as they used to be.

But rather than looking for easy excuses, I think it might be more profitable to look at some possible reasons for the decline in effectiveness that we can do something about.

I think one such reason is that we are concentrating more on testing copy than on developing copy. Because of this, we are not getting the information we need to make our advertising more effective.

Copy testing is good for us because it gives us hard data that helps us determine which of several advertisements is most effective. We need this information. It can help us avoid very expensive mistakes. It can kill bad ads fast and relatively inexpensively. And because a truly great advertisement can usually survive even the shallowest kind of copy testing, it can give advertisers confidence in what creative people tell them is good work. In our nervous world, that's format. But copy testing does not help us create more effective advertising.

There is one part of the advertising process that cannot be measured, that can never be reduced to numbers. It is called inspiration. No one knows how it happens. No one knows how much time it needs. But without it, it is impossible to create effective advertising.

That is why I suggest that something is wrong when we allow less time for creative inspiration than we allow for the testing of the results of that inspiration.



Malcolm D. MacDougall is president, director of creative services, SSC&B, New York. Before joining the firm in 1980, he was a co-founder, in 1970, of the Boston agency, Humphrey Browning MacDougall. He was also a vice president and associate director of BBDO in New York and was a creative director of that agency's Boston office. He has worked on several political campaigns and is the author of "We Almost Made It," an account of a presidential election, and "The Kingmaker," a political novel published in 1978.

And that brings me to the heart of the message—to the information we need but are not getting. We need to know more about the buying decision—and the things that trigger it.

Sure, we have a lot of demographic and psychographic information about consumers. We have computer banks brimming with more numbers and statistics about consumers than we will ever use. We measure the dilation of their pupils, analyze the pitch of their voices, study the secretions of their sweat glands. We all go to a lot of focus groups and shopping malls and see how they react to various concepts we throw at them. And we call them on the phone so much I'm amazed that none of us have been arrested for harassment.

But what do we really know about the most important moment in advertising? What do we really know about that crucial moment of truth in our business when the prospect whom we have courted at such enormous expense turns into a customer? Our customer, or our competitor's customer. What do we really know about the buying decision?

That, after all, is what we are betting on when we put all that advertising money on the line. How can we possibly win that bet if we don't know why people buy what they buy?

If we're going to make more effective advertising, we're going to have to find a way to weave through that complicated maze and

somehow make our advertising connect with the customer at the moment the buying decision is made.

What do we know about what is going on inside a woman's head when she is standing in front of the cold cereal section at Stop and Shop? What made her reach for Lucky Charms instead of Rice Krispies? Was that decision emotionally triggered or intellectually triggered? And what will she be thinking about when she turns the corner and is faced with all those new kinds of soft drinks?

It may seem like a hopeless task, but we now feel that we have found a way to open that secret door in the customer's head. We have looked inside and discovered some interesting things. I can't reveal our findings, but I can tease you with some information that we have already put successfully to work.

We have confirmed our suspicion that all buying decisions are different. That what sells toothpaste won't sell beer. That what triggers a cat food decision won't trigger a dog food decision. We think we have a handle on what that woman at Stop and Shop was thinking about when she reached for the Lucky Charms instead of the Rice Krispies. And we have a good idea of what actually went through her mind when she stood in front of that soft drink section.

We are gathering buying decision information on many categories that are important to us—and our creative people have begun to put that information to work. It is working to make our advertising more effective.

Our explorations have also uncovered some fascinating information about the factors that lead to persuasion in advertising.

We analyzed the reactions of 6,175 consumers to 200 commercials in a variety of product categories. We isolated six key factors that are most likely to persuade a person to buy the product. We found that one of those factors accounts for 72% of the variance predicting persuasion. And that factor is credibility.

I will not reveal the other factors, and their relative importance, but I will report that we now have a workable system for determining how persuasive our advertising will be and why it is so persuasive. It is a method we can use while we create the advertising, not after we have created it.

In the final analysis, however, that is not our business. We are in business to create customers.

If we're going to make more effective advertising, if we're going to be really smart about what we do, we need research that helps us understand customers, takes us inside the customer's head and explores the extraordinarily complex mechanism that triggers a buying decision.

Give us that, and I can promise you that we creative people will get so smart—you won't dare call us stupid. □

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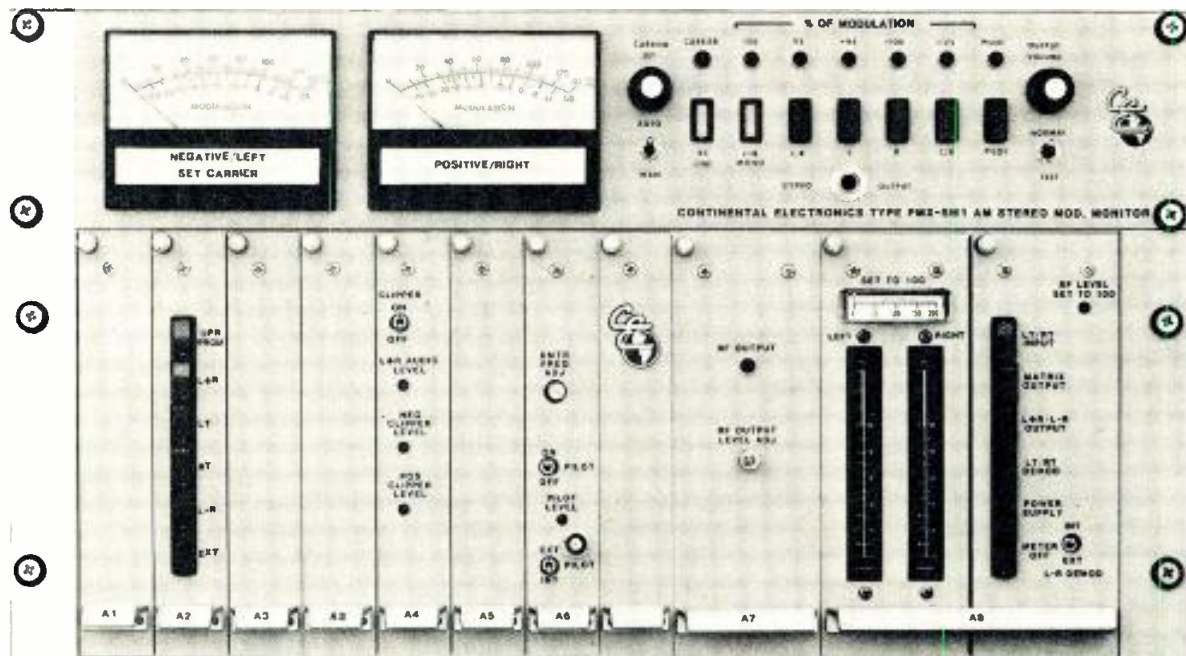
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# Your winning combination for AM Stereo



## Is AM Stereo ready to move up?

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

### Which system is #1?

The PMX (Magnavox) System was first selected by the FCC to be the Industry Standard for AM Stereo. We established the system's viability during the 1979 NAB Show. The politically-inspired "market-place" decision hasn't affected the technical performance of the PMX System one bit.

## Hearing is believing.

With the PMX System, AM Stereo music sounds like FM Stereo music. So it makes for higher listener appeal and better numbers: For audience and the bottom line.

### The Winning Combination

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

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

on-air reliability with complete transparency.

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

We stand on our track record of providing the best of both.

If you're considering AM Stereo, or if you just want more facts, give us a call. You can't lose.

Continental Electronics Mfg. Co.  
PO Box 270879 Dallas, Texas 75227.  
Phone: (214) 381-7161

*Continental Electronics*

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# Broadcasting Feb 20

Vol. 106 No. 8

TOP OF THE WEEK

## NATPE's winner in San Francisco



**Exhibition hall format big success; Moscone Center site pleases record turnout of delegates; bumper crop of programing up for screening**

It will be remembered as the year NATPE gambled big and won.

As the record-setting 6,387 delegates headed to the group's 21st annual conference last week in San Francisco, the association was facing an incipient rebellion by its associate members, who, after years of cajoling and advance planning, had been assembled—for the most part—in a single exhibit hall, rather than the hotel suites that had become a NATPE tradition.

A rival exhibition by at least 20 distributors, including four major studios that had taken suites in the nearby Fairmont hotel, threatened to cripple the effectiveness of the exhibit floor. And as the convention began, talk of a mass exodus next year by distributors preparing to create and run their own rival exhibition, was under way.

By the end of the conference's fourth day, however, when distributors assembled to air their appraisals before NATPE leaders, there appeared to be, almost without exception, one verdict: The floor had been a tremendous success. Add to that this season's list of program offerings, especially first-run, which is much longer than last year's, and what broadcasters hailed as a better planned and executed conference than in previous years, and NATPE could claim a successful event.

"From our point of view, the floor worked out very well," said Embassy Telecommuni-

cations President Gary Lieberthal, who chaired the meeting—an annual event—between NATPE leaders and distributors. There were complaints about poor food service, watered-down liquor and unreasonably high charges for monitoring equipment and other hardware at the Moscone Center, where the exhibit and most of the conference were held, but there were no complaints during the meeting—well-attended by both major and small distributors—about the concept of a single exhibit hall.

At the Fairmont hotel, where buyers were hampered by inadequate elevator service, long walks between suites and little advertising about where various suites were located, traffic appeared to have been excellent for the major studios but slow for some of the smaller distributors. Traffic to the Fairmont, heaviest on Saturday and Sunday, the exhibition's second and third days, did not appear to have had much effect on traffic at Moscone. In the words of All American Television President George Back: "The floor won."

Testimony to the floor's success, according to NATPE President John von Soosten, is that by the last day of the conference, nearly half of the 90,000 square feet of floor space rented for this year's exhibit had already been reserved for next year by 44 companies. (Moscone has a total of 220,000 square feet of floor space, about half of which is rentable, according to von Soosten and half of which is taken up by aisles). In addition, several of this year's Fairmont suite holders, including Victory Television, Operation Prime Time/Television Program Enterprises, Worldvision and Andrews As-

sociates are said to be considering taking space in the Moscone next year.

The Moscone will not, however, house all of NATPE's exhibitors next year. MCA Television, Paramount Television, Columbia Pictures Television and 20th Century-Fox have already reserved suites at the Fairmont during next year's conference and have stated their intentions to exhibit there. "Judging by the traffic we had [at the Fairmont] people wanted to see us here," said MCA Television President Don Menchel who noted that, although MCA "had a good convention," so too did the exhibitors at the Moscone. (MCA has reserved the Fairmont's tower suite for next year while 20th Century-Fox has taken the penthouse used this year by MCA. Columbia Pictures Television, which had a spectacular view from its tower suite, and Paramount Television, which decorated its suite as a museum full of artifacts and costumes from its hit shows, have reserved the same suites for next year.

Traffic in the Moscone was heavy its opening day and stayed fairly heavy through the weekend, with Monday apparently the lightest day. Booths held by King World Productions, Telepictures Corp. and Group W Productions appeared almost overcrowded much of the time, while others, Embassy Telecommunications and Viacom Enterprises particularly, always seemed busy. "This year we've redefined the word major" when it comes to distributors, said Embassy's Lieberthal.

Major programing announcements at the conference included several joint ventures by Tribune Entertainment including one that could lead to a regular series for black audi-



ences; a "firm go" for Telepictures' strip, *Let's Make A Deal*, and Lexington Broadcast Services' weekly *Tales from the Dark Side*; an ambitious barter special described as a contemporary musical for television using originally produced pop music videos and a fairytale-like storyline from Multimedia Entertainment, and a new weekly series on the making of movies in Hollywood from SFM Media Services.

Although no announcement is expected until this week, Columbia Pictures Television's *Carson's Comedy Classics*, starting in September 1985 for possible airing in late fringe, is said to have been one of the convention's hottest sellers, with KTLA-TV Los Angeles the first station to have committed to the show.

This season's booming syndication marketplace, which appears set to yield at least four returning and five new game shows to the air next fall, along with an ambitious, first-run soap opera, a strip version of the weekend hit, *Solid Gold*, and at least three new weekend series, attracted attention not only from the largest conference delegation NATPE has ever had, but also from a larger than ever contingent of advertisers and their agencies, a noticeable contingent of cable programmers and operators and, certainly the most visible, the electronic press.

CBS-TV's *60 Minutes*, The Bennett Group's *BreakAway*, Telepictures/Gannett's *Newscape*, Paramount Television/Television Program Enterprises' *Entertainment Tonight* as well as at least one local TV station, were seen taping interviews and scenes of the program exhibit. *BreakAway*'s story will likely appear during the last week in February, according to correspondent Steve Wilson, while the *60 Minutes* segment is set to run in three to four weeks.

Estimates of the size of the advertising and cable representation came mainly from program distributors, who said they'd had contact with more representatives of those industries than in previous years. Most major advertising agencies are said to have sent representatives, as did HBO/Cinemax, The Nashville Network and several cable multiple system operators.

International exhibitors appear to have attended in greater numbers than in previous years, with Goldcrest Films and Television, and a contingent of several of the United Kingdom's independent broadcast networks among first-time exhibitors.

The unstated but underlying theme for this year's conference—its official theme was "the future"—appeared to be local programming. Much of the conversation in various sessions turned to localism and its benefits in the days of increasing diversity from cable and new media and escalating prices for syndicated programming. So concerned are NATPE members—most of them programmers for affiliated stations—about the need for more local-program production, that next year's official conference theme, according to incoming conference chairman Deb McDermott, program director for KMCB-TV Kansas City, Mo., will probably be local programming.

Although NATPE International has been



NATPE President Marinoff and person of the year Carson

unable to solve the problem of all-but-overlapping convention dates next year for its conference and that of the Association of Independent Television Stations (see below), it may well be on the way to forging an alliance with the National Cable Television Association's annual programming conference, held typically in late fall in conjunction with the Western Cable Show. Talks have been under way for about six months between NATPE executive director Phil Corvo and leaders of NCTA about merging NCTA's event into NATPE's conference, according to von Soosten. □

## NATPE-INTV convention scheduling still at impasse

**Most program distributors say they will attend both conventions, but staff size sent to each may be reduced**

The face-off between NATPE International and the Association of Independent Television Stations over whether both groups can hold their annual meetings next year only one day apart and in separate cities remains just that—a face-off—despite renewed efforts by NATPE leaders last week to resolve the problem. Program distributors and many broadcasters expressed disgust with the situation, but those who typically attend both meetings said they would likely do so again next year, although perhaps with smaller delegations at one or both events.

At a press conference held shortly after the opening of last week's conference, incoming NATPE President John von Soosten said his organization is "very concerned" about the situation, but that, because of the size of its annual convention, which this year attracted over 6,000 delegates, it is unable to change the dates or location of its

event, which were set in November 1980. NATPE "does not believe it is in the best interests of its members to have two different meetings within so short a time span," said von Soosten, "but we have been turned down twice" by INTV on proposals for amending the situation.

A poll of NATPE participants asked, "Should INTV and NATPE pick adjoining dates in the same city?" The vote: 71.5% in favor, 28.5% opposed.

Discounting what he called a "misperception that NATPE is trying to put INTV out of business" by moving its conference from April or March, when it has traditionally been held, to January, when it is to be held next year, von Soosten said the organization moved up its meeting dates after its associate members—program distributors—requested it to do so in 1980. More than a year later, in January 1982, he said, the INTV responded to pressure from distributors and opened its annual convention, held traditionally in January, to official "screening suites" for buying and selling programs.

Since then, the INTV convention, with its growing program marketplace, at which affiliates and independents often get their first look at new first-run programs, and the consequently anticlimactic NATPE International conference have been moving closer together each year. This year's meetings were held barely a month apart and next year's will be all but on top of each other (INTV is set for Jan. 5-8 in the Century Plaza hotel in Los Angeles, while NATPE returns to San Francisco's Moscone Center Jan. 10-15).

Program distributors say their primary reason for wanting to move NATPE to January was so it would be more closely timed to the major group sales of their programs. Once a group deal covering the top markets has assured the viability of a program, smaller stations can be sold effectively at a NATPE conference, say distributors, but when NATPE was held in late March or April, distributors had often finished most of their selling and found the conference little more than a "hand-shaking" or "show and tell" event.

According to Marv Grieve, chairman,

MG Films, New York, at least part of the motivation for advancing NATPE, "from a distributors' point of view," was to "back into INTV." All American Television President George Back, who in 1980 was executive director of NATPE, said Grieve's characterization is correct but that the phrase, "backing in," does not necessarily mean the group wanted to put INTV out of the program exhibition business. "In those days, the proposal that INTV and NATPE hold adjacent conferences with a shared program exhibition in the middle was very much alive in distributors' minds," he said.

Now that the two conventions appear destined to take place so close yet so far away, most of the 100-plus distributors that attend both events, more than half attending INTV without taking screening rooms, say they plan to continue traveling to both conventions. Whether INTV will attract fewer screening rooms next year will depend in part on the marketplace, according to some distributors.

"It depends on what we're selling," said All American's Back. "If it's a hot show for independents, we'll exhibit at both, but if not, we'll at least attend the convention."

D.L. Taffner Ltd. President Don Taffner, headquartered in New York, and Multimedia Entertainment President Don Dahlman, headquartered in Cincinnati, both said their companies would again attend INTV next year, but they are uncertain to what degree. "Many of us would have to spend two months out here [on the West Coast] just getting ready," said Dahlman.

One reason distributors may be less than frantic over the prospect of next year's closely scheduled conventions is that many regard INTV as a much different market than NATPE. INTV "is not a good place to make a serious selling effort," said Group W Productions President Ed Vane, whose company has successfully syndicated children's animation series to independent stations both last season and this (see page 50). "For whatever reasons, people use INTV differently," he said. "They are not as intense as they are at NATPE."

Nonetheless, INTV is important for distributors who want to maintain good relationships with independents, an increasingly potent force in the syndication marketplace. "In hard dollars, independents represent up to 70% of a distributors' revenues and even more for companies selling feature films," said Henry Gillespie, president of Turner Program Services, who indicated that if he decides against having a suite at next year's INTV convention, as TPS had this year, he will at least attend the convention "personally."

INTV President Herman Land, who attended last week's NATPE International conference, but was not present at the press conference announcing the NATPE/INTV continued impasse, maintained his organization has "separate goals and needs" from those of NATPE and that, although programming has become increasingly important to members of his group, its board of directors sees no reason to change its convention plans. □

## Wirth offers franchise fee measure

**Bill would put 4% cap on collection but require cities to set aside 25% of revenues for local origination; bill arises from NCTA study on fees cable systems pay**

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) unveiled a cable franchise fee bill last week that would allow collection of up to 4% of a system's gross revenues, but require cities to spend at least a quarter of the money on local access programming. In addition, the plan would require cable systems to pay an additional 1% of their gross revenues to a national and regional access programming fund. In effect, the plan codifies the FCC 5% cap on franchise fees.

It is unclear what impact Wirth's proposal will have on the current negotiations between the cable industry and the cities over H.R. 4103, a cable deregulation bill that includes a 5% cap on franchise fees. The bill is based on a compromise reached by the National Cable Television Association and the National League of Cities. The NLC, however, withdrew its support for H.R. 4103 last December.

Wirth's plan for franchise fees comes in the wake of an NCTA study concluding that many municipalities are levying excessive franchise fees in violation of FCC rules. The NCTA's findings first came to light during a House hearing two weeks ago (BROADCASTING, Feb. 13).

"As I remember, while most of the cable franchise fees run below 3%, of those that were over 3%, 75% of those were over 3% without permission from the commission to be over that 3% level," Wirth said during the hearing and in reference to the study by the NCTA.

According to FCC rules, city and county governments are allowed to charge a fee of 3% of a cable system's gross revenues. In certain cases, however, fees can run as high as 5%, if the FCC approves a waiver request. To gain approval, municipalities must prove the additional amount would be used for regulatory purposes.

The FCC's Jim McKinney, chief of the Mass Media Bureau, last week denied general press reports that the FCC is investigating NCTA's allegations. "At the moment, we are carefully reviewing the data submitted by NCTA; we're checking that against our records to determine if the problem is as bad as NCTA says," McKinney said. He added he had no complaint to act on.

Wirth's fee proposal was outlined in a letter last week to members of the Energy and Commerce Committee. According to the letter, no municipality would be permitted to levy a fee in excess of 4% and of that, only 3% could be used by the cities for the cost of regulation. Wirth maintained it is, on the average, a higher percentage than cities collect today. "Given the projected growth of cable revenues, the amounts collected would be far in excess of those collected today," he added.

"At least 1% of the 4% would have to be devoted to the production and development of local, noncommercial, access programming. In a few cases, cities have commitments for support of local programming in excess of these amounts. These situations should be grandfathered," Wirth wrote.

His plan also calls for requiring each cable system to pay an additional 1% of its gross revenues "to a national program fund or funds for the production and development of noncommercial access programming of national and regional interest, for distribution to city, public and educational access channels free or at minimal charge."

The funds, he said, could be administered by city officials and representatives from educational institutions, the industry and the production community.

"Only a national pooling of funds will allow for the development of expensive, high-quality programming of interest to many communities, such as a show like *Sesame Street*," he added.

The chairman noted that he originally supported the 5% cap as part of a "delicately crafted compromise." Wirth has since revised his position. He thinks the issue "has significant consumer and public policy overtones too vital to the proper development of cable telecommunications to continue my once stated support of the franchise fee provisions."

Wirth feels it is "entirely inappropriate to use cable revenues either to develop a regulatory bureaucracy of unnecessary size, or as a hidden tax." Wirth said, however, there is no reason to reduce the level of fees.

"On the other hand, I see excellent reasons for assuring that a portion of any franchise fee levied go toward the development of local and national noncommercial programming for distribution over access channels," he added.

The cable industry took a different view than Wirth. "We're not wild about it," said NCTA Executive Vice President James Mooney. He said that since the cities no longer regard the 5% cap as a concession, neither does cable. And Mooney pointed out that Wirth's proposal "rather dramatically points out that giving 5% to the city treasurer is extremely generous." Mooney said it was unclear what position the industry will finally take until everything is "all laid out on the table."

Highlights of the NCTA study showed that out of the 812 franchises surveyed, 719 (88.54%) required a franchise fee of 3% or less. "The remaining 93 (11.45%) franchises required a fee payment greater than 3% of total gross revenues. Of those 93 franchises, or municipalities, three (3.22%) had obtained FCC waivers," the NCTA said. And 22 (23.65%) franchises appeared to be grandfathered and were exempt from the 3% limit. It also said: "sixty-seven (72.04%) of these 93 municipalities appear to be charging a fee in excess of 3% without a waiver from the FCC and without, apparently being grandfathered." □





Great Britain's gold medalist ice dancers Jayne Torvill and Christopher Dean

## Ups and downs of Olympic ratings

**After lower-than-expected first week, numbers for Sarajevo games show improvement**

Preliminary reports that the Olympics were turning out to be a disaster for ABC may have jumped the gun. Although ratings for the first week of the winter games in Sarajevo were unexpectedly low, the games appeared to be picking up momentum—and viewers—as the second week unfolded.

Audience levels improved after the first week, when ABC recorded an average 17.4 rating and 27 share between Tuesday, Feb. 7 (the premiere night) and Sunday, Feb. 12. ABC's fortunes took an upward turn on the following Monday when Nielsen's National Television Index showed it earned a 20.8/31 during its 8-11 p.m. prime time telecast. Nielsen again reported the Tuesday, Feb. 14, games inched up further in prime time to average 21.9/32, which still wasn't enough to overtake NBC (24.2/35.6), but was enough to outflank CBS (13.1/18.7). NBC was helped by the third part of its made-for-television movie, *Celebrity*, which drew a 24.9/37 between 9-11 p.m., following *A-Team* (22.7/33).

The Wednesday Nielsen NTI, according to ABC researchers, showed ABC winning the night with an average 18.6/29, just ahead

of NBC's average 18.3/28.2 for its regular lineup, and a 15.2/24 for CBS's concluding broadcast of *Gone With The Wind*.

The Thursday averages in six major markets (New York, Los Angeles, Chicago, San Francisco, Philadelphia and Detroit) had ABC first between 8-11 p.m. with a 26.3 rating and 38 share, according to ABC. The other networks reported their overnight averages to be 25/36 for NBC and 15.5/23 for CBS.

And while the struggling ratings took many in the industry by surprise, as of last week there was still nothing in the order of wholesale panic. Indeed, most broadcasters contacted by BROADCASTING were taking the news with equanimity, citing bad luck rather than ABC for what happened. A combination of factors, and no single reason, offset ABC the most, according to broadcasters. At the top of the list were the disappointing losses of the U.S. hockey team early on, thus turning off viewers, and the 10-hour time difference which allowed news to break and be communicated long before ABC went on the air with its taped prime time coverage.

What the events of the past two weeks portend for the 1988 winter Olympic games in Calgary, Canada, is still too early to determine, according to most analysts. Some

speculated that ABC is now faced with an uphill battle to sell the commercial time and make a profit based on the numbers the present Sarajevo games have been drawing. "It's hard at this point to be optimistic," observed Ed Atorino, a securities analyst at Smith Barney Harris & Upham, New York. ABC paid \$309 million for exclusive U.S. television rights of the 1988 winter games—rights that also include options for pay, cable and videocassette distribution. In contrast, ABC paid \$91.5 million for the broadcast rights to the Sarajevo games. However, Atorino pointed out that ABC has the pay television options that could be played to its advantage if the advertising sales were moving at less than full throttle.

Advertisers are understandably concerned about the drop in the ratings at the winter Olympics. The decline in the first seven nights was documented in an analysis prepared by J. Walter Thompson Co.

Robert Buchanan, executive vice president and director of U.S. media for Thompson, said in the first seven nights, the winter Olympics coverage in 1976 averaged a 21.7/34, totaling 15.1 million households. In 1980 the figures rose to 22.4/35, or 17.1 million homes. But as of the first week in 1984, the rating plummeted to 17.4, the share to 27 and households to 14.6 million.

Buchanan noted that the 1984 household figure was only 500,000 homes less than in 1976, but added this is misleading. He explained that in 1976 the total number of TV households was only 69 million, as compared to 83.8 million in 1984.

Buchanan attributed the drop in ratings for the first seven nights to the weak performance of the U.S. hockey team, which was a centerpiece of the 1980 Olympics, and the fierce weather, which forced cancellations of events. He added that another consideration is the increased competition network television faces from cable and independents—competition that, to a great degree, did not exist four years ago.

At the local level, general managers of ABC affiliates report no complaints from national spot or local adjacency sponsors. "All our advertisers are happy," reported Larry Pollock, general manager of WPVI-TV Philadelphia. He said that Philadelphia has been the leader in ratings in the overnight markets, and that the station has already sold out between 60% and 70% of its local inventory for the summer games. Pollock predicts the summer games in Los Angeles will substantially outperform the ratings of the winter games because "the sports involved are basically American sports," such as track and field events, swimming, etc. "The summer games have wider appeal," agreed Buff Parham, general sales manager at WFAA-TV Dallas.

David C. Lehmkuhl, vice president and group media director, N W Ayer, New York, said the winter Olympics has performed "under expectations" of advertisers and agencies. He noted that four years ago, the U.S. had a sizeable group of athletes who were touted to win medals, heightening interest in the telecasts.

Lehmkuhl also believes that sports cover-

age as a whole is losing its drawing power because of overexposure on television. He acknowledged that the die-hard sports fan will continue to tune in to an event—such as the winter Olympics—but such sports attractions are not likely to entice the general viewer.

One advantage ABC has in its favor, noted WPVI-TV's Pollock, is the timing of the summer Olympics. The Los Angeles games will be played in August, he said, prime time for reruns and ripe to pick up bored viewers.

How the ratings translate to the bottom line is unclear at this time. Analysts still believe that ABC will make money on the Olympics in 1984, but are reluctant to make firm predictions for 1988. One agency source said that there are no provisions for make-goods in the winter Olympics coverage should the final rating performance prove to be an underachiever. In this instance, he said, ABC-TV has no business or moral obligation to provide advertisers with make-goods. However, he volunteered his belief that the network may make some kind of concession if final ratings are extremely disappointing. □

## Latest monkey wrench in fin-syn

**Only remaining negotiations, between CBS and production community, are called off with no solution found; Hollywood says parting wasn't mutual, saying CBS had pulled out unilaterally**

CBS and Hollywood last week gave up their attempt to work out a plan of how to share in the rights to network programming.

While a network representative was playing the parting of ways as a mutual thing, Hollywood wasn't buying that. "CBS pulled out," Jack Valenti, president of the Motion Picture Association of America, insisted. "We did not break off the talks. We're ready to resume the talks anytime."

In a statement, CBS said efforts to define "financial interest" had proved to be too much.

"After lengthy negotiations, it is clear that it will not be possible to arrive at a definition of 'financial interest' acceptable to both

sides," CBS said in a statement. "For this reason it has been agreed that additional negotiation will not be productive."

ABC, which bowed out last month, recommended at least a temporary cease-fire on the entire issue of the FCC's syndication and financial interest rules (BROADCASTING, Jan. 30).

And while NBC, which announced that it was leaving the fray at the same time, said it saw no alternative but a "suspension of efforts to achieve repeal" of the rules for a "reasonable" period of time, CBS said last week it wasn't endorsing the other networks' proposed approaches. "We'd like this resolved," a CBS spokesman said.

Chances are that Congress will have the first crack at any resolution—even though it still appears to be lacking in enthusiasm. An FCC official, noting that the Senate has promised not to resume legislative work on the issue until March 15, said the commission would include reports on the negotiations in its rulemaking docket. "But until that March 15 date passes, we're not even thinking about it," the official said.

In a statement, Valenti said the Committee for Prudent Deregulation, the umbrella group of those lobbying for retention of the FCC rules, was not going to let the matter lie. "CPD has no alternative but to return to the Congress to seek a moratorium on further action by the FCC," Valenti said.

Any CPD attempt to exhume its moratorium efforts on the Hill will be countered, of course. "It's fair to assume that CBS is not expected to change its position—that legislation should not be passed stopping the FCC from proceeding," a CBS spokesman said. An ABC spokesman pointed out that his network's cease-fire proposal had been "contingent upon a like commitment from the other side."

As reported, the negotiations between Thomas Wyman, CBS chairman and president, and Lew Wasserman, chief executive officer of MCA Inc., represented significant movement from what the FCC envisioned last year when it tentatively decided to scrap its financial interest rule altogether, and to get rid of some of its restrictions on network participation in syndication.

In a letter to FCC Chairman Mark Fowler, Wyman explained that the network had agreed to a six-year "interim experiment" (through 1990) under which the network would forgo any rights to engage in syndication, and forgo "in-house production quotas to which the network is entitled." In return, CBS said, it was to have the right to negotiate for up to a 27.5% financial interest in up to 27.5% of its entire prime time schedule.

According to Wyman, the "impasse" in discussions arose over defining financial interest. "Although in the interests of compromise we were prepared to accept a new concept of 'net profits,' we were not prepared to accept a proposed definition that is so restrictive that the possibility of meaningful participation was negligible," he said.

"In our view, the objective of the proposed

**Flag flap.** For a few days last week, NBC-TV and its affiliates were banned by ABC from using highlights of ABC coverage of the Olympics. The ban was imposed, according to both sides initially, because *NBC Nightly News* last Monday (Feb. 13) showed a "one-second shot" from an Olympic ceremony that ABC had not yet broadcast. On Friday, however, it appeared that the dispute was a little more complicated: NBC issued a statement, confirmed shortly thereafter by ABC, saying that NBC had acceded to ABC's point of view and that ABC had lifted the ban.

Under International Olympic Committee rules, ABC's \$91.5-million rights to coverage of the winter games give it TV exclusivity for 48 hours after showing on ABC. But ABC had relaxed the rules to allow broadcasters to use up to two minutes of excerpts from ABC's coverage on their newscasts after 11 p.m. NYT (in the 11 o'clock news, for example) on the day that ABC broadcast it.

*NBC Nightly News*'s use of a shot of flags waving at a Monday Olympics ceremony, recorded by an NBC cameraman, violated those ground rules, according to ABC, which notified NBC on Tuesday that NBC and NBC affiliates therefore could use no ABC excerpts at any time and could use Olympics coverage from other sources, including NBC cameramen, only 48 hours or more after ABC broadcast the event.

The flag-waving snippet had been shown in an *NBC Nightly News* feature report on a member of the U.S. ski team. But last Friday afternoon NBC issued a statement saying that "we now understand" that there was more to it than that.

"ABC," the statement continued, "is primarily concerned about our use of tape of practice runs combined with post-event interviews which bordered too closely, in their view, on the actual event coverage which was later seen on ABC."

NBC's statement said that "to rectify this problem, NBC News has agreed to discontinue the disputed practice during the balance of these winter games, and ABC has withdrawn its objection to our use of Olympics coverage."

An ABC spokesman confirmed the NBC statement, adding that NBC and its affiliates were again free to use up to two minutes of highlights in newscasts at or after 11 p.m. NYT on the day the events were broadcast by ABC. □

**Tale of two cities.** NBC-TV and its affiliate in Rapid City, S.D., agreed to disagree last week—among other things, on whether the network was disaffiliating the station or the station was disaffiliating the network. What did appear clear by week's end was that NBC-TV felt the price to hold on to KOTA-TV and its three satellites (KHSD-TV Lead, S.D.; KDHU-TV Scottsbluff, Neb., and KSGW-TV Sheridan, Wyo.) was too much to pay, especially after having beaten off earlier advances by ABC-TV. So the network gave the six-month notice, effective Aug. 10.

To Tony Cervini, NBC-TV's vice president for affiliate planning, it boiled down to a matter of affiliate loyalty. "We need people who are part of the solution, not the problem," he said. The network's previous rate compensation hikes to KOTA-TV pushed it close to a \$50 cost-per-thousand (in the 161st market), he said, "and we'd rather send that to someone who likes us." Presumably, that will be KEVN-TV, the present ABC-TV affiliate.

It's anticipated that ABC-TV will gain another prospective affiliate next month with the announcement that KCEN-TV Temple-Waco, Tex., (the 97th market) will leave the NBC-TV lineup. It's anticipated that KWTX-TV there may become a full-time CBS-TV affiliate and that NBC-TV may end up with KWKT-TV, a new UHF due there soon.



## Three firms vie for D.C. cable rights

six-year experiment was to explore new network relationships with the production community. Under the terms proposed by Hollywood, our minority participation would be so trivial as to frustrate this objective.

"We are disappointed because we believed that the flexibility inherent in the proposal we made offered a real chance for a greater diversity of entertainment programming, and hence was very much in the public interest.

"We found in our discussions what I believe was an earnest desire on both sides to settle our disagreements. However, it now appears that a mutually agreeable resolution is beyond our grasp," Wyman said.

According to Valenti, however, there were two major stumbling blocks, not one.

The issue of when negotiations for the financial interest should take place was crucial, he said. CBS insisted upon being able to negotiate those at the same time it was negotiating for license fees for a pilot and the series cost. "And that's a point where the producer has no power whatsoever," Valenti said.

According to the producers, the net profits the network should have been able to negotiate for would have been computed by subtracting from gross receipts the total of all productions costs—including normal distribution costs, standard distribution fees, overhead, interest, and third-party participation (for example, writers, actors and so forth).

According to Valenti, the producers were willing to let CBS negotiate for the financial interest when it wanted, as long as it gave up on its own preferred definition of net profit, which he said was "very complicated" and "ran for three pages."

Valenti added that there were alternatives to lobbying for moratorium legislation. The parties could resume negotiations; Congress could extend its self-imposed March 15 legislative moratorium, or the FCC could extend its May 10 moratorium.

When ABC and NBC backed out of the negotiations last month, it was reported that CBS and Hollywood were at loggerheads about when the network would be permitted to negotiate for a financial interest. (The network, it was reported, wanted to be able to negotiate whenever it could. Hollywood only wanted to permit negotiations to begin after the network had made a variety of commitments to a particular program.) At that time, Hollywood wanted to limit the networks to negotiating for up to 27.5% of a program's "net profits," supplying its own definition of that phrase, while CBS had wanted to be able to negotiate for "revenues or profits."

Also at that time, the proposal called for the network to limit its in-house production of prime time programming to three-and-a-half hours a week.

In a question-and-answer session after a speech before the Financial Women's Association in New York last week, Wyman said he thought many Hollywood representatives wanted to work out an agreement, but that efforts to negotiate were stymied by the fact that CPD was representing so many disparate elements. □

### Capital City Cable, District Telecommunications and District Cablevision Development propose 120, 152 and 78 channels, respectively to win 250,000-home franchise

The economic feasibility of large urban cable systems with an abundance of facilities and services that produce little or no revenue is in serious doubt. But that didn't stop three start-up companies, principally locally owned, from bidding such systems last week in an effort to win the rights to wire Washington's approximately 250,000 homes. The cable franchise will be good for 15 years.

Capital City Cable, District Cablevision Inc. and District Telecommunications Development Corp. promised high-capacity, two-way systems and plenty of giveaways, including 5% of their gross revenues each year as franchise fees. Each expected the fees to amount to more than \$30 million over the first 10 years of the franchise. Yet all three, according to their financial statements, expect to be showing a positive cash flow within three years and a net profit within four.

Capital City Cable, whose ownership includes Inner City Broadcasting Co. and Viacom Cable and a group of local investors, said it would build within two years a dual-cable 120-channel residential system and a 322-mile, 60-channel institutional network. In addition, it promised \$30.5 million in franchise fees over the first 10 years of the franchise; \$4 million for 10 fixed and 10 mobile local-origination and public-access studios and \$18 million over the life of the franchise to operate them; \$6.35 million for local program funding; \$3 million for cable training and \$2.5 million for interest-free loans and loan guarantees to encourage the start up of minority-owned, cable-oriented businesses.

District Telecommunications Development Corp., a local concern headed by Early D. Monroe, president of EDM & Associates, a Washington consulting firm that has had its hand in evaluating the bids received by other cities, proposed a dual-cable, 152-channel residential system and a 124.5-mile, 550 mhz institutional loop. It estimated the franchise fees would total \$33.3 million after 10 years. According to Monroe, DTDC has proposed splitting the cost of access programming with the city. It has committed \$2 million year for the construction and operation of 10 access studios, he said. If its commitment is matched by the city, he said, the number of studios can be doubled. Through a number of organizations, DTDC also said it would spend \$1.5 million over two years for training.

District Cablevision Inc., headed by Robert Johnson and backed by Tele-Communications Inc. and United Cable Television Corp., submitted a relatively modest plan. It bid a single-cable, 78-channel residential system and a 226-mile, 550 mhz institutional network and said it would contribute, through franchise fees, \$31 million to the

city treasury over the first 10 years. Among its other promises: \$15 million over the life of the franchise for funding public access programming; \$4 million for local-origination and access equipment; \$1 million in educational and municipal programming grants; \$100,000 a year for the purchase of locally-produced programming; \$2.05 million for training.

Judging from the bids' financial projections, the companies expect to avoid the problems that have plagued other cable companies that have built systems in major markets over the past few years. Capital City expects to level off at 48% basic penetration with a 162% pay units-to-basic ratio, manage a positive cash flow in the second year of the franchise and enjoy a net profit in the fourth year. It projects a 10-year capital investment of \$143.2 million. After a few years, DTDC believes basic penetration will hover around 50% and the pay units-to-basic ratio will top 220%. It projects a positive cash flow in the first year, a net profit in the fourth and capital investment totaling \$218,824 in the 10th. DCI thinks it can eventually achieve 55% basic penetration with a 150% pay units-to-basic ratio. It expects a positive cash flow in year three and a net profit in year four. Its capital investment after 10 years: \$117.5 million.

Should DCI win the franchise, the Chesapeake and Potomac Telephone Co., part of Bell Atlantic, will build DCI's cable plant for around \$54 million and maintain it. Although DCI plans to activate only one cable, C&P will install two to allow for DCI's future expansion. At a press conference called by DCI and C&P prior to the submission of the bids, C&P's Delano Lewis said the telephone company would hold legal title to the system, but that DCI would have the "indivisible" right to use or to lease capacity on the system. DCI's Johnson said he could lease excess capacity back to C&P or to any other telephone company, including GTE's Sprint or MCI.

Since all three companies were created just to bid on the franchise, they will all be scrambling for start-up capital. Capital City said in its bid that it would raise up to \$50 million through an offering of limited partnerships through E.F. Hutton and supplement it with up to \$65 million of debt from a consortium of banks led by Riggs National Bank of Washington. DTDC is hoping to acquire most of its equity (\$80 million-\$100 million) in a limited partnership offering by Daniels & Bell Inc. Its debt financing would come from the Economic Development Administration of the U.S. Department of Commerce and local banks led by D.C. National. With the backing of TCI and United—each now holds about a 20% interest, DCI may have an easier time of it. It plans to raise up to \$30 million through a limited partnership offering through Johnston, Lemon & Co. and borrow up to \$50 million from American Security Bank and others.

The residential services of the three are similar in that they offer just about every

cable programming service available. DCI proposes three tiers. The basic level, which will sell for \$1.95, includes 36 channels of mostly access services and local broadcast stations. The second, which will retail for \$8.95, includes all the popular advertiser-supported cable networks and options for the major pay networks at \$10.50 each. The third tier at \$12.95 comprises additional ad-supported networks and pay options.

Capital City would offer Washington homes three tiers: a free, 12-channel universal tier containing access channels and community alphanumeric channels; a \$2.95 basic tier including broadcast stations, some ad-supported cable network two pay options (Home Theater Network and Bravo), and a \$9.95 "satellite" tier containing all the popular pay and ad-supported services.

The DTDC is the simplest proposal of all. The 76-channel basic tier, which sells for \$4.95, includes a few ad-supported networks among scores of local-broadcast and access channels. The 152-channel "national" tier, which sells for \$10.95, contains all the ad-supported services and options on 10 pay services. □

## U.S. returns from WARC pleased with itself and ITU

**Delegation is satisfied over plan to use computers to allocate shortwave frequencies; lack of politicization by participating countries also praised**

The results of the first session of the World Administrative Radio Conference on shortwave radio not only left the Americans who participated in a state of euphoria: "We got everything we wanted—there was complete satisfaction," as Leonard Marks, chairman of the U.S. delegation, put it, the results also helped boost the prestige of the International Telecommunication Union, the sponsoring organization, to heights in the U.S. It had not enjoyed for a number of years. "There has been," said Marks, "a great improvement in our relations with ITU." And a State Department official tended to confirm that view, although she indicated that concerns regarding the international organization remain.

Increasingly over the years, the U.S. had perceived a "politicization" of the ITU, as developing countries entered the organization. With the United Nations' one-country, one-vote system in effect, they threatened the leadership of the developed countries, and began pressing for policies to assure themselves a larger share of the spectrum. More than that, they occasionally used the ITU, a technical body, as a forum for political debate. An effort by Third World and Arab countries to expel Israel from the ITU

plenipotentiary conference in Nairobi, Kenya, in 1982, put enormous strain on the fabric of the organization before the effort was beaten back by the U.S. and its allies, if only by a four-vote margin.

As for the results of the five-week conference that developed the principles on which a plan for the use of high frequency spectrum for shortwave is to be developed, U.S. officials were savoring the swift rejection, early in the conference, of Third World proposals for a rigid, *a priori* plan developed countries felt would be inefficient and wasteful of spectrum. One U.S. delegate noted that the proposal provisionally adopted calling for ITU's computers to be used in allocating frequencies "on the principle of equal rights of all countries, large or small, to equitable access" to the HF bands would produce a flexible plan. Marks called it "a historic breakthrough," one that would require "the most complex software in the history of telecommunications" to accommodate the requirements of more than 100 countries. However, the plan is to be tested by the ITU's International Frequency Registration Board over the next two years before being submitted to the second session of the conference, in 1986, for final action. And the two actions on jamming—one calling for the establishment of a system to monitor such "harmful interference," the other to provide for the compensation of countries victimized by the practice—were unexpected pluses of importance (BROADCASTING, Feb. 13).

Reviewing the conference against the background of U.S. concerns regarding the ITU, Marks said, "Any concern about politicization should be dissipated. There was not a single political statement made." Indeed, he said, "a highly political conference turned into a technical success." Marks noted that, in arriving in Geneva, conference delegates had reason to be concerned about East-West conflicts over jamming and north-south problems in sorting out the allocations goals of developed and developing countries.

Marks credited that "technical success" to the "superiority of [U.S.] preparations that convinced the Third World the plan we put forth was in their best interests as well as ours."

The positive view of the ITU was shared last week by Diana Lady Dougan, the State Department's coordinator for international communication and information policy, in

remarks to a Federal Communications Bar Association luncheon on Thursday. Dougan, who is one of those officials who has expressed concern about the "politicization" of the ITU, said the fight over seating Israel at the Nairobi conference caused some to regard the ITU as a "fragile organization," or one that could "become fragile." The U.S., she said, regards its "focus" as putting the ITU back on its technical track. And the shortwave conference, she said, was a "net positive." She gave "special credit" to Marks and the other members of the delegation who put in long, grueling days at the conference—in the final weeks, conference days were running until well past midnight.

Besides the substantive results of the conference, Dougan cited the election to the chairmanship of a Swede, Krister Björnsjö, "who did an excellent job," after it was generally assumed that only a representative of a less developed country would be named to the post, and the fact there was "no extraneous political discussion." "The bulk of the delegates," she said, "conducted themselves in a very professional manner."

Dougan did not attribute such happy results entirely to the work of the delegation and the good sense of the other delegations. She said the U.S. announcement it will withdraw from UNESCO in December had "a sobering effect" on the "atmosphere" in Geneva. She said she was not making "parallel comparisons" between the two organizations. "But," she said, "the U.S. government is looking thoughtfully and carefully at the mandate of these international organizations and how they serve both the mandate and U.S. interests, and we must continue to do that."

But if the U.S. was, as Dougan said, "upbeat" regarding ITU as a result of the conference, she made it clear the administration remains uneasy about the organization. She said there were "serious concerns" over the fact the ITU plenipotentiary conference in 1989 will, in line with a decision of the 1982 plenipotentiary conference, elect chairmen of the CCIR and CCITT, the ITU's consultative committees on radio and telephone/telegaph. She said some feel the committees, which had selected their own chairmen, would become "more political" under the new arrangement.

What's more, Dougan noted that the potential "fragility" of the ITU has caused the



**Attentive.** Four key members of U.S. delegation to the WARC on shortwave radio listen to debate at a committee session. They are (l-r): Frank Urbany, of the National Telecommunications and Information Administration, senior adviser to the chairman of the delegation; Richard's Parlow, NTIA, vice chairman of the delegation; George Jacobs, adviser to the Board for International Broadcasting, senior adviser to chairman, and Warren Richards, Voice of America.



U.S. to consider other machinery for dealing with international telecommunications issues. She mentioned multilateral organizations, such as the Organization of Economic Cooperation and Development, which consists of developed countries and is concerned with stimulating economic progress and world trade. "It stands to reason to look at telecommunications issues in arenas that serve U.S. interests," she said. □

## ABC Information tops RADAR report

### CBS's RadioRadio shows biggest percentage increase

ABC's Information Network continues to hold onto the top spot among persons, 12 plus, with an average audience estimate of 1,705,000 listeners per commercial, Monday to Sunday, 6 a.m. to midnight. That is according to the new fall 1983 RADAR 28 (vol. 2) ratings report released last week by Westfield, N.J.-based Statistical Research Inc. Following ABC Information are: NBC Radio Network (1,612,000), ABC Entertainment (1,603,000), RKO I (1,456,000) and CBS Radio Network (1,361,000). ABC Information also led among persons, 18 plus, with 1,643,000 listeners.

Six out of the 15 networks measured shows percentage gains in 12 plus audience listenership from the spring report with CBS's RadioRadio, measured for only the second time, having the largest increase—up 28.5%. Also on the rise in 12 plus audience estimate are: RKO II, up 12.2%; ABC Direction, up 10.7%; CBS Radio Network—the only traditional old line network registering a 12 plus increase—up 6.5%; National Black Network (NBN), up 4.3%, and ABC Rock Radio Network, up 3.5%. The biggest percentage drop in 12 plus listening went to ABC FM, down 17% from the previous book. Other networks declining in 12 plus audience are: ABC Contemporary, down 10.9%; RKO I, down 8.9%; Sheridan, down 8.7%; NBC's Source, down 4.8%; NBC Radio Network, down 3.2%; Mutual, down, 2.1%; ABC Informational (which finished first), down 1.6%, and ABC Entertainment, down 0.9%.

Looking at the 18-34-year-old demographic (average audience), NBC's Source is first with 872,000 listeners followed by RKO I at 839,000 and ABC Rock at 690,000. And CBS's RadioRadio again posted the highest percentage audience gain, soaring 40.7% among 18-34 year-olds, its target age group.

As for 25-54—the demographic availability most requested by advertisers and ad agencies—ABC Entertainment dominates with 916,000 listeners. Next is ABC Information at 898,000 listeners followed by the NBC Radio Network with 786,000. ABC Rock reigns in first place among persons 12-24 with 714,000 listeners while ABC Information tops the 35-54 age bracket at 617,000.

In come listening among persons 12-plus

(Monday-Sunday, 6 a.m. to midnight), NBC Radio continues to maintain a healthy lead with 28,503,000 people reached by one or more of its commercials daily. Following NBC are ABC Information (25,918,000), followed by close contenders CBS Radio Network (25,091,000), and ABC Contemporary (25,075,000) and then ABC Entertainment (22,471,000).

The top network program based on average audience estimates of persons, 12 plus, (audience to commercials aired within programs) is ABC Entertainment's *Paul Harvey News* (Monday to Friday, 8:30 a.m.) at 5,086,000 listeners. Paul Harvey's news and commentary programs also finished second and third with CBS Radio Network's news on the hour (Monday to Friday, 7 a.m.) and *Newsbreak* broadcasts (Monday to Friday, 8:30 a.m.), both anchored by correspondent Charles Osgood, next.

ABC Information's 7 a.m. hourly newscasts anchored by correspondent Joe Templeton was sixth followed by CBS's 6 a.m., weekday newscast, anchored by correspondent Reid Collins; Paul Harvey's *The Rest of the Story* (Monday to Friday, 3 p.m.); CBS's *First Line Report* (Monday to Friday, 6:30 a.m., anchored by correspondent Judy Muller, and CBS's 9 a.m. Saturday newscast anchored by correspondent Neil Strawser.

