

Broadcasting Feb 27



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53rd Year 1984

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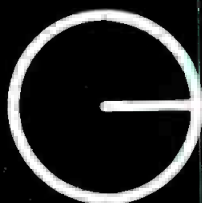


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WOWK-TV won the same
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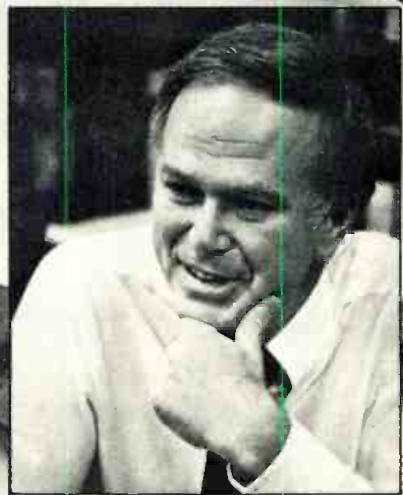
The press should be bound by nothing but the truth.

Restraints of any other kind could start a chain reaction, endangering freedoms everywhere. The Thomas Jefferson Award recognizes an extraordinary public official who has given distinguished service in the defense and preservation of the freedom of expression. The 1984 honoree is U.S. Senator Bob Packwood of Oregon, chairman of the Senate Commerce, Science and Transportation Committee, which is responsible for communications legislation. In 1983, Sen. Packwood introduced the "