The new RADAR report, which entails 48 weeks of continuous measurement, also revealed that the percentage of people 12 and older who listened to one or more network commercials in a total week now stands at 75.8% which equals 144,143,000 people nationwide. □

## RCA wants into international satellite business

### It seeks FCC approval to offer trans-Atlantic service on Satcom VI to compete with Intelsat

RCA Americom asked the FCC last week for permission to modify its Satcom VI satellite, scheduled to be launched into orbit at 67 degrees west longitude in May 1986, and offer international satellite communication services across the Atlantic Ocean in competition with Intelsat.

In making the request, RCA is following the lead of Orion Satellite Corp. and International Satellite Inc., which have each asked to put two satellites over the Atlantic. Orion made its request in March 1983 and RCA began thinking about pressing Satcom VI into international service as early as last summer ("Closed Circuit," Aug. 29, 1983).

Intelsat, the international consortium that has heretofore enjoyed a monopoly in international satellite communications, has vigorously opposed Orion and ISI, claiming that competition from them for trans-Atlantic traffic would economically harm the consortium and its ability to provide services in other parts of the world.

Satcom VI is a C-band satellite with 24

transponders capable of covering the continental U.S. In its 59-page filing, RCA proposed reconfiguring the satellite so that up to six transponders could be switched to cover portions of Europe and Africa.

According to the RCA filing, the modified Satcom VI would give the international programming marketplace a shot in the arm. European program producers and distributors could beam programming directly to most U.S. cable systems and broadcasters. At the same time, RCA said, U.S. program suppliers could feed programming to European cable systems, which, because of the relatively low satellite distribution costs, would expand their now limited channel capacity to accommodate it. Satcom VI would encourage "the exchange of news and informational programming between the U.S. and Europe and Africa" and provide new channels for teleconferencing and various data transmission services.

Allowing competition with Intelsat is in the public interest, RCA said. Judging by what happened in the domestic satellite market, it said, competition will "stimulate the volume of traffic through the increase in facilities, variety of service offerings and reductions in price." During its first 20 years, it said, Intelsat has offered only "the most rudimentary" services. However, after the Orion and ISI applications were filed, it announced its new digital data service, the International Business Satellite Service, RCA said. "There is every reason to believe that such offerings would not have been available... internationally but for potential competition."

RCA anticipated and rejected Intelsat's economic harm argument in the filing. "Satcom VI is primarily dedicated to domestic service and there is no reason to believe that the service described herein will cause significant economic harm to the global system," it said. "There is, however, reason to believe that demand for service will increase through the stimulation of competition and that the global system may well benefit from the increase in demand."

Noting that the federal government is giving signs of approving the Orion and ISI applications, RCA said it deserved the same consideration. "We believe that the [FCC] must extend similar treatment to all qualified applications," it said. "Thus it would be impermissible for the [FCC] to process the Orion and ISI applications without affording the same treatment to the instant application."

As set forth in the original application, the cost of building and launching Satcom VI is \$80 million. Reconfiguring it for the international service would add \$700,000 (less than 1%) to its cost.

Orion Executive Vice President Christopher Vizas said he was unthreatened by the prospect of additional competition from RCA Americom. That Satcom VI is a C-band satellite and that its services will be offered on a tariffed, common carrier basis, he said, distinguishes RCA's filing from Orion's and raises a new set of policy questions for the government to consider. Orion has proposed selling the transponders on its two Ku-band satellites, he said. □

# FIRM GO FOR FALL!

The funniest,  
fastest-selling  
first-run series  
for Fall is...



★  
Already sold in over 50 markets including 27 of the top 30,  
covering more than 60% of U.S. homes!

★  
Bought by stations from leading groups such as:  
CBS OWNED • NBC OWNED • STORER • SCRIPPS-HOWARD • GANNETT  
OUTLET • POST-NEWSWEEK • ALLBRITTON • GAYLORD • KING • MCGRAW-HILL  
HUBBARD • MALRITE • KNIGHT-RIDDER • GENERAL ELECTRIC • COSMOS

★  
Perfect for early fringe, late fringe and prime access!

★  
Combines comedy's 18-49 appeal with the total audience appeal of a top game show!  
Best of both worlds for advertisers and stations!

★  
Third-highest testing prime access program in ASI Market Research history!  
Topped the norm even for primetime comedy—  
and every other primetime category!



means nothing but money for advertisers  
and stations — and nothing but laughs  
for viewers coast to coast!



TELEVISION DOMESTIC DISTRIBUTION





*Columbia Pictures Television  
proudly presents a syndication first.*

# **CARSON'S COMEDY CLASSICS**





- *Those classic comedy sketches from the incomparable "Tonight Show."*
- *Timeless entertainment for all ages, starring an American television institution...Johnny Carson!*

A St. Cloud Corporation Production  
distributed by







## Programing on parade at San Francisco NATPE

The over 200 program vendors that went to San Francisco to pitch their wares to some 6,500 potential buyers and browsers may have walked away from NATPE a little disappointed. Although many exhibits were overflowing with curious station managers and program directors, the big announcements seemed to escape this year's show. More than one syndicator attributed part of the problem to the timing of this year's NATPE, which took place before the February sweeps are over and thus before many programmers could make renewal decisions on their current lineups. The delay, they noted, probably held back several potential buyers from making decisions because they did not yet know if they needed programs either for midseason or for next season—if at all.

To be sure, a healthy number of companies reported they had "firm go's" for new program launches or renewals. King World's *Jeopardy* was reported to be well on its way, as were Telepictures' *Rituals*, Metromedia's *On Stage America*, Paramount's *Anything For Money*, Sandy Frank's *\$100,000 Name That Tune*, MCA's *Puttin' On The Hits* and

Columbia's *Top 40 Videos*—and those are only a few examples.

Many of those shows had been sold in enough markets before NATPE to assure their debuts this coming fall. Syndicators observed, however, that one benefit of the convention was that marginally sold programs coming into the convention were over the top by the convention's end. Syndicators also observed that the record buyer turnout this year testified to the vitality of the convention. How much selling a syndicator does at NATPE, it was remarked, depends on that syndicator's philosophy: Some view it as a handshaking ceremony, others as a bustling market.

Perhaps the surest measure of the convention's success, however, is the pace of reservations made for next year's NATPE, also at the Moscone Center in San Francisco. By the close of business on Tuesday afternoon, 45% to 50% of the floor had been reserved for next year by returning syndicators.

■ What follows is a capsule list of how major distributors did in their four days of selling:

■ Tribune Entertainment, which has increasingly become involved in first-run syndicated programs over the past year, announced several new forthcoming projects at NATPE. Casting is now under way for *Dempsey & Makepeace*, a weekly one-hour series produced in association with London Weekend Television. The detective series features "James A. Dempsey III, a wealthy scion, Ivy Leaguer and Vietnam war hero equally at home on a yacht and in L.A.'s back streets." Dempsey is matched up with Harry Makepeace, who despite the gender implication of the surname, is a woman "with an electronics degree from Cambridge and a fierce determination to become police commissioner."

Sheldon Cooper, Tribune Entertainment president, said that he is looking forward to a January 1985 air date on an ad hoc network. The series will play simultaneously on U.K. Television. It will premiere with a two-hour episode and then be followed by eight one-hour episodes. The initial production budget is set at about \$5 million, Cooper said, with \$500,000 to \$600,000 per episode. Shooting is scheduled to begin this March in the U.S.,



# Eleven Three Oh Turns Five Oh!



It's our 50th Anniversary.

And we want to thank our friends: the artists who make the music... the station personalities who make it happen... our listeners who make us what we are today.

And listen here, New York: the next 50 will be even better!

## **WNEW 1130**

**Where the Melody lingers on...**

METROMEDIA RADIO



# Here's what they say about the Harris AM

Radio stations broadcasting with the Harris AM stereo system have praised its merits right from the start. Here's what they're saying about the *only* AM stereo system type accepted after extensive testing in the FCC's own laboratories...

“

We are the only commercial station in the Atlanta area programming Classical music. We chose the Harris AM stereo system because, in our judgment, it is superior to other AM stereo systems in the marketplace. Our typical listener comment is that WGKA sounds better in mono since we converted to AM stereo.

—WGKA, Atlanta, Georgia

WJMW has been operating with the Harris system since April of 1983, and

we have had no problems with distortion or complaints from our mono listeners. Matter of fact, WJMW has received numerous *compliments* on how much better our station sounds, *even in mono*.

—WJMW, Athens, Alabama

We want you to know that our initial excitement with both the mono and stereo performance of our Harris STX-1 AM stereo exciter has grown even greater after a total of nine months of operation. There's no question about it—KDAY's mono sound on existing radios has never been better. Secondly, the stereo quality delivered is beyond what any of us imagined possible. The stereo separation is great, but what really knocks us out is clarity. The sound is so clean, you truly forget you're listening to AM radio. Hundreds of listener responses after hearing KDAY on Sony AM stereo radios have

 Listen to the difference

# are saying about stereo system

confirmed our opinion that Harris AM stereo delivers what the broadcaster needs most—high fidelity stereo sound.

—KDAY, Los Angeles

Our Harris AM stereo system was listened to extensively by many broadcast engineers. They all remarked on the clean sound and fantastic separation. What was found to be equally remarkable was the sound of KNOW through a monaural receiver which utilized envelope detectors. It appears that the Harris stereo exciter has enhanced our mono sound as well.

—KNOW, Austin, Texas

Full fixed 90° quadrature (Harris linear system) is the most desirable method of transmitting AM stereo to maximize frequency response, separation, and overall performance, using the advanced synchronous de-

tection method. This method is most capable of taking full advantage of further advances in state-of-the-art receiver design.

—KWIP, Dallas, Oregon

We have been most pleased with the operation of the Harris STX-1 AM stereo exciter, and have received numerous compliments regarding our "on-air" sound, both in monaural and stereo.

—KPRE, Paris, Texas

”

Discover more on why so many stations are choosing the Harris linear AM stereo system. Contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.



**HARRIS**



he said, with subsequent scenes shot in the U.K. and other international locations. Unlike many first-run series on the market today, however, *Dempsey & Makepeace* will be sold on an all-cash basis without any spots withheld for barter advertising. London Weekend Television will handle the international distribution outside the U.S. and Canada.

Tribune also announced it would create a four-hour mini-series, *Monte Carlo*, based on an original story outline by novelist Judith Krantz. Tribune said that it was also talking with the RAI of Italy about possibly joining Steve Krantz as co-producers. Cooper said that although *Monte Carlo* is not yet scripted, he is looking forward to a fall 1985 air date.

Tribune Entertainment's parent, Tribune Broadcasting, announced that it had joined with Central City Marketing to form Tribune/Central City Productions to specialize in producing programs relating to significant events in the black community. Among the programs the joint venture is to co-produce (Tribune Entertainment will handle syndication) are *Martin the Emancipator*, a one-hour tribute to Dr. Martin Luther King Jr.; *The Making of Black Mayors*, a profile of some of the U.S.'s leading black urban leaders, and *A Special Christmas Celebration*, a one-hour special on the history of Christmas in the black community from its African heritage up to the present.

Tribune's WPIX-TV's Independent Network News also put into effect last Monday (Feb. 13) a bigger national/local sales split on its 11:30 a.m. (EST) feed of INN's *Midday Edition*. The national advertising split was increased by three 30-second units from three-and-a-half minutes to five minutes daily. The local sales split was correspondingly decreased from three-and-a-half minutes daily to two minutes. John Corporon, INN president, said the additional spots were held back to boost the production expenses because the noon ratings are lower than the nighttime feed. In INN's evening feed and its *Wall Street Journal Report*, the national/local sales split is three to three.

Tribune Entertainment announced that it has sold its first-run movie review series, *At The Movies*, to 145 markets covering 90% of the country. The series, in its second year, is sold out in national advertising through the third quarter of 1984, according to Tribune.

■ Riding the crest of the wave from its fortune with *Wheel of Fortune*, King World reported that it has sold its new game show, *Jeopardy*, to over 50 stations representing 60% of the country. About half of those stations will run it in daytime and half in access periods, said Stu Hersch, chief executive officer. Hersch said about 20 of the stations that have bought *Jeopardy* are also carrying *Wheel of Fortune*, many in back-to-back positions. Leading stations that picked up *Jeopardy* include KNXT(TV) Los Angeles; WLS-TV Chicago; KYW-TV Philadelphia; WNEV-TV Boston; KPRC-TV Houston; KXAS-TV Dallas; WDIV(TV) Detroit; WPLG(TV) Miami; WMAR-TV Baltimore; WCCO-TV Minneapolis, and unspecified stations in Cleveland and Cin-

cinnati. Michael King, vice president of sales, said that the *Jeopardy* pilot cost \$650,000 to make, and that cash giveaways on the show have been exponentially upgraded to \$50,000 per week. The company is prepared to give away \$3 million in the game show's first season, King said. (The old *Jeopardy* went off the air in 1974 after a 12-year run on NBC.)

King World executives also said that *Wheel of Fortune* picked up an additional 20 stations to bring its total to 125 stations, or 85% to 90% of the country. Among the new stations to sign on for *Wheel* is Chris-Craft's KCOP-TV Los Angeles.

King World's music video strip *Clips*, however, was having a slow start. A company spokesman said only about 10 stations had said they wanted it and he expressed doubt it would launch.

■ Paramount Television, which had seven screening rooms and one of the most popular suites at the Fairmont hotel, has cleared its half-hour comedy/game strip, *Anything For Money*, in over 60% of the U.S. TV universe, according to Bob Jacquemin, executive vice president, sales and marketing for the company. He also announced minor changes in the show's format, designed to heighten the suspense of its game-show segments and increase the prominence of its "candid camera" comedy segments.

*The Jesse Owens Story*, Paramount's four-hour mini-series scheduled to premiere the week of July 8, has been cleared in over 80% of the U.S. on an ad hoc lineup that includes WPIX(TV) New York, KTLA-TV Los Angeles, WGN-TV Chicago, KTVU(TV) San Francisco, WNEV-TV Boston, WDVM-TV Washington and WKBD-TV Detroit. The first repeat run of *Jesse* (sold in two "bursts" of two runs each) is being scheduled by many stations for July 15, opposite the Democratic national convention, said Jacquemin.

Nearly 70% of stations in the *Jesse Owens* network are network affiliates, said Jacquemin, and advertising agencies involved with the show have estimated it will deliver a rating "in the low to mid 20's." Dorian Harewood, who played in the ABC-TV mini-series, *Roots*, has been cast in the role of Jesse, and other cast members include Ben Vereen, LeVar Burton, Greg Morris (*Mission Impossible*) and Tom Bosley.

The first two of a series of possibly six celebrity-interview specials entitled *Stars With David Steinberg* have been cleared in 120 markets, including WOR-TV New York, KNXT(TV) Los Angeles, WGN-TV Chicago, WNEV-TV Boston, WDIV(TV) Detroit, KTVU(TV) San Francisco and WDVM-TV Washington. The first episode's guests are Burt Reynolds, Dudley Moore, Mr. T and Mel Brooks.

*Fight Back! With David Horowitz*, Paramount's new half-hour weekly consumer series, picked up "six or seven" new markets—in addition to the 19 in which it already appears—during last week's conference, said Jacquemin, and *Taking Advantage*, the company's returning personal finance series, has been renewed for next fall in the top five markets.

All told, Paramount is producing and/or distributing ten-and-one-half hours of first-run programming for next fall, including Operation Prime Time's *Solid Gold*, now being offered as a strip as well as a weekly series, and *Entertainment Tonight/Entertainment This Week*.

■ Metromedia Producers Corp., with its prime location directly in front of the exhibit hall's entrance, had locked up nearly 70% of the country with its two-hour weekly musical variety show, *On Stage America*. Over 65 markets have signed up for the show, which is principally designed for independents. It will be carried in prime time by all the Metromedia stations except WCVB-TV Boston (where it will air on Storer's WSBK-TV instead), and other major-market stations like WPHL-TV Philadelphia; WXON-TV Detroit; KRIV-TV Houston, and KTVU(TV) San Francisco.

Sales for *Dynasty*, which stations won't get to air until fall 1985, were less brisk, but that appeared to be more by design than function. The show is being offered in both a full-hour and half-hour versions, with interest in the latter reported to be high especially among independent stations. Two markets that were firm sales were WATL-TV Atlanta and WJXT-TV Jacksonville, Fla. Metromedia is rumored to be strongly interested in picking up the off-network drama series, but MPC executives declined comment. *Dynasty* had cleared in 10 markets in addition to the major markets MPC had signed up prior to NATPE, a company executive reported; after NATPE, MPC is planning to open sales for *Dynasty* at a rate of six to seven markets per week. It couldn't be determined if Metromedia's rumored interest in *Dynasty* was for the full-hour or the half-hour version.

A parade of foreign buyers passed through the MPC exhibit booth, too. Paul Rich, vice president of worldwide sales at MPC, said that *Dynasty* had been sold to Luxembourg, Monte Carlo and Libya. *Starsky and Hutch* had been picked up by the United Kingdom, Italy, Luxembourg, Costa Rica, Ecuador and Algeria. And Monte Carlo and Colombia bought *Fantasy Island*, he reported.

MPC also announced that Procter & Gamble, Gillette, Bristol-Myers and Clorox signed on to be national sponsors for *On Stage America*. The program, which debuts in April, has a 10-10 national/local sales split and includes 13 original episodes and 13 repeats. Also included in the deal are six movies-of-the-month.

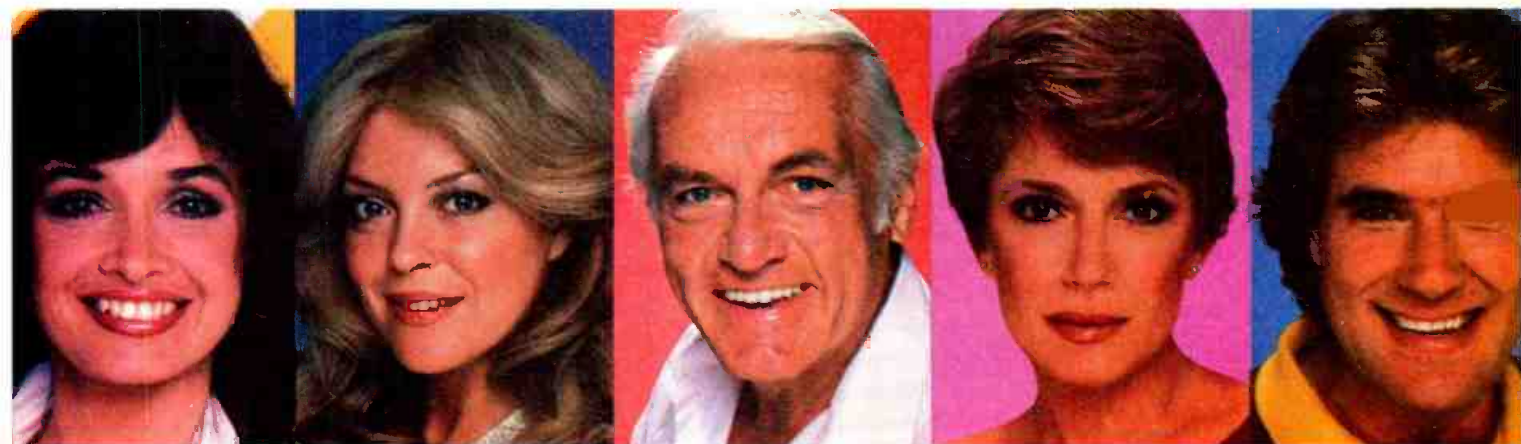
■ Telepictures Corp., by its own account, had a very fruitful NATPE, with firm "go's" secured for all four of its first-run syndicated programs. Telepictures's *Rituals*, a serialized drama co-produced with Metromedia, had been sold in 60% of the country, representing over 50 stations, including nine of the top 10 markets. *Rituals* will run on all Metromedia stations in prime time except ABC affiliate WCVB-TV Boston, where it will run at 3:30 p.m. following *General Hospital*. At the close of NATPE, however, a Philadelphia sale still eluded *Rituals*. Other stations

Season IV starts the week of April 2.  
With more new episodes than the 22 we promised.

A complete  
season of

# 26 all-new episodes.

## "Too Close For Comfort"



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WNEW New York • KTTV Los Angeles • WFLD Chicago • WPHL Philadelphia • WCVB Boston/Manchester/Worcester • WJBK Detroit • WTTG Washington D.C./Hagerstown • WEWS Cleveland • KNBN Dallas/Fort Worth • KRIV Houston • WPGH Pittsburgh • TBA Miami/Ft. Lauderdale • WANX Atlanta • KMSP Minneapolis/St. Paul • WTOG Tampa/St. Petersburg • KPLR St. Louis • KDVR Denver • KRBK Sacramento/Stockton • WPDS Indianapolis • KPDX Portland, OR. • KPHO Phoenix • KFMB San Diego • WTXH Hartford/New Haven • WXIX Cincinnati • WZTV Nashville • WITI Milwaukee • KMBC Kansas City • WOFL Orlando/Daytona Beach • WUTV Buffalo • WGNO New Orleans • WHNS Greenville/Spartanburg/Asheville • WZZM Grand Rapids/Kalamazoo • KSTU Salt Lake City • KGMC Oklahoma City • WYAH Norfolk/Portsmouth/Newport News • WXXA Albany/Schenectady/Troy • WGGT Greensboro/High Point/Winston-Salem • KLRT Little Rock/Pine Bluff • WALA Mobile/Pensacola • KNAT Albuquerque/Farmington • KMPH Fresno (Visalia) • WAWS Jacksonville • WPEC West Palm Beach/Ft. Pierce • WOWT Omaha • WUHF Rochester • KSPR Springfield, MO. • KZAZ Tucson (Nogales) • WPTA Ft. Wayne • WKOW Madison • KVVU Las Vegas • WCBD Charleston, S.C. • WAOW Wausau/Rhinelanders • WXOW Lacrosse/Eau Claire • KTIV Sioux City • KVOB Bellingham • KCWS Glenwood Springs, CO.

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that picked up *Rituals* include WJBK-TV Detroit; WJKW-TV Cleveland; WTNH-TV New Haven, Conn.; XETV(TV) San Diego, Calif.; WITI-TV Milwaukee, and KMBC-TV Kansas City, Mo.

*The All New Let's Make A Deal* was bought by over 28 stations representing nearly 50% coverage. Deals were made in seven of the top 10 markets, including WCBS-TV New York, KNXT(TV) Los Angeles and WMAQ-TV Chicago. Stations are to air *Deal* in either access or the first period following the last serialized drama on an affiliate.

*People's Court*, entering its fourth season of first-run, was renewed by 40% of its lineup, including eight of the top 10 markets. New stations to pick up *Court* were WJBK-TV Detroit (where it previously ran on ABC's owned WXYZ-TV); KPIX(TV) San Francisco (where it formerly played on KGO-TV, another ABC owned station), and WJKS-TV Jacksonville, Fla. The additions bring *Court* up to over 170 stations.

*Love Connection* picked up renewals among 35% of its stations for a second season, including seven of the top 10 markets. Telepictures executives were positive on the renewals for *Newscape*, its daily newfeed jointly produced with Gannett and presently carried on 90 stations representing 80% coverage. Renewals were pledged by KPRC-TV Houston; WTCN-TV Minneapolis; WXIA-TV Atlanta; KSDK(TV) St. Louis; KBTU(TV) Denver, and KCRA-TV Sacramento, Calif., among others. Telepictures executives noted that *Newscape* stations do not formally have to renew until the February books are reported. It was also noted that, except for the Metromedia stations, all the stations that signed up for *Rituals* are network affiliates.

■ Embassy Telecommunications, represented by President Gary Lieberthal, was lining up stations for its first-run half-hour wildlife series, *Female of the Species*, which Lieberthal said is "a firm go" for this fall. The series uses wildlife footage from Anglia Ltd. of Great Britain and is hosted by actress Eva Marie Saint. A rough cut of the pilot was being screened at NATPE, according to Lieberthal, with full sponsorship of the series expected soon. *Female of the Species* is being sold primarily for 4-8 p.m. weekend timeslots. Embassy was attracting most of its traffic for off-network situation comedies, notably *Facts of Life*, which Lieberthal said was being renewed for fees "at double and triple" what it had previously been paid. Among stations buying the half-hour series at NATPE was WPLG(TV) Miami, which plans to use *Facts* in late afternoon. "It's the only game in town," said Lieberthal, in a reference to the diminishing supply of new off-network sitcoms.

■ Richard S. Gold, vice president of Golden West Television, reported "wonderful traffic" at NATPE and firm sales for all new product. *Woman to Woman*, the daily talk strip, enters its second year in 112 markets with "lots of renewals" signed at NATPE. *Hot Tracks*, a 90-minute music video series



Metromedia's *Dynasty* champagne cart

produced weekly by WABC-TV New York but distributed by Golden West, will enter nationwide distribution March 19 in more than 50 markets. The U.S. Army has signed as a national sponsor of the barter show, with a 6-to-12-minute national/local split (national time sales by All American Television). In first-run, the *Great American Weight Loss Challenge* was sold in "about 20 markets" by NATPE's end. The two-hour special is being sold for cash. The two-hour bartered special *Science Fiction Film Awards* was sold in about 40 markets, while the two-hour *American Video Awards* had been sold in over 130 markets for its mid-April debut. The special, hosted by Casey Kasem, is being sold on a 50 to 50 barter basis, with 10 minutes each held by stations and the national rep. Gold said Golden West's *National Lampoon Comedy Show*, announced just three days before NATPE, is "a definite go" even though no pilot was available at the convention. Gold said it has not yet been decided whether the show will be a barter or cash sale, and predicted it will go into production without a separate pilot being taped. He said a major station group was negotiating for acquisition of the late-night vehicle, but no names were announced.

■ An unusual prime time special, combining original pop music videos, a fairy-tale-like storyline and major contemporary music stars, has been cleared on 40 stations by Multimedia Entertainment, which unveiled the project at NATPE. Produced by Scene Three of Nashville and sponsored in part by 7-Up, *Story, Song and Stars* is available for two runs during the first three weeks of April, according to Reg Dunlap, executive vice president, Multimedia Entertainment, who said the one-hour show will contain five minutes of national and five minutes of local advertising time. Starring are Tom Wopat,

Paul Williams and, in her first dramatic role, Amy Grant, winner of last year's Grammy Award for best gospel song.

*In Touch With Sally Jesse Raphael*, a half-hour morning talk show strip available for cash next fall, will air on at least four network affiliates in addition to KSDK(TV) St. Louis, originating station for the show, which has shown a 100% ratings increase since its launch in October. Even newer from the expanding Multimedia is *Gary Deeb On Television*, a half-hour weekly news and commentary show offered on a barter basis, and *Double Platinum*, a one-hour music special produced by Gruber/Peters Co., hosted by Kim Carnes and featuring live performances by major recording stars. Targeted for January 1985, the special is a pilot for a possible half-hour series.

■ Western World Television was screening a recently completed pilot of *Together Again*, a first-run, daily serial being offered by the company in a joint production arrangement with Televisa of Mexico. Televisa, which has rights to sell Spanish-language dubbed versions of the series in Latin America, announced that *Together Again* has been sold in 11 Latin American countries. According to Western World executive vice president Frank R. Miller, strong interest in the series was also expressed by stations in Canada, the United Kingdom, Holland, Italy and South Africa. Although no U.S. sales were announced, Miller said interest was received from "key rep firms and major television markets, [plus] medium-sized markets in the Midwest and South." The Los Angeles-based company also said *Risking It All*, a 26-episode first-run series, is "a definite go," with sales at NATPE to markets that include Miami; New Orleans; Sacramento, Calif., and Springfield, Mo. Western World estimated its NATPE sales as "approaching \$2 million."

■ Lorimar Productions announced at NATPE that production will not go forward on *What's Hot, What's Not*, a previously announced first-run access strip. Poor clearances were cited as the mitigating factor by a company representative. *The All New College Bowl* quiz series, however, was scheduled to proceed in first-run production as the conference ended. The firm's three off-network series—*Dallas*, *Eight is Enough* and *Laugh-In*—were doing well, although no specific sales information was disclosed.

■ KTLA-TV Los Angeles is one of an as-yet undisclosed number of stations that have picked up Columbia Pictures Television's *Carson Comedy Classics*, one of the conference's more talked-about programs, especially among independent station operators, who are said to be picking up the show to run in late fringe. *Classics* becomes available for the 11 p.m. time period starting in September 1985.

Joe Indelli, senior vice president for distribution at Columbia Pictures Television, said the company has sold its off-network series *Hart to Hart* in 53 markets and its

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first-run strip, *Top-40 Videos*, in 20 markets, including Los Angeles, where KCOP-TV picked it up Dallas; Houston; Sacramento, Calif.; Portland, Ore., and Seattle. WOR-TV New York has been airing the series in late fringe for several months.

Benson, Columbia's off-network half-hour comedy, which Indelli said has been renewed for next fall by ABC-TV, has been sold in 60 markets, and Volume IV, the company's movie package, has been sold in 40 markets.

■ Joseph C. Tirinato, president of the television division of MGM/UA Entertainment Co., said he was very pleased with the exhibition format on the convention floor because it led to good traffic throughout the conference. MGM/UA was unable to announce firm production plans for its two first-run entries at NATPE this year: *Kids Inc.*, a music performance series, and *Don Kirshner's Crazy Nights*, a weekly one-hour comedy series. The *Kids Inc.* series, if picked up, could move from a weekly to a daily half-hour this fall, said Tirinato. *Kids Inc.* is a barter show offered with a four to two (local/national) split, while *Crazy Nights* is currently being offered on a cash basis and could switch to barter later if there is advertiser interest, he said. Also introduced at NATPE was *Vintage I*, a 30-film theatrical package generating "lots of sales" at the convention. Tirinato also expressed optimism in the future of *Thicke of the Night*, predicting the nightly strip will grow to 70% penetration from the 64% penetration the MGM/UA late-night offering currently holds. Among changes in the program, he said, are a more relaxed shooting schedule, pre-interviews with celebrity guests and fine-tuning of the program's direction.

■ Worldvision, exhibiting at the Fairmont hotel, drew "good traffic" for its first-run *Bobby Vinton Show*, a one-hour variety/music series for fall 1984. The barter series (Worldvision is selling six minutes for national sponsorship and giving six minutes to stations) is seen as appealing largely to 25-to-54-year-olds, said John Ryan, senior vice president. The pilot was being shown for the first time at NATPE and no station totals were announced. United, Chris-Craft and Taft have purchased the series. Ryan was also reporting healthy sales for *Return to Eden*, a six-hour mini-series available for the first time in the U.S. It was produced and originally shown in Australia.

■ Another Fairmont exhibitor, 20th Century-Fox Television, said traffic was "coming in waves" during the conference, although it was dampened somewhat by rain showers. The only "firm go" for Fox's new first-run product was for *20th Century Music Machine*, a 26-episode half-hour music series produced at Post-Newsweek's WDIV-TV Detroit. The fate of two other programs was unknown: *Being Your Best*, a half-hour strip on "personal style," and *A Case In Point*, a half-hour strip offering cash prizes in a

courtroom-set participation format. No station totals were announced for any of the Fox product.

■ Viacom Enterprises was encouraged by its sales of *Bizarre*, an off-cable series from Showtime, partially owned by Viacom International, VE's parent. Viacom executives reported that *Bizarre* had been picked up for late-night time periods by 42 stations, including six of the top 10 markets. Viacom will hold back one 30-second spot and give five-and-a-half minutes to the station. Los Angeles and New York still eluded *Bizarre* at the close of NATPE, but VE executives were confident those markets would be picked up by the end of the week.

Viacom also reported that *This Week's Music*, a daily video music show hosted by Livingston Taylor, had been bought by 50 stations, including five of the top 10 markets, although not yet in Los Angeles or New York. Ninety percent of the stations will carry in the 4-5 p.m. time period, a Viacom executive said.

■ Hot competition for the half-hour animated children's series, *Fat Albert and the Cosby Kids*, has led Group W Productions to sell it through a sealed-bidding process in many markets, according to company President Ed Vane, who said Group W "virtually recovered its entire production costs" for the show after selling it in only 15 markets. Offered in a package of 90 episodes, 40 of them off-CBS-TV and 50 of them originally produced by Group W's animation house, Filmation Inc., *Fat Albert* is being sold for cash plus barter, with one minute of national advertising reserved in each episode during the first two years of its four-year license period.

*Every Second Counts*, a half-hour game show strip Group W is offering for cash plus one 30-second spot, has been sold in 30 markets, according to Vane. Although Group W has announced it will deficit finance the show if it is not sold in enough markets to cover its costs, Vane said reaction to the show thus far indicates that by the time it goes on the air in September Group W will have "a very profitable show" on its hands.

In a promotional move, Group W was giving away its video newswire service,

Newsfeed Network, on a seven-day free trial basis to stations wanting to try the service. New services of the three-year-old network include a daily listing of stories sent to stations over the AP newswire.

■ Lawrence Welk Syndication was selling three new one-hour music specials at NATPE, scheduled for October through December 1984. A spokesman said the weekly version of Welk's show will be discontinued Sept. 15, with four to six specials planned each year through 1985. The specials will include off-stage profiles of Welk and his band as well as performances.

■ James C. Mason, director of marketing for *Business Week* magazine, said the publication's *Business Week Final* will be launched March 5 on at least 30 stations nationwide, although 85 stations had reported interest in acquiring the 90-second daily feature, during NATPE. The segments, distributed by Newslink Inc. from *Business Week*'s editorial offices in New York, are being fed via satellite at 5:15 p.m. NYT. The series is produced by television news consultant Al Primo, who said start-up costs are about \$500,000. *Business Week Final* is being sold for cash based on market share, with a \$250-per-episode maximum. Co-op dollars are also available for tie-in print campaigns, including full-page ads in *Business Week*'s 18 regional editions. The segments have received interest from Group W, ABC and NBC-owned station groups, although no firm deals were announced.

■ *Hollywood Roughcuts*, a half-hour weekly series hosted by Stuart Whitman and offering viewers behind-the-scenes looks at how movies are made, is the newest project from SFM Media Services, New York. Producing the show will be Hollywood's Westgate Group, producer of the lion's share of promotional videos sent by major movie producers to TV stations around the country, which use the clips in news and information programming. A straight barter package containing three minutes of national advertising and three of local in each episode, *Roughcuts* will be available in an initial package of 18 original episodes and eight repeats start-



Moscone Center traffic outside Group W's exhibit

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ing next fall and will be promoted with a half-hour prime access special—already cleared on WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia—set to air in April. *Roughcuts* is the first weekly series from SFM, which has distributed the SFM Holiday Network and numerous specials since 1980.

■ MCA Television, which has cleared its half-hour weekly music series, *Puttin' On The Hits*, on enough stations to reach 75% of U.S. TV homes, has increased the number of original episodes planned from 26 to 36, according to company President Don Menchel, who said the change will take stations affiliated with the series through three, instead of only two, ratings sweeps next season.

The industry's largest distributor of TV programming in the U.S., MCA hosted the most spectacular suite at this year's NATPE International conference. In the penthouse of the Fairmont hotel, it featured live background piano music, a billiards room, a two-story, oval-shaped library, a porch overlooking the bay and an immense spread of fresh seafood hors d'oeuvres, and was said to have been one of the more crowded suites on any given day at the Fairmont.

■ Among older series released into syndication this season is *The Prisoner*, a spy series of 17 one-hour episodes starring Patrick McGeehan, who also created and produced the show as well as directed and wrote some of its episodes. From ITC Entertainment, *The Prisoner* first ran on CBS in the early 1970's.

Also new from ITC this season is *Thunderbirds 2086*, a sci-fi animated series of 24 half-hour episodes about a corps of young daredevil space cadets who protect the world from disaster, both manmade and natural. Future releases from ITC include Volume V, a movie package containing the feature film "Sophie's Choice," and *Let Them Live*, a newly acquired nature series of 26 half-hour episodes being produced by Free to Live Productions.

This year's NATPE International conference was the first for ITC Entertainment's new president, Peter Holmes à Court, a former executive of IBM Australia who moved to New York in August to assume his new position. Holmes à Court, said ITC would most likely host an exhibit booth at next year's conference, instead of the suite it hosted this year.

■ At Vitt Media International, a spokesman said the company's half-hour, 26-episode first-run series, *On The Square*, is "a firm go" for this fall. "There is a lot of interest in a personal computer show such as this," he said, with most stations planning to air *On The Square* during prime access or early fringe on weekends. Vitt acquired the series from Squarecom Inc., a New York-based production company. A pilot was being screened at NATPE for stations and national sponsors, although no names of

buyers or advertisers were being announced. The series is offered on a four-to-three-minute local/national barter split. The series, hosted by Alanna Davis and Mike Cerre, highlights celebrities now involved with personal computers.

■ Blair Entertainment had racked up nearly \$3.5 million in sales of *Cisco Kid* in just 22 markets over the past four weeks, reported Tony Brown, general sales manager. Stations that have picked up *Kid* include WGN-TV Chicago and WTOG(TV) Tampa, Fla. Brown said that SCTV had been cleared in about a dozen markets, including KHJ-TV Los Angeles, and he said he was still "enterprising offers" at the end of NATPE from New York stations. Brown also reported that production would begin "very soon" for new first-run episodes of *Divorce Court*. Stations that have picked up *Court* include WAGA-TV Atlanta; WSBK-TV Boston; WJKW-TV Cleveland; WJBK-TV Detroit; WITI-TV Milwaukee; KCST-TV San Diego, and WTVL-TV Jacksonville, Fla., Brown reported. All those stations will air *Court* in early fringe periods, said Brown.

■ The *Local Program Network*, a weekly satellite-distributed news feature reel offered by Fox/Lorber Associates and All American Television, was expected to sign up at least an additional four markets by the end of NATPE, reported David Fox, Fox/Lorber principal. That's on top of the eight stations already in the "core group" and eight other affiliates, he said. The *Local Program Network* is composed of news feature stories produced at member stations that are sent to WCCO-TV Minneapolis for editing and uplinking for satellite distribution. Member stations can either take the whole reel and add their own talent to introduce the program or build their own programs around *LPN* segments.

■ WPIX(TV) New York's July 4, 1983, fireworks special won its time period with a 13 rating/28 share, and to spread the wealth next year, WPIX Inc.'s Independent Network News is nationally syndicating the show as a one-hour barter special that will include highlights of Macy's fireworks display in New York, plus displays in other cities around the country, including Washington and Philadelphia. Barter split for the program, which INN President John Corporon is confident will be picked up by as many as 150 stations, is six minutes national/six minutes local. Entitled *Celebrate the 4th!*, the special will be fed live via satellite.

■ All American Television's new program, *America's Choice*, had cleared about 50% of the country, estimated George Back, AAT president. The weekly program, hosted by Casey Kasem, will rate favorite television programs, personalities, fads, etc., based on surveys by pollster Lou Harris. Back said most stations will run *America's Choice* on the weekends between 4 p.m. and 8 p.m.

The half-hour barter show includes a two-and-a-half to three-and-a-half-minute national/local sales split for the first and third quarters and a two-to-four split during the second and fourth quarters.

■ M.A. Kempner, in addition to handling telephone polling for NATPE during the convention (see separate box), demonstrated *TV Powwow!*, an interactive video game licensed to about 80 U.S. markets plus stations in Australia, Italy and other countries. "Our booth more than paid for itself," said a company spokesman. The game, which is used primarily in conjunction with children's programming and advertising, requires use of a touch-tone phone and equipment/software leased from Kempner on an annual basis. The games are programable for up to three individual players.

■ The Major League Baseball Promotion Corp. was reporting "good traffic and sales" of its two half-hour weekly series, *This Week In Baseball* and *The Baseball Bunch*, plus a one-hour pre-season baseball special, *Baseball 1984: A Look Ahead*. Maureen Rooney, sales and broadcast coordinator for Major League, said the firm is also selling for cash a *Bloopers/Great Players* special. *This Week In Baseball* is in its ninth season with 82% penetration and *The Baseball Bunch* is in its fourth year with 75% penetration. Both are offered on a barter basis.

■ Colbert Television Sales has given a green light to all first-run product on its slate for 1984, according to spokeswoman Julie Nathanson. The roster includes two continuing game show strips, *The Joker's Wild* and *Tic Tac Dough*, and two magazine/talk strips, *Breakaway* and *All About Us*. The Colbert booth was also generating "good traffic" with its Inter/Acter game package, licensed to individual stations for on-air advertising and promotion. Colbert reported interest in the new computer-based game from both U.S. and international buyers, although no firm sales were announced.

■ Kenyon & Eckhardt's venture into first-run syndicated programming could not be ascertained as NATPE drew to a close. The property it was offering, *The Good Life*, had commitments from only 18 stations. A distributor spokesman said there were major markets included in the group, but didn't specify which ones. The bartered strip carries a two-to-four-minute national/local sales split and is offered with 140 original episodes and 130 repeats.

■ Comworld International's only product at NATPE this year was Applause 1, a package of 13 movies that included nine theatricals and four made-for-television movies. One of the made-for-television movies is *The Lost Honor of Kathryn Beck*, which recently aired on CBS. A company spokesman said Comworld was "standing" on a half-dozen sales of the film package, but declined

to announce any details.

■ At Sandy Frank Film Syndication, sales were reportedly brisk for the company's new first-run half-hour game show, *Name That Tune*, and an off-network series, *Here Come The Brides*. There was no comment regarding sales of the programs, although both are expected to be available as announced.

■ Orion Entertainment has decided to hold back on its game show, *High Rollers*, "until the dust settles" over the current proliferation of game shows, explained Jamie Kellner, Orion president. Kellner also said that Orion's proposed half-hour comedy strip, *Major Mars*, designed to appeal to both kids and adults and to play in early fringe, is still being considered by a number of major station groups for a two-week test run in the fourth quarter. Kellner explained that the show would need several major groups behind it to help underwrite the \$100,000-per-episode production costs. Orion is still eyeing a January 1985 launch.

■ Operation Prime Time has sold the strip version of *Solid Gold* to between 40 and 50 stations, most of them already affiliates of the hit weekend version of the show. The strip, set to premiere June 4, contains two minutes of national advertising in each episode, to be sold by Television Program Enterprises until next September, when Paramount Television, which produces the series, will assume partnership in the ad sales. Major market clearances of the *Solid Gold* strip, which TPE insists must run on the same station airing the weekend series, have been made in New York, Los Angeles, San Francisco and Miami.

*Lifestyles of the Rich and Famous*, TPE's new half-hour weekly series, has been cleared on 116 stations, most of them planning to use it in weekend prime access, according to Phil Flanagan, TPE vice president and general manager. TPE's newest project: a two-hour prime-time special on the adventurers who found and opened the safe sunk on the cruise ship *Andrea Dorea*. The special will include a 90-minute made-for-TV movie on the search and end with a half-hour documentary during which the safe will be opened for the first time.

■ *The Amazon*, a six-hour documentary produced by Jacques Cousteau and set for broadcast in March, April and June, has been cleared by Turner Program Services on 101 stations, for 86% coverage of U.S. TV homes, according to company President Henry Gillespie, who said sales were also brisk for *Black Beauty*, a four-hour off-network mini-series cleared on 86 stations, for 83% coverage of U.S. TV homes.

In addition to his *Amazon* series, Cousteau is producing a one-hour documentary on the extensive drug trade in that area of the world. Set to air in October, the program includes film of coverage of a kind of lobotomy often performed to cure severe cocaine addicts in the Amazon, as well as coverage of how the area's economy is heavily dependent on drug trade.

■ Lexington Broadcast Services has

cleared its weekly, half-hour series, *Tales From the Dark Side* on all five of the stations owned by Tribune Broadcasting Co., which also entered into partnership with LBS to produce the new series, set to begin airing next fall.

In another co-production/distribution deal, LBS has joined Columbia Pictures Television and sponsor Coca-Cola in plans to present a two-hour Christmas TV movie, *It Came Upon a Midnight Clear*, starring

Mickey Rooney set to premiere this year. Metromedia Broadcasting's stations in New York, Chicago, Boston, Washington, Houston and Dallas have cleared the project.

COLEX Enterprises, LBS's new joint venture with Columbia Pictures Television, created to distribute older TV series via cash, barter or time bank, announced at NATPE its first release would be *Gidget*, a package of 32 half-hours which first ran on ABC-TV in 1965-66.

## In search of fourth networks

**While most doubt a full-fledged network will appear, there's little doubt ad hoc link-ups between independent stations will become of growing importance**

The twin circumstances that fourth networks are feasible, yet remain elusive at the present state of the art, animated one of NATPE's closing sessions last Tuesday. The factor making them possible is an ever-growing number of television stations, almost by definition independent. The factor slowing it all down: an unwillingness by stations to break with the status quo in their ways of doing business.

While he was pessimistic about seeing a fully scheduled fourth network that looks like the other three, TeleRep's Al Masini was optimistic about the formation of ad hoc networks that carry one show and then disband on its demise. He said a program that might be accepted by a major network would be rejected by stations if presented on that network's terms. Masini noted that large stations would want to own a piece of the project while smaller stations would not—a situation not now faced by networks in dealing with their affiliates.

Stanley S. Hubbard of Hubbard Broadcasting told the NATPE delegates that change is inevitable and that direct broadcast satellites were a certain part of the future. Noting that it will be the public that demands change from the broadcaster, rather than the broadcaster forcing change upon the public, Hubbard predicted "an explosion" of high-power DBS by the late 1980's. And while conceding that his company's plan for DBS might fail, and that the plans of Satellite Mission Corp. and CBS might similarly miss the mark, Hubbard insisted that some-

one, some day, would make the medium work, and advised broadcasters to prepare accordingly.

Lucie Salhany, Taft Broadcasting's vice president for programing and cable, said that fourth networks could be as close as six months away—"if you have the software." She cited such shows as *Fame* and *Solid Gold* as vehicles for such ad hoc networks, and said Paramount could have made fourth networks work four or five years ago if stations had been more receptive. But she emphasized that, in the present day, stations that clear for ad hoc networks aren't pledging beyond the program at hand. That is, they are still reserving the time period to themselves and will recapture it when the show of the moment moves on.

Jim Hayden of Local Program Network, Minneapolis, returned repeatedly to the view that a true network incorporates intercommunication from the top down. He cited the telephone company as the model for a true network, and ABC, CBS and NBC as nonnetwork in terms of his definition. "Water can be made to flow uphill," he said, citing *PM Magazine's* cooperative approach.

Pete Spengler of Bristol-Myers described that major advertiser as a "willing partner" in broadcasters' fourth-network ambitions, although he cautioned that "we have to see some daylight down the road on cost-per-thousand." Spengler was not yet as open to the subject of DBS, saying the company "was not looking out as far" as the prospective medium. He said Bristol-Myers was putting about 5% of its budget into cable television advertising, and said B-M was "proud of its pioneering spirit."

"If you want to have a fourth network you better have 220 affiliates," was the advice of Joe Tirinato, of MGM/UA, who noted he



**Adding a fourth.** Appraising the appeal of a fourth network were (l-r): moderator Dick Block, Metromedia; Jim Hayden, Local Program Network; Stanley Hubbard, Hubbard Broadcasting; Al Masini, TeleRep; Lucie Salhany, Taft Broadcasting; Peter Spengler, Bristol-Myers; Joe Tirinato, MGM/UA.

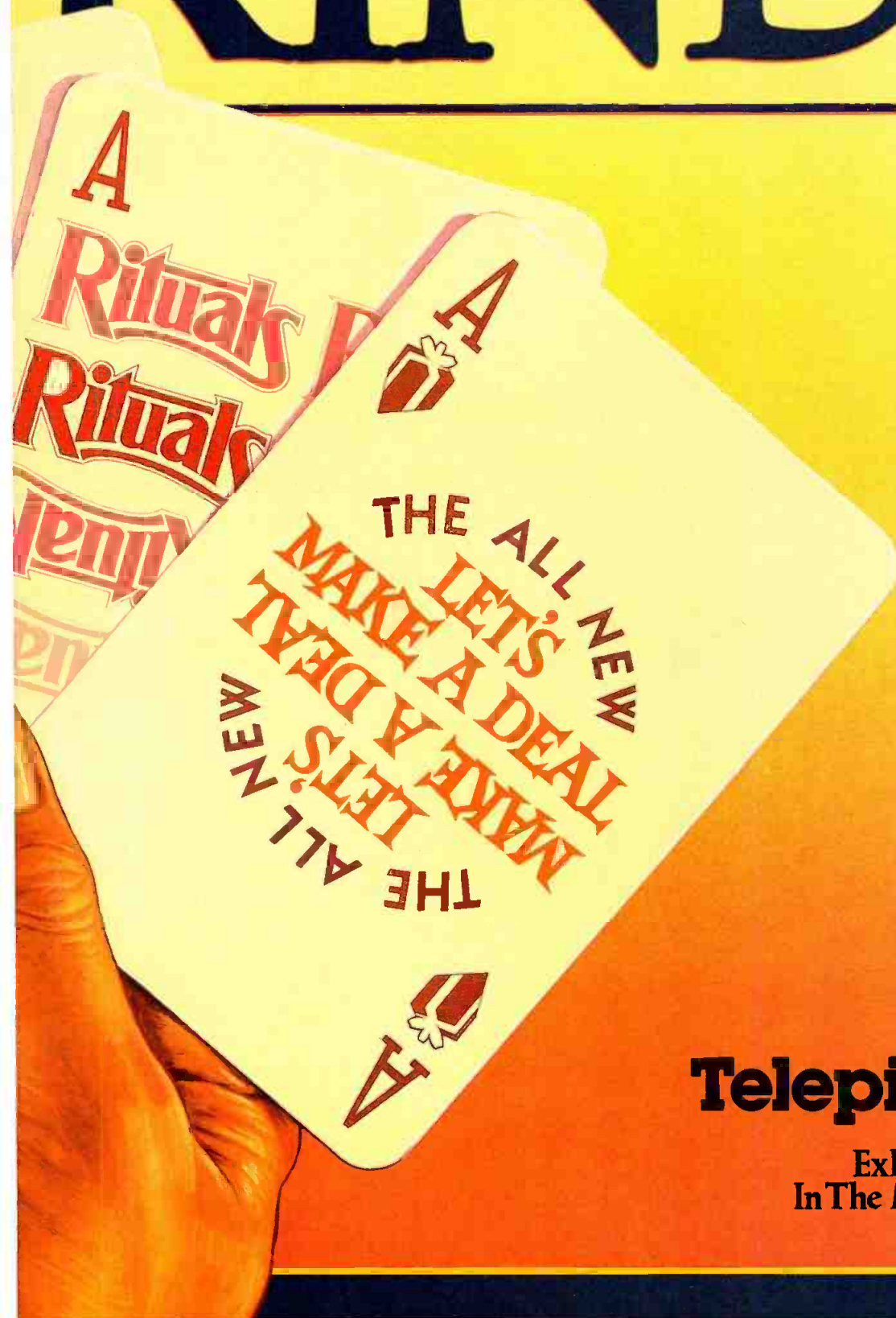


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had worked for ABC in the 1960's and 1970's "when that was the fourth network." He said that MGM/UA's *Fame* was now cleared by stations reaching 86% of the country.

*Fame*, of course, had a network run before being continued on a first-run basis in syndication. Tirinato said it would have been virtually impossible to have begun fresh with a first-run syndication sale. At another point, he said, "the networks know what we are trying to do" in setting up ad hoc networks in competition. When the time comes, he said, they will go to their affiliates and say, "We will co-produce with you, and we won't pay compensation."

A discussion developed between panelists and audience on the question of how much ad hoc networks would pay for network-quality programming (presently coming in for about \$800,000 an hour). TeleRep's Masini said such lineups might be able to pay \$500,000 an hour. The consensus was that the conventional networks overpay by so much—one estimate was 20%—that others could budget less without suffering a loss in quality.

It also was noted that stations, in their current frame of mind, were willing to pay for off-network product at "enormous" prices (*Magnum P.I.* was mentioned) but that they would not pay for good first-run product at anywhere near that level.

The panel was moderated by Richard Block of Metromedia, the station group most often cited for its fourth-network ambitions. He described fourth networks as an "elusive concept" that until recently has not been taken seriously by those in the know, leaving the other three networks in a position of being "set firmly aside from the pretenders." □

## ABC affiliates told there's more gold after winter Olympics

**Officials say network is in 'good shape' for sweep period; reveal possible titles for fall programs**

ABC officials who met with network affiliates at NATPE last week took a determinedly optimistic view of the ratings news regarding the network's coverage of the first days of the winter Olympics, in Sarajevo. Things are bound to improve, said George Newi, vice president and general manager of the television network. And to stimulate the affiliates' interest in what is on tap, programming executives ran through programming plans including those for the February sweeps and for possible replacements next fall. The affiliates also heard what the network had done to be responsive to some of their complaints—and what the network would like from them.

"Basically, we're disappointed with the ratings in the early part of the Olympics," Newi said. But he suggested developments over which ABC had no control had contrib-



**ABC affiliates.** L-r: Gus Lucas and Ann Daniel, ABC Entertainment; George Newi, ABC Television Network; Joe Niedzwiecki, ABC affiliate relations, and Stan Marinoff, WISN-TV Milwaukee.

uted to the disappointment—the trouble the U.S. hockey team ran into and the weather-caused postponement of the men's downhill. "As involvement grows, we'll be in good shape," he said. "So stick with us." But in response to a question about the problems in Sarajevo and the \$309 million committed to the winter Olympics in Calgary, Canada, in 1988, and the time difference involved, ABC said it was far from a decision regarding the purchase of rights to the 1988 summer games in South Korea. "We'll take a hard look at those games," he said.

Despite the inclusion of "two bad nights with the Olympics" in the February sweeps, Newi said ABC was still in the lead and thus should be "in good shape" for the entire sweeps period. And Gus Lucas, vice president of ABC Entertainment and assistant to the president of the division, ticked off the network's plans for what it hopes will be a strong sweeps showing. There will be special segments of *Hart to Hart*, *The Fall Guy*, *Hotel*, *Benson*, *Webster* (with Ben Vereen) and the *Love Boat* (a Miss America cruise).

Lucas also disclosed plans for a number of specials in the coming months—*Celebrities*, *Blonde vs. Brunette*, *Homecoming* (in which a celebrated figure returns to his hometown), and *Funniest Joke I Ever Heard*, among them. And he promised "a high percentage of original programming in May." That will include two original episodes of *Dynasty*, an announcement that comforted affiliates who felt the lack of original episodes hurt them in the May sweeps last year.

Nor did that end the discussion of programming plans. Ann Daniels, vice president for series development at ABC Entertainment, revealed the titles of possible series for next fall. Thus far, the network is committed only to six episodes of one project, *Shaping Up*, a comedy set in a health spa and featuring Leslie Nielsen. The episode will air in the spring; how well it's received will determine whether the series will be on the schedule next fall.

The seven pilots being prepared are *Falconer*, a take-off on the swashbuckling Scarlet Pimpernel character; *Who's Boss*, which Daniel described as "a sexy, romantic comedy"; *Air Force*, which deals with an Air Force family in the early 1960's; *Off the Rack*, a comedy about the garment business

starring Ed Asner and Eileen Brennan; *Velvet*, which deals with "four beautiful and talented women"; *Dark Horse*, which Daniel described as "the true life story of a journalist in Europe," and *Paper Doll*, a spinoff from a made-for-TV movie concerning young fashion models.

As for network-affiliate relations, Newi stressed that the network had been responsive to affiliate concerns. "We have been conscious of runovers—there was a reduction in 1983," he said. (But not conscious enough in the view of one affiliate's representative, who noted there had been five overruns between Dec. 25 and Jan. 22. That was "to keep the movies out of the November and February sweeps," Newi said. "We have to run them some time." And the inventory, he said, "contains long movies.") Newi also pointed out that the network will begin a Saturday evening news program in January 1985, another indication of network responsiveness to affiliate pleas, as was the decision to postpone indefinitely a further expansion of the network's commercial time.

And Newi expressed the network's thanks for the "clearance support" the affiliates have provided: "You provided the best clearance of all three networks," he said. He made a special point of mentioning the clearances of *The Day After*, the controversial made-for-television movie about the effect of nuclear war on the United States—as well as the support provided the network in its ongoing effort to win repeal of the FCC's financial interest and syndication rules.

But he made it clear the network has concerns, too. "Barter syndication is a big problem for us," he said. He estimated the advertiser-supported syndication market amounted to \$300 million in 1983 and could rise to \$500 million in 1984. "That's money out of our pocket and yours," he said. He also mentioned "one-time-only pre-emptions," a matter the network has brought to affiliates' attention in the past. "In 1983, we lost \$31 million in one-time only pre-emptions. That hurts you as well as us." He said the money could have gone into programming development or additional sports programming.

But overall, he said, "the state or the network is very healthy. We're strong across the board." □

## CBS answers questions on overruns, other affiliate concerns

**Network executives say moves have been made to help alleviate long-running games; updates are given on prime time and daytime schedules and on split 30-second spots**

Sunday football network overruns were the big issue at the CBS affiliates meeting at NATPE, with CBS executives reassuring fidgeting affiliates that the problem was being resolved. A task force of affiliate board members and CBS representatives have been working on the problem, reported Tony Malara, president of the CBS Television Network, and has spotted some preliminary areas where improvements can be made.

Malara pointed out that the football overruns were a result of a combination of factors, some of which the network could control by tightening up its own procedures. When games now appear to be heading for an overrun, CBS producers have been instructed to skip the credits and get off immediately at the end of the game. Malara noted that some of the problems lie in the game itself, with coaching techniques resulting in longer games. On average, Malara said, a review had shown that football games in this past season were seven minutes longer than in previous years. He ruled out any possibility of the games starting a half-hour earlier.

David Poltrack, vice president of research for the CBS/Broadcast Group, said that CBS in season-to-date prime time ratings is averaging an 18.2, 21% ahead of NBC's 15.1 and 6% ahead of ABC's 17.2.

Poltrack said that this season CBS had five of the top 10 programs while ABC had three and NBC had two. Among the top 20 programs, Poltrack reported, CBS had 10, compared to ABC's seven and NBC's three. The average combined prime time network share increased slightly in 1983, Poltrack said, from a 50.3 in 1982 to a 50.4 in 1983. Poltrack suggested that the combined three-network share for 1984 may be down over 1983 because of the initial disappointment in the winter Olympics ratings. Comparisons could also be negatively affected, Poltrack said, because of the higher than usual ratings achieved by ABC's *Winds of War* in the ap-

proximately comparable 1983 period.

Poltrack said that CBS was improving in its daytime ratings, at present lagging only 3% behind ABC with an average 7.0 rating compared to ABC's 7.2.

Al Levin, executive vice president of CBS Entertainment, said the network was "very confident" about its new Saturday night lineup, which includes *Airwolf* and *Mike Hammer*. He said that *Cagney & Lacey* is scheduled to return on March 19, and that March 12 is the last scheduled date for *Emerald Point* and *AfterMASH*. Asked about what CBS was planning to program for the May sweeps, Levin answered that it was still too early to announce a definitive schedule. He said the February schedule includes "as high a level of original programming as possible."

Malara said that the "level of consciousness about the May sweeps is right up there with concern over the overruns."

Van Gordon Sauter, executive vice president of the CBS/Broadcast Group, said CBS News has made no final decision on coverage of the Republican and Democratic national conventions.

Malara wouldn't say what CBS would do about bidding for the 1988 summer Olympics. One affiliate in the audience said he was "left with the firm impression" at a regional affiliates meeting that CBS had been determined to win the rights to the 1988 winter games in Calgary, Canada. But Malara, who reported that CBS never gave the negotiating committee its final bid, said that CBS believes the \$309 million paid by ABC for exclusive TV rights for the Calgary games was "beyond any prudent management resources" at CBS. He said that CBS management had been holding meetings on what it should do about bidding for the 1988 summer Olympics in Seoul, South Korea, but noted that time zone differences and the "political factor" detracted from the value of those games.

Some affiliates also expressed concern about the rise in fully sponsored network programming. Scott Michels, vice president of affiliate relations, said that a recent shift in fully sponsored programming from specials to mini-series may have given the illusion

that the network is carrying more fully sponsored shows, when in fact it is not. Michels said that in recent years the amount of fully sponsored programming on CBS has stayed about the same—40 hours out of about 1,100 hours of prime time each season, or about 3%. Malara pointed out that fully sponsored programs are a vehicle advertisers like, and since the network and affiliates generally benefit, he could see no reason to radically change. Malara suggested, however, that in the future the network will try to negotiate spots in fully sponsored mini-series for affiliates, although most advertisers are adamant on the subject.

Asked about what CBS would do about split 30-second commercials now that it has settled with Alberto-Culver in the lawsuits each filed against the other (BROADCASTING Feb. 13), Malara said "we have seen no rush" from advertisers to air split 30's. Malara said the 30-second unit is still, and will remain, the basic advertising unit. He added that eventually "the marketplace will tell us what is going to happen." □

## NBC affiliates warned of danger of pre-emptions

**Network paints grim picture of its future if stations continue replacing its programs; it's also wary of growth of ad hoc programming**

NBC-TV, the third-place network that nonetheless has begun to build strength on all but two nights a week, told its affiliates last week it continues to reinvest in its programming, but that ad hoc networks, and the tendency of NBC affiliates to pre-empt in their favor, threaten NBC's future as a network. Network executives also told affiliates NBC is in its strongest position in years in development for next fall.

Ad hoc networks "are a big threat to our business," said NBC-TV President Pierson Mapes, who argued such networks "haven't invested in your sports or news programming" but that by skimming prime time hours from time reserved for the conventional networks, they "prevent us fully amortizing our product." NBC "will take the risks" involved in developing new series and acquiring expensive sports programming, said Mapes, "but we must deliver our programs through you."

NBC Entertainment President Brandon Tartikoff, who basked briefly in the recognition that his network had a shot at winning the second week of the February ratings sweeps, said most of NBC's pilot development for next fall would be targeted to its two weak nights, Friday and Saturday. He also said NBC will tackle the May sweeps with a bigger slate of original programming than the one that last May left it only slightly shy of finishing in second place.

After some adjustments made in January, NBC is now a "solid network Sunday



**CBS affiliates.** L-r: Barry Barth, WFSB(TV) Hartford, Conn.; Tony Malara, CBS Television Network; Scott Michels, CBS affiliate relations; David Poltrack, CBS/Broadcast Group; Alan Levin, CBS Entertainment, and Van Gordon Sauter, CBS/Broadcast Group.



through Thursday," said Tartikoff, who noted that, minus its ratings for Fridays and Saturdays, NBC would have averaged a 17 rating/25 share for the month of January, instead of the 15.5/24 with which it actually finished the month. (ABC's Monday-Friday average in January was 17.4/26 while CBS's was 18.7/28, according to NBC research.) "If we can fix Friday and Saturday, we'll be in good shape," said Tartikoff.

Further prime time schedule changes prior to next fall will come in late March, said Tartikoff. Replacement series include *People Are Funny*, a one-hour comedy of the "bloopers-stunts genre," created by Don Ohlmeyer, and a likely candidate for the 8 p.m. slot on either Friday or Saturday night. *Double Trouble*, a half-hour "throwback to the old Patty Duke show," could go at 8 p.m. Friday or 9 p.m. Saturday and *Duck Factory*, a "quality comedy" NBC believes must be "protected" if it is to be properly launched, will likely air Wednesday or Thursday at 9:30 p.m., possibly replacing *Buffalo Bill* if that series doesn't soon catch on, according to Tartikoff.

For the May sweeps, NBC plans to air 65 hours of original prime time programming, and 26 hours of repeats, said Tartikoff. Last May's ratio was 53 original hours to 38 repeat hours. NBC is "very aware of the 10-11 p.m. situation," he said, "and we will have strong shows to lead into your late news."

In addition, NBC is preparing two new mini-series for the sweeps, one with an Olympics theme and the other, a sequel to last season's ratings booster, *V. The First Olympics*, a five-hour mini-series currently being shot in Europe, centers on the first modern-day Olympics and the inexperienced but ambitious American team sent to compete. *V Part II: The Final Act*, a six-hour mini-series that will determine whether earth defeats a renewed onslaught from a race of alien "visitors," "has an ending," said Tartikoff, but because Warner Brothers Television has learned enough about producing the show—which is packed with special effects to reduce its costs—NBC will "have an option on a fall series" spinoff.

NBC anticipates adding four to six new hours of series programming to its lineup next

fall, compared with seven-and-one-half last fall, said Tartikoff. It will develop about 35 pilots—about the same number as was developed last year.

Pilots in development, most of them for Friday or Saturday, are *Partners in Crime*, a light-hearted detective show starring Loni Anderson and Lynda Carter; *Highway to Heaven*, a series developed by and starring Michael Landon, who would play an angel in a manner of the old Cary Grant movie, "Bishop's Wife"; *Dade County*, an action/adventure about the Miami crime squad; *The Ferret*, a light-hearted spy story; *Double Barrel*, about the adventures of a tough cop paired with a memorable female sidekick; *High School Confidential*, centered on the problems high school-aged children face today (remade from a pilot developed last season but placing greater emphasis on the students' relationships with their parents); *Berringers*, a serial about a family that owns a New York department store; *Jaguar*, a detective show about an off-beat hero who cruises the streets in a vintage red Cadillac; *Home Verdict*, an audience participation court-room show; *No Man's Land*, a western about a beautiful lady sheriff who, with her three beautiful daughters, tries to bring law and order to a frontier town; *Hot Pursuit*, about a husband and wife on the run from the law and trying to solve a mystery to prove the wife's innocence of a murder; *Hard Knocks*, a comedy that fared poorly in the ratings—due to low clearances, according to NBC—when tried in the schedule in January; *Pop*, a comedy from Norman Lear about a flim-flam man who inserts himself into the fast-food business of his two sons; *Tender Loving Care*, about the only two young males enrolled in a nursing school; *Why Me?*, a comedy described as *Life of Riley* revisited; *Not in Front of the Children*, a generation gap comedy; *Help*, centered on the staff and domestic help of a palatial estate; *All Together Now*, a family comedy from Embassy; *Temporary Employment*, about the outrageous assignments of day workers employed by a temporary agency; *Cindy*, about a young mother; *TV Parts*, a show Tartikoff said could be a "break-through" for its application of the music vid-

eo form to comedy.

For its winning Saturday morning schedule, NBC is preparing a new series, *Going Bananas*, featuring an orangutan, and for late night, it has signed another contract with Johnny Carson, through September 1985. □

## The new importance of music rights

For television broadcasters the time has arrived to insist that program suppliers include music performing rights among the rights in the syndicated programs they supply. "You'll get resistance, but make sure the licensor grants music performing rights. He can get them."

That was the exhortation of Jim Stabile, vice chairman of the All-Industry Television Music Licensing Committee, at the NATPE conference last week. He and other representatives of the committee were updating broadcasters on developments in the broadcasters' continuing court battle with the American Society of Composers, Authors and Publishers and Broadcast Music Inc. over the manner in which broadcasters pay for music performing rights. And, they said, the time for a change in approach to music licensing has arrived.

In the summer of 1982, the U.S. District Court ruled, in New York, in a suit brought by the broadcasters' committee, that the music licensing organizations' method of requiring broadcasters to purchase a blanket license based on a percentage of their revenues violated the antitrust laws. That decision has been appealed, and the injunctive relief the broadcasters sought—barring blanket licensing—will not become effective until Nov. 1. In the meantime, the fees broadcasters are paying under the blanket agreements have been rolled back to what they were in 1980, or a total of between \$57 million and \$60 million.

But Stabile, along with Bruce Rich, counsel to the committee, said broadcasters should start asking suppliers to obtain the music performing rights in the syndicated programming and pass the costs on to the broadcaster. "Don't wait until November," Rich said. Although broadcasters would, for a time, at least, be paying twice for music rights by negotiating for them separately, the committee believes it would be worth the small additional cost to establish the machinery for the marketplace approach to securing music performance rights.

Indeed, even if the committee loses on appeal, at the appeals court or Supreme Court, its members contend the music licensing system for broadcasting will never be the same. "If we lose on appeal," said Jack Zwaska, administrative director of the committee, "we go back to the negotiating table, not square one." The committee believes the licensing societies' negotiating position has been eroded. Zwaska said after the updating session that increasingly stations are obtaining performance rights directly from the copyright owner—in many cases, that is the Valentino Music Library of



**NBC affiliates.** L-r: Pierson Mapes, NBC Television Network; Ronald Klayman, WMC-TV Memphis; Brandon Tartikoff, NBC Entertainment; Tony Cervini, NBC affiliate relations; Steve Sohmer, NBC Television Network.

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New York. And as stations and groups of stations enter the syndication business, he said, they are in a position to direct the producer to obtain the music performance rights.

Even as broadcasters continue to battle the music licensing societies in court, trouble may be brewing with the record companies that provide them with the video clips for local video programming. Zwaska advised broadcasters to read their contracts with the record companies carefully. He said they want broadcasters not only to obtain performance and synchronization rights, but to assume liability for payments to unions representing the performers involved.

If the broadcasters win their suit, they may face some of the problems blanket licensing was intended to solve. One broadcaster at the meeting with the committee asked about a broadcaster's liability in the event a high school band played music during the half time of a basketball game its station was covering. "If it's a featured performance, obtain the rights through the band," Rich said. Or, he said, it might be necessary "not to show the band in half-time."

"There will be problems," Stabile acknowledged, "but they can be solved." □

## The tide of deregulation

**Not all of it was seen as good, in NATPE programers' discussion**

Three broadcasters and a communications attorney sitting on a panel on "Living without Regulation" might have been expected to be in a bullish mood in discussing the removal of the shackles government had long imposed on the broadcasting business. Instead, there was, at the panel at the NATPE conference last week, at least uneasiness about what the future might hold, at worst, downright concern, even a charge the FCC had gone "too far" in its deregulation policy. There were no announcements of plans to begin operating in a radically different manner.

It wasn't only the removal of government regulations that was under discussion. The moderator, Steve Currie, of KOIN-TV Portland, Ore., asked about the effect of the elimination of the National Association of Broadcasters code. Don Wilburn, of WVUE-TV New Orleans, said "some" stations were increasing their commercial announcements, running four in a unit where the code had permitted three. But he was concerned about "something on the horizon"—the "split 30," a reference to Alberto-Culver's determination to run two announcements in one 30-second spot. Wilburn said, if adopted, the plan would cause "clutter."

And it wasn't only the lack of regulations that was under discussion. The increased competition, as a result of government policies encouraging the emergence of more stations and more program delivery services,



**New world.** The "Living without Regulation" panel featured (l-r): moderator Steve Currie, KOIN-TV Portland, Ore.; Stephanie Campbell, WDCA-TV Washington; Arthur Kern, KPX(TV) San Francisco; John Lane, Wilkes, Artis, Hedrick & Lane, and Don Wilburn, WVUE(TV) New Orleans.

was also seen as part of the equation. Wilburn thought an independent station that soon would be on the air in the New Orleans market would accept a split 30—and if it did, he wondered, would other stations feel obliged to follow suit.

But the principal alarm was sounded by John Lane of the Washington law firm of Wilkes, Artis, Hedrick & Lane, which represents a number of broadcasting clients, including Westinghouse Broadcasting. He called deregulation "the current buzzword" and suggested that the elimination of standards is not all to the good. They enable broadcasters to know "what's expected of them," he said.

The commission has eliminated standards for judging radio broadcasters' performance in terms of commercialization and nonentertainment programming and is proposing to do the same for television broadcasters.

In answer to a questioner in the audience who noted that the NAB is seeking reversal of the FCC decision to eliminate regulations regarding the assignment of call letters, Lane said, "Not all regulation is evil. The industry needs a certain degree of regulation. The FCC has gone too far. It has refused to set standards, for instance [as in the case of AM stereo] and left standards to the marketplace. But the public benefits when standards require operation to a certain level."

Nor was that the extent of Lane's concern. "The changes we're seeing today and will see for the next five years are 'phenomenal,'" he said. "There will be more video channels than anyone can use," with the result that the scarcity principle on which the system of broadcast regulation was built will be stripped of meaning. He talked of MDS, low-power networks, cable penetration, pay cable networks, and the most significant, he said, direct broadcast satellite service. The commission has authorized DBS service that would operate free of virtually any rule—an action the NAB has challenged in court. And he noted the Communications Satellite Corp. and CBS have combined in a venture to request authority to establish a six-channel DBS system. "This industry must prepare for enormous change," he said.

To Arthur Kern of KPX(TV) San Francisco, the emergence of a six-channel DBS system

did not seem an unmixed blessing for the public. "The loser will be the viewer," Kern said. "He won't be able to see local programming." And when the viewer has a choice, Kern said, he prefers local news over network news.

What does the deregulation, already achieved for radio and proposed for television, mean for the quality and quantity of children's and public affairs programming or service that will be available to the public? Stephanie Campbell of WDCA-TV Washington did not think there would be a change at that station. It has worked for years, she said, with citizen groups that advise it on children's and minority-group programming, and she did not think that would change. Kern thought the quality and quantity might improve. But Wilburn had a different view. He thought stations would reduce the quantity of such programming, but would improve the quality. □

## Naisbitt sees decline of networks

**'Megatrends' author says big three will go the way of 'Life' and 'Look'; others on NATPE panel disagree**

John Naisbitt has made an industry of identifying what he says are trends in society and explaining what they portend, and he performed his specialty at NATPE to provide a basis for a round-table discussion of what the future holds for television. Those comfortable with things as they are could only have been made uncomfortable.

Naisbitt, as he did in his book, "Megatrends: Ten New Directions Transforming Our Lives," said ABC, CBS and NBC are in a period of decline and would be the *Life*, *Look* and *Saturday Evening Post* of the 1980's. He bases that forecast on what he sees as a decentralization trend under way in many aspects of American life. He noted that there are 14,000 special interest magazines in the U.S. and pointed to the proliferation of cable television networks.

Indeed, Kay Koplovitz, vice president of USA Cable Network, said the programming

## The luck of the Iris

WNEV-TV Boston and KATU(TV) Portland, Ore., each won two Iris awards, and 22 other television stations received one Iris each for excellence in locally produced programming at NATPE International's 17th annual Iris Awards competition last week. The awards were presented during the first three days of the San Francisco convention, with videotape highlights shown in a Sunday night gala presentation. The videotape format was a departure from previous years, when celebrity presenters handed out the Iris awards live to station executives.

Entertainer Johnny Carson, host of NBC-TV's *Tonight Show*, was on hand to receive NATPE's top honor at Sunday's event. The Award of the Year was presented to Carson by NATPE President Stan Marinoff. Carson received the award, recognizing his "enormous contributions to television entertainment," with the quip: "This is the first thing I've received in the past year that did not have a lawyer's name on the bottom." He then regaled the audience with a 30-minute monologue, highlighted with anecdotes about three former *Tonight Show* sponsors who Carson said were "not pleased" with jokes he had made on the air about their products.

Earlier in the conference the NATPE President's Award was given to retired ABC Inc. Vice Chairman Elton H. Rule and entertainer Dick Clark for "lifetime service to television."

Sunday's Iris Awards celebration featured entertainment by Bill Cosby, a last-minute replacement for comedienne Joan Rivers, who underwent "elective surgery" shortly before NATPE and was unable to perform. The Smothers Brothers, who had agreed to appear with Rivers, elected not to appear because of the comedienne's cancellation.

The Iris awards were presented to stations according to market size, with nine categories in each division. The international Iris was awarded to Globo Network of Brazil and program executive Paulo Netto for the children's program, *Plunct Plact Zum*.

The Irises (by market category):

**Markets 1-10:** Public Affairs Special—WBBM-TV Chicago, *The Last Campaign of Lady Jane*, program executive Ed Spray, producers Molly Bedell and Scott Craig. Public Affairs Series—KTLA(TV) Los Angeles, *Impact '83: East of the L.A. River*, program executive David Simon, producers Diana Buckhantz and Ben Moses. Sports—WNEV-TV Boston, *Conquering the Cape*, program executive Jeff Schiffman, producers Lorie George and Matthew Mixon. Children's—KRON-TV San Francisco, *Buster and Me*, program executive Dave Wilson, producers C. Metcalfe and C. Easler. Entertainment—WBZ-TV Boston, *The Rhythm of Life*, program executive Barry Schulman, producer Garland Waller. Magazine Format—WCVB-TV Boston, *Chronicle: Love for Sale*, program executive J. Clifford Curley, producers Charles Kravetz and Judy Stoia. All Other—KGO-TV San Francisco, *1984*, program executive Robert Woodruff, producer Steve Skomp. Talk/Service/Information—WNEV-TV Boston, *LOOK: La Cage Aux Folles*, program executive Jeff Schiffman, producer Raysa Bonow. Short Subjects—WNEW-TV New York, *Big Apple Minutes*, program executive John von Soosten, producers Paul Noble, Doris Bergman, Larry Jackman, Jody Green, Joanne Oboyski and Laurie Rich.

**Markets 11-40:** Public Affairs Special—WNGE(TV) Nashville, *Lifesavers*, program executive Evelyn Keller, producer Robert D. Gordon Jr. Public Affairs Series—WVIT(TV) Hartford, Conn., *The Public File*, program executive John Palmer, producer Wil Echevarria. Sports—KCNC-TV Denver,



Clark and Rule

*Riding the High Country II*, program executive Lon Lee, producer Bruce Brown. Children's—KSDK-TV St. Louis, *The Ten Plus Two Tasks of Terrible Tim*, program executive Rebecca Goodrum, producers Don Wells and Carl Stieneker. Entertainment—WCCO-TV Minneapolis, *One Who Stole at Christmas*, program executive Charles Sorlein, producer Kent Hodder. Magazine Format—KATU(TV) Portland, *Faces and Places*, program executive Bob Kalstad, producers Joella Werlin and Lee Nesbitt. All Other—KIRO-TV Seattle, *DWI: Sorry Isn't Enough*, program executive Judy Law, producers Mike Rosen and Nick Latham. Talk/Service/Information—KTCA-TV St. Paul, *Newton's Apple*, program executive Larry Morrisette, producers James Steinbach, Sue Ballou, Lee Carey, Emily Goldberg and Gerald Richman. Short Subjects—KATU(TV) Portland, *Great Kids Speak Out*, program executive Bob Kalstad, producers Joella Werlin and Lee Nesbitt.

**Markets 41-210:** Public affairs special—WJXT(TV) Jacksonville, Fla., *Wards of the Street*, program executive William DeWert, producer Tom Wills. Public Affairs Series—KUTV(TV) Salt Lake City, *Flood Watch: Special Reports*, program executive Terry Cassillas, producers Bill Lord and Twinkle Chisholm. Sports—KGMB-TV Honolulu, *1982 Honolulu Marathon*, program executive and producer Phil Arnone. Children's—WLYH-TV Lancaster, Pa., *Telerrific Visits Gnome Countryside*, program executive and producer Ed Fulginiti. Entertainment—WOKR-TV Rochester, N.Y., *The Inaugural Concert at the Finger Lakes Performing Arts Center*, program executive and producer Donald J. Loy. Magazine Format—KSL-TV Salt Lake City, *Prime Time Access*, program executive Scott Clawson, producer Will Robinson. All Other—WCSH-TV Portland, *Portland Museum of Art, Grand Opening!*, program executive Fred Thompson, producer Paul Doughty. Talk/Service/Information—WBRC-TV Birmingham, Ala., *WBRC-TV Jobfair*, program executive Ann Bryant, producers Oliver Peters and Everett Strickland.

choices being made available to television stations are also a threat to USA Cable. "We absorbed new technology, like satellites," she said. "Now, the television industry has a chance to catch up, use the new technologies...I thought we could become a nation of Freddie Silvermans, doing our own programming."

However, two members of the panel did not see the present system being completely blown away. Ellen Berland Gibbs, president of Communications Resources Inc., a consulting firm, and Joel Chaseman, president of Post-Newsweek Stations, both expressed the view the networks would continue to

serve as the principal media of mass communication. "We're a long way from narrow-casting, from the viewer's and advertiser's point of view," Gibbs said. She noted that "even the most optimistic predictions of [cable] penetration don't talk of more than 50%." And Chaseman said that while cable television and other new means of program distribution, including video recorders, will "impinge on network time," it is dangerous to assume that would result in the creation of a new medium. Even Naisbitt drew back from his statement in the book regarding networks to say he did not mean the networks would "go away"—but he insisted "the long

downward slide of the networks is on schedule."

Koplovitz, however, pointed out that the networks' problem, in an age of diversification of media, is not simply an erosion of audience. Network audiences, she said, "are becoming smaller, poorer, less educated," while cable audiences "are better educated with better incomes...That is more alarming than the shrinking share [of audience]."

That observation tied in with the one Chaseman made earlier, in discussing what he said was the "11th megatrend—the leveraged buyout of knowledge." He said information is becoming something for the



wealthy. Giving the public an incentive to transfer children from public to private schools and increasing the costs of data have the effect, he said, of transforming "good roads into toll roads. If we do," he said, "we'll perpetuate the welfare class, to make it more difficult for people like our grandfathers to rise from immigrants to owners. The privatization of information and data scares the hell out of me."

Another broadcasting-related trend Naisbitt had discussed was news as "entertainment." And to that, Bill Kurtis, co-anchor of CBS's *Morning* and session moderator, said the issue was not "hard news versus soft, economics versus entertainment. It's all that, it's information. What we're coming to terms with is that it's interesting, not entertainment...our [prime-time] information service."

But Naisbitt returned to the subject later to observe that "communication is information as entertainment," and added, "The people who understand that best are going to be the most successful." □

## How independents see their fates

**Tougher competition is predicted as station numbers increase**

Four panelists had as many answers to the moderator's question about the most important development affecting independent stations in the last year.

Len Giarraputo of Group W Productions said it was the growth in the number of stations.

Jay Isabella of TeleRep said it was the lack of product.

Mel Smith of Tribune Broadcasting said it was the "wild" expansion of a shrinking program marketplace, with lots of new programs but most of them video clip shows or game shows, and many of those suspect in quality and usability.

Barry Thurston of Embassy Telecommunications said it was a tremendous increase in competition "that will force the business in a different direction." The good news, he said, was that some things that weren't possible before will be possible now.

Moderator John von Soosten of WNEW-TV New York noted that the barter business was "growing like Topsy," and said that even when a station pays cash it often has to give

up a 30- or 60-second spot on each deal. He asked if that were a trend, and received positive responses. Giarraputo said the expense of animated programming would force that category to take the barter route. Smith said that the option was to have more and more co-productions, a circumstance he said would create "a field day for the lawyers." To Isabella, the big question is whether the show is wanted, not whether it's barter.

Among the trends the panel agreed upon was that of local shows going into national syndication. Giarraputo said the practice was increasing, and Smith said he assumed it would expand. Noted Isabella: It's a tough process for an individual station but can be made easier when several stations or groups band together.

The panel held out little prospect for the on-air testing of shows, concluding that once a new series is put before an audience it becomes a do-or-die proposition. "We can't sit there and wait for them to get good," said Isabella. "The pressure is to make profits, and the reality is that it has to come on our air and make it instantaneously." Such testing can be "the kiss of death for new ventures," according to Thurston, who spoke of one show that hit its stride by the eighth week "but it was too late. Testing on the air is a disaster," he said. "It's too bad we can't produce these things for 10 weeks in a garage in New Jersey."

When von Soosten asked if there were life after *M\*A\*S\*H*, Thurston responded both affirmatively and emphatically. *M\*A\*S\*H* will go on for a long time, he said, as will *The Jeffersons* and even *I Love Lucy*, which he noted is still running in a number of markets. A lot of situation comedies will be coming on, he said. Isabella cited the example of *Too Close for Comfort*, which came off the network with only 63 episodes but to which 26 other episodes are being added to create a more viable syndication package. "Forty [episodes] is tough to work with," he said, while 60, 70 or 80 are more comfortable.

On another subject, Thurston said that program development for daytime "is the wrong way to go." It's better to develop for prime time or late night, he said. "They tell us [that independents] can never beat the networks in prime time, but it's happening every week," he said. Smith, on the other hand, thought it was possible to develop for daytime, observing that "there's so much of it."

A question from the audience about checkerboarding—that is, running different

programs in the same time period, as opposed to stripping with the same show—drew generally negative responses. Isabella said that checkerboarding is so expensive from a promotional point of view that it will not pay out, and Thurston said stations "are going upstream" when they try to checkerboard against the strips of the network affiliates or those of other independents in the market.

Moderator von Soosten asked each of the panelists to sum up his view of the road to the future (NATPE's theme). Thurston: a lot more growth for the independent segment of the TV marketplace overall. Smith: stations in short supply at ridiculous prices, affiliates will catch on that they're doing too much news and "*Perry Mason* will still be getting a 6 in Portland." Isabella: more stations, more competition for product, higher prices and foreign product coming in. Giarraputo: further program development for all dayparts. □

## NATPE panel debates barter's changing world

The pros, cons and compromises of advertiser-supported syndicated programming were debated by representatives from all sides of the programming community at a panel titled "Barter/Advertiser-Supported Programming—Is It Network or Spot?" The purpose of the panel, explained moderator George Back, president of All-American Television, was to determine if the advertising dollars that are flowing into barter programs are coming from advertiser's network budgets or national spot budgets. Although the consensus among the panelists was that probably at least 90% of the dollars came out of network, there was sharp disagreement over what the advantages were for a station that accepted barter programs.

Back led the panel off by pitting Dick Robertson, senior vice president of sales at Telepictures Corp., against David Henderson, president of Providence, R.I.-based Outlet Broadcasting. Robertson claimed that "there are many programs that simply would not be available if it were not for barter spots." Repeating a point that many syndicators make, Robertson said that the barter spot that distributors hold back often goes to the costs of producing high-budget, first-run syndicated programs.

Henderson agreed that as a station operator, "I'm all for first-run programs," but insisted that "I want to pay cash" rather than giving up 30 seconds or a minute of inventory. Henderson came down hard on those syndicators who claimed that barter comes out of "unsold inventory." Henderson assured the audience that, especially in prime access, he had no unsold inventory although he conceded that might be true at 1 a.m. on a Saturday. Henderson called the 7 p.m. time period "the heartland of my business."

Robertson noted that on top of the higher production costs that often require a spot to be withheld on a syndicated program, many stations are unwilling to pay the higher cash license fees that would be required if the



**Indie action.** L-r: Moderator John von Soosten, WNEW-TV New York; Len Giarraputo, Group W Productions; Jay Isabella, TeleRep; Mel Smith, Tribune Broadcasting, and Barry Thurston, Embassy Telecommunications.

syndicator decided to forgo the spot. Robertson added that if stations wanted first-run programming, and not off-network reruns, they would have to face some additional expense. "We're not sitting up in the Fairmont with our hoity-toity attitudes," Robertson remarked—a reference to the syndicators, many of whom had off-network product, that declined to exhibit at the Moscone Center.

But Henderson also said that he did not want to support a part of the industry that affected the networks, which he said supply 65% of his stations' programming. Henderson emphasized that he wanted to maintain the traditional relationship of the syndicator and television station. "I'm the retailer of time," Henderson explained, "and they [syndicators] are the manufacturer." Concluded Henderson: "You're becoming my partner and I don't want a partner."

"Barter programming has had a major role in spurring the development of new programming," said Larry Lamattina, executive vice president in charge of media at SSC&B Advertising, New York. As an agency buyer, Lamattina said he doesn't give consideration to whether a station carries cash or barter programming. "We're looking for low cost, good ratings and a vehicle that can deliver," he said, regardless of the way the program is distributed. "The track record in my experience is that barter has done more for new programming" than any other arrangement, Lamattina said. A prime example, he pointed out, is the longest running advertiser-supported program in history. "When CBS kicked *Hee Haw* off the air it was barter that kept it alive."

Bob McGann, director of sales at WCCO-TV Minneapolis, warned that stations should not make barter programming "incidental."

He said it is a "major mistake to think that barter is free. It's not free to our advertisers." McGann said it's necessary to make a "business judgment" based on the program ratings or projected ratings and whether the program will be strong enough to make up the difference on lost commercial inventory.

Harry Way, executive director of the Advertiser-Syndicated Television Association, observed that advertisers are growing increasingly dissatisfied with the networks because the increasing number of promo spots and expanded inventory has contributed to a proliferation of clutter. He said that "syndication is increasingly important as network shares decrease and production costs increase." In addition, Way also noted that in all his years of media planning before he joined the ASTA he had "never taken money away from spot budgets to pay for syndication."

Way mentioned that Nielsen's market-by-market ratings often fall below the national Nielsen Television Index ratings in prime time programming. Advertisers, who need to make up the difference, are finding that syndication can do the job just as well as networks and at lower costs-per-thousand, Way said.

But McGann said that, to an unknown degree, barter programming is affecting national spot. He cited K-Tel, which he said cut its spot budget by 50% in the past year and has funneled those dollars into 10 different syndicated programs. McGann said this is enhanced when syndicators offer their spots on a regional basis to advertisers.

Back asked for a show of hands from the audience if they thought barter came out of spot budgets or network budgets. The majority responded that they believed it came out of network budgets. □

tion, Columbia Pictures Television. "I don't know who's making the money here," he said, noting that while the number of movies turned out of Hollywood each year—an average of 130—remains the same as that of the early 1970's, box-office ticket sales have not increased dramatically (from 934,000,000 in 1972 to 1,200,000,000 in 1983) and the movie packages sold to stations now contain more good titles than they did in the early 1970's.

Pay cable, on the other hand, has provided the studios with a more profitable window, said Indelli. "Not that many movies gross the \$25 million it takes to produce, promote and distribute them," he said, but in pay cable, a movie can "turn over as much revenue in six months as it can get in six years in syndication."

For an independent producer, the market for syndication of made-for-TV movies does not yet make sense, according to Alan Landsburg, chairman, Alan Landsburg Productions. The average network market opens about 100 opportunities each year for the production of made-for-TV movies and pay cable opens about 10 more, he said. "Everyone who wants a movie wants a piece of action," both in profits and creative participation, he said, but producers spend more time developing concepts and finding financing for their production than they do producing movies. "We have never released any of our movies into syndication because we have never found that golden offer that would recoup the losses we have incurred," he said. "We have never found that 'back end.'"

Michael Lambert, senior vice president, HBO Enterprises, said pay TV has learned it is not the number of viewers a movie can attract that counts, but how much they will pay to be able to watch one. Pay TV is "in the dark ages" when it comes to marketing movies to the consumer, he said. "Our challenge for the coming years is to do for movies what Procter & Gamble has done for soap."

Outside the realm of blockbuster theatricals and not-quite marketable made-fors, there is a growing marketplace for the staples of the movie and syndication marketplace—the lower-budget films from independents and foreign films, said Chuck Larsen, president, Almi Television Productions. "America has learned about America

## Marketing seen as key to improved movie ratings

**Better promotion, panelists say, will bring in better numbers**

Marketing may be the answer for both pay TV and syndication to overcome problems posed by an increasingly tight market for movies in the diversifying telecommunications industry. According to a panel of industry experts, any movie, from blockbuster theatrical to moderately successful made-for-TV film, can provide profitability for a station or image-enhancing for a pay network if properly promoted.

The growth of pay TV and a big jump in the number of independent stations have caused the price of feature films to skyrocket and the length of time they are available in any one window of the distribution chain to shrink, said David Simon, program director, KTLA-TV Los Angeles. Nonetheless, "movies are still available," through ad-hoc networks, off-cable and other sources, he said, but stations must learn to exploit them.

From the major studios' point of view, the

prices paid for feature films have doubled since the early 1970's but they have not outpaced inflation as have the prices advertisers pay for spot TV advertising time, said Joe Indelli, senior vice president for distribu-



**Movie mania.** Discussing the latest trends in movie packages were (l-r): Moderator David Simon, KTLA-TV Los Angeles; Bill Castleman, KNBN-TV Dallas; Joe Indelli, Columbia Pictures Television; Michael Lambert, HBO; Alan Landsburg, Alan Landsburg Productions, and Chuck Larsen, Almi Television Productions.



from movies," he said, and "they'll do the same for other cultures," he said. "They'll go to foreign films to see France, Italy and other countries on their own terms."

TV programmers and distributors must adjust to new rules in the movie syndication business, said Bill Castleman, program director of Metromedia's newly acquired KNBN-TV Dallas. "Many of us cast a jaundiced eye on barter movies," he said, "but if the movie is good, it will enhance the image of your station, even if you lose money on the movie." The "watchword" for station acquisition of films in the coming year, said Castleman, is commitment. "Can you promote the film the way it should be?" he asked. "Are you willing to make a commitment to them?"

At the same time, producers could gain in finding which films stations can market well, said Castleman. "I'd like to be able to interface more with the producers," he said, "but none have ever called to ask what might make a difference in a movie." □

## How to sell LPTV: change name

**NATPE panelists say outlets should be called 'community television stations' and be heavily promoted in market**

Pioneers in the new field of low-power television who want to succeed should heed the advice of the ad man who said that selling the steak meant first selling the sizzle. And the first step in that direction, an audience of broadcasters at a NATPE panel session was told, was that low-power operators should stop referring to their operations as "low-power." They are "community television stations."

"We can get rid of 'low-power' and concentrate on 'community television,'" said Michael Wurgler, president of Wurgler Productions, which provides programming for low-power stations that are beginning to emerge from the mountain of 12,000 applications on file at the FCC (96 are on the air in the continental U.S., 200 in Alaska, with 158 under construction. The staff, which is preparing to set up a series of lotteries to dispose of competing applications, hopes to clear out the backlog by the end of the year [BROADCASTING, Feb. 13]). "You compete with other stations, however their signal is received," whether directly or by cable television, said Wurgler.

And Susan Devaney, vice president of JPD Television Network, which now provides satellite-delivered programming to 13 affiliates, suggested there was more to selling the sizzle than a name change. Give the community station the look and feel of a full-power station, she said. Spruce it up to make it look glamorous. Put up pictures on the walls of the stars of the shows. List programs in the daily newspaper log. Advertise. "People can be made aware of the station in the small town, but it takes effort."

At present, the FCC is processing applica-

tions for low-power television stations only in rural areas, outside of any television market. And the locations being served were seen as presenting an opportunity. Devaney's husband, Jim, who is president of JPD and who moderated the panel, said community stations can provide the kind of local news small communities want—and that those in the shadow of a large city do not often get. "It's like a small-market newspaper versus a big-city newspaper," he said.

For Devaney, low-power television recalls the early days of television, when many operators lacked the experience and sophistication to run their stations with confidence. They did not know how to deal with suppliers, he said, and neither do many low-power station operators. That was one reason he created the network. But one advantage he said members of the newest medium have over those who established the television industry 30 years ago is the availability of the satellite as a means of program delivery. He also believes low-power operators are aided by the fact that the public's image of television has already been shaped. "It's what they see on the tube that counts. And low-power television," he said, "is simply a new way of broadcasting television." If power is limited, so are the costs. Wurgler said the cost of putting a station on the air would be up to \$300,000. In some markets the cost of the hardware could be as low as \$100,000, or the equipment could be leased.

Whatever else it is, the emerging industry appears to promise a boon for suppliers. Dick Jolliffe, of National Telefilm Associates, said suppliers can sell to low-power stations in the rural areas without violating exclusivity clauses in contracts with stations in established markets. When someone in the audience asked whether anyone is making money in low-power television, Devaney responded, "We're not." But Jolliffe promptly came in with, "We are." □

## Differing views on the future of programming

**NATPE panelists can't agree on where networks are heading but see continued growth of first-run syndication and cable as market and model**

The cost of television programming will continue to rise, with continuing reliance on barter and co-production arrangements among production companies, according to several members of a Tuesday morning NATPE general session on the future of program product. Although there was general agreement on that point, the panel was not unanimous in its appraisal of the future role of networks in the programming business.

"The networks are stronger than ever before," declared Embassy Telecommunications President Gary Lieberthal, arguing that the network influence only appears to be di-

minishing because the television industry itself is expanding at a rapid rate. "The demise of the networks has been drastically overstated."

In the future, Lieberthal believes, the networks will generate greater profits, garner more advertising revenue and absorb more creative talent than they do now. He cited the example of NBC's recent hiring of a top situation comedy production executive as an indication that talent is vulnerable to network raids. Lieberthal said he is concerned that the networks appear to be increasing in-house prime time production up to the two-and-a-half hours per week allowed under current regulations. In sum, said Lieberthal, the networks represent a growing threat to program diversity.

A contrasting point of view was offered by John Goldhammer, senior vice president of production for Paramount Television Domestic Distribution. He noted that in 1981, 22 off-network series were being offered at NATPE for the first time, compared to only eight this year. "There will be a decline in the availability of network product for at least the next five years," Goldhammer said. He cited growing interest in syndication potentials for existing prime time network series as evidence of a "tremendous lack of faith in programming in the future."

In the meantime, Goldhammer believes the program marketplace will expand, in part as a result of the shrinking off-network pipeline and in part as a consequence of expanded advertiser involvement in program production. Without advertiser support, he argued, quality first-run programming would not be available. He noted that the definition of barter has evolved to include programs that stations must also pay cash for, primarily as a result of escalating production costs. Other trends foreseen by Goldhammer include an end to the expansion of local news (and in some markets a retrenchment) and slower growth of pay television viewership (although the medium will be an important source of "new program genres").

Greg Nathanson, a former pay television program executive now serving as vice president of programming and film acquisition for syndication at Golden West Television, said that cable will continue to influence the television programming industry, noting "20 or 30 MTV rip-offs on the convention floor." He also contended that Cable News Network has encouraged expansion of local broadcast news programming, and uncut movie presentations have prompted independent stations to present films with infrequent commercial interruptions. "Cable television is a competitor," he said, although the public "may have expected too much" from the new player.

Another panelist, D.L. Taffner, president of D.L. Taffner Ltd., said co-production and co-financing deals with advertisers and broadcasters will help the first-run programming marketplace to expand. He said his firm is receiving much more interest than in the past in production arrangements that will either allow canceled series to continue or new projects to get off the ground.

Bruce Paisner, president of King Features

Entertainment, said, "The future of program production will reflect the past" and added: "Nobody ever went broke selling movies to television." In the future, he believes, "programming will increasingly represent cooperative efforts between programmers and their suppliers, especially in broadcast syndication." Paisner sees advertisers, foreign broadcast entities and nonbroadcast media such as magazines as examples of new sources of revenue and concepts for programming.

Both Taffner and Goldhammer expressed regret at having to exact cash charges in addition to barter spots from stations for some of their first-run programming, indicating that their preference would be to go one way or the other. That's unrealistic, said Goldhammer, because the costs of program production have risen as quality requirements for first-run have also escalated.

"If there is ever going to be a fourth network, that's how it is going to happen," said Goldhammer, referring to the trend toward greater advertiser involvement in program financing.

The panel was cautious when asked to speculate on future programming trends. Lieberthal predicted a major breakthrough in entertainment programming within the next two years, insisting that the industry has been in the doldrums for the past decade in terms of innovative program forms. Nathanson said that cable would become a greater factor in original programming, noting that co-production and syndication deals have pushed per-hour budgets in pay cable from \$50,000 to \$500,000 within the past year. □

## Producing better shows for less

**NATPE panelists show examples of effective and inexpensive local program productions**

Programmers were given a glimpse of what is possible in local program production at a panel session where selected examples were shown. The conclusion was that stations need not spend extravagantly to produce quality local programs—all that is required is imagination and the nerve to take a chance.

"Local programming begins with a good idea," explained Cliff Curley, program director at WCVB-TV Boston, "and not necessarily a good budget." An example of that, Curley pointed out, was WCVB-TV's *Off Center Camera*, a locally produced special that ran on Jan. 5 of this year and won its prime time period. The production cost \$7,500. The show featured film clips and comedy sketches hosted by a popular local radio personality.

Lon Lee, program director at KCNC-TV Denver (formerly KOA-TV), noted that in mid-1981 his station had only one regularly produced program, *PM Magazine*. "So anything new was daring," he said. KCNC-TV began programming a five-and-a-half-hour nightly program called *All Night Live* that

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NEW ISSUE

February, 1984



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NEW ISSUE

February, 1984



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featured in part cameras roving city night spots for live interviews. Lee said it cost more than running movies in that time period, but that it was an effective way to counterprogram the all-night news services and late-night movies on the other stations.

The station tried an afternoon local call-in television talk program, but Lee said KCNC-TV learned those kinds of programs "belong on radio." It has had more luck with sports. Major local sports coverage by the station includes an annual 1,000-mile bike race sponsored by Coors beer. To cover that event, Lee said, the station used three cameras—one mounted on a motorcycle, a second in a helicopter flying above the race and a third in a stationary position on the ground. Since the race lasted 11 days, Lee said, the station coverage provided exclusive news footage and enough material to package a five-minute update at the end of the 11 p.m. local news each night of the race.

Lee said the station also sponsored, in cooperation with Scripps Howard's *Rocky Mountain News*, an old-timers' all-star baseball game. That show won a 7 rating/38 share, highest in its period, outdrawing an NFL football game, which only drew a 3 rating.

But what appeared to interest the programmers most at the meeting was a 90-day experiment that Storer's WAGA-TV Atlanta is going to launch on March 1. According to Marc Doyle, WAGA-TV's program director, the station has made a tradeout with a local cable system to program four nights a week of locally produced programming on one of the cable system's unutilized channels. WAGA-TV, which will not hire any new staff to program the channel, will run original programming from 6 p.m. to 10 p.m. four nights a week. The system has 105,000 basic subscribers, and the channel will be available without charge in the basic tier. From 6 p.m. to 8 p.m., WAGA-TV will program the *Atlanta Rock Review*, a locally produced video music show that also carries segments filmed at local Atlanta night spots. (The program also runs for four hours each on Friday and Saturday nights and has placed number one in its time period with an average 54 share, Doyle said.) From 8 p.m. to 8:30 p.m., the cable channel will be programmed with *Eyewitness News Closeup*, which Doyle described as a "local version of *Nightline*." From 8:30 to 9 p.m. the channel will run *Sports Unlimited*, which will report all the local professional, amateur and scholastic sporting events. The 9 p.m. to 9:30 p.m. period will carry a local magazine program, and the last half-hour, from 9:30 to 10 p.m., will be programmed with *That's Showbiz*.

Doyle said advertising time on the local cable channel programmed by WAGA-TV will be sold by the station's local sales force. He cautioned that it was only an "experiment," but noted that "cable is a reality" and that fear that cable service would hurt local station audience levels has passed. The project has been in development for the last 18 months, Doyle said, and the investment to date has been "under six figures."

Bob Jones of KING-TV Seattle said his sta-

tion is now producing 12 hours a week of local programming and last September premiered five new regularly scheduled local programs. One of them, *Good Company*, is a morning talk and information show that Jones described as "high touch but not high tech." The program features local soft news

and entertainment features. Jones said that locally produced programs are good for the morale of the station—as long as they are produced within reason. "Programmers have done too much for art's sake and not enough of what [realistically] can be done," Jones explained. □

## PBS: the other network

### Panel is optimistic about public broadcasting continuing to provide material not viable on commercial television

A generally upbeat future for public television was envisioned by participants in a Sunday morning meeting of Public Broadcasting Service affiliate executives during the NATPE International conference. Optimism was expressed by a four-member panel, which pointed to public television's expanding audience and growing financial support from the private sector.

"Reports of our demise have been premature," said Natan Katzman, a program executive with KQED(TV) San Francisco. Katzman noted growing participation of public stations in NATPE and predicted their interest in "the wider program marketplace" will continue to expand. "The [public] stations attending NATPE are playing a leadership role in the public television business," said Katzman.

Although public television is on an upward growth curve, Katzman said, he does not think overall audience penetration will grow beyond a 10% share because "we do things nobody else can afford to do. We don't have to make money at it." Katzman said ballet programs, for example, will never attract a large audience and will remain outside the province of the three commercial networks.

The key to public television's success in the future, according to Katzman, will be local underwriting for programs produced and shown locally. He said that local stations should be able to greatly expand the revenue stream from local corporations if they make a concerted effort.

Mary Delle Stelzer, director of AT&T's corporate advertising and promotion department, expressed satisfaction with public television's ability to reach viewers the corporation is most interested in. "The medium attracts a quality audience not available elsewhere," she said. "There is no waste." AT&T's national underwriting of *The MacNeil/Lehrer NewsHour*, Stelzer said, provides access to "very serious-thinking people" who may be from a wide range of demographic categories. Speaking in a more general sense, she said that AT&T is interested in the potential of "enhanced underwriting" on public television to provide longer messages than commercial stations will accommodate. Stelzer said she is also concerned, both in public and commercial broadcasting, about the trend toward the "clutter" of sponsored messages. She urged public stations to pay close attention to localized underwriting credits in publicity and

on-air promotion connected with underwritten programs.

"The commercial networks don't view public television as benignly as some of you may think," Stelzer told the PBS station executives. She cited the three commercial networks' refusal of AT&T's request for purchase of national advertising time to promote *The MacNeil/Lehrer NewsHour*. The company was forced to buy time on the spot market to draw attention to the PBS series, she reported.

The balance of Sunday's panel was given over to a discussion of the pros and cons of enhanced underwriting on public television, with Donald Schein of WMHT(TV) Albany/Schenectady, N.Y., speaking in opposition to advertising on public stations and Pat Faust of Chicago's WTTW(TV) contending that decreased federal funding makes it important that enhanced underwriting be developed as a supplementary source of revenue. Faust called for additional study of the impact of public television advertising, suggesting that enhanced underwriting remain voluntary and respect the integrity of the program content.

"We shouldn't be afraid to take risks," Faust urged, noting public television's tradition of innovation. A reduction of federal funding is inevitable in years to come, she insisted. □

## Updating some of the new technologies

Status reports on four new but noncompeting technologies—teletext, fixed satellites, direct broadcast satellites and high-definition television—were given to NATPE delegates during one of last week's panel sessions. Only one of the four could offer evidence of dramatic growth, although all professed to see prospects for progress.

The most bullish prognosis was given by Robert Wold of Wold Communications, who said that there will be 1,370 C and K band transponders aloft by 1990, with demand for perhaps 4,800. Between here and there the demand situation may be "a little soft," he said, but will begin to tighten toward the end of the decade. There are now only seven C band slots open, Wold said.

On the ground, at television stations, there are now 600 earth stations tuned to the fixed satellites, representing 90% of the top 50 markets and 70% of the entire TV station universe. Wold noted that the 10th anniversary of the first fixed satellite, Westar I, will

occur on April 13.

Rather than being a future technology, DBS is here today, according to Satellite Television Corp.'s Richard Galkin. He was referring to the present-day universe of so-called backyard earth stations that number some 500,000 and are increasing by 30,000 a month. "By any definition," Galkin said, "1984 is the year DBS has arrived."

In introducing Taft Broadcasting's Terry Connelly to brief the audience on teletext, moderator John Tagliaferro of Hughes Television Network asked whether invention can be the mother of necessity. A cautiously positive answer was forthcoming, with Connelly describing Taft's joint venture with Zenith to develop the British system of teletext in competition with the NABTS system being pursued by CBS and NBC. He said decoders being sold in the current Cincinnati experiment cost \$300, but he projected a market price of \$75 when volume production begins. Between 100 and 150 decoders have been sold in the Cincinnati test, Connelly said.

E. William Henry, chairman of the Advanced Television Systems Committee, charged with setting standards for a number of new technologies, described that body's work in high-definition television and offered two conclusions from his experience so far: that receiver manufacturers will be building "smart" sets capable of enhancing the television signal and that the forces of supply and demand will bring about a revolution in television transmission and reception. □

## Formulas for excellence

In programing, the recommendation is to give shows a chance to fail

Broadcasters attending the NATPE conference last week heard a number of clues as to how they might pursue excellence. In the view of the man who co-wrote the book, they all boil down to one word, "courtesy." And, when analyzed by a panel of high-level types, the word begins to resonate with the meaning that the FCC, with varying degrees of enthusiasm, has tried to translate into a regulation ascertainment of community needs and interests.

Robert Waterman Jr., co-author of "In Search of Excellence: Lessons From America's Best Run Companies," provided the basis for a round-table discussion on the second session of "On the Road to the Future." (The first featured "Megatrends" author John Naisbitt, see page 60). And Waterman distilled from the research on which the book was based some common themes—a willingness to listen, to pay attention and to offer quality service. In a word, he said, "courtesy: It's as simple and complex as that."

Actually, it wasn't that simple. One of the lessons drawn from the study of successful companies is that excellence involves "a bias for action." And John Conomikes, of the Hearst Corp., indicated he was a subscriber

to the philosophy of "do it, fix it, try it." "We're in the program business," he said. "We must put ourselves in the position of trying something and giving it a chance to fail." Later, he accepted the description offered by a member of the audience: "I am more risk taking." He noted that many of the programs offered for syndication will fail. "But one or two successes will carry you through."

But it was Frank Biondi, of HBO, and Bill Brower, of Bill Brower & Associates, a consulting firm, who focused on a company's relationship with its customers in terms that both an accountant and an FCC commissioner out of the 1960's would understand. Biondi said HBO feels it has two kinds of

consumers—the affiliate who takes the service, and the ultimate consumer, who views the product. As for the first, he said, "we try to convey that we are their partners." As for the second, he said, HBO wants to know not only that people are watching, but "how they feel."

Then there was Brower's observation which truly recalled an earlier era: "In stations I consider the best, managers go out and talk to community people, and find out how they can better serve the community. When they come back, they discuss this in positive terms, they don't just fill out a report for license renewal. So get more of your people into discussions with the community." □

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Morale has never been higher! The entire sales staff is convinced that, we also, with no ratings and no numbers in "The Book" will out bill almost every station in our market.

The other night one of my salesmen who has been selling radio for over three years came into my office to tell me he was about ready to quit. I had just finished watching one of the Pam Lontos video programs. I talked with him from 6-8:30PM and convinced him he could be the top salesperson if he wanted it badly enough. He has brought in five orders in less than one week since our talk. If it wasn't for the videos themselves I really don't think I would have believed I could have motivated him.

Not only have our salespeople increased overall billing, but we have become a team unlike any other I've ever seen.

Pam, all we can say is thank you for sharing your enthusiasm, energy and talents. You are an amazing woman and I can't think of a better way to motivate a sales force and increase profits.

Cordially,

A handwritten signature in blue ink that reads "Robin Barbero". The signature is fluid and cursive, with a long, sweeping underline.

Robin Barbero  
General Sales Manager

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## Proposal to give translator applicants priority gets broadcaster support

**Comments show industry approves of FCC plan to consider LPTV applicants second; it doesn't like idea of dropping low-power financial qualification filings**

That broadcasters think the FCC should give applicants for TV translators—essentially low-power television operations that won't originate programming—priority over LPTV applicants was made clear in comments at the FCC last week.

The comments came in response to an FCC proposal to do just that (BROADCASTING, Dec. 19, 1983). Under another proposal, LPTV applicants no longer would have to file information attesting to their financial qualifications; the FCC also proposed to change the way LPTV'ers would file for new low-power slots.

Perhaps the last proposal is the most revolutionary. Under current rules, applications the FCC finds to be "acceptable" are placed on a cut-off list that is made available to the public. Anyone who wishes may then submit a competing application. Under the proposal, applications for all new LPTV's would be accepted only during a specified, preordained number of days. No more would be accepted after that "window" had been closed. The familiar cut-off list would be eliminated; there would be no opportunity to file competing applications.

In its comments, the National Association of Broadcasters supported the concept of creating a priority for "nonsatellite-fed" translators. It also endorsed the concept of "window processing," and proposed a method that would essentially give translator-only applicants the first shot.

NAB also, however, opposed eliminating the requirement that financial information be filed. "If the requirement of a financial showing is eliminated, the commission would be inviting a disaster," NAB said.

"Where construction permit holders do not utilize their assignments within the one-year construction period, the commission would be placed in the unfortunate position of having to invest additional administrative resources to clean up the mess."

The Association of Maximum Service Telecasters urged the commission to lift its freeze on nonsatellite-fed translators and to process applications for those before considering satellite-fed translators and LPTV's.

May Broadcasting Co. said pending and future translator applications should be given priority over LPTV applications. If a translator application and an LPTV application are mutually exclusive, the former should be granted, provided that a threshold showing of need is made for the translator, May Broadcasting said. "To prevent abuse of the translator priority, conversion from translator to low-power status should be prohibited for a specified period of time, such as a license term, or permitted only subject to competing applications, in those cases where the applicant benefited from the priority," May Broadcasting said.

The Association of Independent Television Stations urged the commission "to rectify the long-standing near-cessation of its processing of TV translator applications by designating as a separate class of service all pending and future new and major change applications for conventional translator facilities which propose to serve presently underserved areas or to fill in gaps of the ADI's of existing full-service stations, and to accord such applications a processing priority over mutually exclusive low-power TV applications."

The National Translator/LPTV Association supported the use of window periods for filing, but proposed that windows be opened nationwide, without trying to limit them into tiers or by regions. "If NTA's pro-

posal is adopted, the LPTV entrepreneurs are likely to shift their attention to the larger markets, leaving ample opportunity for rural operators to expand or modify conventional translator facilities. It would follow that a priority for translators would not be necessary."

NTA also asked the FCC "to make provision for terrain shielding in its basic allocation scheme for low-power television." □

## Plan to alter FCC definition of 'major change' greeted coolly by broadcasters

**NAB, group owners oppose some of commission's proposals to adjust percentage definitions for ownership changes that would not be open to petitions to deny**

An FCC proposal to revise what it will consider "major changes" has drawn generally unenthusiastic comment from broadcasters.

Current rules classify changes in frequency, station location or any alteration in power, antenna location or height that would result in a 50% change in the service areas of an FM or TV station as a major change. For FM and TV translators, a change in primary station is also classified as major. Major changes are subject to the FCC's cut-off procedures and to formal petitions to deny. Minor changes are not, although informal objections against them can be filed.

Under the FCC's proposal (BROADCASTING, Jan. 9), all changes within a service area for FM and TV applications would be considered minor. For pending FM and TV applications, only changes in frequency, station location and controlling ownership would be classified as major amendments. Changes in primary stations rebroadcast by FM and TV translators would be considered minor.

In its notice of proposed rulemaking, the FCC also suggested permitting applicants for AM, FM and TV facilities to amend their ownership as minor changes, as long as one of the original applicants, or a group of them, retains more than 50% ownership.

In its comments, the National Association of Broadcasters urged the FCC to take a more moderate approach. NAB said it agreed with the FCC's proposal to classify as minor ownership changes of less than 50% in pending applications. It also said it didn't think changes in the primary status of an FM translator "necessarily" should be subjected to major change procedures. "On the other

**Land mobile update.** UHF TV spectrum should be turned over to land mobile only where there is a demonstrated need and UHF spectrum is the only way to meet it, James McKinney, FCC Mass Media Bureau chief, said last week at a luncheon meeting of the Radio Club of America in Washington. McKinney, former chief of the FCC Private Radio Bureau, noted that the Los Angeles county sheriff has requested the use of UHF channel 19 for public safety use, and that Chairman Mark Fowler has told Congress he planned to act on that request, which has generated an "enormous amount" of interest from Congress and the White House, by summer (BROADCASTING, Feb. 13). McKinney added that the commission had completed a study of the sheriff's use of the spectrum he already has. While McKinney declined to reveal what that study found, he said he would not stand in the way of a commission determination on the channel 19 question solely because TV spectrum was at issue. "It ought to go where it's needed," he said. Although broadcasters have charged that the sheriff's proposal would cause interference to KSCV-TV (ch. 18) San Bernardino, Calif., McKinney noted that that problem could be sidestepped if only part of channel 19 were earmarked for public safety use. McKinney added that he didn't think land mobile had the right to request reallocations solely on the grounds that such a reallocation would permit it to use cheaper, less efficient equipment.

hand, NAB believes that for purposes of applications or amended applications resulting in more than a 50% change in service areas, the commission should adopt a middle course—one which would dispense with much of the complications and delay of a major change yet would provide adequate local notice and an opportunity for the public to participate meaningfully in the authorization process," NAB said.

ABC opposed the FCC's proposals to change the definition of major changes for TV and FM stations. It also opposed the proposal to define changes in primary station for FM translators as minor. "At a minimum, ABC believes that the commission should retain major change status for those applications proposing to relocate a transmitter site where a 50% change in the station's service area would occur. In such cases, there is a high likelihood that a loss of service to the public will result, making it particularly important for the commission to be fully informed of all relevant facts," ABC said.

Cox Communications Inc. had problems with the FCC's FM and TV proposals. "The current definition of 'major changes' comports with congressional intent that full opportunity for review and comment be afforded in the case of applications having a substantial potential service impact," Cox said. "Cox Communications Inc. therefore respectfully urges the commission not to change it."

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co. and Infinity Broadcasting Corp., opposed adoption of proposals for authorized or proposed TV, FM and FM translator stations, asserting that the current major change rules should be preserved in their entirety. "The commission, at a minimum, [should] retain major change status for those applications proposing to relocate a transmitter site where a 50% change in the station's service area would occur."

Hubbard Broadcasting Inc. said it supported the FCC's proposal "insofar as it proposes to amend the rules to define any change in the power, antenna location or height above average terrain of a television translator as a minor change."

According to Hubbard, since there are so many low-power television applications on file, any application for a major change can "languish" for years. "Moreover, mutually exclusive LPTV applications are being filed on virtually every new or major change application which appears on a cut-off list." □

**Orient express.** The American Committee of the International Press Institute is accepting applications for its annual exchange of journalists with Japan. Ten broadcast and print journalists will be chosen for the three-week trip, which will take place in September and include seminars in Tokyo and visits to other parts of Japan. Round-trip expenses from San Francisco to Tokyo and expenses in Japan are included. For more information, write: Richard H. Leonard, editor, *The Milwaukee Journal*, P.O. Box 661, Milwaukee, Wis., 53201.

## Washington Watch

**Sex discrimination suit settled.** Carol Sunflower, woman responsible for getting National Football League to grant female journalists access to locker rooms after games, has accepted \$309,000 settlement ending lawsuit against KTXL(TV) Sacramento, Calif. According to Pete Filice, station controller, Sunflower, former station photographer, was fired in January 1981 for failing to follow instructions. In \$5-million suit, however, Sunflower alleged she had been fired "because she stood up for her rights as a woman and a reporter," her attorney said. Filice said station had been prepared to litigate case, but station's insurance company opted to settle, as was its right under its policy.

□

**KUTV put on notice.** FCC's Mass Media Bureau has told kutv(TV) Salt Lake City to comply with commission rule prohibiting attempts to create impression that needed taped material is live. At issue was station's use in newscasts of taped material from its Washington reporter, which was sandwiched in with other material in station's 10 p.m. newscasts in way that "constitutes an affirmative attempt" to create impression that Washington coverage was live, bureau said. Station had said at end of broadcast that "portion" of newscast was pre-recorded but did not inform viewers that reports from Washington bureau were "totally pre-recorded," bureau said. Matter had been brought to bureau's attention by Bonneville International Corp., licensee of ksl-TV Salt Lake City.

□

**ACT acts.** Action for Children's Television last week asked Court of Appeals in Washington to review FCC's decision changing its policy statement for children's television. ACT alleged FCC had acted "arbitrarily and capriciously, and has failed to provide an adequate and rational basis" for decision. Added Peggy Charren, ACT president, in a press release: "The nation's young TV viewers are lucky we live in a constitutional democracy where the courts can correct the failure of the executive branch to follow basic administrative procedures designed to protect the public."

□

**Rate proposals protested.** Westinghouse Broadcasting & Cable Inc., whose Muzak programing is largely distributed via telephone lines, last week took issue with rationalizations AT&T has filed in support of proposed rate increases that Group W said would increase monthly charges for audio program distribution services by 600% and more, and increase related nonrecurring charges by more than 1,150%. In letter to FCC Chairman Mark Fowler, Group W said AT&T had presented no lawful justification for its new tariffs beyond vague references to tariffs of other carriers. Group W asked that AT&T be required to refile private line tariffs to continue current program distribution charges. "Muzak affiliates and customers would be severely injured if the unconscionable and unjustified rate increases contained in those tariffs were permitted to go into effect for even a short period of time," Group W said.

## Johnson client wins fee refund

United States Magistrate Robert P. Murrian has directed Edward M. Johnson & Associates Inc., a Knoxville, Tenn.-based communications consulting firm, to refund \$21,000 to a client who alleged the company had failed to deliver as promised.

Johnson & Associates (EMJ) had initiated the lawsuit, contending that the client still owed it \$29,000 for preparing low-power television applications for a number of locations in North and South Carolina. But in a counterclaim filed with the U.S. District Court for the Eastern District of Tennessee, L. F. (Bud) Amburn, editor and publisher of the *Chowan* (N.C.) *Herald*, alleged that EMJ had breached the contract at issue. Amburn asked the court to award him the \$21,000 he already had paid EMJ—and the \$125,000 he said he had spent on his own preparing to get into the low-power television business.

Of 30 applications EMJ produced, the judge said, only 13 received file numbers from the FCC, and of the 13, four were returned as "unacceptable for filing." Two applications were returned because EMJ filed applications that were mutually exclusive with each other, and none of the 30

applications resulted in construction permits being granted, the judgment said.

"As the FCC gets around to processing the other Amburn applications that are waiting for review, there is no way to tell whether some or all of them will be returned as 'unacceptable' for filing," the judge said.

"EMJ materially breached the contract by failing to act in good faith and in cooperation with Amburn to see that the applications would ultimately be acceptable for filing with the FCC. This breach went to the heart of the contract and justifies a rescission of it."

But the judgment held that the \$125,000 of Amburn's "incidental" expenses had not been shown to be the direct result of any breach of contract by EMJ.

"Even if EMJ had not breached the contract, there was no guarantee that Amburn would get any construction permits. He incurred the vast majority of his incidental expenses when he knew or should have known that there was no such guarantee. He therefore incurred those expenses at his own risk and EMJ is not chargeable therefor," Murrian said.

Murrian also awarded Amburn "his costs of action." □



## SMPTE looks for visual enhancements

### Improvements proposed for existing television systems may blunt HDTV's impact

The television engineers' current obsession with improving television signals was given free rein at the annual television conference of the Society of Motion Picture and Television Engineers in Montreal Feb. 9-10. The some 1,000 television engineers and technicians, through more than two dozen technical papers and a few demonstrations, explored ways of enhancing television signals as they are generated, transmitted and received.

For the past few years, high-definition television (HDTV), distinguished by panoramic pictures with twice the number of vertical lines and horizontal resolution of the existing NTSC standard, has attracted most of the attention, but more modest (less revolutionary than evolutionary) means of boosting television quality seemed to dominate the Montreal television conference.

In a paper meant to sum up the two days of discussions, Renville McMann, of the CBS Technology Center, defined HDTV as a "picture that makes the viewer gasp at the quality when first seen. It's a widescreen picture with no crawling dots or other artifacts. It also, and not incidentally, has multichannel digital sound."

But given the definition and the research presented at the conference, McMann said, proponents of HDTV may have a problem. "Our baseline of quality—to produce a gasp from the viewer—is changing and changing fast. We are about to witness an explosive quantum jump in the quality of pictures delivered to the home via 525-line systems be they NTSC or [such analog component sys-

tems as] MAC or TMC and, if it is to sell, our HDTV picture must be noticeably better... than these new and exciting processing techniques produced from 525-line signals."

McMann, a proponent of HDTV, stressed that the medium will be noticeably better and marketable. When direct broadcast satellite (DBS) operators begin broadcasting analog-component signals, he said, "it will be a big step toward HDTV, but only a step." Taking advantage of the evolving technology, HDTV systems will generate pictures "with more than 2,000 lines of subjective quality." And the public will go for it, he said.

Many of the leading television receiver manufacturers are trying to squeeze the last bit of quality out of the NTSC system with its 525 interlaced lines and four-to-three aspect ratio by digitally processing the NTSC signals in a "smart" receiver capable of storing an entire television field on a silicon chip. According to Richard N. Jackson, Philips Research Laboratories, who delivered a paper co-authored by his colleague, Joseph S. Nadan, the so-called digital television receivers will eliminate such artifacts as noise and cross-color and permit full horizontal resolution and sequential scanning for a marked improvement in overall picture quality.

In the conference's small exhibit hall, Philips and Hitachi demonstrated sequential scanning television receivers. Conventional television sets display the scanning lines just as they are received, interleaving two fields of 262.5 lines each to form the 525-line picture. The fields are broadcast every 60th of a second, yielding a complete interleaved picture or frame every 30th of a second. Instead of interleaving fields, the smart receivers in-

terpolate an additional 262.5 lines for each field and scan sequentially a complete 525-line picture every 60th of a second. Besides greatly enhancing the vertical resolution with sequential scanning, said Jackson, "we have obtained good results in the removal of vertical aliasing and interline flicker."

With their field or frame stores, the smart receivers have some of the capabilities of special effects generators. At the Philips demonstration, Nadan said the receivers may offer picture-within-a-picture features, permitting users to watch two or more pictures at the same time. Indeed, Nadan said, Philips is considering demonstrating at the National Cable Television Association annual convention this spring a smart receiver capable of showing nine television pictures (three rows of three) and a small picture inset in a larger one. The former feature allows for easy previewing of cable channels; the latter, watching two shows at once.

The introduction of smart receivers in the marketplace is contingent on the development of low-cost field stores. At one time, the mass production of such a device was thought to be many years away, but Philips seems on the verge of making it happen. It has come up with 308 kilobit, charged-coupled-device field stores that, if amenable to volume production, would be at the heart of its smart receivers.

Digital receivers are fully compatible with the existing broadcasting system, requiring, for instance, no increase in transmission channels. Where wider transmission channels are available, as in DBS, such time-compressed analog-component transmission systems as the British-bred MAC system were generally regarded by the television engineers in Montreal as a superior alternative to NTSC transmission. Unlike the NTSC system, the proposed analog-component transmission systems separate the chrominance from the luminance and transmit them sequentially, thereby eliminating the cross-color and cross-luminance effects that degrade NTSC pictures.

Comsat's Satellite Television Corp. is committed to launching its five-channel satellite broadcasting service this fall with a version of MAC perfected by Digital Video Systems, a subsidiary of Scientific-Atlanta. STC and DVS were scheduled to deliver two papers at the conference outlining in detail the parameters on its system, but, according to conference organizers, STC pulled the papers three days before the start of the conference. Sources at the conferences said STC acted because CBS, which is reviewing STC's technical plans in anticipation of becoming a partner in it, wasn't completely satisfied with the DVS MAC system. STC's Dan Wells said the papers were canceled simply because work on the system was not yet completed.

In evaluating the DVS MAC system, CBS



**Lunch break.** The secession of technical papers on the first day of the SMPTE television conference was interrupted for a luncheon speech from Alain Gourdeau, senior assistant deputy of communications, Canadian Department of Communications, and acknowledgement of the conference organizers. On the dais (l-r): Gourdeau; Leonard A. Green of the National Film Board, deputy general arrangements chairman of the conference, and SMPTE President Leonard F. Coleman, of Eastman Kodak.

wants to make sure it's compatible with its two-channel HDTV transmission system for DBS. As described in CBS documents, a DBS operator, broadcasting a MAC signal on one channel, could offer HDTV by broadcasting an "augmentation" signal on a second channel. When the two signals are combined in special wide-screen HDTV receivers, pictures with 1,050 lines and five-to-three aspect ratios would be created. According to McMann, CBS and STC still have a few "minor differences" in defining the MAC signal. For instance, he said, the two are "a few milliseconds apart" on the time that should be devoted to the luminance signal.

The use of MAC may also allow DBS operators to move gradually into wide-screen television without moving into HDTV. According to Jackson, a wide-screen "presents the viewer with a more pleasing format for live television by matching the shape of the display more nearly to the human visual field." What's more, he said, wide-screen television is more compatible with film. After careful study, he said, Philips has concluded that a 5.33-to-three aspect ratio would be best for the television of tomorrow. Moving from NTSC's four-to-three ratio to a wider ratio requires more picture information and, according to Jackson, the extra information can be carried in the blanking intervals of a MAC signal.

Philips believes digital processing at the receiver, analog-component transmission or a combination of both is enough to sate the demand of consumers and television producers for better quality. In fact, it thinks HDTV is overkill. Because of the high number of scanning lines, Jackson said, HDTV requires "unacceptably large transmission bandwidths." Even if means could be found to limit the required bandwidth, "very large-screen television," for which HDTV is primarily intended, may not catch on and "the

overall resolution implied by 1,000-plus systems may not in fact be needed," he said.

MAC was not the only transmission improvement talked about at the conference. Dennis Fraser, the new president of Alcoa-NEC Communications Corp., which hopes to build home earth stations for STC and other DBS operators, said improved video is inherent in DBS transmission. Because of the freedom from multipath and other forms of terrestrial interference, he said, "there is no question that the video portion of the DBS signal will represent to the most severe critic an upgrade of the display quality."

Israel Switzer, a leading cable television engineering consultant, described in his paper a way of bringing "control-room" picture quality to the homes of cable subscribers. Instead of demodulating the feeds of satellite-delivered pay cable networks at the cable headend and remodulating them as standard NTSC television signals for transmission to the home, Switzer proposed compressing the transmission bandwidth of the FM signals from 36 mhz to 18 mhz (by one of two means) and sending them over three cable channels to the home, where they would be demodulated and fed into consumer-quality RGB monitors. Cable pictures suffer from "a lack of crispness" that results from multiple low-level reflections caused by hardware spliced into the cable, he said. "FM overcomes the problem," he said, "but only at the cost of bandwidth."

Switzer envisions FM video transmission as an ancillary cable service. Cable operators would carry all their signals as they now do, he said, but would repeat two or three pay services in the FM video mode and offer them to the "top 10% who could be taught what good picture quality is and who would be willing to pay for it." Switzer has already approached two of his clients with the idea and hopes to put it to the test before the end of the year.

Because of an accent on transmission and reception, this year's conference was unusual. SMPTE has traditionally been concerned with production technology and the subject, although overshadowed, was not ignored. A series of papers addressed advancements in videotape recording and the bulk of the exhibits featured production equipment.

Like their counterparts in transmission, the developers of production equipment are interested in component signals (digital or analog), which are free of the irritating artifacts that plague NTSC and other composite signals. Although some digital component devices (special effects generators, for instance) are now on the market, widespread use of the technology and the long-anticipated digital studio depends on the development of a digital component videotape machine. A SMPTE group trying to bring users and manufacturers together on a standard for such a machine, now headed by Fred Remley of the University of Michigan, met during the convention and, according to Remley, continues to make progress.

But because of the development of analog-component tape formats, notably the incompatible half-inch Betacam and M-format, and transmission systems, interest is mounting in analog-component production equipment. At the SMPTE conference, the Grass Valley Group demonstrated a production version of the 1600-IXCV, an analog component switcher with special effects capability that could fit nicely into STC's plant. According to Grass Valley's Ed Hobson, the machine, which costs more than \$50,000, accepts analog components in any form, but will convert them to basic RGB (red, green and blue) components before processing them. Feeding the switcher for the demonstration were RGB from a camera and a character generator and the time-compressed analog components of a Betacam and M-format half-inch recorders. □

**The future may be "pizzascope."** An inherent danger in technical conferences is that the attending engineers focus too closely on this or that technical advancement or obstacle and lose sight of their real goals. Organizers of this year's SMPTE technical conference lessened the danger at their gathering by including among the speakers a long-time producer/director with experience in film and video, who provided a fresh perspective and new ideas on attaining quality in TV.

Norm Campbell, of the Canadian Broadcasting Corp., who has produced or directed everything from ballet to *All in the Family*, urged engineers to take a broad look at quality that encompasses sound, lighting, screen size, the artistic flexibility of equipment and even the weight of equipment and the home viewing "ambiance." However it's done, he predicted, producers and engineers will achieve the best image quality they can "through happy collaboration" whether the medium is "video or film or pizzascope."

Television engineers must pay close attention to sound, he said. "A mere picture of a fern can evoke a whole forest if the atmospheric sound track is right," he said. Since flattened television screens will probably require smaller speakers, he said, "there must be development in new ways of emitting sound from small sources."

"In most of entertainment television, we are dealing with illusion," Campbell said. "We work on the mind of the viewer to make him feel emotion and wonder." To help create and preserve the illusion, he said, new emphasis on lighting is needed. "We must support training programs that acknowledge lighting as an art as well as a technical skill."

In Campbell's best mind-stretching exercise, he said the engineers could give directors greater freedom in plotting their camera angles. Singers and dancers demand wooden floors, which put "spring in their steps," he said. But because camera cranes and mounts are too heavy for such floors, directors cannot make the "elegant camera

moves" they can on concrete floors. If engineers come up with lightweight mounts and new floor structures, he said, "I assure you it will show up as quality on your screen."

Campbell said he is all for the widespread use of large-screen television. But he asked the engineers not to electronically isolate individual viewers in their homes. "Please, as you develop super screens, don't give us a three-dimensional system with glasses or blinkers or sound with headphones," he said. "Let us have family viewing where we can comment, laugh or watch in silent community." What does that have to do with quality? "There is nothing like watching a movie with a good audience," he said. "Our perceptions increase and our enjoyment is transmitted in unexplainable ways."

Whatever imaging system the engineers come up with and whatever its quality, Campbell said, producers and directors must have complete control over it. "Give us an incredibly detailed and brilliant picture, but then give us the controls to modify it," he said. In some cases, directors may even want to degrade the quality. "Storytelling is often the art of not telling too much," he explained. "We receive information from the screen and interpret it. If that information is too literal, we can't participate imaginatively."

As their proponents will readily describe, video and film have their peculiar qualities. Since Campbell appreciates both, he said he wanted a switch on the imaging system of the future so he can go from a film look to a video look or to "things in between," depending on which "will express the mood I want to convey."

Quality also depends on engineers joining producers and directors in educating viewers, who often watch television under undesirable conditions. "You members of SMPTE cannot be content with building a bigger and better mousetrap," he said. "Surely, we can... turn our addicts of the boob tube into connoisseurs of images of quality."



# Stock Index

|                     | Closing<br>Wed<br>Feb 15 | Closing<br>Wed<br>Feb 8 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|---------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--------------------------------------------|
| <b>BROADCASTING</b> |                          |                         |               |                   |              |                                            |
| N ABC               | 54 3/8                   | 55 3/4                  | - 1           | 3/8 -             | 2.46         | 10 1,595                                   |
| N Capital Cities    | 129 1/8                  | 128 3/4                 | +             | 3/8 +             | .29          | 15 1,731                                   |
| N CBS               | 64 5/8                   | 62 1/4                  | + 2           | 3/8 +             | 3.81         | 10 1,918                                   |
| N Cox               | 41 1/2                   | 41                      | +             | 1/2 +             | 1.21         | 15 1,175                                   |
| A Gross Telecast    | 61                       | 61 1/2                  | -             | 1/2 -             | .81          | 14 49                                      |
| A Gulf Broadcasting | 6 3/4                    | 6 3/4                   |               |                   |              |                                            |
| O LIN               | 18 1/8                   | 20 1/8                  | - 2           | -                 | 9.93         | 17 380                                     |
| O Malrite Commun.   | 9                        | 9 1/4                   | -             | 1/4 -             | 2.70         | 8 76                                       |
| N Metromedia        | 36 1/8                   | 36 1/4                  | -             | 1/8 -             | .34          | 31 1,010                                   |
| O Price Commun.     | 6 3/8                    | 5 7/8                   | +             | 1/2 +             | 8.51         | 0 21                                       |
| O Scripps-Howard    | 26                       | 25 1/2                  | +             | 1/2 +             | 1.96         | 15 269                                     |
| N Storer            | 31 1/4                   | 32 1/4                  | - 1           | -                 | 3.10         | 18 512                                     |
| O SunGroup Inc.     | 5 3/4                    | 5 3/4                   |               |                   |              | 3 4                                        |
| N Taft              | 52 1/2                   | 52                      | +             | 1/2 +             | .96          | 13 178                                     |
| O United Television | 12 7/8                   | 13 1/4                  | -             | 3/8 -             | 2.83         | 18 143                                     |

|                                                |        |        |     |         |      |          |
|------------------------------------------------|--------|--------|-----|---------|------|----------|
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |        |        |     |         |      |          |
| A Adams Russell                                | 17 5/8 | 18 3/8 | -   | 3/4 -   | 4.08 | 16 106   |
| A Affiliated Pubs.                             | 39     | 39 3/4 | -   | 3/4 -   | 1.88 | 15 316   |
| N American Family                              | 16 5/8 | 15 3/4 | +   | 7/8 +   | 5.55 | 9 272    |
| O Assoc. Commun.                               | 13 1/2 | 14     | -   | 1/2 -   | 3.57 | 0 64     |
| N A.H. Belo                                    | 38 1/2 | 37 1/4 | +   | 1/4 +   | 3.35 | 12 439   |
| N John Blair                                   | 28 3/8 | 28 1/8 | +   | 1/4 +   | .88  | 12 224   |
| N Chris-Craft                                  | 26 3/8 | 27 5/8 | - 1 | 1/4 -   | 4.52 | 31 167   |
| N Cowles                                       | 25 3/4 | 25 3/4 |     |         |      | 25 102   |
| N Gannett Co.                                  | 35 3/4 | 34 1/2 | +   | 1/4 +   | 3.62 | 22 4,291 |
| N General Tire                                 | 31 1/2 | 34 1/2 | - 3 | -       | 8.69 | 11 676   |
| O Gray Commun.                                 | 59     | 60 1/2 | - 1 | 1/2 -   | 2.47 | 13 29    |
| N Harte-Hanks                                  | 20 1/4 | 20 1/2 | -   | 1/4 -   | 1.21 | 12 444   |
| N Insilco Corp.                                | 17 1/2 | 17 1/8 | +   | 3/8 +   | 2.18 | 9 297    |
| N Jefferson-Pilot                              | 37 3/4 | 36 1/2 | +   | 1/4 +   | 3.42 | 9 802    |
| O Josephson Intl.                              | 11 1/2 | 11 3/4 | -   | 1/4 -   | 2.12 | 8 57     |
| N Knight-Ridder                                | 22     | 22 3/4 | -   | 3/4 -   | 3.29 | 12 1,438 |
| N Lee Enterprises                              | 21 3/8 | 21 3/8 |     |         |      | 13 287   |
| N Liberty                                      | 22 1/4 | 21 5/8 | +   | 5/8 +   | 2.89 | 13 223   |
| N McGraw-Hill                                  | 36 1/4 | 34 1/2 | +   | 3/4 +   | 5.07 | 15 1,817 |
| A Media General                                | 54     | 55 3/4 | - 1 | 3/4 -   | 3.13 | 10 376   |
| N Meredith                                     | 40     | 39 1/2 | +   | 1/2 +   | 1.26 | 11 376   |
| O Multimedia                                   | 32     | 32 1/2 | -   | 1/2 -   | 1.53 | 15 533   |
| A New York Times                               | 24 1/2 | 22 3/8 | +   | 2 1/8 + | 9.49 | 6 956    |
| O Park Commun.                                 | 19 1/2 | 19 1/2 |     |         |      | 16 179   |
| A Post Corp.                                   | 58 7/8 | 59     | -   | 1/8 -   | .21  | 21 107   |
| N Rollins                                      | 18 3/4 | 18 1/2 | +   | 1/4 +   | 1.35 | 23 486   |
| N Schering-Plough                              | 36     | 36 3/8 | -   | 3/8 -   | 1.03 | 11 1,818 |
| T Selkirk                                      | 14     | 14     |     |         |      | 30 114   |
| O Stauffer Commun.                             | 51     | 50     | +   | 1       | 2.00 | 13 51    |
| A Tech Operations                              | 36 1/4 | 37 1/4 | - 1 | -       | 2.68 | 15 33    |
| N Times Mirror                                 | 33 3/4 | 35     | - 1 | 1/4 -   | 3.57 | 13 4,635 |
| N Tribune                                      | 25 3/8 | 26 7/8 | - 1 | 1/2 -   | 5.58 | 12 1,039 |
| O Turner Bcstg.                                | 23     | 23     |     |         |      | 66 469   |
| A Washington Post                              | 64 1/4 | 66 1/4 | - 2 | -       | 3.01 | 15 911   |
| N Wometco                                      | 43     | 42     | +   | 1       | 2.38 | 26 609   |

|                     |        |        |     |       |       |        |
|---------------------|--------|--------|-----|-------|-------|--------|
| <b>SERVICE</b>      |        |        |     |       |       |        |
| O BBDO Inc.         | 34 1/4 | 36 3/4 | - 2 | 1/2 - | 6.80  | 12 220 |
| O Compact Video     | 3 7/8  | 4 3/8  | -   | 1/2 - | 11.42 | 18 15  |
| N Comsat            | 28 7/8 | 29 3/4 | -   | 7/8 - | 2.94  | 10 520 |
| O Doyle Dane B.     | 15 3/4 | 16 1/4 | -   | 1/2 - | 3.07  | 13 95  |
| N Foote Cone & B    | 46 1/4 | 46 1/4 |     |       |       | 12 134 |
| O Grey Advertising  | 117    | 117    |     |       |       | 9 69   |
| N Interpublic Group | 26 1/4 | 26 1/8 | +   | 1/8 + | .47   | 12 280 |
| N JWT Group         | 35 3/4 | 35 3/4 |     |       |       | 13 212 |
| A MovieLab          | 7 1/4  | 8      | -   | 3/4 - | 9.37  | 7 12   |
| O A.C. Nielsen      | 29 1/4 | 32 3/4 | - 3 | 1/2 - | 10.68 | 13 657 |
| O Ogilvy & Mather   | 47 1/4 | 47     | +   | 1/4 + | .53   | 14 212 |
| O Sat. Syn Syst.    | 8      | 8 3/4  | -   | 3/4 - | 8.57  | 17 46  |
| O Telemation        | 6 1/2  | 6 1/2  |     |       |       | 7 7    |
| O TPC Commun        | 1 3/16 | 1 1/8  |     |       |       | 1 2    |
| A Unitel Video      | 8 3/4  | 8 5/8  | +   | 1/8 + | 1.44  | 13 19  |
| N Western Union     | 29 3/4 | 31 3/4 | - 2 | -     | 6.29  | 13 716 |

|                    | Closing<br>Wed<br>Feb 15 | Closing<br>Wed<br>Feb 8 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|--------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--------------------------------------------|
| <b>PROGRAMMING</b> |                          |                         |               |                   |              |                                            |
| O Barris Indus     | 3 3/4                    | 4 3/8                   | -             | 5/8 -             | 14.28        | 20 21                                      |
| N Coca-Cola        | 50                       | 50 1/2                  | -             | 1/2 -             | .99          | 12 6,807                                   |
| N Disney           | 48 7/8                   | 52 1/2                  | - 3           | 5/8 -             | 6.90         | 18 1,690                                   |
| N Dow Jones & Co.  | 40 7/8                   | 41                      | -             | 1/8 -             | .30          | 23 2,619                                   |
| O Four Star        | 6 1/2                    | 6 3/4                   | -             | 1/4 -             | 3.70         | 7 5                                        |
| N Getty Oil Corp.  | 127 7/8                  | 125 1/4                 | +             | 2 5/8 +           | 2.09         | 23 10,119                                  |
| N Gulf + Western   | 29 1/4                   | 29 1/8                  | +             | 1/8 +             | .42          | 9 2,262                                    |
| O Robert Halmi     | 1 1/4                    | 1 3/16                  | +             | 1/8 +             | 11.11        | 25 21                                      |
| O Lorimar          | 20                       | 21                      | - 1           | -                 | 4.76         | 11 102                                     |
| N MCA              | 38 3/4                   | 37 5/8                  | +             | 1/8 +             | 2.99         | 12 1,868                                   |
| N MGM/UA Ent.      | 14 3/4                   | 13 1/2                  | +             | 1/4 +             | 9.25         | 26 733                                     |
| N Orion            | 12                       | 12 1/2                  | -             | 1/2 -             | 4.00         | 13 111                                     |
| O Reeves Commun.   | 10                       | 10 1/4                  | -             | 1/4 -             | 2.43         | 16 124                                     |
| O Telepictures     | 13 1/2                   | 13 1/4                  | +             | 1/4 +             | 1.88         | 22 88                                      |
| O Video Corp.      | 11 7/8                   | 11 5/8                  | +             | 1/4 +             | 2.15         | 21 20                                      |
| N Warner           | 26 3/4                   | 27                      | -             | 1/4 -             | .92          | 3 1,749                                    |
| A Wrather          | 39 1/2                   | 39 1/4                  | +             | 1/4 +             | .63          | 43 88                                      |

|                    |        |        |     |       |       |          |
|--------------------|--------|--------|-----|-------|-------|----------|
| <b>CABLE</b>       |        |        |     |       |       |          |
| A Acton Corp.      | 7 1/4  | 7      | +   | 1/4 + | 3.57  | 25 40    |
| O AEL              | 24 3/4 | 27 1/2 | - 2 | 3/4 - | 10.00 | 19 51    |
| O AM Cable TV      | 3 1/2  | 4 1/2  | - 1 | -     | 22.22 | 18 13    |
| N American Express | 29     | 28 1/8 | +   | 7/8 + | 3.11  | 11 6,173 |
| N Anixter Brothers | 20 1/4 | 21     | -   | 3/4 - | 3.57  | 28 368   |
| O Burnup & Sims    | 6      | 6      |     |       |       | 6 54     |
| O Cardiff Commun.  | 1 3/16 | 1 1/8  |     |       |       | 113 5    |
| O Comcast          | 19     | 19 1/4 | -   | 1/4 - | 1.29  | 18 156   |
| N Gen. Instrument  | 30 3/8 | 31 3/4 | - 1 | 3/8 - | 4.33  | 23 957   |
| N Heritage Commun. | 14 1/4 | 13 5/8 | +   | 5/8 + | 4.58  | 29 106   |
| T Maclean Hunter X | 17 1/4 | 17 3/4 | -   | 1/2 - | 2.81  | 24 636   |
| A Pico Products    | 8 7/8  | 9 3/4  | -   | 7/8 - | 8.97  | 29 25    |
| O Rogers           | 8 3/8  | 8 3/4  | -   | 3/8 - | 4.28  | 10 185   |
| O TCA Cable TV     | 11 1/2 | 12 1/2 | - 1 | -     | 8.00  | 23 77    |
| O Tele-Commun.     | 17 3/4 | 18 3/4 | - 1 | -     | 5.33  | 18 764   |
| N Time Inc.        | 41 1/4 | 40 1/4 | +   | 1     | 2.48  | 16 2,422 |
| O Tocom            | 3      | 2 7/8  | +   | 1/8 + | 4.34  | 2 23     |
| N United Cable TV  | 26     | 26 3/4 | -   | 3/4 - | 2.80  | 17 286   |
| N Viacom           | 27 3/4 | 26 1/2 | +   | 1/4 + | 4.71  | 17 355   |

|                                  |         |         |     |       |       |           |
|----------------------------------|---------|---------|-----|-------|-------|-----------|
| <b>ELECTRONICS/MANUFACTURING</b> |         |         |     |       |       |           |
| N Arvin Industries               | 25 1/4  | 24 3/4  | +   | 1/2 + | 2.02  | 11 190    |
| O C-Cor Electronics              | 9 1/2   | 9 3/8   | +   | 1/8 + | 1.33  | 9 34      |
| O Cable TV Indus.                | 3       | 3 3/4   | -   | 3/4 - | 20.00 | 15 9      |
| A Cetec                          | 8 1/4   | 8 5/8   | -   | 3/8 - | 4.34  | 16 18     |
| O Chyron                         | 14 1/4  | 14 1/4  |     |       |       | 20 87     |
| A Cohu                           | 7 1/4   | 7 1/4   |     |       |       | 16 13     |
| N Conrac                         | 15 5/8  | 15 1/2  | +   | 1/8 + | .80   | 13 96     |
| N Eastman Kodak                  | 65 3/4  | 69 3/8  | - 3 | 5/8 - | 5.22  | 16 10,886 |
| O Elec Mis & Comm.               | 10      | 11      | - 1 | -     | 9.09  | 30 29     |
| N General Electric               | 53 3/8  | 53 3/8  |     |       |       | 12 24,243 |
| O Geotel-Telemet                 | 1 1/2   | 1 1/2   |     |       |       | 21 5      |
| N Harris Corp.                   | 35 1/2  | 35 1/8  | +   | 3/8 + | 1.06  | 20 1,401  |
| N M/A Com. Inc.                  | 16      | 16 5/8  | -   | 5/8 - | 3.75  | 53 690    |
| O Microdyne                      | 8 3/4   | 8 1/8   | +   | 5/8 + | 7.69  | 28 40     |
| N 3M                             | 76 3/4  | 77 1/4  | -   | 1/2 - | .64   | 14 9,008  |
| N Motorola                       | 118 1/2 | 113 1/2 | +   | 5     | 4.40  | 19 4,653  |
| N N.A. Phillips                  | 67      | 66 1/4  | +   | 3/4 + | 1.13  | 10 961    |
| N Oak Industries                 | 5 1/8   | 5 1/8   |     |       |       | 1 84      |
| A Orrox Corp.                    | 3 3/4   | 4 1/8   | -   | 3/8 - | 9.09  | 4 9       |
| N RCA                            | 31 3/4  | 30 7/8  | +   | 7/8 + | 2.83  | 15 2,593  |
| N Rockwell Intl.                 | 27 1/2  | 26 3/8  | +   | 1/8 + | 4.26  | 11 4,248  |
| A RSC Industries                 | 5 5/8   | 5 7/8   | -   | 1/4 - | 4.25  | 70 19     |
| N Sci-Atlanta                    | 12 3/4  | 11 7/8  | +   | 7/8 + | 7.36  | 638 305   |
| N Signal Cos.                    | 27 3/4  | 28      | -   | 1/4 - | .89   | 28 243    |
| N Sony Corp.                     | 14 7/8  | 15 1/2  | -   | 5/8 - | 4.03  | 27 3,434  |
| N Tektronix                      | 65      | 64 3/4  | +   | 1/4 + | .38   | 25 1,245  |
| A Texscan                        | 15      | 14 7/8  | +   | 1/8 + | .84   | 17 94     |
| N Varian Assoc.                  | 43      | 43      |     |       |       | 21 921    |
| N Westinghouse                   | 47      | 48 5/8  | - 1 | 5/8 - | 3.34  | 9 4,115   |
| N Zenith                         | 26 7/8  | 29 1/8  | - 2 | 1/4 - | 7.72  | 11 588    |
| Standard & Poor's 400            | 175.96  | 175.01  | +   | .95 + | .54   |           |

Notes: T-Toronto, A-American, N-New York and O-Over The Counter. Bid prices supplied by Shearson/AE. Wash. Common A Stock price used unless other noted. P/E ratios based on S&P's estimated earnings. If no estimate available, earnings figures for last 12 months are used. "0" in P/E ratio is deficit. Footnotes: \* Cleveland-based group owner (100%) of six AM's, seven FM's and three UHF TV's, and 51% owner of UHF, WAWS-TV Jacksonville, Fla., recently completed public offering of 1,850,000 shares. It is headed by Milton Maltz, chairman and chief executive officer,

who also owns 76% of 8,457,500 shares outstanding. Proceeds of offering are to help in recent \$45 million purchase of WXIX-TV Newport, Ky. (Cincinnati). It also recently bought WHTZ-FM Newark (New York), now number-one station in market. For nine months ending September, 1983 Malrite had operating income of \$4,080,000 from revenue of \$32,620,000; compared to \$3,401,000 and \$24,622,00 for same period in 1982. Began trading Jan. 20 at 11 1/4 bid/11 1/4 ask under symbol (NASDAQ MALR). \*\* Two-for-one split.

## NAB to produce political advertising videoconference

**This week, 28 cities will receive satellite-delivered conference offering advice to stations as campaign advertising escalates**

Broadcasters can tune in to see and hear legal experts discuss the intricacies of the political broadcasting laws this week. The National Association of Broadcasters is sponsoring a four-hour national satellite videoconference on Thursday, Feb. 23, from 1 to 5 p.m. NYT. The conference can be viewed in 28 cities.

A series of panels composed of leading communications attorneys and NAB officials will be presented. Also, more than 50 attorneys will be stationed at the conferences' sites, mostly Holiday Inns, in: Atlanta; Boise, Idaho; Boston; Chicago; Cincinnati; Cleveland; Columbia, S.C.; Dallas; Detroit; Indianapolis; Kansas City, Mo.; Los Angeles; Memphis; Minneapolis; New Orleans; New York; Omaha; Orlando, Fla.; Philadelphia; Phoenix; Portland, Ore.; Richmond, Va.; Salt Lake City; San Francisco; Seattle; St. Louis; Tulsa, Okla., and Washington. After the teleconference the attorneys will participate in an hour-long panel discussion and question and answer session.

The panelists for the national teleconference include: Levi Rabinowitz, president, Political Management Resources, New York; Robert Squier, president, The Communications Co., Washington; Milton Gross, chief, fairness and political programming branch, FCC Mass Media Bureau; Richard Wiley, Wiley, Johnson & Rein, Washington; Erwin Krasnow, NAB senior vice president and general counsel; Irv Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington; Carl Ramey, McKenna, Wilkinson & Kittner, Washington; Timothy Dyk, Wilmer, Cutler & Pickering, Washington; James Popham, Fawer, Brian, Hardy & Zatzkis, New Orleans; Arthur Goodkind, Koteen & Naftalin, Washington, and moderator, Michael Berg, associate general counsel, NAB.

The videoconference will cover these subjects: "Key Terms and Concepts"; "Making Time Available to Candidates: What the Law Requires"; "Equal Opportunities—Section 315"; "Nuts and Bolts, Noncandidates and Rates"; "Station Do's and Don'ts Concerning the Use of Time: A Laundry List of Things to Worry About and How Not to Worry About Them"; "Fairness Doctrine and Noncandidate Advertising"; "Rates for Time"; "Determining What the Lowest Unit Charge Is"; "How Campaign Managers Decide Where to Buy Time"; "Steps Stations Can Take to Attract Campaign Dollars," and "Wrap-Up/Checklist/All That's New." □



**Welcome aboard.** The National Association of Broadcasters welcomed its first new DBS member last week. NAB President Eddie Fritts (l) accepted a membership check from Bob Fountain (r), executive vice president and chief operating officer, United States Satellite Broadcasting, a subsidiary of Hubbard Broadcasting, and a DBS applicant.

## NABET-NBC talks grind to halt

NBC and the National Association of Broadcast Employees and Technicians, which have been negotiating for a new contract for almost a year (BROADCASTING, Jan. 9), have once again broken off discussions as the union embarks on a more hard-nosed course.

The membership of about 2,700 at various locals throughout the country voted over the past two weeks to adopt a policy of adhering strictly to terms of the old contract, which expired last March 31. A union source said this means that members may refuse overtime; they may insist on taking their lunch hour or may refuse to work during a rest

period. The union's position is that this does not constitute a slowdown but is an exercise of the members' rights. One official noted that NBC would face a problem if the contract is not settled before the advent of the political primaries and the Republican and Democratic national conventions.

An NBC official said the company "would not discuss the negotiations in the press" but mentioned that the union's tactics had not disrupted the transmission of programming or commercials.

The main stumbling block has been the inability to reach agreement on jurisdiction

## CONGRATULATIONS MALRITE COMMUNICATIONS GROUP, INC.

**For an amazing accomplishment - moving WHTZ-FM (formerly WVNJ-FM) to #1 in the New York City market - in only 6-months!**

**We were pleased to have acted as exclusive brokers in this acquisition.**

## H.B. LA RUE, MEDIA BROKER

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44 Montgomery Street #500, San Francisco, CA 94104 (415) 434-1750



dealing with the new technology. The union has been insisting on retaining positions it now holds and obtaining some concessions that will help save jobs.

Another area of contention is a proposal by NBC to create combination jobs in radio—persons would perform announcing duties and operate the control board. Another point in dispute lies with NBC's latest salary offer.

NABET contends that NBC's latest wage proposal, one that would raise basic weekly pay to \$675, would still be \$10 lower than the basic weekly pay in force at ABC since

last April. Technical and engineering employees at both ABC and NBC are represented by NABET.

One source close to the union said members of NABET at NBC have not reached the stage where they are suggesting strike action, but added: "There are some members who think that some management people at NBC are out to break the union. Not all members feel this way. Let's hope the moderate wing prevails."

NBC and NABET have not met since late January. No meetings have been set for the future.

## Changing Hands

### PROPOSED

**KAIT-TV Jonesboro, Ark.** □ Sold By Hemreich Broadcasting Stations Inc. to Channel Communications Inc. for \$22 million. **Seller**, family owned, is headed by Robert E. Hemreich, chairman of board and president. It also owns KTVF-TV Fayetteville, KHBS-TV Fort Smith and KZNG(AM)-KWBO(FM) Hot Springs, all Arkansas. It recently sold KFPW(AM)-KXXI(FM) Fort Smith for \$900,000 ("For the Record," Jan. 23). **Buyer** is subsidiary of NASCO Inc., closely held manufacturer and distributor of sporting goods and allied products, based in Springfield (Nashville), Tenn. Channel is headed by Brian N. Byrnes, president, who is former general manager of WSMV(TV) Nashville. It recently bought, subject to FCC approval, KPLC-TV Lake Charles, La. ("Changing

Hands," Aug. 22, 1983). KAIT-TV is ABC affiliate on channel 8 with 316 kw visual, 41.7 kw aural and antenna 1,750 feet above average terrain. **Brokers for seller:** Gammon & Ninowski and R.D. Doubleday Co. **Broker for buyer:** Blackburn & Co.

**WBRE-TV Scranton (Wilkes-Barre), Pa.** □ Sold by WBRE-TV Inc. to Television Station Partners for \$21 million. **Seller** is owned by David M. Baltimore and family, who have no other broadcast interests. **Buyer** is same group that purchased four Ziff-Davis Broadcasting stations for \$57 million (BROADCASTING, Nov. 29, 1982). It is headed by I. Martin Pompadur, chief executive officer, and Ralph E. Becker, president. Becker is former president of Ziff-Davis; Pompadur is former president of parent corporation, Ziff Corp. Stations they

acquired from Ziff-Davis were WRDW-TV Augusta, Ga.; WROC-TV Rochester, N.Y.; WTOV-TV Steubenville, Ohio, and WEYI-TV Saginaw, Mich. WBRE-TV is NBC affiliate on channel 28 with 4,120 kw visual, 820.4 kw aural and antenna 1,645 feet above average terrain. **Broker:** Blackburn & Co.

**WEBC(AM)-WGGR(FM) Duluth and KQWB-FM Moorehead, both Minnesota, and KQWB(AM) Fargo, N.D.** □ Sold by Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for \$7 million. Price of Duluth stations is \$2 million, comprising \$500,000 cash and \$1.5 million seller's note. Price of KQWB-AM-FM is \$5 million, comprising \$3 million cash, \$1 million seller's note and \$1 million noncompete agreement. **Seller** is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. It bought WGGR for \$375,000 year ago ("For the Record," Jan. 10, 1983) and WEBC in 1976 for \$537,500. **Buyer** is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXV(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Charlottesville, Va.-based Worrell Newspapers which also owns WHSV-TV Harrisburg, Va., and WIFR-TV Freeport (Rockford), Ill. WEBC is on 560 khz with 5 kw full time. WGGR is on 105.1 kw with 100 kw and antenna 750 feet above average terrain. KQWB is on 1550 khz with 10 kw day and 5 kw night. KQWB-FM is on 98.7 mhz with 100 kw and antenna 465 feet above average terrain. **Broker:** Cecil L. Richards.

**WHUE-AM-FM Boston** □ Eighty percent sold by General Cinema Corporation to Alexander M. Tanger for seller's stock worth \$2,190,000 and assumption of approximately \$2.4 million in bank debt. Sale will be accounted for as tax-free corporate reorganization. **Seller** is publicly traded, Chestnut Hill, Mass.-based, soft drink bottler and largest theatre chain owner, headed by Richard A. Smith, chairman and president. Last year it exchanged WCIX-TV Miami for Taft Broadcasting's WGR-TV Buffalo, N.Y., plus \$70 million ("Changing Hands," March 14, 1983), and sold WIFM(AM) Philadelphia for \$6 million ("Changing Hands," July 11, 1983). WGR-TV is its only other broadcast property. **Buyer** is stations' president and owner of remaining 20%. He is also father of Howard P. Tanger, who heads group selling WKSS-FM Hartford-Meriden, Conn. (see below). WHUE is on 1150 khz with 6.6 kw full time. WHUE-FM is on 110.7 mhz with 50 kw and antenna 792 feet above average terrain.

**WKSS-FM Hartford-Meriden, Conn.** □ Sold by Sturgeon Corp. to Donald Law and others for \$3.4 million. **Seller** is group of 13 investors headed by Howard P. Tanger. It bought station for \$2.2 million three years ago ("Changing Hands," Dec. 22, 1980). Tanger is also general partner, and three others are limited partners, in WTMF(FM) Miami. **Buyer** is headed by Law, who is Cambridge, Mass.-based music promoter. He has no other broadcast interests. WKSS-FM is on 95.7 mhz with 14.5 kw and antenna 820 feet above average terrain. **Broker:** Blackburn & Co.

**KXTZ(FM) Henderson, Nev.** □ Sold by Pennino Music Co. to John B. Parker and his wife,

## Root Communications

has acquired

**KMVT-TV**  
Twin Falls, Idaho

for

**\$11,400,000**

from

**Western Broadcasting Company**

We are pleased to have served as broker  
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Kathleen, for \$1.8 million. **Seller** is owned by Jeannette B. Banoczi, her husband, John R., and her sister, Evelyn B. Boulay. It also owns KNOB(FM) Long Beach, Calif. **Buyers** also own KIKI(AM)-KMAI(FM) Honolulu. They recently sold KOWL(AM) South Lake Tahoe, Calif., for \$1.25 million ("Changing Hands," Nov. 7, 1983), and recently bought KTCJ(AM)-KTCZ(FM) Minneapolis-St. Paul for \$3.4 million ("Changing Hands," Dec. 12, 1983). KXTZ is on 94.1 mhz with 100 kw and antenna 1,200 feet above average terrain. **Broker:** *Hogan-Feldmann Inc.*

**WLOS(FM) Asheville, N.C.** □ Sold by Wometco Enterprises Inc. to Wise Radio Inc. for \$1.75 million cash. **Seller** is publicly traded and Miami-based bottling, entertainment and automatic vending company, MSO and group owner of six TV's. Senior vice president in charge of broadcasting is William R. Brazzil. Wometco has agreement to be acquired, subject to FCC and SEC approval, by leveraged buyout group headed by New York-based investment firm, Kohlberg, Kravis Roberts & Co. for \$842 million ("Top of the Week," Sept. 26, 1983). WLOS is being sold to comply with "one-to-a-market" rule—Wometco also owns co-located WLOS-TV—now that purchase by K.K.R. & Co. invalidates station's grandfathered status. **Buyer** is owned by Norman E. Jorgenson. He also owns co-located WISE(AM). WLOS is on 99.9 mhz with 53 kw and antenna 2,624 feet above average terrain.

**WTSP(TV) Ashland, Ky.** □ Sold by Tri-State Family Broadcasting to Sturvan Enterprises for 2,500 shares of stock in buyer, assumption of current liabilities not to exceed \$1,450,000. **Seller** is group of eight investors headed by John Alley, president, and Claude Messinger, chief executive officer. Messinger, who owns 49.7% of seller, will own 12.7% of buyer; Alley, who owns 9.4% of seller, will own 1.5% of buyer. Four others will also have reduced interest in buyer. Alley is also president of applicant for new noncommercial FM at Proctorville, Ohio. **Buyer** is group of 13 investors including Ralph Sturgill, president, and Robert Vanhooze Sr. (37.5% each). Sturgill owns electrical supply business in Ashland. Vanhooze, who owns Ashland-based furniture company, owns 3.61% of seller. WTSP(TV) is independent on channel 61 with 229 kw visual, 22.9 kw aural and antenna 410 feet above average terrain.

**WGRC(AM) Spring Valley, N.Y.** □ Sold by Rockland Media Corp. to The Great Radio Co. Inc. for \$525,000, comprising \$125,000 cash and \$400,000 seller's note. **Seller** is owned by six investors, including Elton L. Spitzer (42%), Eugene W. Gugig (21.5%) and Daniel L. Blume (13%). Spitzer and Blume are former principals of Stereo Broadcasters Inc., whose license renewal for WLIR(FM) Garden City, N.Y., was denied in 1981 for illegal transfer of control and misrepresentation (BROADCASTING Feb. 22, 1982). Spitzer has interest in Phoenix Media Corp., interim operator of WLIR, and in WYLF(FM) South Bristol, N.Y. He, Blume and Gugig have interest in WRMV(AM)-WYUT(FM) Herkimer, N.Y. **Buyer** is owned by David Corning (10%) and Lora Drake (90%). Corning is former general manager at WTBQ(AM) Warwick, N.Y.; Drake is New Jersey-based investor. WGRC is 500 w daytimer on 1300 khz. **Brokers:** *Keith W. Horton and Richter O'Grady Co.*

**KHOB(AM) Hobbs, N.M.** □ Sold by The Smith Corp. to William S. Sanders for \$500,000, comprising \$50,000 cash, \$263,000 seller's note and \$187,000 in previous notes—plus \$100,000 noncompete agreement. **Seller** is owned by Dan O'Shea Smith, and his wife, Linda. They have no other broadcast interests. **Buyer** is majority owned by William S. Sanders. He has minority interest in co-located KPER(FM), KVVM(AM)-KGGE(FM)(CP) Monahans, Tex., and KAAP(AM)-KKBZ(FM) Santa Paula, KDHI(AM)-KQYN(FM) Twenty Nine Palms and KOTE(AM)-KKZZ-FM Lancaster, all California. KHOB is on 1390 khz with 5 kw day and 500 w night.

**WSAC(AM)-WWKK(FM) Fort Knox, Ky.** □ Sold by Fort Knox Broadcasting Corp. to W&B Broadcasting Inc. for \$475,000, comprising \$150,000 cash and \$325,000 seller's note. **Seller** is majority owned by B.E. Cowan and Gerald W. Howard, who have no other broadcast interests. **Buyer** is majority owned by William Walters. He is general manager and half owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., in which he has bought, subject to FCC approval, negative control. He also is applicant for new AM at Radcliffe, Ky. If granted transfer, he will sell WSAC. WSAC is 1 kw daytimer on 1470 khz. WWKK is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

**WKGN(AM) Knoxville, Tenn.** □ Sold by Group Y Communications Corp. to Sharon Broadcasting Corp. for \$475,000, comprising \$125,000 cash and \$350,000 seller's note.

**Seller** is group of Denver-based investors including Samuel J. Yacovazzi, Edward A. Kearney and James B. Wallace, who have minority interest in applicant for new FM at Evergreen, Colo. It bought station three years ago for \$300,000 ("Changing Hands," July 15, 1981). Other investors have no other broadcast interests. **Buyer** is owned by Alvin R. Umans, Robert L. Haag and Howard N. Gilbert (20% each); Avis Cohn Primack and Samuel Feigenbaum (15% each), and Frederick C. Jacob (10%). It also owns WGWY(AM) Charlotte, Mich., and WGY(AM) Wyoming, Mich. They also are majority owners of WGLY(FM) Goulds, Fla. Umans, Haag and Gilbert also are majority owners of applicant, mutually exclusive with renewal application of WSNS(TV) Chicago. **Broker:** *Reggie Martin & Associates.*

**KBMY(AM) Billings, Mont.** □ Sold by Eastern Montana College Foundation to Communications Systems II for \$420,000 cash. **Seller** is nonprofit organization affiliated with state supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). **Buyer** is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. KBMY(AM) is on 1240 khz with 1 kw day and 250 w night.

**KYOU(AM)-KGRE(FM) Greeley, Colo.** □ Sold by Kenneth R. Greenwood to Swab-Fox Services Inc. for \$154,000 in debentures and assumption of liabilities including \$312,000 in

## Aylett B. Coleman

has acquired

### WVOC-FM

Columbus, Georgia  
for

**\$2,000,000**

from

### Voice of Columbus, Inc.

A subsidiary of

### Bluegrass Broadcasting Co.

The undersigned initiated this transaction and represented the seller in the negotiations.

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notes. Seller recently bought stations to provide immediate cash relief for previous seller, O'Kieffe Broadcasting Co. ("Changing Hands," Oct. 31, 1983). He is former court-appointed receiver of recently sold KMYZ-AM-FM Pryor, Okla. (see below). Buyer is owned by Greenwood (9%), and Swab-Fox (91%). Swab-Fox, headed by G. Douglas Fox, president, is publicly held, Tulsa, Okla.-based company involved in energy exploration, real estate and investments. Swab-Fox has no other broadcast interests. KYOU is on 1450 khz with 1 kw day and 250 w night. KRGE is on 92.5 mhz with 25 kw and antenna 470 feet above average terrain. It has application to increase power to 100 kw and antenna height to 165.7 feet above average terrain.

**WIVA(FM) Aguadilla, P.R.** □ Sold by Aguadilla Radio and TV Corp. to Arso Radio Corp. for \$400,000, comprising \$100,000 cash and \$300,000 seller's note. Seller is owned by Hector Reichard, who also owns co-located WABA(AM). Buyer is owned by Jesús M. Soto. He owns half of CP for WGD(AM) Lares, P.R., which he will sell to comply with regional concentration rule. He also owns WPRM-FM San Juan and WNEL(AM) Caguas, both Puerto Rico. WIVA-FM is on 100.3 mhz with 15 kw and antenna 1,000 feet above average terrain. It has construction permit to increase power to 38 kw.

**WLWV(FM) Moncks Corner, S.C.** □ Sold by Nuance Corp. to O'Grady Communications Inc. for \$350,000. Seller is owned by I.S. Leevy Johnson, his brother-in-law, J. Wade Degraffenreidt, and George J. Wright and his wife, Lottie. It bought station for \$325,000 ("For the Record," Nov. 10, 1980) and also owns WOIC(AM) Columbia, S.C. Buyer is owned by James F. O'Grady Jr. and family. It also owns WGCA(AM) Charleston, S.C. O'Grady is partner in station brokerage firm, Richter O'Grady Co. His son, Kevin J. O'Grady, who is also in firm, and Kevin's wife, Susan B., also have interest in application for new FM at North Charleston, S.C. WLWV is on 105.5 mhz with 3 kw and antenna 265 feet above average terrain. Broker: Stan Raymond & Associates.

**KQUY(FM) Butte, Mont.** □ Fifty-one percent sold by Lamont Jensen to Sunbrook Broadcasting Inc. for \$233,000 seller's note. Seller has no other broadcast interests. Buyer already owns other 49%. It is owned by Alan Cooper; his brother, Edward Cooper, and Edward's wife, Barbara McIntyre, and Larry Roberts.

They recently bought KCSJ(AM) Pueblo, Colo., for \$700,000 ("Changing Hands," July 4, 1983). KQUY is on 95.5 mhz with 50 kw and antenna 1,820 feet above average terrain.

**KPIN(AM) Casa Grande, Ariz.** □ Sold by Santa Cruz Valley Communications Systems Inc. to KVOX Inc. for \$226,000 cash. Seller is owned by Dean Weatherly, who has no other broadcast interests. Buyer is equally owned by Ray H. Lockhart and Mel Adams. They also recently bought co-located KBBT(FM) for \$77,500 ("For the Record," June 20, 1983). They also own KSTC-AM-FM Sterling, Colo. Lockhart owns 90% of KOGA-AM-FM Ogallala, Neb., and 60% of KNAB-AM-FM Burlington, Colo. KPIN is 1 kw daytimer on 1260 khz.

□ Other proposed station sales include: WKWL(AM) Florala, Ala.; KDTA-FM(CP) Delta, Colo. ("Changing Hands," Feb. 13); WDZL(TV) Miami ("Changing Hands," Jan. 9); KOHA-TV(CP) Hilo, Hawaii; WKVE(AM) Cave City, Ky.; WOOD-AM-FM Grand Rapids, Mich. ("Changing Hands," Feb. 6); WFBT-TV Minneapolis ("Changing Hands," Feb. 13); WPGO(FM)(CP) Charlotte, N.C.; KEX(AM)-KKRZ(FM) Portland, Ore. ("Changing Hands," Nov. 28, 1983); WQTW(AM) Latrobe, Pa.; WPNT(FM) Pittsburgh ("In Brief," Sept. 5, 1983); WHAL(AM)-WYQC(FM) Shelbyville, Tenn., and KTAB-TV Abilene, Tex. (see "For the Record," page 83).

**KXGO(FM) Arcata (Eureka), Calif.** □ Sale by Record Plant Broadcasting Inc. to Pankonin Broadcasting Inc. for \$475,000 ("Changing Hands," Nov. 29, 1983) did not close. Sale had been approved by FCC.

#### APPROVED BY FCC

**WECA-TV Tallahassee, Fla.** □ Sold by Allen Communications to Tallahassee-27 Limited Partnership for \$3.8 million. Seller is owned by E.C. Allen, Tallahassee businessman who has no other broadcast interests. Buyer is owned by general partner, U.S. Communications Group, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, at Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne,

Fla., and Janas is limited partner in three TV's. WECA-TV is ABC affiliate on channel 27 with 1,416 kw and antenna 867 feet above average terrain.

**WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla.** □ Sold by Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for \$2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. WAMR is on 1320 khz with 5 kw day and 1 kw night. WRAV is on 92.1 mhz with 3 kw and antenna 315 feet above average terrain.

**KMYZ-AM-FM Pryor, Okla.** □ Sold by Ronald G. Kolker, receiver, to Shamrock Communications for \$1,510,000, including \$750,000 note. Previous licensee, Communications Marketing Consultants, owned principally by Earl Butler, filed for bankruptcy under chapter 11 last March. It owns no other broadcast stations. Buyer is owned by James J. Haggerty and his wife, Cecelia L. (25% jointly), and her brothers, William R., George V. and Edward J. Lynett (25% each). It also owns WDIZ(FM) Orlando, Fla.; WQFM(FM) Milwaukee; WTR-AM-FM Westminster, Md., and WEJL(AM)-WEZX(FM) Scranton, Pa. It also owns daily *Scranton Times* and commercial printing company. KMYZ is 1 kw daytimer on 1570 khz. KMYZ-FM is on 104.5 mhz with 100 kw and antenna 320 feet above average terrain.

**WQDI(AM) Homestead, Fla.** □ Sold by Radio South Dade Inc. to Greater Miami Broadcasting Inc. for \$1,265,000, including noncompete agreement and \$1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead. Buyer is owned by Ramiro Marrero, Miami-based physician. He has no other broadcast interests. WQDI is on 1430 khz with 500 w full time.

**KNTF(FM) Ontario, Calif.** □ Sold by Best Communications Inc. to California Radio Partners for \$1.1 million plus 20% of price above \$1,650,000 paid for station in any future sale. Seller is owned by Jack L. Siegal who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000 ("Changing Hands," March 28). He also has sold KCKC(AM) San Bernardino, Calif., for \$2,421,075, subject to FCC approval ("Changing Hands," Nov. 28), and will have no other broadcast interests. Buyer is owned by Pierce O'Donnell (60%), Channing P. Johnson and Paul M. Wolff (20% each). O'Donnell is Los Angeles trial lawyer; Wolff is Washington trial lawyer. Johnson has interest in cable system serving south central Los Angeles, and in Response Broadcasting, applicant for 60 low-power television stations. KNTF is on 93.5 mhz with 3 kw and antenna 165 feet above average terrain.

**KGOE(AM) Thousand Oaks, Calif.** □ Sold by Conejo Broadcasting Inc. to Comedy Broadcasting Co. for \$750,000, including real estate and \$150,000 noncompete agreement. Seller is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San

On January 27, 1984

## ORION BROADCAST GROUP, INC.

Finalized their \$4,000,000 acquisition of

## WQRK-TV, CHANNEL 39, ROCKFORD, ILLINOIS

We were pleased to have acted as exclusive brokers in this transaction

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Francisco. **Buyer** is limited partnership owned by Ira Barmak, general partner, and 13 limited partners. Barmak is Beverly Hills, Calif., doc-



*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.*

**SMALL-MARKET RADIO COMMITTEE** □ Radio stations in smaller markets may not amass large revenues like some major market operations, but they are a principal force in the broadcasting industry and play a leading role at the National Association of Broadcasters. The NAB's Small-Market Radio Committee keeps the pressure on and makes sure small-market concerns are heard.

There are a number of items at the forefront, says the committee's chairman, Chuck Cooper, president-general manager, WKOR-AM-FM Starkville, Miss. Foremost, Cooper said, is competition from the new technologies.

"FM translators are a real problem for many smaller market stations in the West. And FM low power is another concern," Cooper says. The competition expected to be generated by the FCC's docket 80-90 decision to create more FM's is another committee agenda item. "There are a lot of broadcasters having a tough enough time now scratching it out," Cooper says. He believes the 80-90 decision poses a serious threat.

Cooper thinks the group should be making heavier contributions to NAB's grassroots lobbying efforts.

Cooper would like to get legislators better acquainted with the business. The committee is exploring the possibility of setting up station tours for lawmakers and their staffs. "It could be an enlightening process," Cooper says.

Committee members other than Cooper: Cal Arnold, KOTN(AM) Pine Bluff, Ariz.; Bev Brown, KGAS(AM) Carthage, Tex.; Gary Capps, Capps Broadcasting, Bend, Ore.; Helen Dudman, WDEA(AM)-WWWJ(FM) Ellsworth, Me.; Janet Evans, WBTH(AM) Williamson, W. Va.; Robert McAllan, WJLK-AM-FM Asbury Park, N.J.; Thomas Moore, WBCO-AM-FM Bucyrus, Ohio, and Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.

tor with no other broadcast interests. KGOE is on 850 khz with 500 w day and 250 w night.

□ Other sales approved by FCC include: KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona; WYSE(AM) Inverness, Fla.; \*WLHI(FM) Fort Wayne, Ind.; KOAK-AM-FM Red Oak, Iowa; KMIN(AM) Grants, N.M.; WLFF(AM) Cayce, S.C.; KMSD(AM)-KBEV(FM)[CP] Milbank, S.D.; WIXR-AM Mount Pleasant, S.C.; WKCE(AM) Harriman, Tex., and KNEU(AM) Roosevelt, Utah (see "For the Record," page 85).

#### CABLE

**Four cable systems serving Iowa City, Muscatine, Fort Madison and Mount Pleasant, all Iowa** □ Sold by American Television and Communications Corp. to Heritage Communications Corp. for combined price of over \$15 million.

**Seller**, subsidiary of Time Inc., is second-ranked MSO with 2.4 million subscribers. **Buyer**, publicly traded company based in Des Moines, Iowa, produces educational, marketing and display materials and is 16th-ranked MSO, with 370,000 subscribers. It is headed by James M. Hoak Jr., president. Systems are near Heritage system in Clinton, Iowa, with 16,000 subscribers. Fort Madison system passes 6,400 homes serving 4,525 subscribers with 12 channels and 76 miles of plant. Iowa City system passes 24,000 homes serving 11,650 subscribers with 35 channels and 190 miles of plant. Mount Pleasant system passes 3,500 homes serving 2,525 subscribers with 12 channels and 34 miles of plant. Muscatine system passes 9,000 homes serving 4,875 subscribers with 35 channels and 112 miles of plant.

**Cable system serving boroughs of Boyertown, East Greenville, Bally, Red Hill and Pottsville, all Pennsylvania.** □ Sold by Lamco Communications Inc. to Suburban Cable TV Co. **Seller** is Williamsport, Pa.-based station group owner headed by Andrew W. Stabler Jr., president. It also owns WLYC(AM)-WILQ(FM) Williamsport and WCYB-TV Bristol, Va., and has purchased, subject to FCC approval, WXVT(TV) Greenville, Miss. ("Changing Hands," Jan. 23). **Buyer** is subsidiary of MSO, Lenfest Communications Inc., majority owned by H.F. (Gerry) Lenfest. It now serves 88,000 subscribers. Except for its partnership in recent buyer of system serving Oakland, Calif. ("Changing Hands," Feb. 13.), all of Lenfest's cable holdings are in Pennsylvania. It also recently bought WCOJ(AM) Coatesville, Pa. ("Changing Hands," July 11, 1983). Boyertown system, which is adjacent to Lenfest systems in Pottstown, Sellersville and Perceyville, now passes 8,500 homes, serving 4,300 subscribers with 115 miles of plant and 21 channels. Buyer plans to upgrade system to 35 channels and add 30 miles of plant. **Broker: Daniels & Associates.**

**Cable system serving boroughs of Hamburg, Leesport and Shoemakersville, all Pennsylvania** □ Sold by Dale Schoener and Maxine Heinly to Suburban Cable TV Co. **Sellers** have no other broadcast or cable interests. **Buyer** is also purchasing cable system serving Boyertown and other Pennsylvania boroughs (see above). Hamburg system passes 3,500 homes, serving 3,200 subscribers with 15 channels and 45 miles of plant. **Broker: Daniels & Associates Inc.**

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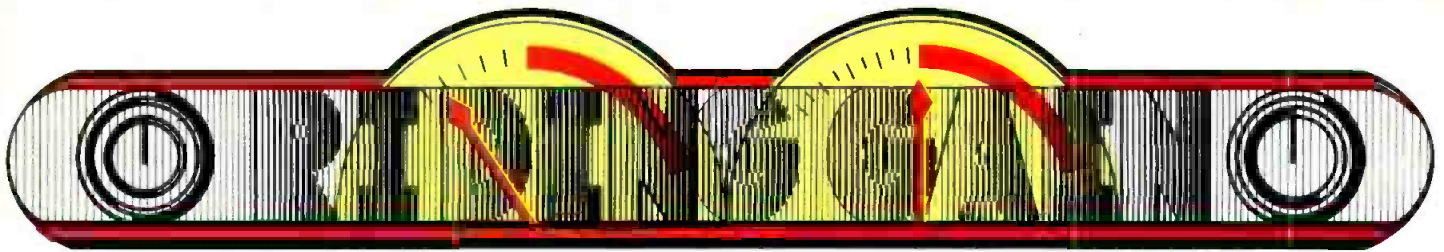
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## Try, try again

Group W Radio, which was contemplating the sale of its news/talk WIND(AM) Chicago late last year (BROADCASTING, Nov. 28, 1983), has decided to pull the station off the market and, at the same time, take steps to revitalize its format. Among the programming changes are the addition of two all-news hour blocks at noon and at 5 p.m. with an emphasis on business and economic reporting and Dr. Toni Grant's program from ABC Talkradio. The station is also reportedly near completion of an affiliation pact with Mutual Broadcasting that would give WIND the *Larry King Show* for overnight, *Notre Dame Football* broadcasts and the *NFL Game of the Week* package. The station, which finished with a 4.2 12-plus metro share (Arbitron, Monday-Sunday, 6 a.m.-midnight), is currently affiliated with the ABC Entertainment Network.

## Talk talk

Less talk and more music. That's what radio listeners to music stations want to hear, according to a just-released study conducted by Frank Magid Associates for Blair Radio.

The data, based on a national sample of 800 adults, 18 and older, reveals that 55.7% of the respondents would rather radio announcers talk "a little" while 30.1% said they would like "almost no talk at all." Breaking it down by age, 50%-60% of all demographics said they would prefer little announcer talk with about one-third of those between 18-49

wanting virtually no talk. Only those in the sample over 50 showed a marked preference for more on-air personality talk.

Musically, the majority (73.6%) of the respondents indicated that their tastes were not changing. Those who acknowledged that their music preference was in a state of flux said they enjoy listening to more country and easy-listening selections and less to "hard" rock.

The study also sought to substantiate radio's claim to dominance during morning drive (6 a.m.-10 a.m.). Most respondents (69.2%) said they listen to radio during that period with newspaper reading and television viewing in an almost virtual tie for second place. The average person is exposed to 1.3 media during morning drive, the study stated.

This is the third in a continuing series of programming studies conducted by Magid for Blair Radio.

## Keeping track of calls

An encyclopedia of recent call letter changes for radio stations has just been published by the New York-based Radio Information Center. "The book is the only available computerized listing of these changes and includes more than 1,040 cases where new call letters were granted by the FCC from May 1981 through December 1983," said Maurie Webster, president of the Radio Information Center.

The station listings, according to Webster, are sorted six different ways: current

call letters, previous call letters, year and month of assignment; state and city of license; metro area, and ADI. "Because our computer data base assigns random numbers to each station, which remains through switches of call letters, change of city of license and/or frequency, we are able to accurately track every change," said Webster.

The Radio Information Center's new call-letter encyclopedia will be published quarterly with each new issue containing data for the two previous years. The price for a year's subscription is \$300. Information: Radio Information Center, 575 Lexington Avenue, New York, N.Y. 10022; (212) 371-4828.

## Ready to cut loose

The final cut-off date for landline distribution of all ABC Radio Networks has been set for March 1, according to Bill Battison, vice president/planning, finance, administration and satellite development, ABC Radio Networks. "We have extended our planned final cut-off date from January to accommodate a few stations that experienced problems due to harsh winter conditions," Battison said, "and to insure that all of our valued affiliates had every opportunity to make the conversion to satellite." ABC Radio Networks now report approximately 1,400 stations receiving digital programming via RCA's Satcom I-R.

NBC Radio switched from landline transmissions to satellite on Dec. 15, 1983, with CBS Radio following suit on Jan. 1. RKO and Mutual have been satellite-fed for some time.

## AM stereo activity

Results of a McGavren-Guild Radio study on AM stereo points to the Harris system as the most popular with 50% of the 36 responding stations reporting its installation. Respondents also said that there was no significant format change when they converted to AM stereo.

Regarding promotional activities, 14 responding said they "heavily" promoted their change to AM stereo. But the majority of the respondents (93%) noted a low availability of AM stereo receivers in the marketplace.

McGavren-Guild Radio and research consultant Robert Balon are completing a national study on the impact of AM stereo, according to the rep firm. The study surveys 900 persons, 12-54 years old, in nine markets. "Our plan is to establish a database for the ongoing study of AM stereo," said Ellen Hulleberg, executive vice president/marketing and communications, McGavren-Guild Radio.

## Playback

San Francisco-based IS Inc., producer of *Countdown America With John Leader*, is pro-



**Changing allegiances.** WHAS(AM) Louisville, Ky., and KYFR(AM) Bismarck, N.D., have affiliated with the ABC Information Network effective Feb. 20 and March 26, respectively. WHAS has been an affiliate of the CBS Radio Network for more than 30 years and KYFR an NBC Radio affiliate for 52 years. Pictured at the signing of the WHAS affiliation agreement are (top row, l-r): Stuart Krane, director of ABC Information Network; Tina Press, director of programming, ABC Information Network; John Axten, vice president, ABC Adult Radio Networks; Bob Benson, vice president and senior executive, ABC Radio Networks. Bottom row (l-r): Michael Crusham, WHAS station manager; Edward P. McLaughlin, president, ABC Radio Networks, and Brian Rublien, news director, WHAS.

ducing its show on digital laser compact disks. The disks are easier to use than regular records "with the sound as pure and as perfect as if it had come from an original studio tape," said Ron Hummel, technical producer for the show. *Countdown* is a four-hour weekly broadcast distributed by the RKO Radio Networks, to more than 300 stations nationwide.

Hoping to cash in on the rising popularity of British music acts in the U.S. is the newly formed Atlantic Charter Broadcasting Sys-

tem, which is producing *The Wonderful Radio London Show*, a weekly countdown program of the top 40 British hits as compiled by Gallup Research. The show, which is in pre-syndication stages, is being produced in London and represented in the U.S. by Britannica Airtime, a division of the Arlington, Texas-based Marketing Communications Counselors. "We are still looking for national sponsorship," says Les Palmer, president of Marketing Communications Counselors. Plans call for the program to be offered to stations on a barter basis.

## Growth year

More than 300 radio stations (292 commercial and 25 educational) joined the National Radio Broadcasters Association in 1983, according to NRBA's year-end report. Additionally, there were 76 new associate members—individuals and companies that provide services to the industry. Since 1980, NRBA has more than doubled its membership with the signing of 1,263 new members. Total association membership now numbers 2,100.

# Information Age

## Time publications to be available on computer service

**Through agreement with Mead Data General, publisher's seven magazines will be accessible via computer retrieval service; Mead currently carries texts of major newspapers and other publications; Time will receive royalty payments**

Time Inc. and Mead Data General announced last week an agreement to include Time's seven major magazines—*Time*, *Fortune*, *Sports Illustrated*, *Money*, *Discover*, *People* and *Life*—in Mead Data's Nexis computer-based information retrieval service by the middle of this year. Nexis, which claims some 6,800 corporate and professional accounts, will, with the addition of the seven *Time* titles, carry the full texts of 110 publications including major daily newspapers such as the *The New York Times*, *Washington Post* and *Wall Street Journal*; major wire services; business publications, such as *Forbes* and *Business Week*, and a host of other journals, abstracts, newsletters and data banks.

The terms were not disclosed, but *Time* will receive royalty payments as a result of the agreement, as do other publications participating in the service. Mead Data estimates the electronic publishing industry pays out between \$6 million and \$7 million in royalties annually, with a "large portion of that" coming from the Mead coffers, said Jack Simpson, president, Mead Data Central. In 1983, Mead Data, which also provides several other and more specialized information retrieval services, generated \$94.5 million in revenues.

According to Link Resources, a New York-based consultant, electronic publishing will make \$1.2 billion in revenues in 1984 and perhaps \$3.5 billion by 1988. Once the seven *Time* publications are on line, back issues will be added gradually. An issue of *Time* magazine will be available through Nexis two days after the cover date although it may take longer for the monthly *Time* publications to become available.

Mead also announced the implementation

of a new pricing structure, effective this April. Simpson said the new structure may reduce in many cases the cost of the computer time associated with Mead's retrieval services by 60%, thus encouraging a greater per-use volume.

The company also introduced a new "electronic clipping service" enabling clients to track trends or topics of special interest on a daily, weekly or monthly basis. The new service has been dubbed "Eclipse." □

## CBS, IBM, Sears to make stab at videotex

**Few details of venture released; each partner gets equal interest**

CBS, IBM and Sears, Roebuck announced last week what they wouldn't admit the week before: that they've formed a partnership to develop a videotex service to households with home and personal computers (BROADCASTING, Feb. 13).

The announcement offered few details, perhaps the most notable being that the service is probably "several years" away.

"Plans are in the formative stage and a name has not yet been selected for the joint venture," the joint announcement said. "Considerable software and hardware development must be completed, and technical and commercial feasibility evaluated, before initial operations begin. Service is not likely to be available for several years."

The service as envisioned "will not require a special terminal and will be accessible on many popular home and personal computers," according to the announcement. "Similarly, the system will be open to a wide variety of advertisers, retailers, publishers and financial service providers."

Each of the three companies, it was noted, brings special expertise to the venture: CBS, in developing and marketing commercially sponsored information and entertainment; IBM, in the manufacture of computer hardware and software and in advanced systems and networks; Sears, in its large customer base, in retail and financial services, in handling complex billing and marketing.

The partners did not identify the specifics of the service they have in mind, aside from describing videotex generically as "a two-way, interactive service that enables consumers in their homes to call up a wide range of information such as news, financial data and educational material; to send messages and to perform two-way transactions such as home shopping, banking and bill paying."

CBS, IBM and Sears will have equal interests in the partnership, which initially will be staffed by employees of the three companies and governed by a committee with representatives from all three. The companies will make financing available "as required," the announcement said, adding that "no details will be released at this time." □

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## Country Radio reprises in Nashville

**For first time, seminar will feature exhibit hall with 20 companies in hand**

The spotlight will be on country music beginning next week (March 1-3) when over 700 radio and record industry representatives descend on the Opryland hotel in Nashville for the 15th annual Country Radio Seminar, sponsored by Country Radio Broadcasters (CRB).

The keynote address, set for Friday (March 2) at 9 a.m., will be given by Pam Lontos, a specialist in radio sales motivation. The closing remarks, scheduled for Saturday (March 3) at 5:30 p.m., will be given by country comedian and inspirational

speaker Jerry Clower. An artist-attended reception officially kicks off the festivities on Thursday evening (March 1).

A first for this year's Country Radio Seminar is the establishment of an exhibit hall where over 20 companies will be represented. Motorola will display a 1984 Buick equipped with Motorola's new C-Quam AM stereo receiver. The CRB board voted last September to have an exhibit hall and a full-time effort on the project began only last month, noted Dave Donahue, exhibit and suite coordinator for CRB. "The response on such short notice has been excellent," he said. The exhibit hall, which encompasses 6,000 square feet of space, will be open from 2 p.m. to 7 p.m. on Thursday and Saturday and from 2 p.m. to 10 p.m. on Friday.

There will be 18 workshops including topics on evaluating outside programming sources, structuring rate cards and running focus groups. And for the first time this year,

there will be six sessions specifically geared to the record industry (but open to all attendees) called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday afternoon (March 1) at 2 p.m.

"Early bird" sessions on agribusiness and engineering will start the day on Friday at 7:45 a.m. The CRB will also hold its annual forum on the relationship between stations and rep firms. Conference agenda chairman for 1984 is Charlie Cook, a Los Angeles radio personality.

As in past years, the seminar will close with a banquet and the "New Faces Show" where broadcasters and record label executives review 10 new country acts.

As of late last week, paid pre-registration stood at 575. According to CRB officials, attendance for the three-day event has been growing by between 50 and 100 people each year. Total attendance in 1983 was 640. □

## NBC's first win of the season

With eight of the top 15 programs and with victories on three of the seven nights, NBC-TV scored its first weekly win of the 1983-84 prime time season in the week ended Feb. 12. NBC came in with a Nielsen rating/share of 17.5/27, CBS was second with 17.3/26 and ABC—despite its coverage of the Olympics, or because of it—was third with 17.0/26. With only half a rating point between first and last, it was the most competitive of the season's 20 weeks thus far. CBS has won 14 and ABC five.

ABC's first two nights of prime time coverage of the Olympic games, Tuesday and Wednesday, must have helped NBC more than they helped ABC. The Tuesday night games certainly didn't help ABC, averaging 11.6/18 and ranking 54th among the week's 59 programs. The Wednesday night games improved in ratings (17.2/27), ranking 25th, but not enough to keep the night—which usually goes to ABC—from going to NBC. NBC also won Monday and Tuesday nights.

ABC's Olympics ratings, after their seeming recovery on Wednesday night, took a sharp turn for the worse on Thursday evening, when events at the Sarajevo games site were so dull that ABC trimmed its coverage from three hours to two, inserting a 20/20 broadcast at 10 p.m. The Olympics portion came in at 13.7/20, and 20/20 did 11.7/19. Beginning Friday, however, the Olympics ratings turned healthy and

became increasingly so, going from 18.7/30 on Friday to 18.8/31 on Saturday and 19.3/29 on Sunday, ranking 20th, 19th and 18th respectively.

Despite the resurgence, rival network researchers said that the Olympics ratings for the week averaged 17.4/27 and that, as one put it, "this was the first time anyone lost with an Olympic week since 1968."

NBC won the week primarily with its regular lineup. A spokesman said NBC researchers had studied the ratings for the 1980 and 1976 games and concluded, among other things, that regular programming tends to do best against Olympics. So with few exceptions, NBC stayed with its regular series; even when it presented what might otherwise be called special programs, it put them into regular movie spots. Thus, Michael Landon in *Little House Farewell* was shown as the NBC Monday night movie (and scored a 22.0/32, ranking ninth for the week), and part one of the three-part *Celebrity* was presented as the NBC Sunday night movie (21.2/33, ranking 12th).

For the first 13 days of the Arbitron local measurement sweep (Feb. 1-13), ABC leads in the network ratings with 18.5 to CBS's 16.6 and NBC's 16.5. For the first 12 days of the Nielsen local sweep (Feb. 2-13), ABC is ahead in the nationals with 18.1, followed by CBS at 17.2 and NBC at 16.6. □

Rank □ Show □ Network □ Rating/Share

|     |                             |     |         |
|-----|-----------------------------|-----|---------|
| 1.  | A Team                      | NBC | 28.8/28 |
| 2.  | Simon & Simon               | CBS | 26.4/38 |
| 3.  | Dallas                      | CBS | 25.3/28 |
| 4.  | 60 Minutes                  | CBS | 24.5/38 |
| 5.  | Magnum, P.I.                | CBS | 24.3/36 |
| 6.  | Riptide                     | NBC | 23.5/34 |
| 7.  | Knots Landing               | CBS | 22.9/37 |
| 8.  | Falcon Crest                | CBS | 22.1/36 |
| 9.  | Lt. House/Farewell          | NBC | 22.0/32 |
| 10. | Remington Steele            | NBC | 21.4/37 |
| 11. | TV Bloopers                 | NBC | 21.3/30 |
| 12. | Celebrity, part 1           | NBC | 21.2/33 |
| 13. | Knight Rider                | NBC | 20.7/30 |
| 14. | Barbara Walters Special     | ABC | 20.6/32 |
| 15. | Facts of Life               | NBC | 20.4/30 |
| 16. | Arthur                      | ABC | 20.1/28 |
| 17. | Hill Street Blues           | NBC | 19.8/32 |
| 18. | Winter Olympics Sun. 7 p.m. | ABC | 19.3/29 |
| 19. | Winter Olympics Sat. 8 p.m. | ABC | 18.8/31 |
| 20. | Winter Olympics Sat. 8 p.m. | ABC | 18.7/30 |

Rank □ Show □ Network □ Rating/Share

|     |                             |     |         |
|-----|-----------------------------|-----|---------|
| 21. | Jeffersons                  | CBS | 18.5/27 |
| 22. | Real People                 | NBC | 17.9/27 |
| 23. | Family Ties                 | NBC | 17.9/26 |
| 24. | Gimme A Break               | NBC | 17.5/26 |
| 25. | Winter Olympics Wed. 9 p.m. | ABC | 17.2/27 |
| 26. | Cheers                      | NBC | 17.1/25 |
| 27. | Scarecrow & Mrs. King       | CBS | 17.1/24 |
| 28. | Alice                       | CBS | 16.8/24 |
| 29. | Dukes of Hazzard            | CBS | 16.8/28 |
| 30. | A Good Sport                | CBS | 16.2/25 |
| 31. | Four Seasons                | CBS | 16.2/24 |
| 32. | Night Court                 | NBC | 16.2/24 |
| 33. | AfterMASH                   | CBS | 16.0/22 |
| 34. | Diff'rent Strokes           | NBC | 15.9/28 |
| 35. | One Day at a Time           | CBS | 15.5/22 |
| 36. | Mike Hammer                 | CBS | 15.2/27 |
| 37. | Silver Spoons               | NBC | 14.9/24 |
| 38. | Newhart                     | CBS | 14.9/21 |
| 39. | Bugs Bunny Special          | CBS | 14.8/22 |
| 40. | Mississippi                 | CBS | 14.7/21 |

Rank □ Show □ Network □ Rating/Share

|     |                               |     |         |
|-----|-------------------------------|-----|---------|
| 41. | St. Elsewhere                 | NBC | 14.4/24 |
| 42. | Trapper John, M.D.            | CBS | 14.3/22 |
| 43. | 20/20 (Wed)                   | ABC | 14.3/21 |
| 44. | Airwolf                       | CBS | 14.3/22 |
| 45. | Winter Olympics Thurs. 8 p.m. | ABC | 13.7/20 |
| 46. | Buffalo Bill                  | NBC | 13.4/20 |
| 47. | Mama's Family                 | NBC | 13.2/21 |
| 48. | Fantastic World of Collins    | NBC | 12.9/20 |
| 49. | We Got It Made                | NBC | 12.5/20 |
| 50. | Bugs Bunny Special            | CBS | 12.4/20 |
| 51. | Charlie Brown Special         | CBS | 12.4/20 |
| 52. | The Sky's No Limit            | CBS | 12.0/19 |
| 53. | 20/20 (Thurs.)                | ABC | 11.7/19 |
| 54. | Winter Olympics Tues. 8 p.m.  | ABC | 11.6/18 |
| 55. | Emerald Point, N.A.S.         | CBS | 10.5/16 |
| 56. | Yellow Rose                   | NBC | 10.4/18 |
| 57. | Berenstain Bears Special      | NBC | 9.8/15  |
| 58. | Chipmunk Valentine            | NBC | 8.3/13  |
| 59. | New Show                      | NBC | 8.1/13  |

As compiled by BROADCASTING, Feb. 4 through Feb. 8, 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

Brooklyn, Iowa—Randy Henry seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 110 LaGrange Ave., Titusville, Fla. 32796. Principal is engineer and also applicant for new commercial FM at Sisseton, S.D. He is also president of Florida Public Radio, applicant for five noncommercial FM's.

Onowa, Iowa—Great Sioux Country Broadcasting seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mt. Pleasant, S.C. 29464. Principal is owned by William Jackson Pennington III, who has CP for new FM at Canadian, Tex. He also owns applicants for new FM's at Avon, Minn.; Hebronville, Carrizo Springs and Junction, all Texas. His parents are applicants for new FM at Mary Esther, Fla. Filed Feb. 1.

#### TV's

San Luis Obispo, Calif.—Channel 33 Ltd. seeks ch. 33 ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,923 ft.; ant. height above ground: 569 ft. Address: 1881 Spuce Drive, Eric, Colo. 80516. Principal is owned by Jewell A. Russell, general partner (20%); Brian W. Brady (1% general partner; 9% limited partner); James B. Peterson (27% limited partner) and four others. Filed Feb. 2.

San Luis Obispo, Calif.—Obispo Television seeks ch. 33; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,580 ft.; ant. height above ground: 227 ft. Address: P.O. Box 417, San Luis Obispo, Calif. 93401. Principal is equally owned by Albert A. Crocker, Marla Marie Kimble and Jack Polan (33% each). Polan's brother, Julius Polan, is majority owner of permittee for ch. 40, Tucson, Ariz. Filed Feb. 2.

San Luis Obispo, Calif.—Pacific Television Inc. seeks ch. 33; ERP: 697 kw vis., 70 kw aur., HAAT: 1,600 ft.; ant. height above ground: 223 ft. Address: 1524 Laurel Lane, San Luis Obispo, Calif. 93401. Principal is owned by Nancy C. Hart (100% voting stock; 20% equity, profit and loss) and Stephen J. Mewhort (80% equity, profit and loss). Hart also has interest in app. for new FM at Golden, Colo. Filed Feb. 2.

San Luis Obispo, Calif.—Sainte Broadcasting Corp. and Raul and Consuelo Palazuelos, a general partnership, seeks ch. 33; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,412 ft.; ant. height above ground: 269 ft. Address: 646 East Alisal St., Salinas, Calif. 93905. The Palazuelos, husband and wife, own (5%). Sainte Broadcasting Corp. (95%) is itself owned by Chester Smith (51%) and Enoch Christofferson (15%) and eight others. Sainte also owns KCBA-TV Salinas and KCSO-TV Modesto, both California. Filed Feb. 1.

San Luis Obispo, Calif.—San Luis Obispo Telecasters seeks ch. 33; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,639 ft.; ant. height above ground: 270 ft. Address: Route 8, Box 355, Greenville, N.C. 27834. Counsel: Kenkel, Barnard & Edmundson (Washington). Principal's voting stock is owned by Trudy B. Harris, who also owns half of applicant for ch. 24 at Charleston, S.C. Filed Feb. 2.

Tampa, Fla.—Gary E. Willson seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft.; ant. height above ground: 1,957.25 ft. Address: 519 Fifth Ave., San Rafael, Calif. 94901. Principal is also applicant for new FM at Paradise, Calif. Filed Feb. 1.

New Orleans—Crawfish Communications seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur., HAAT: 376.9 ft.; ant. height above ground: 373 ft. Address: 300 Mulvaney D-20, Knoxville, Tenn. 37915. Principal is owned by Allen Sheets. He is also applicant for 28 LPTV's and for new TV's at Norman, Okla., and Milwaukee.

New Orleans—Dorothy A. Vaughn seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur., HAAT: 656.9 ft.; ant. height above ground: 653 ft. Address: 208 McFee Road, Knoxville, Tenn. 37922. Principal is also applicant for new TV at Norman, Okla.

New Orleans—Women in TV Ownership and Management seeks ch. 33; ERP: 4,100 kw vis., 410 kw aur., HAAT: 576.9 ft.; ant. height above ground: 573 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal is owned by Peggy Sparks. She is also applicant for new TV's at Norman, Okla.; Milwaukee; Beaumont, Tex.; Ft. Collins, Colo.; Watertown, N.Y., and Arcata, Calif. Filed Feb. 6.

New Orleans—Powell Community TV seeks ch. 49; ERP: 3,980 kw vis., 398 kw aur., HAAT: 526.85 ft.; ant. height above ground: 523 ft. Address: 100 Dana Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. He is also applicant for Norman, Okla.; Milwaukee; Cape Coral, Fla.; Texarkana, Tex.; Dubuque, Iowa; Galesburg, Ill.; Tuscumbia, Ala.; Douglas, Ariz., and Urbana, Ill. It is also applicant for 22 LPTV's. Filed Feb. 6.

New Orleans—Lynette R. Doucet seeks ch. 49; 4,620 kw vis., 462 kw aur., HAAT: 676.9 ft.; ant. height above ground: 673 ft. Address: 4124 Deer Creek Drive, Knoxville, Tenn. 37912. Principal has no other broadcast interests. Filed Feb. 6.

Cumberland, Md.—Cumberland Broadcasting seeks ch. 52; ERP: 5 kw vis., 5 kw aur., HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Paul Goodson (51%) and P.M. Shanley (49%). Shanley is also applicant for new TV's at Jackson, Mich.; Roswell, N.M.; Pulaski, N.Y., and Frederickburg, Va.

### Actions

#### AM's

Reno, Nev.—First Broadcasting of Nevada Inc. granted 1550 khz, 10 kw-D. Address: 4604 Hurford Terrace, Encino, Calif. 91436. Principal, at time of Nov. 24, 1981 app., was owned by Stanley D. Klein, who was Encino attorney and had no other broadcast interests. Action Nov. 18, 1983.

#### FM's

Bradenton, Fla.—Sunlight Broadcasting Inc. granted 88.1 mhz, 100 kw, HAAT: 480 ft. Address: 2221 59th Street West, Bradenton, Fla. 33529. Principal is nonprofit educational organization headed by Dean Laukhuf. It has no other broadcast interests. Action Jan. 26.

Honolulu—Island Broadcasters Limited Partnership app. dismissed for 100.3 mhz, 100 kw, HAAT: minus 37 ft. Action Jan. 16.

Honolulu—KHVH Inc. granted 98.5 mhz, 100 kw, HAAT: minus 279 ft. Address: 1060 Bishop Street, Honolulu 96813. Principals, at time of Oct. 28, 1982 app., were Lawrence S. Berger (90%) and Marcus Loew (10%). Berger owned 51% of KUAM-AM-FM-TV Agana, Guam; 50% of KYOI Saipan, and one-third of WVUV(AM) Pago Pago, American Samoa. Loew also was minority stockholder in Agana and Pago Pago stations. Action Jan. 26.

Mercer, Pa.—Mercer Communications Co. app. dismissed for 96.7 mhz, 1 kw, HAAT: 485 ft. Action Jan. 24.

## Ownership changes

### Applications

WKWL(AM) Florida, Ala. (1230 khz, 1 kw-D, 250 w-

N)—Seeks transfer of control of Florida Broadcasting Inc. from 18 shareholders (57% before; none after) to J.C. Tew (13% before; 69.7% after) for approximately \$15,000 and assumption of "considerable" liabilities. Buyer and wife were previously managing station, only broadcast property in Florida. Other ownership includes Larry Grover (22.1%) who is assistant manager at WCNU(AM) Crestview, Fla. Filed Feb. 7.

KPIN(AM) Casa Grande, Ariz. (1260 khz, 1 kw-D)—Seeks assignment of license from Santa Cruz Valley Communications Systems Inc. to KVOX Inc. for \$226,000 cash. Seller is owned by Dean Weatherly, who has no other broadcast interests. Buyer is equally owned by Ray H. Lockhart and Mel Adams. They also recently bought co-located KBBT(FM) for \$77,500 ("For the Record," June 20, 1983). They also own KSTC-AM-FM Sterling, Colo. Lockhart also owns 90% of KOGA-AM-FM Ogallala, Neb., and 60% of KNAB-AM-FM Burlington, Colo. Filed Feb. 2.

KDTA-FM(CP) Delta, Colo. (95.3 mhz, 3 kw, HAAT: 37 feet)—Seeks assignment of license from Delta Radio Co. to Donrey Inc. for \$210,000. Seller is owned by Jimmie D. Guber and his wife, Ruth M. They are former owners of co-located KDTA(AM), which they sold for \$400,000 ("Changing Hands," Aug. 16, 1982). They also are one-third owners of KNDN(AM) Farmington and KWYK-FM Aztec (Farmington), N.M. Buyer is Fort Smith, Ark.-based company founded by Donald W. Reynolds, who is 92% owner. Remainder of company is owned by employees trust. It is newspaper publisher, MSO, group owner of three four AM's, two FM's and one TV; and has outdoor advertising subsidiary. Filed Jan. 31.

WDZL(TV) Miami (ch. 39; 5,000 kw vis., 500 kw aur., HAAT: 735 ft.; ant. 733 ft. above ground)—Seeks transfer of control of 39 Broadcasting Ltd. from Howard R. Conant (49.875% before; none after) and Contemporary Television Broadcasting Inc. (28.5% before; none after) to Odyssey Partners (none before; 78.375% after) for contribution of at least \$4,389,000 and promissory note for \$6,583,500 due four years after closing. Remainder of station is owned by Susan M. Jaramillo, general manager (16.625%) and William Lincoln (5%). Both will keep interest and position but Jaramillo's interest will change from general partner to limited partner. Buyer is New York investment company owned by Leon Levy, Jack Nash and Lester Pollack, general partners, and approximately 50 limited partners. It has minority interest in general partner of MSO, Essex Cable Group, in WPMT-TV York, Pa., and WTSG(TV) Albany, Ga. It is co-partner in Arlington county (Va.) cable system. Odyssey and its principals are majority owners of WTXS(TV) Waterbury, Conn. Filed Jan. 27.

KOHA-TV(CP) Hilo, Hawaii (ch. 2, 13.71 kw vis., 1.37 kw aur., HAAT: 823 ft.)—Seeks transfer of control of Oceanic Broadcasting Co. Inc. from Charles R. Henry (51% before; none after) and Jonathan C. Starr (49% before; 15% after) to Buck Production Co. (none before; 85% after) for \$68,000. Line of credit for \$300,000 has already been extended. Seller filed on Aug. 29, 1983, for license to operate. Henry is employee of KABC-TV Los Angeles. Buyer is equally owned by Gilbert E. Buck; his sister, Aileen D. Buck, and brother, George W., and trust established by estate of their deceased brother, Rodney R., which also has minority interest in five LPTV app's. Filed Jan. 30.

WTSF(TV) Ashland, Ky. (ch. 61; 229 kw vis., 22.9 kw aur., HAAT: 410 ft., ant. height above ground 285 ft.)—Seeks assignment of license from Tri-State Family Broadcasting to Sturvan Enterprises for 2,500 shares of stock in buyer, assumption of current liabilities not to exceed \$1,450,000, and future liabilities. Seller is headed by John Alley, president, who also is president of applicant for new noncommercial FM at Proctorville, Ohio. Seller also includes Claude Messinger (49.68%), who will own 12.65% of buyer. Buyer is group of 13 investors including Ralph Sturgill, president, and Robert Vanhoose Sr. (37.5% each). Filed Jan. 24.

WKVE(AM) Cave City, Ky. (800 khz, 250 w-D)—Seeks assignment of license from Richard Ashford Dubose Jr. to Newberry Broadcasting Inc. for \$130,000 cash. Seller is sales manager at WBKO-TV Bowling Green, Ky. Buyer is owned by James H. Newberry Sr. and family, who have no other broadcast interests. Filed Feb. 6.

WOOD-AM-FM Grand Rapids, Mich. (1300 khz, 5 kw-U; FM: 105.7 mhz, 265 kw, HAAT: 810 ft.)—Seeks assignment of license from WOOD Broadcasting Inc. to Grace Broadcasting Inc. of Grand Rapids, Mich., for \$8.1 million.



Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer ownership includes voting stock (VS) (1,000 shares) and nonvoting stock (NVS) (73,930 shares). It is owned by Lareau (5% VS; 13.5% NVS), Harvey Grace (47.5% VS), and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5% VS; 86.5% NVS). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1% of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Filed Feb. 6.

■ **WEBC(AM)-WGGR(FM)** Duluth, Minn. (560 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 750 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for \$2 million, comprising \$500,000 cash and \$1.5 million seller's note. Seller also has announced intention to sell KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D., to same buyers. It also owns KQBR(AM) Brainerd, Minn. Voting stock is equally owned by brothers, Larry and James Lakoduk. Buyer is owned by Alan R. Brill. He also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXF(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Filed Feb. 8.

■ **WFBT-TV** Minneapolis (independent; ch. 29, ERP: 1,811 kw vis., 181 kw aur., HAAT: 1,440 ft.)—Seeks transfer of control from Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for \$12 million cash plus other consideration. Originally announced price was \$14.5 million ("Closed Circuit," Dec. 12, 1983). Seller is principally owned by Byrd, Daniel N. Koker and Robert J. Basar (30% each), none of whom have other broadcast interests. Buyer is owned by New York financier, Ivan Boesky, and his family (53.2%) and Beverly Hills Hotel Corp. president, Burton Slatkin, and his family (46.8%). Buyer recently purchased 85% of KGMC(TV) Oklahoma City for approximately \$7 million ("In Brief," Dec. 12, 1983). Filed Jan. 18.

■ **KBMV(AM)** Billings, Mont. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Eastern Montana College Foundation to Communications Systems II for \$420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Filed Feb. 6.

■ **KHOB(AM)** Hobbs, N.M. (1390 khz, 5 kw-D, 250 w-N)—Seeks assignment of license from The Smith Corp. to William S. Sanders for \$500,000—comprising \$50,000 cash, \$263,000 seller's note and \$187,000 in previous notes—plus \$100,000 noncompete agreement. Seller is owned by Dan O'Shea Smith, and his wife, Linda. They have no other broadcast interests. Buyer is owned by William S. Sanders. He has minority interest in co-located KPER(FM); KVKM(AM)-KGGE(FM)[CP] Monahans, Tex., and KAAP(AM)-KKBZ(FM) Santa Paula, KDHI(AM)-KQYN(FM) Twenty Nine Palms and KOTE(AM)-KKZZ-FM Lancaster, all California. Filed Feb. 7.

■ **WGRG(AM)** Spring Valley, N.Y. (1300 khz, 500 w-D)—Seeks assignment of license from Rockland Media Corp. to The Great Radio Co. Inc. for \$525,000, comprising \$125,000 cash and \$400,000 seller's note. Seller is owned by six investors, including Elton L. Spitzer (42%), Eugene W. Gugig (21.5%) and Daniel L. Blume (13%). Spitzer and Blume are former principals of Stereo Broadcasters Inc., whose license renewal of WLIR(FM) Garden City, was denied in 1981 for illegal transfer of control and misrepresentation. Spitzer has interest in Phoenix Media Corp., interim operator of the station, and in WYLF(FM) South Bristol, N.Y. He, Blume and Gugig have interest in WRMV(AM)-WYUT(FM) Herkimer, N.Y. Buyer is owned by David Corning (10%) and Lora Drake (90%). Corning is general manager at WTBC(AM) Warwick, N.Y.; Drake is Harrington Park, N.J., investor. Filed Feb. 6.

■ **WPGO(FM)[CP]** (formerly WAEM(FM)[CP]) Shalotte, N.C.—Seeks assignment of license from Oceanside Broadcasting Co. to Foremark Communications for sum not to exceed \$14,000. Seller is owned by A. Earl Milliken, who also was 25% owner of recently sold co-located WVCB(AM) ("For the Record," Jan. 30, 1983). Buyer is owned by Anthony J. Manafio. His son, Mark S. Manafio, also owns WNBB(FM)[CP] Grifton, N.C., and 24% of KLRN(AM)-KLMC(FM)[CP] Leadville, Colo. Filed Feb. 8.

■ **KEX(AM)-KKRZ(FM)** Portland, Ore. (1190 khz, 50

kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Seeks assignment of license from KEX Inc. and KQFM Inc. to Taft Broadcast Inc. for \$8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Filed Jan. 27.

■ **WQTW(AM)** Latrobe, Pa. (1570 khz, 1 kw-D)—Seeks assignment of license from Robert H. Stone, trustee, to L. Stanley Wall for \$66,000. Sale is conditioned upon approval of bankruptcy court. Seller took over from previous licensee, Regency Broadcasting Corp., which filed for bankruptcy in court for Western District of Pa. (Case 83-207). Buyer also owns WLSW(FM) Scottsdale, Pa. Filed Jan. 30.

■ **WPNT(FM)** Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Seeks assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for \$3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Filed Jan. 31.

■ **WLWV(FM)** Moncks Corner, S.C. (105.5 mhz, 3 kw, HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to O'Grady Communications Inc. for \$350,000. Seller is owned by I.S. Leevy Johnson (44.7%), his brother-in-law, J. Wade Degraffenreid (27.7%), and George J. Wright and his wife, Lottie (27.7%). Seller bought station three-and-a-half years ago for \$325,000 ("For the Record," Nov. 10, 1980). It also owns WOIC(AM) Columbia, S.C. Buyer is owned by James F. O'Grady Jr. and family. It also owns WGA(AM) Charleston, S.C. O'Grady is partner in station brokerage firm of Richter O'Grady Co. His son, Kevin J. O'Grady, who is also in firm, and Kevin's wife, Susan B., also have interest in app. for new FM at North Charleston, S.C. Filed Jan. 30.

■ **WHAL(AM)-WYQC(FM)** Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 100 kw, HAAT: 510 ft.)—Seeks transfer of control of Shelbyville Broadcasting Corp. from Thomas H. Strawn Jr. (85% before; none after) to RRW Broadcasting Inc. for \$69,000. "Transfer is made in lieu of (bank) foreclosure." Seller purchased stations five years ago for \$600,000 ("For the Record," July 30, 1979). Buyer is owned by Ronnie Wallace, who has no other broadcast interests. Filed Feb. 6.

## Summary of broadcasting as of January 31, 1984

| Service                     | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM               | 4,736  | 163  | 4,899   |
| Commercial FM               | 3,540  | 415  | 3,955   |
| Educational FM              | 1,131  | 176  | 1,307   |
| Total Radio                 | 9,407  | 754  | 10,161  |
| FM translators              | 762    | 431  | 1,193   |
| Commercial VHF TV           | 535    | 22   | 557     |
| Commercial UHF TV           | 334    | 222  | 556     |
| Educational VHF TV          | 110    | 4    | 114     |
| Educational UHF TV          | 173    | 25   | 198     |
| Total TV                    | 1,152  | 273  | 1,425   |
| VHF LPTV                    | 190    | 76   | 266     |
| UHF LPTV                    | 72     | 105  | 177     |
| Total LPTV                  | 262    | 181  | 443     |
| VHF translators             | 2,865  | 188  | 3,053   |
| UHF translators             | 1,889  | 213  | 2,202   |
| 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.

■ **KTAB-TV** Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Seeks transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for \$15,000. Filed Feb. 7.

## Actions

■ **KCUZ(AM)** Clifton and KFMM(FM) Thatcher, both Arizona (1490 khz, 1 kw-D, 250 w-N; FM 99.1 mhz, 50 kw, HAAT: 2,280 ft.)—Granted assignment of license from Payne Broadcasting Inc. to Wick Broadcasting Co. for \$250,000. Consideration is allocated: KFMM \$150,000, KCUZ \$75,000 and all other assets, assignments and goodwill, \$25,000. Seller is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM-FM Prescott, Ariz. John Payne owns 40% of applicant for new AM at Sahuarita, Ariz. Buyer is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brothers Walter and Robert J. Wick, who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers (90%). Action Feb. 1.

■ **KGQE(AM)** Thousand Oaks, Calif. (850 khz, 500 w-D, 250 w-N)—Granted assignment of license from Conejo Broadcasting Inc. to Comedy Broadcasting Co. for \$750,000—\$347,000 cash, \$253,000 note and \$150,000 noncompete agreement—including real estate. Seller is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. Buyer is limited partnership of 14 investors including Ira Barnak, general partner. Barnak is Beverly Hills, Calif., doctor with no other broadcast interests. Action Feb. 3.

■ **WQDI(AM)** Homestead, Fla. (1430 khz, 500 w-U)—Granted assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for \$1,265,000, including noncompete agreement and \$1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicianist. He has no other broadcast interests. Action Feb. 3.

■ **WYSE(AM)** Inverness, Fla. (1560 khz, 5 kw-D)—Granted assignment of license from Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for \$350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has other broadcast interests. Buyer is owned by Robert D. Stoehr, who is consultant for WQI(FM) (formerly WJYW(FM)) Tampa, Fla. He sold WAPR(AM) Avon Park, Fla., two years ago for \$300,000 ("Changing Hands," Aug. 17, 1981). Action Feb. 3.

■ **WECA-TV** Tallahassee, Fla. (ABC, ch. 27, 1,416 kw, HAAT: 867 ft.)—Granted transfer of control from Allen Communications Inc. to Tallahassee-27 Limited Partnership for \$3.8 million. Seller is owned by E.C. Allen, Tallahassee businessman, who has no other broadcast interests. Buyer is owned by U.S. Communications Group, general partner, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, for Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne, Fla., and Janas is limited partner in three TV's. Action Jan. 27.

■ **WAMR(AM)-WRAV(FM)** Venice (Sarasota), Fla. (1320 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 3 kw; HAAT: 315 ft.)—Granted assignment of license from Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for \$2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. Action Feb. 3.

■ **WLHI(FM)** Fort Wayne, Ind. (88.3 mhz, 10 w [CP 100 w, HAAT: 100 ft.])—Granted assignment of license from Fort Wayne Lutheran Association for Secondary Education Inc. to The Lutheran Association for Broadcasting for no consideration. Seller is nonprofit organization with no other broadcast interests. Buyer is nonprofit organization headed by Rev. Luther G. Strasen. It has no other broadcast interests. Action Feb. 1.

■ **KOAK-AM-FM** Red Oak, Iowa (1080 khz, 250 kw-D; 95.3 mhz, 3 kw, HAAT: 97 ft.)—Granted assignment of license from Red Oak Radio Co. to Montgomery County Broadcasting Co. for \$260,000. Seller is owned by R. Stephen Looney, president, and three others. Looney also has minor interest in KLFQ-FM Lyons, Kan. Others have no broadcast interests. Buyer is owned by Michael G. O'Connor and his wife, Phoebe J. (30% each); Paul W. Ahrens and Edward F. Bock (20% each). Michael O'Connor and Ahrens each own 10% of KCHE-AM-FM Cherokee, Iowa. Bock

has minority interest in Cumberland, Me.-based group owner, The Fuller-Jeffrey Group, which also owns WOKQ(FM) Dover, N.H.; KJYY(FM) Ankeny-Des Moines, Iowa; WBLM(FM) Lewiston, Me.; has part interest in KCCY(FM) Pueblo, Colo., and recently bought KPIP(AM)-KPOF(FM) Roseville, Calif., for \$3.5 million ("Changing Hands," Dec. 12, 1983). Bock also has interest in WCCI(FM) Savanna, Ill. Michael is sports director at KTIZ-TV Sioux City, Iowa. Phoebe O'Connor is administrative employee at Midwest Region Inc., Sioux City, Iowa, insurance company. Action Feb. 3.

■ KMIN(AM) Grants, N.M. (980 khz, 1 kw-D)—Granted assignment of license from KMIN Inc. to David Broadcasting Co. Inc. for \$105,000. Seller has no other broadcast interests. Buyer is owned by Dorothy D. Davis; who is also applicant for new FM's at Pagosa Springs, Colo., and Armijo, N.M. Her son, Don R. Davis, is engineer at KLTN(AM) Albuquerque and is also applicant for new AM at Los Ranchos de Albuquerque, N.M. Action Feb. 3.

■ Middletown, N.Y.—Sillerman Morrow Broadcasting Group, group owner of four AM's, four FM's and half of WATL-TV Atlanta, granted app. for change of positive control. Company is owned by Robert F. X. Sillerman and Bruce Morrow (37% each), and Howard Tyle and Gerald Wendel (12½% each). It will buy two-thirds of Morrow's shares for \$467,000. Tyle and Wendel will also surrender some shares; number of shares outstanding would be reduced from 1,333 to 900. After transaction, ownership would be: Sillerman 55.5%, Tyle and Wendel (16% each), and Morrow 12.5%. Morrow would also become consultant to company for six years with four-year renewal clause. Action Jan. 26.

■ KMYZ-AM-FM Pryor, Okla. (1570 khz, 1 kw-D; FM: 104.5 mhz, 100 kw, HAAT: 320 ft.)—Granted assignment of license from Ronald G. Kolker, receiver, to Shamrock Communications for \$1,510,000 half in cash; half as note. Seller was recently approved as successor to previous receiver, Kenneth R. Greenwood, by District Court of Mayes county, Okla. ("For the Record," Jan. 2). Licensee of station, Communications Marketing Consultants, filed for bankruptcy under chapter 11 last March. Buyer is owned by James J. Haggerty and his wife, Cecelia L. (25% jointly); her brothers William R., George V. and Edward J. Lynett (25% each). It also owns WDIZ(FM) Orlando, Fla.; WQFM(FM) Milwaukee; WTTT-AM-FM Westminster, Md.; and WEJL(AM)-WEZK(FM) Scranton, Pa. It also owns *Scranton Times* daily newspaper and commercial printing company. Action Feb. 3.

■ WLFF(AM) Cayce (Columbia) S.C. (620 khz, 1 kw-D)—Granted assignment of license from Southcom Inc. to Midland Communications Inc. for \$335,000 cash. Seller is equally owned by Dan Cavell and Robert Liggett Jr. Cavell is station's general manager. Liggett also owns co-located WZLD(FM); WHNN(FM) Bay City, Mich.; WABX(FM) Detroit; WFMK(FM) East Lansing, Mich.; WZZR-FM Grand Rapids, Mich., and KTYD(FM) Santa Barbara, Calif. Buyer is group of 12 shareholders, headed by Raleigh Williams, chairman, and Isaac Heyward, president. Williams is Walterboro, S.C., builder; Heyward is announcer at WQIZ(AM) St. George, S.C. Other members of group include Arthur Whaley Jr., employee of National Black Network; Colie L. Lorick Sr., announcer and producer at WCKM(AM) Winnsboro, S.C.; Colie L. Lorick Jr., announcer and producer at WQXL(AM) Columbia, S.C., and James Cook, announcer at WPAL(AM) Charleston, S.C. Action Jan. 31.

■ KMDS(AM)-KBEV(FM)[CP] Milbank, S.D. (1510 khz, 5 kw-D; FM: 104.3 mhz, 98.7 kw, HAAT: 220.5 ft.)—Granted assignment of license from Beverly J. McKee to Midland Atlas Co. for \$365,000. Seller was granted CP for FM. Her husband, Vernon A., owns KMDS. They have no other broadcast interests. Buyer is owned by Charles J. Tobin Jr., who publishes weekly "shopper" newspaper in Milbank and county atlases. He also owns local office supply store and travel agency. Action Feb. 3.

■ WIXR-AM Mt. Pleasant, S.C. (1500 khz, 250 w)—Granted assignment of license from East Cooper Communications Inc. to Low Country Broadcasting Inc. for \$126,000, including \$120,000 note, plus half of net trade accounts. Seller is owned by Dr. Stephen Nye Barton. He is also 80% owner of applicant for new FM at Mt. Pleasant and full owner of four app.'s for new FM's in Texas. Buyer is equally owned by Deborah B. Carter, general manager of WIXR; her father Phillip E. Backus, program director, and John C. Grant, operations manager. Action Feb. 3.

■ WKCE(AM) Harriman, Tex. (1230 kw, 250 w-U)—Granted assignment of license from Morgan Broadcasting Co. to Kenneth Mynatt for \$150,000 including \$110,000 note. Seller is owned by Harry J. Morgan, who also owns WSKT(AM) Knoxville and WSVU(AM) Dunlap, both Tennessee, and WSEB(AM)-WSKP(FM) Sebring, Fla. Buyer has no other broadcast interests. Action Feb. 3.

■ KNEU(AM) Roosevelt, Utah (980 khz, 5 kw-D)—Granted transfer of control of Golden Circle Broadcasting Inc. from Golden Circle Broadcasting Inc. (100% before;

none after) to County Gold Broadcasting Inc. (none before: 100% after) for \$419,419, including \$390,000 note. Seller is owned by brothers: Tommie E., Joe A., and Jimmie N. Reidhead. None have other broadcast interests. Buyer is owned by Joseph L. Evans, and wife, Teddie R. (50% each). Joseph Evans is mobile home and recreational vehicle sales representative. Teddie Evans is computer programmer for Mountain Bell. Action Feb. 3.

## Facilities changes

### AM applications

#### Tendered

■ WKJK (900 mhz) Granite Falls, N.C.—Seeks CP to increase power to 1 kw. Ann. Feb. 10.

■ KEYH (850 khz) Houston—(Application for review) Seeks CP to change freq. to 830 khz, city of license to Spring, Tex., hours of operation to unlimited by adding 1 kw-N; increase day power to 50 kw; install DA-2, and change TL. MEA under section 1.1305. Ann. Feb. 10.

#### Accepted

■ KYOR (1590 khz) Sun Valley, Nev.—Seeks MP (BP-820422AA, as mod.) to change main SL pursuant to sec. 73.1125. Ann. Feb. 7.

### FM applications

#### Tendered

■ \*WWWB-FM (102.5 mhz) Jasper, Ala.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 601 ft., and make changes in ant. sys. Ann. Feb. 6.

■ \*WFFR (91.9 mhz) Okeechobee, Fla.—Seeks CP to change freq. to 91.5 mhz; change TL, and make changes in ant. sys. Ann. Feb. 7.

■ \*WFCI (89.3 mhz) Franklin, Ind.—Seeks mod. of CP (BPED-2274, as mod.) to change freq. to 89.5 mhz; decrease ERP to .997 kw horiz.; increase HAAT to 140 ft.; change TL and TPO, and make changes in ant. sys. Ann. Feb. 7.

■ WKOZ-FM (105.1 mhz) Kosciusko, Miss.—Seeks CP to change ERP to 25.02 kw and HAAT to 425 ft. MEA under section 1.1305. Ann. Feb. 9.

■ \*KAZI (88.7 mhz) Austin, Tex.—Seeks CP to change TL; change ERP to 1.05 kw; change HAAT to 471 ft., and make changes in ant. sys. Ann. Feb. 10.

#### Accepted

■ KEWT (105.1 mhz) Sacramento, Calif.—Seeks mod. of CP (BPH-811229AO) to change ERP to 50 kw and HAAT to 500 ft. Ann. Feb. 9.

■ \*WBRH (90.1 mhz) Baton Rouge—Seeks CP to increase ERP to 2.6 kw. Ann. Feb. 10.

■ KDKS (92.1 mhz) Benton, La.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Feb. 9.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks mod. of CP (BPH-821014AI) to change TL and change HAAT to 250 ft. Ann. Feb. 10.

■ \*KSCG (90.5 mhz) Saint Peter, Minn.—Seeks mod. of CP (BPED-800421AG, as mod.) to change site, change ERP to 75 kw and change HAAT to 708 ft. Ann. Feb. 9.

■ KYNG-FM (105.5 mhz) Coos Bay, Ore.—Seeks CP to change TL; change ERP to 90.5 kw; change HAAT to 600 ft., and change freq. to 106.5 mhz. Ann. Feb. 6.

■ \*KOAP-FM (91.5 mhz) Portland, Ore.—Seeks mod. of CP to change TPO to 18.069 kw; change ERP to 70 kw vert., 21 kw horiz.; change HAAT to 1,566 ft., and change trans. Ann. Feb. 9.

■ WDEH-FM (95.3 mhz) Sweetwater, Tenn.—Seeks CP to change ERP to 2.78 kw and HAAT to 135 ft. Ann. Feb. 9.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Seeks CP to change ERP to 100 kw and HAAT to 417 ft. Ann. Feb. 10.

■ KGMJ (102.3 mhz) Uvalde, Tex.—Seeks mod. of CP (BPH-820407AG) to increase HAAT to 245 ft. Ann. Feb. 9.

■ KLYK (105.5 mhz) Longview, Wash.—Seeks CP to install aux. ant. sys. Ann. Feb. 10.

### TV applications

#### Accepted

■ \*KEET (ch. 13) Eureka, Calif.—Seeks MP to change

ERP to 187 kw vis., 28 kw aur., and change trans. Ann. Feb. 6.

■ \*WCAE (ch. 50) St. John, Ind.—Seeks CP to change ERP to 1.227 kw aur., 122.7 kw vis., and HAAT to 1,004 ft.; change ant. sys. and trans. Ann. Feb. 6.

■ WFWY (ch. 43) Syracuse, N.Y.—Seeks MP to change HAAT to 820 ft. Ann. Feb. 6.

■ WXIV-TV (ch. 14) Greenville, N.C.—Seeks MP (BPCT-820216KG) to decrease HAAT to 957 ft. and change TL. Ann. Feb. 7.

■ WAXA (ch. 40) Anderson, S.C.—Seeks CP to change ERP to 2,570 kw vis., 257 kw aur.; change ant. pattern and coordinates. Ann. Feb. 6.

### AM actions

■ KNOT (1450 khz) Prescott, Ariz.—Granted app. for CP to change TL. Action Jan. 27.

■ KCNO (570 khz) Alturas, Calif.—Granted app. for CP to change hours of operation to unlimited by adding 2.5 kw DA-N. Action Jan. 24.

■ KDKO (1510 khz) Littleton, Colo.—Granted app. for CP to increase power to 10 kw-D. MEA under section 1.1305. Action Feb. 1.

■ KCNW (1380 khz) Fairway, Kan.—Granted app. for CP to change hours of operation to day only; change TL, and make changes in ant. sys. Action Feb. 2.

■ WMLM (1520 khz) St. Louis—Granted app. for mod. of CP (BP801002AB) to augment authorized nighttime standard pattern. Action Jan. 24.

■ WNYC (830 khz) New York—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Feb. 2.

■ WIS (560 khz) Columbia, S.C.—Granted app. for direct measurement of ant. power. Action Jan. 27.

■ WXXY (1360 khz) Milan, Tenn.—Granted app. for mod. of CP (BP-820219AB) to change day and night directional arrays. Action Jan. 31.

■ WAAS (1100 khz) Thompson Station, Tenn.—Returned app. for CP to increase power to 5 kw/2.5 (CH) and to change TL. Action Feb. 2.

■ KWIQ (1260 khz) Moses Lake, Wash.—Granted app. for CP to change freq. to 1020 khz; increase power to 5 kw; change SL; change hours of operation to unlimited by adding 500 w-N, and change TL. Action April 15, 1983.

■ WOGO (680 khz) Hallie, Wis.—Granted app. for CP to change hours of operation to unlimited by adding 500 w-N; install DA-2; change city of license and TL, and make changes in ant. sys. MEA under section 1.1305. Action Jan. 25.

### FM actions

■ \*WTPC (95.9 mhz) Elsie, Ill.—Granted app. for CP to change freq.; change ERP to 0.0173 horiz.; change HAAT to 186 ft. horiz., and change transmission line. Action Jan. 26.

■ WNDY (106.3 mhz) Crawfordsville, Ind.—Granted app. for CP to increase ERP to 3 kw. Action Jan. 26.

■ KABI-FM (98.3 mhz) Abilene, Kan.—Granted app. for CP to change freq. to 98.5; change TL; increase ERP to 100 kw and HAAT to 443 ft., and make changes in ant. sys. Action Jan. 26.

■ \*WHSN (89.3 mhz) Bangor, Me.—Granted app. for CP to change ERP to 4.67 w and to change trans. power. Action Jan. 26.

■ WXC5 (106.9 mhz) Hagerstown, Md.—Granted app. for CP to change ERP to 14.94 kw and HAAT to 866 ft. Action Jan. 30.

■ \*KUNV (91.5 mhz) Las Vegas—Granted CP to change TL; change ERP to 14.95 kw; change HAAT to 1,100 ft., and make changes in ant. sys. Action Jan. 26.

■ \*KWGS (89.5 mhz) Tulsa, Okla.—Granted CP to change ERP to 20 kw; HAAT to 575 ft., and make changes in ant. sys. Action Jan. 26.

■ \*KTEC (89.5 mhz) Klamath Falls, Ore.—Granted app. for CP to change TL; increase ERP to 0.207 kw, and make changes in ant. sys. Action Jan. 26.

■ KJNE (102.5 mhz) Hillsboro, Tex.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 548.9, and make changes in ant. sys. MEA under section 1.1305. Action Jan. 19.

### TV actions

■ KFTY (ch. 50) Santa Rosa, Calif.—Granted app. for CP (BPCT-5112/BPCT-810420KF) to change ERP to 302 kw vis., 60.4 kw aur.; change HAAT to 3,084 ft., and add 1.5 degrees mechanical beam tilt. Action Jan. 27.



- KWWL (ch. 7) Waterloo, Iowa.—Granted app. for CP to modify aux. ant. sys. Action Jan. 27.
- WNOL-TV (ch. 38) New Orleans.—Granted MP (BPCT-800721KM) to change HAAT to 1,019 ft. Action Jan. 26.
- \*WMEB-TV (ch. 12) Orono, Me.—Granted app. for CP to change ant. sys. and trans. Action Jan. 31.
- KRLR (ch. 21) Las Vegas.—Granted app. for MP to change ERP to 400 kw vis., 40 kw aur.; change HAAT to 1,158 ft., and change TL. Action Jan. 26.
- KDOR (ch. 17) Bartlesville, Okla.—Granted app. for MP to change ERP to 85 kw vis., 8.5 kw aur.; change HAAT to 490 ft., and change ant. and TL. Action Jan. 31.
- KOTI (ch. 2) Klamath Falls, Ore.—Granted app. for MP to change HAAT to 2,201 ft. and change overall height above ground to 186 ft. Action Jan. 31.
- WSJU (ch. 18) San Juan, P.R.—Granted app. for MP (BMPCT-840113KF, as mod.) to increase ERP to 750 kw vis., 75 kw aur.; decrease HAAT to 2,783 ft., and make changes in ant. sys. Action Jan. 27.

## In contest

- Lake Havasu City, Ariz.—ALJ, Edward Luton, granted motions by Nikki Colvin Hill and dismissed Maurice W. Coburn's app.; granted joint agreement; approved reimbursement of K-Born Broadcasting by Hill in amount of \$25,000; dismissed K-Born's app.; granted Hill's app. for new FM at Lake Havasu City, and terminated proceeding. (MM 83-797-880). MO&O Jan. 30 & 31.
- San Francisco.—Commission denied request by Faith Center Inc. for review of action by Review Board affirming dismissal of Faith Center's app. for license renewal of KVOF-TV San Francisco. Commission also affirmed denials of Lucille E. Johnston's app.'s for review of late-filed request to intervene in case. It said Faith could continue to operate KVOF-TV for 90 days in order to conclude station

affairs. (BC 82-339-42). Order adopted Feb. 3.

- Orlando, Fla.—Mass Media Bureau granted Meredith Corp. significantly viewed status to WOFL(TV) Orlando, in Lake County, Fla. Action Jan. 27.
- Albany, Ga.—Chief, Mass Media Bureau, denied Southwest Broadcasting Inc.'s request for its third extension of time to construct WJFT-TV, ch. 19 at Albany; cancelled its CP, and deleted its call sign. CP was granted July 31, 1978. MO&O adopted Jan. 27.
- Atlanta.—Commission denied various land mobile radio licensees and organizations reconsideration of its June 23, 1983, action directing them to enter into formal negotiation with Broadcast Corp. of Georgia, licensee of WVEU-TV, ch. 69, Atlanta, with view toward changing land mobile frequencies in order that WVEU-TV could resume full power operations. (FCC 84-38). MO&O adopted Feb. 3.
- Jefferson, Ga., and Colonial Heights and White Pine, both Tennessee.—ALJ, Edward Kuhlmann, granted joint settlement agreement; granted J. Barry Williams motion to amend his app. to operate 670 khz, 1 kw, at White Pine and remanded it to Mass Media Bureau for processing; granted app. of Kathryn Appleton for new AM at Jefferson on 880 khz, 5 kw-D and app. of David Murray for new AM at Colonial Heights on 870 khz, 5 kw-D, and terminated proceeding. (MM 83-1253-55). MO&O adopted Jan. 26.
- Winamac, Ind.—ALJ, James F. Tierney, granted motion by Special Delivery Inc. and dismissed its app.; granted joint agreement; approved reimbursement of Thomas Arnett in amount of \$5,000 by Northstar; dismissed Arnett's app.; granted Northstar's app. for new FM, and terminated proceeding. (MM 83-1014-1016). Order adopted Jan. 30. MO&O adopted Jan. 31.
- Martin and Allen, Ky.—ALJ, John Frysiak, granted joint agreement; dismissed app. of Baldwin Broadcasting Inc. for new FM at Martin; granted app. of Floyd County Broadcasting Co. for new FM at Allen, and terminated proceeding. (MM 83-1030-31). MO&O adopted Jan. 25.
- Tioga, La.—ALJ, Edward J. Kuhlmann, granted motion by Cavaness Broadcasting Inc. for summary decision and resolved air hazard issue in its favor; granted joint agreement by Christian Life Broadcasting, Tioga Broadcasting Corporation and Cavaness; dismissed app.'s of Christian and

Tioga; granted app. of Cavaness for new FM at Tioga and terminated proceeding. (MM 83-455-57). MO&O adopted Jan. 30.

- Varnado, La.—ALJ, Thomas B. Fitzpatrick, granted joint agreement; dismissed Hunter, Matherne and Toney Associates app.; granted Northlake Audio Inc.'s app. for new FM on ch. 224 (92.7 mhz) at Varnado, and terminated proceeding. (MM 83-774-75). MO&O adopted Jan. 26.
- Goetzville, Mich.—ALJ, Edward J. Kuhlmann, granted motion by Broadcast Data Corp. and dismissed app. of Telecommunications Systems; conditionally granted app. of Broadcast Data for new MDS on ch. 1 at Goetzville, and terminated proceeding. (CC 83-871-872). MO&O adopted Jan. 30.
- Greensboro, N.C.—Mass Media Bureau granted WFMY Television Corp. significantly viewed status to WFMY-TV Greensboro, in Ashe county, N.C. Action Jan. 31.
- Greensboro, N.C.—Mass Media Bureau granted Guilford Telecasters Inc. significantly viewed status to WGGT(TV) Greensboro, in counties of Alamance, Caswell, Davidson, Forsyth, Guilford, Iredell, Moore, Rowan, Stokes and Surry, all North Carolina, and Henry, Patrick and Pittsylvania, all Virginia. Action Jan. 31.
- Childress, Tex.—ALJ, Joseph Chachkin, granted joint agreement; dismissed app. of Golden West Broadcasting Co.; granted app. of Dream Communications for new FM at Childress, and terminated proceeding. (MM 83-1098-99). MO&O adopted Jan. 26.
- Flower Mound and Denton, both Texas.—ALJ, Frederic J. Coufal, granted app. of Denton Channel Two Foundation Inc. for new noncommercial educational TV on \*ch. 2 at Denton, and denied competing app. of Public Communications Foundation for North Texas for channel at Flower Mound. (BC 81-824-25). Initial decision issued Feb. 1.
- Mesquite, Keene and Denton, all Texas.—ALJ, John Frysiak, granted joint settlement for shared/time arrangement under which Mesquite Independent School District will provide first educational FM service on ch. 2020 (88.3 mhz) at Mesquite; North Texas State University will increase power for KNTU, from 6.7 to 100 kw on ch. 201C (88.1 mhz) at Denton, and North Texas State University will increase power for KSUC from 1.85 to 50 kw on ch. 202C (88.3 hz) at Keene. (MM 83-654-56). MO&O adopted Jan. 25.

## Et cetera

- FCC laboratory equipment authorization processing; speed of service, under FCC identifier system of equipment identification—Type acceptance: 50% of app.'s processed in 46 days; 90% in 67 days. Certification: 50% of app.'s processed in 20 days, 90% processed in 56 days. Type approval: 50% of app.'s processed in 15 days; 90% processed in 42 days.
- Foreign AM Broadcast station notification—Commission is in receipt of Canadian change list no. 425.
- Chief, fairness/political programming branch, enforcement division, Mass Media Bureau, ruled that appearances by legally qualified presidential and vice-presidential candidates for no longer than two to three seconds in broadcast commercial advertisements for *Time* magazine come within "fleeting use" exception to section 315 of Communications Act and do not constitute "use" of airwaves triggering "equal opportunity" rights for legally qualified opponents of those candidates. Letter issued Jan. 31.
- Dr. Carl Galloway vs. CBS Inc.—Chief, fairness/political programming branch, adopted staff ruling denying Galloway's complaint that CBS deliberately distorted news and personally attacked Galloway in material broadcast in network's presentation of "It's No Accident" on its 60 minutes program aired Dec. 9, 1979. Action Jan. 31.
- Notice of proposed rulemaking—Commission has proposed amending part 73 of its rules concerning operation of AM, FM and TV broadcast transmitters. Proposed remote control rule amendments would include following changes: stations may establish remote control points at any locations under their control and accessible at all times, and remote control system and operating requirements for AM, FM and TV transmitting systems will be uniform under one rule section. Comments are requested on proposed changes. (MM docket 84-110). Adopted Feb. 3.
- Commission has authorized use of nontranslating repeater, called "booster," to retransmit microwave signals in cases where line-of-sight path for microwave links is not possible. Although commission had originally proposed number of equipment requirements intended to preclude interference that might be caused by boosters, it said comments received persuaded it that those requirements were unnecessary. (BC 82-20). Report and order adopted Feb. 3.

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**WMRZ-AM, Moline, Illinois** (Davenport, Iowa metro) needs one strong direct salesperson to cover metro area of 400,000 people. If you're in a smaller market and are looking to move up or you're looking to join a company who promotes, join Mid America Media, a people-oriented group owner of 9 radio stations and 2 cable television plants. Resumes to John Haggard, Vice President/General Manager, 1801 - 6th Avenue, Moline, IL 61265. EOE/MF.

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**Experienced radio salespeople** wanted for Salt Lake City class C FM. Group owner offers bright future. Send background and desired draw to: KUUT, 5282 South 320 West, Suite D-272, Salt Lake City UT 84107. M/F, EOE.

**Sunny Arizona:** FM 40 miles from Tucson needs salesperson with metro/small market expertise. 602-889-9797. EOE.

**Sales wanted.** KEZY Radio, Anaheim, California, suburban station to metropolitan Los Angeles, has immediate openings for salespeople. Selling will be to local retail stores plus L.A. agencies. It's a tough sell — but if you're interested, call Victor Goldstein, General Sales Manager. 714-776-1191.

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### HELP WANTED ANNOUNCERS

**Are you an experienced** pro who'd like to be a part of Florida's fastest growing market? WGUL, a music-of-your-life station, needs a broadcaster who knows the music, how to produce selling commercials, do telephone shows, remotes, and all the rest. We want a team player who knows how to work, while enjoying life on the suncoast. Salary commensurate with experience. Send tape and resume to Les Forester, WGUL AM-FM, 7212 US 19, New Port Richey, FL 33552, or call 813-849-2285. An EOE.

**Announcer/producer** with 2 yrs. broadcast experience and classical music background welcome at top 10 Charlotte, NC market public radio. Regular air shift, production, plus train and supervise student announcers. Good salary and benefits. Resume and tape by March 2 to John Clark, WDAV, Davidson College, Davidson, NC 28036. EOE.

**Central Ohio A/C FM** needs one professional for air talent/production/news. If you can do it all, send T & R to Scott Friedman, WNKO, Box 1057, Newark, OH 43055.

**Experienced adult** contemporary air talent wanted for Salt Lake City class C FM. Group operation. Send cassette, resume and desired salary to: KUUT, 5282 South 320 West, Suite D-272, Salt Lake City, UT 84107. M/F, EOE.

**Top rated A/C, WHBC, Canton, Ohio,** having promoted two outstanding employees, needs one experienced, pleasant, intelligent, topical air personality and one combination newperson/operator. Call Mike Dom, 216-456-7166, M-F, before noon, EST. EOE. Minority applicants encouraged.

**WKBW Radio, Buffalo, NY,** a Capital Cities station, is seeking an experienced, creative, competitive, hard working, dedicated air personality. No card readers, please. If you fit this description (4 out of 5 won't do) send cassette and resume to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY, 14209. An EOE. The meek need not apply.

### HELP WANTED TECHNICAL

**Chief engineer, WRAP/AM, Norfolk, VA.** Good salary plus corporate benefits. Strong maintenance skills required. Call Dave Eldridge, 804-483-6300. EOE.

**Recording supervisor:** the national production unit of Los Angeles FM station KUSC seeks a highly experienced classical music recording engineer to head up this unit. Will coordinate all production activities of the non-commercial fine arts station; supervise crew, schedule and maintain all off-air production facilities and equipment, including two mobile units; execute remote and in-house production of various classical music projects. Nationally competitive audio engineering and recording skills and some administrative/supervisory experience required. Deadline: March 8, 1984. Send resume to Robin Romano, KUSC, POB 77913, Los Angeles, CA 90007.

**Immediate opening** for engineer to assist chief in operating and maintaining 6 studios and 2 transmitter sites. AM-5KW-U, DA-N. FM-50kw. Broadcast experience and first class FCC license preferred. Send resumes to WONE/WTUE, 11 South Wilkinson St., Dayton, OH 45402 EOE.

**Chief engineer** for 10,000 watt FM and 500 watt daytimer. FM station is dominant market leader. You must be quality minded and a self starter. Send resume to Ernie Winn, WIOB and WNRS Radio, P.O. Box 8605, Ann Arbor, MI 48107.

**Chief engineer:** for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability, and supervisory experience required. \$50K salary plus benefits. Resume and references to Box K-116.



**Assistant chief:** rapidly expanding non-commercial fine arts network in southern California seeks a highly experienced RF engineer to install new and maintain existing transmitter plants, microwave links, and satellite earth stations at various locations. Maintenance of studio and production equipment also required. Extensive travel, good benefits, top line equipment. Minimum 5 years recent FM maintenance experience required. Deadline: March 8, 1984. Send resume to: Robin Romano, KUSC, POB 77093, Los Angeles, CA 90007.

#### HELP WANTED NEWS

**New England metro** market station has opening for experienced news director. Must be capable of maintaining station's strong news image. Send to: Station Manager Pauline Yates, WCAP, Lowell, MA 01852. EOE

**Award-winning WEBR,** Buffalo's all-news station, is now accepting applications for potential openings in 1984. We are interested in anchors, reporters, writers, and editors. All editorial positions require at least two years radio news experience, strong writing skills, and solid news judgement. Anchor & reporter positions require strong on-air ability. We currently have 23 full time people on our news/sports staff. We offer a creative atmosphere, good pay, and an excellent benefit package. If you might be interested in joining the team this year, please send your resumes and tapes to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

**News director.** One year small market news experience. Administer department and disseminate morning news. Tape/resume: WAWR, Box 188, Waverly, NY 14892.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Major market radio station** looking for experienced country format-program director. Send resume to Box J-162. EOE,M-F.

**Copywriter-production** director. Experience in production required, writing helpful. Base salary from \$230/week plus bonus. Only apply if you can write and produce creative copy. Send tape to Steve Walrath, WRLO, P.O. Box 509, Antigo, WI 54409. EOE.

**Mid-west station seeks** take charge PD to motivate staff and offer positive direction. Exciting challenge. Send resume and written track record to Box K-91.

**WYLD radio is seeking** a creative, experienced person to serve as a full-time production coordinator. Send resumes to: P.O. Box 19066, New Orleans LA 70179, Attn: Personnel.

**Northeast AM/FM seeks** creative, promotion-minded, take charge on-air PD for AOR/MOR combo. Unique opportunity with growing organization. Send written qualifications and salary history to Box K-104. EOE.

**Program director** - morning personality. 100,000 watt country music FM. Major Southeast market. Resume/salary requirements to Box K-105.

#### SITUATIONS WANTED MANAGEMENT

**8 yrs. GM,** 4 yrs. sales manager, 4 yrs. agency, last 2 yrs. unrelated field. Desire return to GM position. Degree, FCC 1st. Taylor, 214—660-2494.

**Corporate management** executive seeking general management position in medium or major market. Write Box K-100 or call 216—257-5004.

**Corporate executive** with over 20 years of experience all phases. Looking for equity position with group or station. Start up or take company to greater revenues and ratings. Box K-101.

**Seeking position** as sales manager for small to medium market. Self motivator with communication/marketing skills. Proven track record; able to train and motivate personnel. Box K-103.

**GM or GSM** for medium market. Experience in sales, programming, promotion, administration. Challenging growth position desired. Details in confidence by writing Box K-108.

**Mature broadcaster** with exceptional experience in management, sales and programming available for medium market radio. No personal or financial problems whatever. Married with family raised. Understand bottom line responsibilities. I create profitability through service to community. Money important but not prime. Write Box K-110.

**Major market general manager.** Dedicated, mature, professional with extensive experience in highly competitive markets seeks a new career opportunity. Would consider smaller markets for the right opportunity. Excellent references available. Please call 612—823-3314.

**GM or CEO.** Thoroughly experienced all aspects of being in command of major broadcast profit centers. Expert builder of successful sales and programming teams. Available for four years, then consulting. Documented successes. \$50,000 plus. Box K-112.

**Husband/wife team** with extensive background in operations and sales, looking for first shot at management. Two aggressive, motivated self-starters. We're seeking a project to become involved with, not just "jobs." Box K-117.

**Offer over 20 years** experience in all phases of radio including play-by-play plus accent on sales. For past nine years sales manager at highly successful country station. Looking for job with future in sales or management. Prefer small or medium market in Alabama or Eastern Tennessee. Box K-118.

**General manager.** Strong radio executive desires VP/GM position, for major Northeast/Midwest radio station. Proven ability to generate healthy profit margin by hiring, training and motivating a great staff, realistic sales forecasting, good pricing strategies and cost controls. All replies held in confidence. Box K-119.

**Twenty years** of successful broadcast management, sales, news and programming experience. 41 year old people-oriented professional. High morale = high profits. Seeking new challenge. Write Box K-120.

#### SITUATIONS WANTED ANNOUNCERS

**Talk show host:** well traveled international attorney, excellent academic background, technical savvy, multilingual, university affiliations, some TV/radio experience. Seeks weekend talkshow in Metro D.C. area. 202—362-6440.

**Think of me as** quality blue chip stock, not as a speculative issue. Two years commercial experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave. 201—777-0749.

**Ready, willing and available** for re-location. Announcer/salesperson prefers night air, AC, oldies. MOR formats. Mid-Atlantic area but will relocate where needed. John, 3135 Belgreen Road, Phila. 19154. 215—637-7883.

**Professional sound,** articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414—647-9709.

**Broadcast school graduate.** Excellent DJ, talented, flexible, hardworking, music knowledgeable. Hear audition tape. Randy, 312—774-8511.

**Eager, educated, experienced.** Part-timer ready for full career opportunity. Trained and talented in announcing/production/copywriting. Call Tim Prchal, 815—459-7180.

**Friendly, sincere,** spontaneous personality. "Progressive era" announcer - making comeback. Diverse musical taste. Prefer Minnesota, Wisconsin, Washington, Oregon, California. John. 612—374-4125.

**Male DJ looking** for station in middle Tennessee, northern Alabama, south central Kentucky area. Excellent knowledge in music; music director experience, love midnight shift! Mike McCoy, 312—864-3304.

**Go anywhere immediately.** Broadcast school grad. Production, DJ; want sales, news, PBP. Pat. 319—355-4212 days.

**Available immediately.** Excellent announcer, good production, copywriting. Go anywhere. Broadcast school graduate. Days, 319-355-4212. John.

**Announcer/sportscaster.** Seven years experience, know rock format. Southern Rockies, West Coast leave messages. 303—651-1167.

**Start immediately,** anywhere. Copy writer, PBP, DJ, production. Call Bob, 319—355-4212. days. Any format, entry level.

**Wanted:** part-time on-air/production with country/AC station in metro D.C. area. Available now! For T & R, call Ed, after 6:30 PM EST 703—841-0195.

**Male announcer/newsmen** seeking beginning job. Articulate, bright, knowledgeable, dependable. Enjoys teamwork. Trained. Prefer adult contemp./MOR format in Chicago or northwest Indiana. Ron Van, 219—931-2196, or 6931 Monroe, Hammond, IN 46324.

**Trained, enthusiastic,** highly motivated beginner needs work! Does jock, news. Great voice, B. A. in communications. Relocate anywhere, any shift, train on job. Michael Kielbon, 312—652-8319.

#### SITUATIONS WANTED TECHNICAL

**Now employed as** chief operator/announcer. Also experienced in farm broadcasting. Many years experience. Iowa or surrounding states. 319—634-3852.

**FM chief available.** Consider FM plus class 4 AM. Licensed, experienced, and seasoned. Prefer west of Mississippi. Call Dick Voorhees, 213—306-4823.

#### SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312—652-2452.

**Experienced news anchor** seeks Minneapolis area market. Good organizer & voice. Angelo, 212—338-8328 after 6 PM EST.

**Woman news announcer** seeking beginning job. Articulate, creative, good writer, dependable. Trained. Prefer Chicago or northwest Indiana. Fran Van, 219—931-2196, or 6931 Monroe, Hammond, IN 46324.

**Experienced news pro.** Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904—769-5350.

**Available April.** Sports director, 16-years experience. Award winner. Excellent reporting interview, commentary skills and PBP of college and professional sports. Box K-86.

**Available immediately:** 5-yr. news pro with heavy talk experience. Seeking challenge in good size market. Network sounding voice & delivery with ability to ad lib comfortably. Quick witted, energetic. News director experience also. Box K-96.

**News or sports.** Experienced, excellent writing, smooth delivery, colorful PBP. Outstanding references. Journalism degree. Kevin, 913—827-2383.

**Talented, articulate female** newscaster, with writing ability and on camera experience, seeks entry level position — radio or TV. Broadcasting school graduate, writing samples, resume, and tape sent on request. Write Ann Jones, C/o Mark IV Services, P.O. Box 7263, Chgo., IL 60680.

**Sports director** seeks PBP, talk in medium-major market. Sports/DJ combo too. 12 years experience. Tom, 915—643-1858.

**Newscaster — reporter** — news director looking for position in Midwest. 6 years experience. Journalism degree. Jeff, 815—663-9173.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**MM personality** with oldies track record seeks PD position. Extensive musicology: AOR, CHR & Gold. History includes KYA, KFRC, KJR, KRQR. Candi Chamberlain, 415—222-6283. References.

**53 years experience** small to medium market radio. Can write and produce commercials for your clients at nominal fee. For information, call Coy Palmer, 806—659-2529. Address: Box 445, Spearman, TX 79081.

**1000 voices production ace.** Midwest PD wants to move up as PD and/or airshift/talk show. Degreed, multi-talented. News and sports experience. All major formats. Joe, 812—866-2513; 265-3322.

**Musicologist-teacher** with a 50,000 premium selection record library (65% jazz, R & B, gospel; 35% greatest popular/rock hits). Looking to work with a consulting-programming service to help stations in need. Harold Aust, 158 Putnam Ave., Johnston, RI 02919. 401—949-4357 after 5PM EST weekdays.

**Strictly professional** program director seeking fresh, medium opportunity. 12 years, B.A., proven on air, multi-track production, references. John, 303—687-6983.

# TELEVISION

## HELP WANTED MANAGEMENT

**General sales manager:** UHF independent Midwest top 70 market seeks aggressive professional who can lead, teach and motivate. Local sales management with independent a must. National sales a plus. We are a growing station with a bright future. Send resume and letter detailing your special qualifications and income history to Box K-62. All replies confidential. EEO employer.

**TV program manager:** progressive public station in north Florida seeking excellent programmer to plan and administer complete television schedule. Strong creative ability and know-how to develop locally originated programs. Must be a capable manager. College degree, major broadcasting, five years of experience in programming, two years as supervisor. Send resume and references to Personnel, Florida State University, Suwannee Arcade, Tallahassee, FL 32306.

**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 K-109.

**Marketing & development** director for Toledo public television and radio stations. This community licensee is beginning a major drive for 25% increased operating funds and a multi-year capital campaign. Candidates should have leadership and management skills plus successful experience in all aspects of public broadcasting fundraising, including underwriting, membership, auctions, promotions, advertising sales, guide publication and capital campaigns. Please send complete resume, along with salary history, salary requirement, references, and cover letter stating why you wish to leave your present position and why you think you would be right for this position. Mail to Bob Smith, GM, WGTE-TV-FM, Box 30, Toledo, OH 43692. All replies strictly confidential. EOE.

## HELP WANTED SALES

**National sales manager.** ABC affiliate in the 32nd market has opening for national sales manager. Station and rep experience preferred. Send resume to: Jerry Pelletier, General Sales Manager, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. 704-335-4717. An equal opportunity employer, M/F.

**Local sales manager:** group owned network affiliate (WRCB-TV, Chattanooga, Tennessee) 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. Contact Dennis Siewert, 615-267-5412. WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

**Top 20 northeastern** affiliate has an immediate opening for an account executive. Applicants must be college graduates with degrees in business and communications, and/or have previous sales or related broadcast experience. Mail resumes to: Box K-106. EOE/M-F.

**Sales manager:** Sunbelt UHF ABC affiliate seeks mature GSM with UHF experience. May now be number 2. Great opportunity for highly qualified, motivated individual. Immediate opening. Send complete resume to: David Hopper, President, WVSB-TV 27, P.O. Box 777, West Point, MS 39773.

**Retail marketing executive** - WRAL-TV, Raleigh, NC. Expert to assist retailers with co-op, vendor and overall marketing needs. A sales resource person provided by the station to area retailers. Duties: conduct regular ad seminars for clients, develop co-op and vendor programs, streamline billing process. One year sales or marketing experience in retail newspaper or broadcasting field required. Prefer person with experience with manufacturer co-op plans. To apply, contact Corporate Human Resources, Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. EOE/MF.

## HELP WANTED TECHNICAL

**Immediate opening** for a full time maintenance engineer. Requirements: FCC general license, electronic background, knowledge of Sony 3/4" tape format, prior broadcast experience preferred. Send resume to: Chief Engineer, WXOW-TV 19, P.O. Box 128, La Crosse, WI 54602. EOE.

**Chief engineer** required for VHF network affiliate located in mid-size Northeast market. You would be required to supervise the maintenance of our modern studio facility, a new transmitter plant and several translators. You would be responsible for planning, budgeting, and coordinating improvements of the facilities. Applicants should have an FCC general class license, and five years television experience, some of which should be in studio design. Equal opportunity employer. Reply to: P.O. Box 4035, Albany, NY 12204.

**Chief engineer** - Video Tape Associates, a post production company with facilities in Atlanta, Georgia & Hollywood, Florida, has immediate opening for chief engineer at its Hollywood, Florida location. Excellent digital skills are necessary, as you will always be working with the latest equipment. Salary will be commensurate with experience and ability. Contact Michael Orsbum, Vice President, 305-920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

**Broadcast maintenance engineer** for TV, AM, FM and production facility. Experience in the installation, maintenance and repair of the following is required: all broadcast format videotape recorders, broadcast switching and terminal equipment, digitally controlled studio cameras, digital video processing equipment. A thorough knowledge of digital logic is required. Also desirable are SBE certification, an FCC license and AM, FM and TV transmitter maintenance experience. Area is a hunting and fishing paradise, just thirty miles from the beaches of the Gulf of Mexico. EOE. Send resume or inquiries to Box K-58.

**Facility manager** for non-profit media arts center providing low-cost post-production services to independent producers. Should be knowledgeable with CMX edge editing, Grass Valley 1600 switcher, BVU 800/820 and 5850's. Must be good with clients and have strong managerial skills. \$20,000 - \$25,000, plus fringe. Send resume, salary history, and references to: BAWC, 1111 17th St., San Francisco, CA 94107.

**Assistant chief engineer.** CBS affiliate. TV maintenance experience required. Resume: Chief Engineer, KLBK-TV, Box 1559, Lubbock, TX 79408. 806-745-2345.

**VTR operator** skilled in pre and post production for production oriented ABC affiliate in the South. If you are interested in joining a highly motivated number 1 team, send resume to Box K-82. EOE.

**Engineer/videotape editor**-KCET/28 has immediate opening for engineer/videotape with experience in computer editing systems preferably CMX340 equipment or related solid background in videotape operation is essential. Submit resume to Bob Abrahams, 4401 Sunset Blvd., Los Angeles, CA 90027.

**Operating engineers** wanted for fast growing 37th market NBC affiliate. Good benefits plus excellent Southern location. Beach or mountains just two hour drive. 1 - 2 years experience as tape operator or master control operator with general class license. Send resume and salary requirements to Director of Engineering, Durham Life Broadcasting Inc., P.O. Box 1511, Raleigh, NC 27602.

**Chief engineer** and assistant chief for Southwest affiliate VHF. Must have studio and maintenance experience. Prefer administrative experience. Salary commensurate with experience. Send resume to Harry Neuhardt, KFDD-TV, P.O. Box 1400, Amarillo, TX 79189. EOE.

**TV maintenance engineer.** (Studio Technician II). Growing seacoast New Hampshire public television station seeks individual with in-depth maintenance experience on latest video broadcast equipment; Ampex, RCA, Sony, Ikegami etc. Minimum qualifications: Associate's degree in electronics or equivalent and 3 years technical experience. SBE certification a plus, general class FCC. Salary range. \$15,560 to \$24,110; Starting salary normally not to exceed \$17,410. Send resume to: Director of Engineering, New Hampshire Public Television, Box 1100, University of New Hampshire, Durham, NH 03824. The university is an affirmative action/equal opportunity employer.

**Mini-cam/engineer**-KCET/28 seeking mini-cam engineer. Position requires 5 years engineering experience. Extensive knowledge in the operations of TK86 or related hand-held camera. Lighting techniques, lenses and editing systems. Submit resume to Tony Burke, 4401 Sunset Blvd., Los Angeles, CA 90027.

## HELP WANTED NEWS

**Producer** - for hour-long 6 p.m. newscast. Live experience, excellent writing skills and ability to tie the show together are a must. Top 50, Southeast market leader. Resume to Box K-54. EOE.

**Reporter.** Golden opportunity in golden fast-growing market. Want live-wire, able to shoot and edit, if necessary. Two years experience minimum. EOE. Resume to Box K-63.

**Talent.** Small but explosive market, paradise locale. Want self-starter with strong reporting skills, two years anchoring/reporting experience minimum. EOE. Resume to Box K-66.

**M/F 5 & 10pm** anchor to join our female co-anchor. Production skills, initiative, strong writing, convincing delivery and work within teamwork concept. 3-5 yrs. exp. Resume (no tapes or phone calls) to Max Smith, News Dir., WREX-TV, Box 530, Rockford, IL 61105. EOE/AA.

**Assignment editor** - experienced, take charge person for ABC affiliate on southwest Florida coast. Growing UHF newsmen with live news capability; needs solid, creative, organized coordinator. Resumes to: Gary Arnold, News Director, WEVU, Box 06260, Ft. Myers, FL 33906. An equal opportunity employer.

**10PM anchor** for small market ABC affiliate. On air experience required. EOE. Resume to Box K-72.

**News director** for small Northwest market. Requires five years commercial experience. At least one year must be in a supervisory capacity. Fourteen-person department. Salary in the low to mid twenties. Contact John Doyle, 503-342-4961. Opening is immediate. EOE.

**Anchor/reporter.** Growing news organization looking for aggressive, talented journalist who can shoot, write, edit and co-anchor. Strong on-air presence and production skills essential. Excellent benefits, and good people to work with. If you feel qualified, come to our small Southeast market and grow with us. Resume and tape to Mike Golden, WLBK, Box 5840, Meridian, MS 39301, or call 601-485-3030.

**News director/anchor.** Our ratings are sagging, morale is down. So we are offering a great opportunity for the person who has the creativity, on-air ability, professional skills and flair it will take to win in our competitive three station market. We are located in a fine community in the West, in a wonderful scenic area, with outstanding recreation and family living. Salary \$30,000. Reply in confidence. EOE. Resume to Box K-83.

**Reporter-anchor.** #1 station in competitive Sunbelt market. News Director, WECT, Box 4029, Wilmington, NC 28406

**Ready to move up?** Send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

**Executive producer** for aggressive ABC-TV affiliate in Florence-Myrtle Beach, South Carolina. The person we seek has a strong videography background, is a good reporter, and will do hands-on training of reporters as well as heightening our visual impact. We're a fast-rising young station with a strong commitment to news. EOE/M-F. Resume to Jan Pate, WPDE-TV, Box F-15, Florence, SC 29501. No phone calls, please.

**Anchor wanted.** Top 75 market. Network affiliate. Mountain region. EOE. Resume to Box K-102.

**Reporter, producer, anchor.** Small capital city market. Send resume/tape to: News Director, KTVG, Box 6125, Helena, MT 59604. No phone calls. EOE.

**Reporter** - 3-5 years commercial TV news, experienced with live situations, aggressive, creative, and accurate. Some substitute anchor work possible. EOE. Resumes and tape to Jim Collins, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

**Weathercaster** - if you have genuine personality, are charismatic, & now working as a TV weathercaster in a smaller market, we want to see your tape. Rush it to Dave Hopkins, ND, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. No phone calls.

**Sports reporter:** report, shoot, and edit stories in the hotbed of ACC basketball and Nascar racing. One year experience desired, with anchor potential. Send resume, tape and salary requirements to News Director, WGHP-TV, P.O. Box 2688, High Point, NC 27261. AA/EOE.



**Anchor:** We need an experienced professional to co-anchor early and late news on a medium market Mid-west station. Send resume and salary requirements to Box K-107. An equal opportunity employer.

**Weather** - Orlando's leading news station is looking for an additional weather talent. If you're personable and professional, send tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. AMS seal or background in meteorology highly desired. WFTV is an equal opportunity employer.

**Assignment editor** to run our Bangor newsroom day-to-day. Ideal candidate will have proven leadership, news judgement and knowledge of TV production. A key in-charge person who reports to a corporate news director. Letter and resume to Jeffrey Marks, Maine Broadcasting System, One Congress Square, Portland, ME 04101. EOE.

**Weather:** small VHF ABC affiliate needs weatherperson. Daily segments in newscasts. Meteorology and journalism background preferred. Some reporting required. Send tape to Valissa Smith, Assistant News Director, KQTV, Box 247, St. Joseph, MO 64506. No phone calls, please. EOE.

**Management oriented** people needed who are totally professional with at least five years background. Hands-on experience with eng., editing, hosting, anchoring. We are growing faster than we can find qualified people. Live in beautiful Arizona, grow with a new cable venture and be prepared to work harder than you have ever worked in your life. Send resume (no tapes at this time) and salary requirements to: Bert Haney, The Newspaper Channel, Cox Arizona Publications, 120 West First Avenue, Mesa, AZ 85201.

**Northeastern network** TV station is accepting applications for a reporter. Excellent writing and production skills are required. A minimum of two years reporting experience is preferred. Send resume and salary requirements to Box K-111. An equal opportunity employer.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**Producer/director/writer** for Western Kentucky University television center. Excellent opportunity for well-rounded production professional to produce and direct information, instructional programing, and sports productions fed live to major markets. WKU's Television Center's productions have been broadcast by the Kentucky Educational Television network, commercial stations, cable systems, and PBS. Broadcast quality facilities include a 4-camera truck, well-equipped studio, type-C 1" editing bay, and excellent ENG/EFP facilities. Applicants should hold Bachelor's degree (Master's preferred) and have substantial experience directing live for public television or similar broadcast or production facilities. Twelve month appointment with faculty status, competitive salary, excellent benefits. Send resume, 3/4" tape, and three letters of recommendation to: Educational Television, c/o Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. AA/EOE.

**Production manager** for Northeast television station. Strong emphasis on news, live sports, documentary and entertainment production. We need creative team leader with a minimum of five years' experience in production management. Excellent management and training skills a must. Send resume (no tapes) to Box K-60. EOE.

**Northeast medium market** seeks talent to co-host with established male talent. PM Magazine experience or equivalent, plus producing skills a must. Forward resume and salary requirements to Box K-68. EOE.

**Audience promotion director** - large market, Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on, off-line experience required. Send resume to Box K-73. EOE.

**TV producer/director.** Produce and direct a variety of formats for university and affiliated public television station. Emphasis on carrying a project from idea to completion, including writing, shooting, editing. Must have at least two years' production experience. Send resume to: Joel L. Hartman, Bradley University, Center for Learning Resources, Peoria, IL 61625. 309-676-7611, x235. An AA/EOE.

**Assistant promotion manager** - major market network affiliate looking for energetic self-starter with hands-on experience. Duties include creating, editing and producing all on-air promotion. Experience in writing radio and print copy a plus. Two years experience in promotion minimum. Send resumes only to: Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**Secondary market** with big ideas looking for take charge director of 6 & 10 PM newscasts. Must have 2 yrs. experience in news with remote capabilities, DVE, 1". Send resume to Box K-89.

**Broadcasting, assistant professor:** tenure track, half-time teaching television production, half-time managing new instructional television studio. M.A. and production experience required; Ph.D. and teaching experience preferred: professional experience highly preferred. Begins August 1984. Send vita and letter of application only by March 19, 1984, to E.A. Tilley, Chairman, Department of Language and Literature, U. of North Florida, Jacksonville, FL 32216. AA/EOE.

**Announcer/weathercaster**—immediate opening in top 50 market. Responsible for on-camera commercials, live announcing shift, and delivery of weathercasts. Send resume and tape to: Personnel Mgr., Box 2115, Huntington, WV 25721. EOE/M-F.

**Promotions producer.** Leading network-affiliated station in major Sunbelt market looking for a motivated person to blend with our talented staff to create, write, and produce first-class on-air promotion announcements. Competitive salary plus benefits. Minorities encouraged to apply. Send resume and writing samples in strictest confidence to Box K-97. EOE.

**Videographer/editor** wanted for program department. Shoot, edit documentaries, specials. Minimum two years experience. Send resumes to Dave Goff, Production Manager, WRTV, P.O. Box 607, Indianapolis, IN 46206. Equal opportunity employer.

**Japan.** Field producer needed to head Tokyo bureau for syndicated US news magazine program. Must have solid editorial judgement, extensive production experience. Immediate opening. Send resume to Box K-98.

**PM Magazine producer** needed for network affiliate in stimulating, attractive, medium sized Mid-western market. PM Magazine experience required. Summer or Fall start date. Send resume to Box K-99. EOE.

**Show producer:** KSTP-TV is still looking for a creative producer to create and produce a Donahue-type show with a live studio audience. Candidates should have experience with a similar show. Please send resume to: Kari Simkins, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

**Producer/director:** Experienced, hands-on director, capable of assuming the duties of production director. Must be skilled in pricing, scheduling, working directly with clients. Ability to work with and guide talented staff a must. We are not looking for Cecil B. DeMille. Prima Donnas need not apply. We look for talent not temperament. Contact Donita Welsh, Program Director, WFLX-TV, 4130 Blue Heron Blvd., West Palm Beach, FL 33404.

**Director/editor.** Commercial production facility seeking an experienced director/editor, strong in the area of commercial directing and editing. 1" and computer editor experience desirable. Send resume/tape to: Production Mgr., Amber Productions, 833 N. Main, Wichita, KS 67201. An equal opportunity employer.

**If you're into TV,** here's a beautiful setting for you. One of Denver's top ad agencies has an immediate need for an experienced broadcast writer/producer who can turn out strong commercials for the area's leading fashion/dry goods retailer. The position offers creative freedom, total responsibility, generous salary and benefits and, of course, the Denver lifestyle. Qualified candidates should be ready to start yesterday. Resume to Box K-113.

**Producer/director/writer.** To produce educational and public affairs programs. Bachelor's degree with television production and writing emphasis. Two years' experience. To be considered apply before March 30. Send resume and salary expectations to: John Tanura, Manager of Television Production, Media Services, Illinois State University, Normal, IL 61761. 309-438-7877. AA/EOC.

#### SITUATIONS WANTED MANAGEMENT

**Twenty years** of successful broadcast management, sales, news and programming experience. 41 people-oriented professional. High morale = high profits. Seeking new challenge. Write Box K-121.

#### SITUATIONS WANTED TECHNICAL

**Master control operator.** Switcher, videotape, camera set-up, etc. Conscientious, hard worker. Willing to relocate. Call Tom, 413-732-1537.

**Currently working as** radio announcer desires to return to TV switching. 7 years previous experience in TV control room. 1st phone. Tom Graddy, 813-385-7991.

#### SITUATIONS WANTED NEWS

**Broadcast meteorologist** looking for long term position. Eager, ambitious, experienced, excellent communicator. For details, call collect or write Marc P. Mailhot (Marc Ross), 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

**ENG photographer/editor/videotape operator** seeks fulltime position. Call Charles Rakestraw, 615-272-4625.

**Attractive American Indian female** seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box K-80.

**Experienced and talented news reporter** seeking full-time job. Television preferred, will take radio. If interested, contact Regina, 201-374-5240.

**TV meteorologist** eager and enthusiastic for a small or medium market. Experience in both radio and television. Call Mark Stern now, 312-465-1814, or write: 6509 Talman, Chicago, IL 60645.

**Talented, creative,** very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photog.). Warm, friendly on air presentation. Box K-81.

**Attention medium and small markets.** Black male anchor with proven ability, a great set of pipes, and looks is now available. Preparedness wants to meet opportunity. Call Ken, 402-334-0409, eves.

**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.

**Network radio sportscaster** with television network production experience wants more work as a television sports anchor. I love to shoot and work in the field. 300 play-by-play, radio and TV, in baseball, basketball, football and hockey. Have BA degree, will travel. Contact Brent Weber, 2 Chatfield Drive, #G, Stone Mountain, GA 30083, or call 404-469-2827.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**ENG photographer,** editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

**Chyron IV operator** seeking fulltime position. Have completed 1-week training, at Chyron. Experience includes CCM and logo compose. Reply Box K-29.

**18 years experience,** independent television specialist; programing, sales, systems. Looking for independent start-up challenge. Box K-61.

**Ad, Graphics, editing** position wanted. Age 34, BA art, ex-teacher. Grad work: engineering, production, computer graphics. Operate: 3/4" editing (3), Chyron IV (CCM & 500C/digifex, palette), Quantafont, Apple II. 5 yrs. production, LA-NY, entertainment, sports, music videos. Excellent writing, visual, organizational skills. Budgeting, videography, audio, lighting, directing, switching, even make-up. Demo available. Linda Dobrin, 212-244-3800.

**Creative, multi-talented!** From writing copy to finished video. Fresh ideas as promotion & production assistant. 3 yrs. exp. Write Box K-95.

**Videotape/editor/producer** - over five years experience in all aspects television production. Educational, industrial, commercial and news. CMX, Sony, Ampex, Grass Valley, 1", 2", 3/4". Also shoot with RCA, NEC, Sony and Ikegami. Fresh out of L.A. market. Living in and want to work in Southeast. 601-329-1102.

## CABLE

### HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Part-time.** We're looking for a P/T talk show host for Cablevision's Ace Award winning station in Connecticut. If you are intelligent, personable, curious & entertaining, rush tape and resume to Peggy Keyser, The Fairfield Exchange, Cablevision of Connecticut, 265 Post Road West, Westport, CT 06880. We are an equal opportunity employer.

**Communications specialist.** City of Downey, California - \$18,684 - \$23,136. Coordinates entire city cable TV program and edits city newsletters. Bachelors degree and experience in Cable TV industry. 213-861-0361, ext. 292.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Electronics consulting engineer (BSEE).** Small international consulting firm needs engineer for design work in VLF to HF antennas (computer aided); communication, navigation and broadcast stations; computer programs and monitoring systems. Two + years experience required. U.S. citizenship required. Salary from 30K to 50K. Please send resume to Mrs. Kathy Scutt, Kershner & Wright, 5730 General Washington Drive, Alexandria, VA 22312. EOE.

### HELP WANTED INSTRUCTION

**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. Title 9/AA/EOE.

**Graduate assistantships** for radio, television, journalism laboratory assistants in undergraduate media labs or classroom instruction for basic courses, speech or mass communication. Must have undergraduate degree in appropriate communication related area or other degree with professional experience. \$3600 stipend, for nine months, and waiver of fees. Must have 3.0 GPA in undergraduate work/major. Send resume, official transcripts, and three support letters: James Floyd, Graduate Coordinator, Department of Communication, Central Missouri State University, Warrensburg, MO 64093. Priority given to those who apply by April 1, 1984. AA/EOE.

**Assistant professor** or instructor, Ph. D. or ABD, to teach introduction to broadcasting, radio/television programming, broadcast operations, sales and advertising, speech/writing for broadcasting, and other courses in new and growing English/communications program. Position available August 1984; salary depends upon qualifications and experience. Send letter of application, resume, and references by March 9, 1984, to Thomas Richardson, Chairman, Department of English and Communications, Campbell University, Buies Creek, NC 27506.

**Graduate assistantships** available - radio - TV department, Arkansas State University/Jonesboro, has assistantships available to students enrolling in department's graduate program in mass communications: radio-TV. Must be accepted for admission to graduate school. Radio-TV department housed in new building; outstanding broadcast facilities. For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. 501-972-3070.

**Director/instructor** in radio/television: assist developing communications major, develop professional relationship with commercial station, instruct some courses. Develop student practice. Master's degree in communications or related field. Minimum five years professional experience in electronic media, three years administrative experience preferred. College teaching experience preferred. Salary commensurate with credentials and experience. Send resume to Dr. James A. Reaves, VPAA, Jacksonville State University, Jacksonville AL 36265. AA/EOE.

**Graduate assistants** with professional experience in broadcast journalism needed to help teach classes in television and radio news while earning an MA in journalism. Full fee waiver plus minimum \$525 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

**Instructor/assistant professor,** broadcasting. Teach broadcast production and writing courses. Tenure track position. Competitive salary. Minimum qualifications are M.A. plus professional broadcast experience. Teaching experience helpful. Department offers degrees in broadcasting, journalism, and speech communication. Apply by sending letter, resume, and names of three references to Jay Black, Department of Communication, UMC 46, Utah State University, Logan, UT 84322. March 15 application deadline.

**Radio-television.** Tenure track position, assistant/associate professor, depending on qualifications. Salary is competitive. Candidate should possess Ph.D. in radio-television broadcasting with expertise in radio and television production, announcing, and news writing. Must be willing to assist in coordinating radio and television productions and projects. Opportunity for instruction on the graduate level. Must show promise of scholarly growth and effective teaching. Professional experience in the broadcast industry is preferred. Starting date: August, 1984. Send letters of application, complete up-to-date curriculum vitae, and three current letters of recommendation to: Dr. Gil Clardy, Head, Department of Speech and Drama, East Texas State University, Commerce, TX 75428. Application deadline: March 23, 1984, or until suitable candidate is identified. ETSU is an affirmative action/equal opportunity University. Women and minorities are encouraged to apply.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Irtubide 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.

**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.

**Wanted:** TP-66 projectors. WGNO-TV, Randy Davis, 504-581-2600.

**Wanted: BVH-1100.** Call Paul, 301-654-9193.

**Dictaphone Metrotech 4000** logger/recorder. Any condition, for spare parts. Larry, 412-543-9852.

**Wanted: old RCA,** Cunningham, Western Electric, McIntosh, Marantz, tubes, amplifiers, speakers, JBL, Altec, Thorens, Garrard, 713-728-4343. Maury Corb, 11122 Atwell, Houston, TX 77096.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Transmitters-UHF-VHF-FM**—new and used. Call Quality Media, 404-324-1271.

**Studio equipment**—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**TK-28 film islands.** 2 avail., low price. Call Bill Kitchen, 404-324-1271.

**Videocassettes.** 3/4" Sony \$4.99. Broadcast quality U-matic, 100% guaranteed! Chyron evaluated, reprocessed, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

**For sale or trade.** 2 Otari MX505QXH 4SH 10" reel to reel 4 channel tape recorder. \$1500/recorder. Call 303-753-0043, Bob.

**Video cameras** - Ikegami HL79A with 14:1 Fujinon lens and remote camera control unit. \$16,000 or best offer. Ikegami HL79A with 17:1 Fujinon lens and Ikegami MA 79A multicore base station. \$17,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th St., New York, NY 10011. 212-691-1300.

**LPTV permit holders:** One week free technical assistance with purchase of new or used UHF transmitter including delivery, installation, FCC license application, TVRO alignment, sign on, etc. 713-479-1614, anytime.

**Computer** - RDS III, model 3, floppy disc system, capable of handling traffic, A.R., general ledger, accounts payable, payroll, sales projections, avails, billing, etc. Capacity to operate both AM and FM combo business accounting. Complete system with Texas Instruments printer, cabinets and software. Assume our lease position - 18 payments of \$478 per month. Used successfully at WPFM/3WQ for two years. Contact Jim Broadbuss, 904-234-8858.

**RCA TK76A** with Canon 10x1 lens pistol grip, rear control, AC power supply battery belt, B case - privately owned, never used for news - \$7,500. Edit system - Sony - 2 VO 2860's with RM440 - \$4,000. Call Walter Edel, 212-689-1040.

**IVC 7000 cameras:** (3) cameras including (2) Angenieux 15x14E, 14mm-210mm lens with extenders, (2) RTH/IVC Varitrol 10x15 lens, (3) 50 ft cables, (3) 125 ft cables, complete manuals, good complement of spare parts and modules. Call Michael Wall, 916-929-5843.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**Demo Ikegami studio** broadcast color camera (3 tube, diode plumbicon) model HK-302. Includes - CCU and Canon 15X1 zoom. Call for price. Bud Lines, Lines Video Systems, 219 S. Jefferson, Springfield, MO 65806. 800-641-4674; MO: 417-862-5533.

**UHF transmitter.** 1 - 200kw transmitter consisting of the following: 5 - high voltage power supplies, 5 - heat exchangers, 5 - klystrons and magnetic assemblies, 2 - diplexers, 2 - exciters. For more information, call 301-462-4500. WBFF-TV, Channel 45, David Smith, Director of Engineering.

**AM/FM trans.** 46 units in stock for immediate delivery. AM: 4-50kw, 3-10kw, 9-5kw, 2-2.5kw, 6-1kw. Some lower powers. FM: 1-25kw, 3-20kw, 6-10kw, 4-5kw, 3-20kw, 6-10kw, 4-5kw, 2-3kw, 2-1kw. Units come with new crystal for your freq. Used FM antennas also, both CP & horizontal. Besco International, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600.

**Used towers:** all top brand. Utility, Stainless, Advance, Andrew, Allied, Rohn, Fort Worth, Tri-Ex. Many heights and sizes. Sandblasted and re-welded, re-coated to like new condition. Save 50%. Delivery and erection included, we accept trade ins. Southwest Antenna & Tower Inc., Rt. 3, Box 202NA, Mission, TX 78572. 512-686-3434.

**Optimod-AM 9000.** A.1 - \$2750. Call Vicki, 904-771-1494.

**Used RCA color cameras,** (3-tube, saticon) model TK-76. Call for price. Bud Lines, Lines Video Systems, 219 S. Jefferson, Springfield MO 65806. 800-641-4674; MO: 417-862-5533.

**New equipment** in unopened shipping containers. Includes Grass 300 switcher, CMX editor, ADM console, etc. Call Clyde Parker, WOKR, 716-334-8700, for listing and information.

**150 foot Rohn** self standing tower. SSV 11N base. One year old. Contact Jeff Dale, 308-381-8434.

**Two Ampex VR-1200** videotape recorders with spare heads, one with Mark II editex editor, excellent condition. Ampex RA-4000 electronic editor. Phillips LDK-11 ENG portable camera. Call R. Hippler, General Television Network, 313-548-2500.

**AM Harris MW-1A**-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

**FM Collins 830G2** 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent; M. Cooper, 215-379-6585.



## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

**Drop-ins, giggles**, weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

## RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

## MISCELLANEOUS

**News and Information** for small market management and investors - sales, promotion, programming, engineering, FCC, management. 8 pages every week. Subscribers coast-to-coast. \$99 per year. Bonus: "99 Sale\$ and Promotion Idea\$." Small Market Radio Newsletter, 275 19th Street, Otsego, MI 49078. 616-694-9357.

**Letterhead, business cards**, etc. Quality thermographed printing at quick copy prices. Fast turnaround. \$3.50 (refundable) gets catalog, cassette, forms, more. BC, 2811 Welcome, Durham, NC 27705.

**Promotion library** - 100 pages from recent issues two radio-TV newsletters, \$23.00. Free sample page. Promo, Box 50108, Lighthouse Point, FL 33064.

## CONSULTANTS

**TV/radio jobs** listed. Exclusive newsletter. 6 weeks/\$9.95. Jobline, 75 Division, Suite 255, Danbury, CT 06810.

## Help Wanted Management Continued

### STATION MANAGER

Growing broadcast investment group is seeking an **AGGRESSIVE STATION MANAGER** with financial and business planning experience to manage a medium to large market AM-FM combo. **PROVEN TRACK RECORD IS A MUST. EQUITY INCENTIVES AVAILABLE.** Send resume and salary history in confidence to Box K-115.

### MAJOR SUNBELT GROUP OPERATOR

recruiting promotion and sales oriented GSM and GM who can train and motivate personnel. Financial opportunity unlimited. Career growth limited only by performance. Excellent Corporate possibilities for professionals. Reply Box K-125. EOE.

## RADIO

### Help Wanted Programing, Production, Others

# DIRECTOR OF FOREIGN LANGUAGE BROADCASTS

## THE VOICE OF AMERICA

The Voice of America, broadcasting 966 hours a week worldwide to over one hundred million listeners, has an immediate opening for a director of foreign language broadcasts responsible for the development of foreign language programs to implement USIA/VOA public diplomacy policies through effective, reliable and comprehensive broadcasting.

Requirement: expertise in the field of broadcasting, news gathering, program production, and the nature of international mass media programming. Requires experience or training in the communications field. American citizenship required. Stable D.C.-based opportunity in the Senior Executive Service with competitive salary, excellent benefits, and travel in stimulating, professionally high-standard, unique environment. Position will appeal to public service-oriented individual desiring opportunity to make major working contribution to international broadcasting. Send resume or application (SF171) to:

**VOICE OF AMERICA**  
**Office of Personnel**  
**Recruitment and Placement Division**  
**Room 1192**  
**330 Independence Avenue, SW**  
**Washington, DC 20547**  
**Attn: ERB-B-83-4A**

## Help Wanted Announcers

### MORNING SHOW ENTERTAINER

After 4 years, our morning personality is leaving. It'll be tough to fill his shoes. Can YOU do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years minimum experience. Live and work on beautiful coastal Florida. Tape, resume and salary requirements to Bill James, WOVV, P.O. Box 3032, Ft. Pierce, FL 33448. EOE-M/F.

### TALK SHOW HOST

WICC Radio is looking for a dynamic telephone talk personality. Proven track record a must. Tape and resume to Bob Pantano, Operations Director, WICC, 177 State St., Bridgeport, CT 06604. EOE.

### WANTED FOR SHOWCASE MARKET

& top rated stations! (1) Production director, (2) Professional newperson. Interview a must. Tape & resume to D. Ryan, GM/CMRC, WFPG-WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

## Help Wanted Management

### 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 News



### Team Up With Talk Radio

**K-GO Talk Radio**, Northern California's #1 rated radio station, is actively seeking two top line professionals.

#### News Anchor/Reporter

We're looking for the self-motivated news professional who can apply his or her intuitive news talents, strong writing skills and smooth, personable on-air delivery to anchor our news format. A natural ability to research, interview and coordinate the varied aspects of a news show is essential.

#### Sports Reporter

An immediate opening exists for the ambitious, energetic on-air sportscaster who has a thorough understanding of sports, both on and off the field. Your experience in play-by-play reporting of major college and/or professional football or basketball is desired.

If your qualifications match our requirements, send your resume with tape to:

**ROBERT EDENS**  
**ABC-PERSONNEL**  
**277 GOLDEN GATE AVE.**  
**SAN FRANCISCO, CA 94102**

Equal Opportunity Employer M/F/H/V

No phone calls, please.

## Help Wanted Sales

### RETAIL SALES MANAGER

**WPEN-AM/WMGK-FM,  
Philadelphia**

A rare opportunity for a top notch person at Philadelphia's leading radio combination, WPEN-AM and WMGK-FM. The right person for this position will most likely have held a radio management or sales management or radio account executive position at a major radio station in a major market. In addition to above average intelligence, creativity and aggressiveness, candidate should possess the experience and leadership qualities required to teach, motivate and manage a department consisting of six overachieving salespersons. Send resumes to:

**Edward McCusker  
General Sales Manager  
WPEN-AM/WMGK-FM  
One Bala Cynwyd Plaza  
Bala Cynwyd, PA 19004**

Do not apply in person; no phone calls.



**A GREATER MEDIA STATION**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

### General Sales Manager

Top 50 ADI - Growth CHR FM. Successful candidate will be a **LEADER** capable of managing our total sales effort nationally and locally. Knowledge of research, inventory control, sales staff recruitment and development essential. Creativity, flexibility, commitment basic to our winning stance. Superb position-salary, incentives, market and station. Forward all written information, total confidentiality respected, to Box K-126.

## Situations Wanted Management

### FORMER OWNER/ OPERATOR

Available as general manager. Top industry references. Box K-79.

### TWENTY YEARS

of successful broadcast management, sales, news and programming experience. 41 year old people-oriented professional. High morale = high profits. Seeking new challenge. Write Box K-122.

## Situations Wanted Announcers

**AL MICHAELS**

**CLONE**

Available for baseball '84 BP! Radio-TV. Currently West Coast top 20 TV sports anchor. Write Box K-78.

## Situations Wanted Technical

### SEASONED MAJOR MARKET

engineer with extensive experience as a technical director and chief engineer is seeking a similar position. Comfortable with all facets of management and state-of-the-art facilities. Looking for long term association with a quality organization. Will consider allied fields. Replies held in confidence. Write Box K-32.

## Situations Wanted News

### SPORTS TALK SHOW PERSONALITY AVAILABLE

You can have virtually guaranteed number 1 ratings & commercially sold out shows. Seasoned veteran & experienced professional. Very talented, provocative, entertaining & highly creative. Prefer USFL-NFL or top 50 major markets. Contact H. Sheldon, 1000 Estes St., El Cajon, CA 92020. 619-588-5783.

## TELEVISION

### Help Wanted Technical



RALEIGH-DURHAM

### Growing UHF Independent In Top 50 Market Seeks Qualified Electronic Maintenance Technician.

Candidate should be experienced in the maintenance of VTRs, cameras, monitoring and other broadcast equipment.

Troubleshooting skills a must. Transmitter experience not essential, but a plus. Send resume and salary history to:

**Dallas Lloyd, Chief Engineer  
WLFL-TV-22  
2410 Broad Street  
Durham, North Carolina 27704  
WLFL-TV-22 is An Equal Opportunity Employer**

### DIRECTOR OF TECHNICAL OPERATIONS

Fast growing station in Miami-Ft. Lauderdale. Significant UHF experience required in studio and transmitter maintenance, scheduling manpower facilities. Production background a plus! Send resume and salary history in confidence to Station Manager, WDZL-TV, 2055 Lee Street, Hollywood, FL 33020. EOE. No phone calls, please.

## Help Wanted News

### METEOROLOGIST

KSTP-TV is seeking a broadcast meteorologist with a minimum of a BS degree in meteorology and 3 years professional on-air experience required. AMS seal preferred. Duties to include on-air weathercasts and working with best equipped and staffed weather operation in the country. Send tape and resume to:

**Dennis W. Feltgen  
Director of Meteorology  
KSTP Weather Services  
3415 University Avenue  
St. Paul, MN 55114  
Equal opportunity employer, M/F.**

### NEWS WRITER

WDIV, the Post-Newsweek station in Detroit, seeks an exceptionally talented news writer to work under a tight deadline situation. The person we seek knows how to turn a phrase and do it quickly! In this job you must be able to read and digest information from newspapers and wire services, and be able to do it with a distinctive style and flair. If you have previous television or all-news radio news writing experience and want to join a top team of journalists, please send resume and writing samples to:

**Mark Efron  
Executive Producer, News  
WDIV  
550 W. Lafayette Blvd.  
Detroit, MI 48231  
We are an equal opportunity employer**

## Help Wanted News Continued

### PRODUCER-ANCHOR

Experience in all phases of television news production essential. Key position in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters and producers necessary. **SALARY COMPETITIVE.** Rush tapes and resume to: A. O'Brien, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. An EOE.

## Help Wanted Programing, Production, Others

### SPECIAL PROJECTS PRODUCER

Top ten market network affiliate is looking for an aggressive producer for programing department special projects. A proven track record with strong production skills is a must. Ability to produce diverse programing is essential. Send resume to Box K-76. An equal opportunity employer.

## VIDEOGRAPHER

Boston ABC affiliate, production unit, is looking for the best videographer in the business. Must have five years' professional experience shooting video. Film background and maintenance experience highly desirable.

We are looking for that particular individual who sees every situation as a new and creative challenge. Assignments include shooting program production (not news) for local and syndicated entertainment and documentary shows. Send resume and tape to:

**Alan Ritsko  
Executive Production Manager  
WCVB-TV  
5 TV Place  
Needham, MA 02192**

No phone calls, please. An equal opportunity employer.

### ON AIR PROMOTION PRODUCER

Pro wanted for fast growing independent in Miami-Ft. Lauderdale market. Must have demonstrated abilities in all aspects of on air promotion and commercial spot production. Hands-on a must! Indy experience a plus! Send tape, resume, and salary history in confidence to Promotion Manager, WDZL-TV, 2055 Lee Street, Hollywood, FL 33020. EOE. No phone calls.

### PRODUCER/DIRECTOR

Local Philadelphia TV station seeks producer/director. Four to five years directing experience with heavy emphasis on prime time newscasts. Must be capable of doing own switching. Responsible for daily news production, studio, live and tape production. Knowledge of lighting, editing and use of state-of-the-art equipment is a necessity. Forward resume and salary requirements to Box K-129. EOE.



## Help Wanted Management

### GENERAL SALES MANAGER

Network affiliate, attractive university community seeks aggressive, experienced individual who will have overall responsibility for station's national, regional, and local sales. Position requires superior sales, organizational, and motivational skills, and management experience. 3 to 5 years national television sales experience required, with proven track record; local broadcast sales experience desirable. Excellent compensation and benefits. Resume and references to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

### MARKET DEVELOPMENT MANAGER

Local Philadelphia TV station seeks market development manager. Responsibilities include assisting account executives in the development of new advertisers and increasing existing TV commitments from existing TV advertisers. Also oversees the audio visual commercial production department in the development and follow through of commercial production. Handles the sales department budget and is responsible for the supervision of the sales assistant staff. Some experience sales promotion. Three to five years experience in TV broadcasting sales and management preferred, but not necessary. Forward resume and salary requirements to Box K-128, EOE.

## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
included in each series



Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING For Broadcasters

Sanders & Co.  
1900 Emery St., Suite 206  
Atlanta, GA 30318  
404-355-6800

## Employment Service

### RADIO PERSONNEL NEEDED

In the past year, hundreds and hundreds of radio stations, from every state in the union, in every size market/contacted NATIONAL with job orders. So far, this year, we are even busier. To help fill these openings, NATIONAL is in constant need of announcers, news people, programmers and salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you are seriously seeking a "move up", don't wait, contact NATIONAL now. For complete information, including brochure and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST  
TALENT COORDINATORS**  
Dept. B, P.O. Box 20551  
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## Complete television transmitter plant

Including backup transmitters, monitoring equipment, and FM transmitters. Fully operational.

Equipment is available for immediate disposal on an "as is, where is" basis. For further information, please contact:

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## Public Notice

### PUBLIC NOTICE

Applications for cable television license. Marblehead, MA. The town of Marblehead will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 3:30 p.m. on Tuesday, May 1, 1984. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Marblehead. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Abbot Hall, Marblehead, MA.

## Business Opportunities

### TURNKEY RADIO CONSTRUCTION CO.

Plus CO AM; IL FM; OK FM. Luxury home & office in S. Calif. \$1 million, 1/3 down. 805-964-3094

## Wanted To Buy Stations

### IF YOU HAVE AN LPTV

construction permit for sale that has been issued for a city in the West or Southwest, please contact Lambda Broadcasting Corp., PO Box 1420, Yucca Valley, CA 92284. 619-365-1500.

## LPTV WANTED

Looking to purchase LPTV or CP. Will buy all or portion as active, working partner. Write Box K-114.

## For Sale Stations

### Horton & Associates

#### MEDIA BROKERS/APPRAISERS

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Fulltime AM with real estate plus FM C.P. in Northeast medium market. \$425,000 terms available.

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## FLORIDA

CP for dominant class II fulltime signal in one of America's fastest growing markets and one of Florida's most attractive metro areas. Price does not include real estate for relocation, but does include option for long term attractive lease for acreage necessary to build new plant. Estimated cost of construction is under \$300,000. Station will have best fulltime signal in this attractive metro area. Write Box K-92.

## For Sale Stations Continued



### R.A. Marshall & Co. Media Investment Analysts & Brokers Bob Marshall, President

Strategically located in Mid-Atlantic market: Class A FM with companion AM. \$1.265 million on terms with \$600,000 down.

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Fulltime AM. Excellent ratings. Operating profit \$1 million. Priced at 8X multiple, guaranteed.

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.



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|    |         |           |             |
|----|---------|-----------|-------------|
| SC | AM      | \$250,000 | 25%         |
| MO | FM      | \$375,000 | 15%         |
| NJ | AM      | \$800,000 | 30%         |
| AL | AM      | \$360,000 | 20%         |
| IN | AM/FM   | \$500,000 | 20%         |
| OR | AM      | \$35,000  | downpayment |
| CO | FM      | \$30,000  | downpayment |
| MI | FM      | \$60,000  | downpayment |
| FL | CL C FM |           |             |

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

## TEXAS FM FOR SALE

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For Fast Action Use  
**BROADCASTING's**  
Classified Advertising



## For Sale Stations Continued

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Class IV in isolated single station market. In the black for 20 years. Needs local owner-manager. Scenic mountainous area. Gross \$115,000 in 1983. Asking \$150,000. \$50,000 down. Serious buyers only. Write: Box 340. Pendleton, OR 97801.

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You can manage this small market FM and buy control gradually. Must have small market sales track record and ability to invest \$40K cash. Box K-124.

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Highly respected 5,000 watt AM. Regional station-excellent equipment, staff and real-estate with strong billing. Price: \$1,350,000. Box K-94.

□ Fulltimer, town of 10,000 +. 30 mi. from So. FL bay resort area. Unusual opportunity. \$125,000, w/\$50,000 down.

□ Jackson - Vicksburg. 100,000 watts. \$2.1 million complete or \$1.8 million as is, or owner will give option or gigantic bonus to party willing to help finance tower relocation already FCC-approved in \$250,000 mortgage note.

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Television construction permit for sale in top 25 market. All replies held in strict confidence. Box K-123.

**For Fast Action Use**  
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## 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

Metroplex Communications has named three general managers presidents of local licensees: **Jonathan Pinch**, general manager, WMGG(FM) Clearwater, Fla., Metroplex Communications of Tampa Bay Inc.; **William Sherard**, general manager, WPKX(AM) Alexandria, Va.-WPKX(FM) Woodbridge, Va., Metroplex Communications of Virginia, and **Vic Aderhold**, general manager, WFYV(FM) Atlantic Beach, Fla., Metroplex Communications of Jacksonville.



Kiernan

**Tony Kiernan**, owner and operator, with wife, Connie, of national fast food restaurant franchise, Slices, Honolulu, is joining WLWT(TV) Cincinnati as VP and general manager, succeeding **Robert Gordon**, resigned (BROADCASTING, Dec. 12). Kiernan has 17 years

experience in television sales and management, including post of VP, sales, for Post-Newsweek Stations, Washington.

**Mac Steen**, general sales manager, KJR(AM) Seattle, named VP and general manager.

**Peter Schulte**, regional VP, Harte-Hanks Radio and general manager of its KKBQ-AM-FM Houston, named senior VP, Harte-Hanks Radio.

**J. William Beindorf**, station manager, WVEC-TV Norfolk, Va., named general manager, succeeding **Thomas Chisman**, president and general manager, WVEC-TV, who becomes chairman of board, WVEC Television Inc.

**Timothy J.A. Montgomery**, general manager, H&W Communications' WLTT(FM) Fairfield, Ohio, joins WHIO-AM-FM Dayton, Ohio, as general manager, succeeding **Ronald Kempff**, resigned. **Kenneth Holt**, vice chairman, H&W, and general manager of its WZPL(FM) Greenfield, Ind., assumes additional duties as general manager of WLTT.

Appointments, Group W Television Stations: **Otis Maxfield**, acting general manager, KYW-TV Philadelphia since general manager **Pat Polillo's** appointment as corporate VP, East Coast, (BROADCASTING, Jan. 16), named VP and general manager; **Paul Yates**, VP and general manager, WJZ-TV Baltimore, to newly created position of VP and station manager, KYW-TV; **John Spinola**, VP and general manager, Group W's WPCQ-TV Charlotte, N.C., succeeds Yates, and **Stanley Rudick**, program manager, WJZ-TV, succeeds Spinola.

**Dennis Collins**, general sales manager, WGBS(AM)-WLFY(FM) Miami, named VP and general manager.

**Mike Deardorff**, general manager, WRIG(AM) Odessa, Tex., joins KWES-FM Monahans,

Tex., in same capacity.

**John Hutchinson**, broadcast operations manager, WBTV(TV) Charlotte, N.C., named assistant VP, station manager. **Sandra Thomas**, manager of data services, succeeds Hutchinson.

**Manuel Marquez**, technical services director, WANX-TV Atlanta, named operations manager.

**Michael Arnold**, acting general manager, cable operations, Houston, Harte-Hanks, named president, Arizona operations.

Appointments, ABC, New York: **Guy Lometti**, supervisor, social research, named manager, social research; **Leslie Greene**, supervisor, market research, to manager, marketing and promotion; **Heather Harr-Mazer**, technology research associate, to manager, technology research, and **Delia Sheil**, manager, corporate purchasing administration, to assistant director, corporate purchasing.

**Joseph LaFornara**, business manager, WROC-TV Rochester, N.Y., joins WHEC-TV there in same capacity.

**Barbara Kiperman**, account manager, McDougall Associates, Salem, Mass., advertising agency, joins noncommercial WGBH-TV Boston, as director of corporate development. **Neil Dryburgh**, from noncommercial KTCA-TV Minneapolis-St. Paul, joins WGBH-TV as director of corporate marketing.

**Jack Brown**, retired director of programming, American Forces Radio and Television, joins noncommercial KCSN(FM) Northridge, Calif., as general manager.

**Pat Faust**, manager of broadcasting, noncommercial WTTW(TV) Chicago, named director of broadcasting.

**Donald Burgess**, member of transition team, National Public Radio, Washington, joins noncommercial KUAT-TV Tucson, Ariz., as assistant general manager and director of television programming and production.

## Marketing



Jacks

**Gerald (Jake) Jacks**, executive VP and chief financial officer, WarrenAndersonAdvertising, Davenport, Iowa, named chairman of board, succeeding **Kenneth Warren**, who assumes part-time duties with firm. **Michael Higgins**, director of media services, WarrenAndersonAdvertising, named VP.

**Michael Carberry**, executive VP, Henry J. Kaufman & Associates, Washington, named president and chief operating officer, succeeding **Stuart Karu**, named chairman of board and retaining title of chief executive

officer.

**Frank Massaro**, VP, associate media director, Benton & Bowles, New York, joins Brouillard Communications, division of J. Walter Thompson there, as senior VP, media director.

**Lawrence Maloney**, VP and general sales manager, WTTG(TV) Washington, joins Seltel, New York, as senior VP, general manager, independent station division.

Elected VP's, BBDO, New York: **Ann Billock**, account supervisor; **Robert Greenbaum**, creative supervisor; **William Hansell**, local broadcast supervisor; **Steve Kurtzer**, media planning supervisor; **Robert McGreevy**, account supervisor, and **Michelle Shotts**, media planning supervisor.

**James Mott**, VP, group creative director, Barickman Advertising, Kansas City, Mo., named VP, creative director. **John H.W. Baker**, VP, group creative director, Barickman Advertising, named VP, director of creative services.

**Wesley Dubin**, senior VP, corporate director of network television and radio, Needham, Harper & Steers, Chicago, named senior VP, director of national television and radio. **How-**

# SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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NEW YORK CITY  
(212) 355-2672**



ard Sirinsky, VP, NH&S, named manager of network resources group.

Appointments. SSC&B, New York: **Nancy Korda**, from Wells, Rich, Greene, New York, to account supervisor; **Stanley Schulman**, from Jordan, Case & McGrath, New York, to associate creative director; **Lloyd Weber**, from Grey Advertising, New York, to media planner; **Marvin Kanner**, from Kenyon & Eckhardt, New York, to art director; **Carolyn Field**, from Cunningham & Walsh, New York, to account executive, and **Deena Wals**, freelance copywriter, to copywriter.

**Robb High**, VP, group management director, Marsteller, New York, named director of client services.

**Eduardo Estrada**, sales manager, Lotus Reps, Los Angeles, joins Caballero Spanish Media there as VP, West Coast division.

**Regina Kelley**, creative research manager, and **Leslie Pickens**, international research manager, Dancer Fitzgerald Sample, New York, named VP's.

**Steven Phelps** and **James Porcarelli**, VP's, group media directors, D'Arcy MacManus Masius, St. Louis, named senior VP's. **Michael Maccioli**, from Burton-Campbell, Atlanta, joins DMM, St. Louis, as copywriter.

**David Kaufman**, New York manager, Major Market Radio, named VP, Eastern regional manager.

**Linda Wenger**, account supervisor, Geer, DuBois, New York, named VP.

**Patricia Kozoll**, senior media planner, Walt Disney Corp., Anaheim, Calif., joins Ensslin & Hall, Tampa, Fla., as media planner and buyer.

Appointments, Petry Television: **Ted Van Erk**, VP, administration, New York, to corporate senior VP; **Michael Membrado**, VP, Arbitron, New York, succeeds Van Erk; **John Heise**, general manager, Chicago, to VP, director of sales, regional, and **Robert Steres**, VP, sales manager, Avery-Knodel Television, Los Angeles, to account executive, comets team there.

**Diane Aleman**, broadcast director, Gulf State Advertising, Houston, named media director. **Herb Holland**, account executive and broadcast producer, Gulf State Advertising, named associate creative director.

**Suzanne Stewart-Englert**, marketing manager, market development division, Blair Television, New York, named account executive, ABC/blue sales team.

**Jack Fentriss**, from Post-Newsweek Video, New York, joins Katz Television there as station specialist, programming department. **Beth Ellen**, from KSNW(TV) Wichita, Kan., joins Katz Television Continental, Chicago, as account executive, silver team.

**J. Nicholls Spain Jr.**, account executive, NBC-TV, Detroit, named VP, Detroit sales.

**Pamela Poertner**, associate creative director and producer, McDonald Davis & Associates, Milwaukee, joins VanSant Dugdale & Co., Baltimore, as broadcast producer.

**Mary Ann Terlinden**, from Freedman Advertising, Cincinnati, joins Fahlgren & Ferriss there as media buyer.

**Harvey Stone**, general manager, KRE(AM)-

KBLX(FM) Berkeley, Calif., assumes additional duties as director of sales, Western region, for parent, Inner City Broadcasting. **Barry Rose**, national sales manager, KRE-KBLX, named general sales manager.

**Mark Hamilton**, co-op advertising manager, Santa Barbara (Calif.) *Daily Nexus*, joins KEYT(TV) there as director of marketing and retail services.

**O.J. Jackson**, general manager, Porter Cable, Valparaiso, Ind., joins WXMG(FM) South Bend, Ind., as general sales manager, succeeding **Bart Brandmiller**, who joins WKLQ(FM) Holland, Mich., in same capacity.

**Steve McDonald**, from MMT, Dallas, joins KTVV(TV) Austin, Tex., as general sales manager. **Debbly Buggs**, local sales manager, KTVV, named regional-national sales manager.

**Pat Ross**, from KRIG(AM) Odessa, Tex., joins KWES-FM Monahans, Tex., as sales manager.

**Kathleen Treese**, from Cable Media of Michigan, Detroit, joins Continental Cablevision, Southfield, Mich., as advertising sales manager.

**Pam Masters**, national sales manager, WBZ-TV Boston, named sales manager, local sales.

**Martin Sokoler**, account executive, WTCN-TV Minneapolis-St. Paul, joins KLRT(TV) Little Rock, Ark., as local sales manager.

**Melissa Diin**, from TeleRep, Philadelphia, joins WCPX-TV Orlando, Fla., as regional account executive.

**Jim Underwood**, from WFEZ(AM) Meridian, Miss., joins WSWA(AM) Harrisonburg, Va., as account executive and air personality.

**Jim Denney**, art director, noncommercial WYES-TV New Orleans, joins WPVI-TV Philadelphia in same capacity.

**Susan Beth Shinn**, broadcast buyer, J. Walter Thompson, Atlanta, joins WANX-TV there as account executive.

**Gordon Bell**, from WCHB(AM) Inkster, Mich.-WJZZ(FM) Detroit, joins WRIF(FM) Detroit as account executive.

**Melanie Jones**, from Westgate Mall Merchants Association, Spartanburg, S.C., joins WPFM-AM-FM Middleton, Ohio, as account executive.

## Programming

**Mark Booth**, director, national accounts, Warner Amex Satellite Entertainment Co., New York, named VP, regional operations.



Levy

**Raymond Levy**, director of sales, Madison Square Garden Network, New York, named VP, advertising sales.

**Don Helgeson**, director, production operations, CBS/Fox Video, New York, named VP, manufacturing.

Appointments. The Disney Channel, Burbank, Calif.: **Joseph Benson**, from MGC Cinema, Los Angeles, to manager, program

**News Outlet**. Outlet Co. has opened a Washington news bureau for its five television stations: WJAR-TV Providence, R.I.; WCPX-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAF-TV San Antonio, Tex., and KQVR(TV) Sacramento, Calif. Bureau chief will be Carolyn Gorman, former State Department correspondent for defunct Satellite News Channel. Unit manager is William Line, weekend assignment editor, WTTG(TV) Washington, and photographer-editor is William Royster, from Capital Broadcast News Service, Washington.

development; **Debbie Seller**, supervisor, to manager, marketing services, and **Susan Clark**, coordinator, to marketing supervisor.

**Deborah Aal**, VP, television development, Leonard Goldberg Co., Los Angeles, joins NBC Productions there as executive producer, long-form movies.

**Charles Gerber**, VP, MCA TV Enterprises, Los Angeles, named senior VP.

**Marc Chalom**, VP, production and operations, Hearst/ABC Video Services, New York, named VP, production and operations, Hearst/ABC-RCTV there.

**Jules Winn**, director of amateur sports programming, Entertainment and Sports Programming Network, Bristol, Conn., joins Metro-sports, New York, as VP, programming.

**Rick Levy**, from Television Program Enterprises, Chicago, program syndication division of TeleRep, joins Camelot Entertainment Sales, newly formed New York-based barter subsidiary of King World, as president.

**Sue Swenson**, West Coast sales manager, Mutual Broadcasting, Los Angeles, joins United Stations as VP of new West Coast sales branch, currently headquartered at Dick Clark Productions, Burbank, Calif.

**Lynn Deegan**, associate director, West Coast development, Home Box Office, Los Angeles, joins Showtime/The Movie Channel there as production executive.

**Larry Fischer**, VP, advertising sales, Madison Square Garden Network, New York, joins Katz Sports there as VP, director of sales and marketing.

**Bob Schmidt**, president, Communications Technology Management, McLean, Va., and former president, National Cable Television Association, named to board of governors, Eternal Word Television Network, Birmingham, Ala., Catholic cable network.

**Robert Gettinger**, consultant to Home Team Sports, Washington-based regional pay cable sports network, named manager of programming and associate producer.

**Martha Urscheler**, manager, subscriber acquisition, Showtime/The Movie Channel, New York, joins USA Network, Glen Rock, N.J., as manager, affiliate marketing and communications. **Diane Weingart**, from Cablevision, New York, joins USA Network as manager, affiliate services.

**Linda Sheldon**, president of own company, Media Five, Chicago, joins Lorimar as VP, media sales and relations, based in Chicago and New York. **Steve Mathis**, president of own firm, Mathis and Associates, Los Ange-



**First prize.** Ted Koppel, anchor of *Nightline* on ABC-TV, named recipient of the first annual Sol Taishoff Award by the National Press Foundation. The foundation, an outgrowth of Washington's National Press Club, is a nonprofit organization designed to foster and recognize excellence in journalism. The Sol Taishoff Award, named for the late editor and publisher of BROADCASTING and to be granted for distinction in electronic journalism, will go to Koppel for his "fair and tough" interviews and for innovation in television news.

The award will be presented at the foundation's annual dinner, to be held May 23 at the Sheraton Washington hotel in Washington.

les, joins Lorimar as special projects advisor, based in Los Angeles and New York.

Appointments, *Woman to Woman*, Los Angeles-based syndicated daytime series: **Patricia Bolter**, production manager to coordinating producer; **Sally Newell**, studio producer, to special projects coordinator, and **Mary Bednarek**, research coordinator, to senior associate producer.

**William Coleman**, director of programing, Spectradyn, Richardson, Tex.-based pay-per-view service, named VP, programing.

**William Padalino**, VP, Eastern region, New York; **Lynn Woodward**, VP, Western region, Los Angeles, and **Seymour Kaplan**, VP, national accounts, Dallas, Cable Health Network, assume same posts with newly merged Lifetime. **Bob Considine**, producer, *Cable Health World Report*, Lifetime, Los Angeles, named producer, "Informathons."

**Charlie Jones**, play-by-play sports announcer, NBC, Los Angeles, has signed new multi-year contract with network.

**Bruce Edwards**, meteorologist, The Weather Channel, Atlanta, named director, on-camera meteorologists.

**Peter Noel Murray**, general manager, Weta-com, Washington, video production company, named president.

**Jodi Dore**, local sales manager, WDAF-TV Kansas City, Mo., named program director.

**Marion Meginnis**, creative services manager, WBTV(TV) Charlotte, N.C., named program manager.

**Debra Hastings**, assistant production manager, KGUN-TV Tucson, Ariz., named production manager.

**Alan Schroeder**, from KCNC-TV Denver, joins WBZ-TV Boston as producer, *People are Talking*.

**Susan Schwartz**, copywriter, Wilton, Coombs & Colnett, San Francisco, joins Group W Productions there as associate producer, *PM Magazine*.

**Victoria Goldsmith**, recent graduate, Ithaca (N.Y.) College, joins WPEN(AM)-WMGK(FM) Philadelphia as assistant to director for special projects, programing.

**Lee Rogers**, from WIND(AM) Chicago, joins KGO(AM) San Francisco as talk show host.

**Rita Channon**, news anchor, KRON-TV San Francisco, joins KPIX(TV) there as reporter, *Evening Magazine*.

**Bob Mitchell**, program director, KBFM(FM) Edinburg, Tex., joins WCOL(AM) Columbus, Ohio, in same capacity.

**Steven Gray**, assistant director of programing, noncommercial KUHT(TV) Houston, joins

noncommercial KOCE-TV Huntington Beach, Calif., as program director.

**Margaret Cooley**, from Macy's, New York, joins noncommercial KPBS-TV San Diego as development producer.

**Peter Hunn**, owner, WHRC-FM Port Henry, N.Y., also named host, *Adirondack Journal*, on noncommercial WCFE-TV Plattsburgh, N.Y.

## News and Public Affairs

**John Arrowsmith**, Southern bureau chief, ABC News, Atlanta, named senior producer, *World News Tonight*, Washington. **Leo Meidlinger**, operations producer, *World News Tonight*, Washington, named broadcast producer.

**Ron Steinman**, senior producer, news, *Today*, NBC News, New York, named senior specials producer for *Today*. **Bob Mead**, Wash-

ington producer for defunct *NBC News Overnight*, succeeds Steinman.

**Jerry Levin**, bureau chief, Cable News Network, Chicago, named chief, Beirut, Lebanon, bureau. **Jeff Levine**, medical news correspondent, CNN, Atlanta, succeeds Levin.

**Roger Lamay**, news producer, Metromedia's WNEW-TV New York, joins co-owned KTTV(TV) Los Angeles as news director.

**Bob Kerns**, executive news producer, KEZI-TV Eugene, Ore., named news director.

**Donald Varyu**, executive producer, WMAQ-TV Chicago, joins KING-TV Seattle as news director. **Linda Gist**, managing editor and interim news director, named assistant news director.

**Phil Sturholm**, executive producer, KING-TV Seattle, joins KXTV(TV) Sacramento, Calif., as assistant news director.

**Ted Wilson**, from defunct Satellite News Channel, Washington, joins WHTM-TV Harrisburg, Pa., as 11 p.m. news producer. **Judy Ulas**, from WPTV(TV) West Palm Beach, Fla., and **Bill Martin**, from KYCU-TV Cheyenne, Wyo., join WHTM-TV as reporters.

**Bruce Iwamoto**, reporter, KSBY-TV San Luis Obispo, Calif., named assignment editor.

**Joseph Sullivan**, from WNEV-TV Boston, joins WLVI-TV there as news production supervisor, 10 p.m.

**JoEllen Nield**, reporter and news coordinator, WHAG-TV Hagerstown, Md., assumes additional duties as 6 p.m. co-anchor. **Liz O'Neill**, from WJEJ(AM) Hagerstown, joins WHAG-TV as morning news anchor and reporter.

# Broadcasting

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**Susan Burke**, anchor-reporter, WNEV-TV Boston, joins WCVB-TV there as co-anchor, *Eye-Opener News*.

**Ellen Dumm**, reporter, co-host and interim anchor, KOAA-TV Colorado Springs, and **Pat Madden**, from KBTB-TV Denver, named co-anchors, *Eyewitness News*, KOAA-TV.

**Carolyn Sawyer**, from KHQ-TV Spokane, Wash., joins WIS-TV Columbia, S.C., as weekend anchor.

**Carol Iovanna**, from defunct ABC-Group W venture, Satellite News Channel, Stamford, Conn., joins WABC-TV New York as reporter.

**Charles Gomez**, CBS News correspondent, Miami, joins WOR-TV Secaucus, N.J., as reporter.

## Technology

Appointments, General Instrument, Hatboro, Pa.: **Hal Krisbergh**, group director, business development, broadband communications group, to VP, general manager, Jerrold subscriber systems division, succeeding **Timothy daSilva**, resigned, and **William Flaherty**, VP, operations, Jerrold subscriber systems division, to newly created position of VP and general manager, administration and Far East broadband group operations, responsible for Far East manufacturing operations of Jerrold subscriber systems division and satellite systems divisions.

**Joseph Volpe**, division VP, operations, RCA Broadcast Systems Division, Cherry Hill, N.J., named division VP and general manager of division.

**Robert Strutzel**, from WCBS-TV New York, joins WGN-TV Chicago as director of engineering.

**Robert Ross**, assistant engineering manager, WJZ-TV Baltimore, named engineering manager.

**Bill Martin**, from Broadcast Systems Inc., Austin, Tex., joins Television Systems there as Midwest regional sales manager, based in El Dorado Springs, Mo.

**Mark Freter**, from Telecrafter Corp., Englewood, Colo., joins Magnicom Systems, Denver, as Western regional sales manager.

**Janet Kowalczyk**, engineering manager, KDKA(AM) Pittsburgh, joins KYW(AM) Philadelphia as assistant engineering manager.

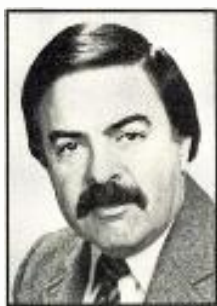
## Promotion and PR

**Stephen Coltrin**, director of New York office of public communications. Church of Jesus Christ of Latter Day Saints, has opened own public relations and marketing firm, Stephen H. Coltrin & Associates there. Coltrin is also owner of WDKN(AM)-WTNQ(FM) Dickson, Tenn.

**Giro (Jerry) D'Antonio**, promotion services supervisor, Dancer Fitzgerald Sample, New York, named VP.

**Connie Hollenberg**, member of community services-public services department at WDTN-TV Dayton, Ohio, named public rela-

tions director.



Giofre

**Dom Giofre**, radio press manager, NBC, New York, named corporate press manager.

**Linda Devillier**, director of promotion and public affairs, National Public Radio, Washington, resigns effective March 15 to form own Washington public relations firm, Devillier Commu-

nica-tions Inc., specializing in broadcast, entertainment and telecommunications. **Anne Kranz**, administrative assistant, NPR, will join Devillier as administrative manager.

**Tom Gongaware**, from WGSP(AM) Charlotte, N.C., joins noncommercial WTVI-TV there as promotion coordinator.

**Elizabeth Altick McCarthy**, assistant director of information services and advertising, non-commercial WTTW-TV Chicago, named associate director, information services and advertising.

## Allied Fields

**Tom Dawson**, VP, market development, CBS Radio Network, New York, joins Broadcasters Promotion Association there as advertising and marketing consultant. Dawson is past president of BPA and was among association's founders in 1956. **Erica Farber**, VP and general manager, radio marketing division. Interep companies, New York, elected to board of directors, BPA.

**Mat Tombers**, advertising manager, ABC Watermark, Los Angeles, has formed own Burbank, Calif.-based entertainment consulting firm.

**Timothy Moore**, director, congressional liaison, National Association of Broadcasters, Washington, named administrative assistant to president.

**Jerome Feniger Jr.**, managing director, Station Representatives Association, New York, received honorary doctor of commercial sci-



**Jack Harris**, 72, president of broadcast properties owned by H&C Communications, Houston, will leave an active management role to become coordinator of acquisitions for H&C effective April 1. Harris began his broadcast career while attending Vanderbilt University in Nashville, as a sportscaster for both WLAC(AM) and WSM(AM) there. Upon graduation in 1934, he went to work for WSM full time. In 1941, Harris went to Washington as director of news and special events for the newly formed radio branch of the Bureau of Public Relations at the War Department. In 1944, he was assigned to General MacArthur's staff as radio and communications press officer, and as such was responsible for press coverage of the Japanese surrender aboard the U.S.S. Missouri. In 1947, Harris joined the Houston Post Co. as manager of its KPAC(AM) Houston. In 1949, he added managerial responsibilities for the newly acquired KPAC-TV there. Harris's numerous broadcast affiliations include past chairman, NBC-TV board of delegates; former board member, Radio Free Europe/Radio Liberty, and member of the board and past president, Association of Maximum Service Telecasters. In 1979, he received the National Association of Broadcasters Distinguished Service Award. H&C Communications, which recently sold the *Houston Post*, owns KPAC-AM-TV Houston; WTVF-TV Nashville; WTOX-TV Meridian, Miss., and KVQA-TV Tucson, Ariz.

ence degree from St. John's University there for his "contributions to broadcasting industry."

**Adam Buckman**, from Tisch Communications, Denver, joins Radio Advertising Bureau, New York, as publications editor.

Elected officers, Videotex Industry Association, Rosslyn, Va.: **William Seelinger**, IBM, chairman; **John Woolley**, Viewdata Corp. of America, vice chairman; **Colin Reeve**, American Express Travel Related Services Co., treasurer, and **William Harris**, Telelogic, secretary.

## Deaths

**Charles Stone Jr.**, 40, director, *Nightline*, ABC-TV, Washington, died of heart attack Feb. 11 at Fairfax (Va.) hospital. Stone had been director of program since its beginning in 1980, and had also been director of *World News Tonight*, *This Week With David Brinkley* and *Viewpoint*. He had been nominated for Director's Guild of America award for "Viewpoint: The Nuclear Dilemma," following broadcast of *The Day After*. He is survived by his wife, Louise, four sons and three daughters.

**Kenneth E. Palmer**, 59, president and chief executive officer, Communicom Corp. of America, parent of WZZD(AM) Philadelphia and WWDJ(AM) Hackensack, N.J., died of cancer Feb. 16 at St. Joseph's hospital, Denver. He is survived by his wife, Lee, son and four stepsons.

**Ethel Merman**, 75, musical comedy actress and frequent performer on radio and television, died February 15 at her home in New York.

**John Francis Lehman**, 56, member of television production department and formerly studio manager, WSTM-TV Syracuse, N.Y., died of heart attack Feb. 5 at Community-General hospital, Syracuse. He is survived by his wife, Beverly, and son.

**John Breen**, 76, sports personality and commentator, KTRH(AM) Houston, died of cancer Feb. 9 at Northwest Memorial hospital, Houston. He is survived by his wife, Betty, daughter and two sons.

## CPB's Rockefeller: public champion

The day had been exceedingly long: up at 6:30 in time to catch an 8 a.m. flight to Washington; the morning spent preparing speeches and testimony; an afternoon of meetings with senators and congressmen to win support for public broadcasting. That evening, the interview about to begin, her lunch sits unwrapped on her desk. Remarking briefly about the missed lunch, she's ready to start, having caught a second (or third) wind and still exuding energy.

As a member of one of the wealthiest families in the United States, Sharon Percy Rockefeller could have been a woman of leisure. As first lady of West Virginia she has a full calendar of events to occupy her time. As chairman of the Corporation for Public Broadcasting, however, she has committed much of her time and energies to educating America through public broadcasting, becoming, in her own words, "a goodwill ambassador" for the system.

She is the "linch pin" for CPB, says Ronald Bornstein, former CPB officer and interim National Public Radio president last summer. She is tough, but realistic, he says.

But it is a toughness not immediately apparent. The first impression is one of earnestness matched by astute sensibility and an almost contagious enthusiasm for what she believes in. Her honey blond hair has a streak of grey, but at 39, she looks much younger.

As Rockefeller sees it, there has "got to be one radio signal, one television signal in every American's life devoted to education, information and instruction, that doesn't have ultimately to worry about making a profit in determining the nature of its programming. And not only does that signal have to exist, but it has to be adequately funded." Rockefeller has "decided to devote as much time and energy as I can summon to making sure that that is true."

Armed with statistics and research on public broadcasting, Rockefeller is prepared to make her case. She can speak readily on the total governmental appropriations per capita contributed to public broadcasting systems throughout the world (Canada: \$18.65; Japan: \$11.73, the U.S.: 59¢), for example. As a member of the West Virginia Educational Broadcasting Authority, she can speak first-hand about state allocations, and as easily discuss the various funding proposals that have been suggested to fuel the public system. Says the president of National Public Radio, Douglas Bennet: "She's exceptionally well-suited" to the CPB chairmanship. She has a "strong commitment to, and knowledge of, the issues," he adds.

According to Rockefeller, however, that was not always the case. Her interest in public broadcasting "stems directly" from her children and "from living in a rural state."



Sharon Percy Rockefeller—chairman, Corporation for Public Broadcasting; b. Dec. 10, 1944, Oakland, Calif.; BA, 1966, graduated cum laude, Stanford University, Palo Alto, Calif.; founder, Mountain Artisans, antipoverty business promoting skills of low-income West Virginia women, 1968; member, board of directors, Day Care and Child Development Council of America, 1969-72; member, board of directors, Operation Crossroads Africa, 1969-72; member, board of trustees, Stanford University, 1973 to present; member, board of directors, WETA-FM-TV Washington, 1974-77; member, board of directors, CPB, 1977 to present; present position since September, 1981; m. West Virginia Governor John D. Rockefeller IV, April 1, 1967; children—John, 14; Valerie, 12; Charles, 10, and Justin, 4.

As the mother of three children under the age of 4, living in Buckhannon, W.Va., in the early 1970's, Rockefeller remembers "having it click in my mind that my access to in-depth information and good television programming for the children was coming through 'that' [public] radio station, through 'that' channel. And then they merged in my mind as a single institution. Until then I had no idea that they were related in any way." That connection eventually led her to a position on the board of directors of WETA-FM-TV Washington, where she remembers "being terrified" at her first WETA board meeting. "I sat there for about two years and didn't understand a word of what they were saying," she says. Then in 1977 President Carter appointed her to the board of directors of CPB, an organization that, she admits, she did not realize was separate from NPR or the Public Broadcasting Service. But "I certainly began to learn." "Her learning curve has increased every year," says Bornstein.

When asked what she sees as her accomplishments at CPB, Rockefeller points to her attempts "to provide a degree of unity" among the "various entities" of public

broadcasting, which in years prior, had taken "three different messages" to the Hill. According to Bruce Christensen, president of the National Association of Public Television Stations, Rockefeller "understands the strength" CPB, NPR and PBS can have when they work together. Now when she joins her counterparts in public television and public radio on the Hill, it's the same message that goes out. "It's a solution full of common sense," Rockefeller says.

While Rockefeller is slow to pat herself on the back, others are not.

Ward B. Chamberlin Jr., president and general manager of WETA-FM-TV Washington, and the person credited with enticing Rockefeller into the public broadcasting fold, is full of praise. "She is a terrific person; smart, hard-working. The fact that we've held our appropriations in Congress, way above" what the Reagan administration had budgeted—"not a small part of that is due to her efforts..." he says. "She's very effective on the Hill."

The last is a role that she knows well. As the daughter of Senator Charles H. Percy (R-Ill.) and the wife of West Virginia Governor John D. Rockefeller IV (a Democrat), Sharon Rockefeller is no stranger to politics. Having worked in the campaigns of both men, she knows "a good many senators and congressmen," she says. And dealing with politicians, she says, "is the fun part for me. It's a culture I know awfully well. It's a breed of people I understand." Rockefeller calls noncommercial television and radio the "orphan media." She compares public broadcasting to other educational institutions such as schools, museums and libraries. Public broadcasting, she says, is "the most cost efficient way" to distribute information. "It's the easiest access. It's the cheapest way to reach people, and yet it's the most underfunded of all those institutions... It's a disgrace how underfunded it is," she says.

"People say, 'Well, there are a lot of foundations that can underwrite public broadcasting.'" Using the example of the Rockefeller foundation, she notes that the \$42 million distributed worldwide by that foundation last year is "exactly the amount of money CPB lost in one swipe of the pen by the federal government. So if [public broadcasting] had received all of the Rockefeller foundation money—and it wouldn't be above me to go and ask, although I don't think I'd get very far—that would only take up one year."

Rockefeller spends an estimated 60% of her time working for public broadcasting and the rest on pursuits that are equally demanding: family (which is "always first") and politics. Being the wife of the governor of West Virginia is "a full-time job in and of itself," she says. But "that just means I have to work faster than other people. This is a perfect job for me because it allows me to do everything I want to do," she says. "I feel like a zealot sometimes," she laughs.



# In Brief

**Purchase of Metromedia Inc. for \$1.5 billion** by leveraged buy-out group headed by company chairman, John W. Kluge ("Top of the Week," Dec. 12, 1983), came one step closer to completion with submission of application to FCC, Wednesday, Feb. 15. As reported earlier ("Closed Circuit," Jan. 30), application was submitted as short form (form 316), eliminating 30-day waiting period before commission approval and statutory right of other parties to file petitions to deny. Short form, granted in cases where control of licensee is not changing, also continues "grandfather" protection granted to some of Metromedia's seven AM's, six FM's and seven TV's. Commission's TV branch will review application, examining first whether use of short form is appropriate. Sale still has to clear other hurdles, including dismissal of stockholder suits seeking injunction against merger. After transaction, Kluge, who currently owns 26% of Metromedia's outstanding stock, will own 75.5% on fully diluted basis.

**Despite record revenues**, totaling \$2.95 billion, after-tax profits earned in 1983 by ABC Inc. were virtually flat at \$159.8 million (actually \$200,000 less than \$160.0 million that company made in 1982). Full-year revenues increased by 11% and pre-tax income rose 7% to \$312 million. Earnings per share decreased from \$5.54 in 1982 to \$5.45 in 1983. Company's broadcasting operations (TV network, owned TV stations and radio operations) recorded profits totaling \$365.3 million in 1983, up 16%, on revenues of \$2.61 billion, up 12%. In fourth quarter, broadcasting division profits were up 20% to \$108.5 million on revenues that rose 14% to \$781.1 million.

**CBS announced last week it had won court victories** in past few weeks in three libel actions brought against it, two involving **60 Minutes** and one involving newscast on **CBS-owned wcau-TV Philadelphia**. CBS said state court in Harris county, Tex., on Jan. 14 granted CBS motion for summary judgment dismissing suit brought by John L. Burns, petroleum buyer, based on 1978 **60 Minutes** segment dealing with inflated fuel prices; that U.S. district court in Pennsylvania on Jan. 25 granted motion dismissing suit brought by Redco Corp., tire-rim manufacturer, based on March 1981 **60 Minutes** segment called "Killer Wheels"; and that U.S. Court of Appeals in Pennsylvania on Jan. 19 upheld district court ruling for CBS in suit brought by Amrit Lal, political science professor, based on WCAU-TV news report involving deteriorating conditions of apartment building owned by Lal. Said George Vradenburg, CBS deputy general counsel: "There is a widely held

belief that there exists a strong bias against the media in libel matters. I think these three victories in quick succession clearly show that is not the case."

**Microband Corp. of America** officially announced last week in New York its intention to combine ITFS and MDS channels and offer "wireless cable" or multichannel television (MCTV) service in at least 13 markets—New York, Boston, Philadelphia, Pittsburgh, Washington, Norfolk, Va., New Orleans, Tampa, Fla., Kansas City, Mo., Chicago, Milwaukee, San Francisco, and Portland, Ore. New York MCTV facility would be first on line early this fall, followed closely by facilities in Washington and San Francisco. Microband would offer service on its own or in partnership with up-and-running single-channel MDS operators in target markets. According to Microband Chairman Mark Foster, service, which would include popular cable networks, would be comparable to cable, but could cost 10% to 20% less. "We see this as a long-term service" that can compete against cable, he said.

National Association of Broadcasters President **Eddie Fritts** owner of three AM's and three FM's, sold two stations, **KCRI-FM Helena** and **KRII(AM) West Helena, both Arkansas**, in which he has 70% ownership interest. Stations were sold, subject to FCC approval, for \$400,000 cash to company majority owned by Hc Springs, Ark.-based businessman and banker, Jamie M. Howe. Buyer, Delta Broadcasting Inc., also owns KFFA(AM) Helena, and is spinning off KCRJ(AM) to comply with multiple ownership rules. Fritts said NAB duties precluded him from being "active in the day to day management" of the stations, and that their sale, had been in works for "long time." He added that he is "working out arrangements for our current managers to buy out the other stations." He also owns 55% of WNLA-AM-FM Indianola, Miss., 85% of KMAR-AM-FM Winnsboro, La. Fritts added that divestiture, "does not preclude me from going in on [broadcast] investment opportunities." Last year he sold WELQ(AM)-WZLQ(FM) Tupelo, Miss. ("In Brief," Aug. 11, 1983).

**"Local cable TV franchise requirements sharply increase costs to subscribers."** That was conclusion of study conducted by National Economics Research Associates (NERA), White Plains, N.Y., on behalf of **National Cable Television Association**. Study's findings were released last week in "white paper" distributed among members of Congress. NERA report showed that "even a modest package of franchising demands would: raise the monthly cost of cable TV subscription by an astonishing 30%; cause the number of subscribers to decline by 7% to 12%; 'cost' the average resident [in terms of higher charges and lost enjoyment] between \$240 and \$340 over the life of the franchise."

**Storer Broadcasting's seven TV stations** have picked up rights to **Blair Entertainment's revival of Divorce Court**, 20-year-old series that will go back into production in May for on-air launch in September. Package of 52 original episodes has also been bought by WTLV-TV Jacksonville, Fla.

**ABC-TV** announced last week that **The Littles**, so-called "reality-based" animated series for children introduced in fourth quarter 1983, has been renewed for 1984-85 season. In addition, characters from series will appear in public service announcements designed to encourage adults to vote.

**FCC has asked Court of Appeals in Washington to remand petition for rulemaking by Turner Broadcasting System** seeking elimination or relaxation of must-carry rules. FCC said it would decide whether to launch rulemaking during March. In response, Turner Broadcasting said commission did not need remand because it has never lost control of petition. (However, FCC says that's not clear.) If court does remand, however, Turner said it should order FCC to act on petition by March; if commission does launch rulemaking it should then act on that within 180 days, Turner said. Turner contending FCC had enough time to act on issue, petitioned court last year to direct commission to act (BROADCASTING, Oct. 10, 1983).



**Pioneer award.** Metromedia's nostalgia WNEW(AM) New York, observing its 50th anniversary celebration, received the 21st Mike Award from the Broadcast Pioneers during a dinner at New York's Pierre hotel. Accepting the award from James Delmonico (left), vice president and general manager of WRGB-TV Albany, N.Y., and president of the Broadcast Pioneers Foundation, is Metromedia Radio President Carl Brazell.



Reagan administration's **decision to withdraw U.S. from UNESCO**, while "firm," is not "final," and **could be reversed** before end of year, when withdrawal is to become effective. Gregory Newell, assistant secretary of state for international organizations, told reporters in Paris last week that administration will review its decision regarding UNESCO if panel of experts being established finds that changes have been made within organization that meet U.S. concerns. Panel is to include from 11 to 15 educators, scientists and cultural and media figures. However, Newell was not optimistic panel would find such changes. U.S. would not have decided to withdraw if it expected major changes, he said. Reagan administration announced its intention on Dec. 28, declaring UNESCO "has extraneously politicized virtually every subject it deals with, has exhibited hostility toward the basic institutions of a free society, especially a free market and a free press, and has demonstrated unrestrained budgetary expansion (BROADCASTING, Jan. 2).

**Senate Communications Subcommittee**, chaired by Senator Barry Goldwater (R-Ariz.), will hold hearing Wednesday (Feb. 22) to discuss **advertising on public broadcasting**. Among those testifying will be representatives from Consortium of Public Television Stations, group of five stations favoring legislation to permit limited advertising on public system.

**Chris-Craft Industries** last week said it had **increased its holdings in Warner Communications Inc. to equivalent of 22.1%** of WCI common shares outstanding. In filing at Securities and Exchange Commission, Chris-Craft said it had again advised Federal Trade Commission and Antitrust Division of Justice Department it intends to acquire at least 25% of WCI, but reiterated that it currently does not seek control of entertainment giant. Chris-Craft action is latest in series of moves widely regarded as attempts to thwart Rupert Murdoch's declared intent to gain control of WCI (BROADCASTING, Jan. 23, 30). Murdoch currently holds 8.5% of WCI's total outstanding common shares.

**USIA** has announced that **blacklist of 84 persons** considered to be ideologically undesirable for its overseas speakers program **is no more**. In statement, agency said blacklist, which included CBS's Walter Cronkite and ABC's David Brinkley, had been compiled "without authority and was an incorrect and inappropriate practice." Making list bothered some more than others. When ABC anchor Peter Jennings asked Brinkley, on air, how he felt about it, Brinkley smiled and answered: "I'm honored." Program, which has annual budget of about \$1.5 million, sponsors all or part of overseas speaker's expenses.

Appeal to Americans to stop being "shouters" and to "lower our voices [so that] we can hear one another" was offered by **Robert Mulholland, NBC president**, in speech Thursday accepting distinguished communications medal of **Radio and Television Commission of Southern Baptist Convention** in Fort Worth. Shouting over differences fragmentizes society, obscures common interests and is harmful to the country, he said, citing NBC meetings with special-interest groups over the years as evidence that if people who disagreed would stop shouting and start listening, belligerence can give way to dialogue, and civility will thrive. Mulholland, speaking at 15th National Abe Lincoln awards programs, was honored for "outstanding achievement in the field of communications."

**Public Broadcasting Service and Merrill Lynch & Co.** have agreed to jointly develop **data delivery service** for use in 1985. Financial information would be downloaded to computers during vertical blanking intervals of PBS member stations.

**NBC News anchor Tom Brokaw** will be subject of series of interviews for **NBC affiliates** located within regions of upcoming caucuses and primaries. So far, interviews, to be presented on NBC Creative Services Satellite Network, will be given on Thursdays preceding particular caucus or primary, including those to be held in Iowa, New Hampshire, Alabama, Alaska, Florida, Georgia, Massachusetts, Rhode Island, Illinois and Minnesota. Interview availabilities



**Not this one.** This episode of the Donahue syndicated talk show, featuring ABC News anchors Peter Jennings, Ted Koppel and Steve Bell, was too much—or too little—for at least two NBC-owned stations. After prescreening it, **WNBC-TV New York** and **KNBC(TV) Los Angeles** cancelled its scheduled appearance last Tuesday (Feb. 14). Speaking for WNBC-TV, vice president and general manager Bud Carey said "we felt the show had no substance, and we had no desire to promote the competition." A spokesman for KNBC, noting the absence of NBC News and CBS News representation, thought the show lacked balance and also "lacked content—it was more fluff than anything else." WNBC-TV substituted a Donahue program on evangelical recruitment that had been scheduled to run later; KNBC repeated an earlier Donahue show on "Mind-Active Drugs." Shown here in the offending episode are (l to r) Bell, Jennings, Koppel and Donahue. The program is scheduled to air on other stations which carry Donahue at various times over the next four weeks.

for other caucuses and primaries will be announced. Brokaw will analyze important issues related to each caucus or primary in interviews limited to six or seven minutes.

**Movement** is under way in **House** to attach language to broadcast deregulation bill **permitting RKO General Inc. to sell its 12 radio stations that are now designated for comparative hearings**. Proposal was reportedly presented by minority coalition that is one of 171 competing applicants for stations. Proposal would in effect permit RKO to make distress sales although stations have been set for hearings, conditions excluding sales under FCC rules (BROADCASTING, Jan. 30). If Congress goes along, major question would remain; prices stations could be sold for.

FCC administrative law judge has granted application of **Metromedia, MCI and Cellular Mobile Systems** for nonwireline cellular radio franchise for Los Angeles area.

**National Association of Broadcasters** has asked **FCC to insure** that proposed expansion of **forest products radio service does not create interference to TV reception**. FCC is planning to permit forest products service use of 10 frequencies in 72-76 mhz band on shared basis with other land mobile; NAB said it was concerned that stations on VHF channels four and five may suffer as result.

**Christian Broadcasting Network's** January prime time syndicated information/entertainment special, **Don't Ask Me, Ask God**, pulled 10.5 Nielsen rating. That translates into some **16 million viewers**, said CBN spokesman. Based on Nielsen's report for 1983 syndicated specials, show would have ranked eighth among all syndicated prime time specials, spokesman noted.

FCC Mass Media Bureau has **fined WCRV(AM) Washington, N.J., \$5,000 for allegedly violating lowest-unit-charge rule 689 times**, and allegedly violating rule prohibiting **discrimination among candidates**. Bureau also directed station to rebate \$3,235.48 to candidates station had allegedly overcharged.



# Editorials

## Moveable feast

Highways, airways and railroads leading from Los Angeles to San Francisco will be heavily traveled next Jan. 9 if the Association of Independent Television Stations and NATPE International observe present scheduling of their 1985 annual meetings. INTV is set for Los Angeles Jan. 5-8, NATPE for San Francisco Jan. 10-15. The traffic may be estimated from attendance at this year's INTV assembly, 1,000 (BROADCASTING, Jan. 23), and NATPE's, 6,387 (see page 31, this issue). With prices what they are for the catering that goes on at these affairs, the highway traffic Jan. 9 may include some hitchhiking.

Naturally, as is reported in another story on page 32, the program distributors who are faced by nearly back-to-front displays of product in locations 400 miles apart are dismayed. In a way, however, the condition is of their own creation.

In its earlier and more modest configuration, INTV held annual meetings confined mostly to discussions of the independents' peculiar problems in the television community, the advertising world and Washington. Nobody but members showed up—until program distributors realized that some of their best customers were annually accessible within a confined environment. Enter screening suites in the INTV convention hotel. In the past couple of years INTV has become a major exhibition, attracting some network affiliates as well as members for a preview of programming to be seen later at NATPE.

If it were a tidy world, strawberries and cream on a summer day at Wimbledon, NATPE and INTV would probably devise a way to coordinate conventions in the same location with a program fair in between. But the characters and settings of television program marketing don't quite fit that picture. INTV is unwilling to merge too far into a NATPE event for fear of being swallowed up. NATPE wants to guard its role as the established and premiere program marketplace.

Maybe the identities of both are best served by the kind of convention scheduling that took place this year. The events were in different cities but a month apart. After each, program exhibitors professed satisfaction.

The guess here is that the timing next year will be subject to future revision.

## Here to stay

The argument over barter programming, particularly the advertiser-supported variety, goes on and intensifies, as evidenced most recently in a back-and-forth panel session during the NATPE International convention. And as is usually the case with serious arguments, there is something to be said for both sides.

The debate at NATPE is reported elsewhere in this issue. The nub of the issue, oversimplified, is that many stations (and all or most station reps) feel that stations are hurting themselves by giving up commercial inventory, meaning potential revenues, as part payment for the programs, while barter programmers argue that their program quality is high and that part payment in this form keeps down the station's cash outlays, which would often have to be prohibitively high to cover the production costs of such programming. There are, of course, endless variations on this theme, including the presumed belief of barter advertisers that they are getting more for their money this way.

As with the chicken-or-egg question, there is no easy answer.

There is good barter programming, and some not so good, but the practice is certainly growing and probably here to stay. The trick for stations, it seems to us, is to evaluate barter programming the same way they evaluate other syndicated programs: deciding whether a suitable alternative is available at no (or less) cost in inventory. It's not an easy solution, but if practiced consistently, it should keep both stations and barter programmers on their toes, which is the way the marketplace is supposed to work.

## Hostage

One of the sitting members of the FCC is in a collapsible chair. Dennis Patrick was nominated to the seat last October, but Congress adjourned before giving him a confirmation hearing. He was given a recess appointment, subject to Senate confirmation that is yet to materialize. If the Senate ends this session without acting, Patrick is out of a job.

So far Patrick has been an unobtrusive figure in FCC operations. Maybe that is his nature. But it would take an assertive personality indeed to start making waves before the Senate Commerce Committee had a crack at him.

The undisputed word is Senator Barry Goldwater (R-Ariz.) won't schedule confirmation hearings until the White House puts a friend in a wanted ambassadorial job. Whether that story is true or false, there seems to be no doubt that Patrick's qualifications are not at issue.

It is a repetition of the history of Steve Sharp, whose appointment to the FCC a couple of years ago was hung up by Senator Ted Stevens (R-Alaska), who was displeased over a previous FCC appointment his candidate failed to get. Sharp's eventual confirmation was obtained only in the legislation reducing the FCC from seven members to five, with Sharp a short-term casualty.

As matters now stand with Goldwater, the FCC could effectively be reduced from five to four. That's carrying Republican politics too far.

**How the money rolls in.** "Boondoggle" is a word that isn't used much these days, but there is no other to describe the cable programming bureaucracy that would be set up if Tim Wirth's latest legislative invention became law. Through franchise fees, he would assign 1% of all cable revenue to municipal access programming and another 1% to national and regional access programming. That would put something like \$100 million a year into a whole new civil service. Wirth's WPA.



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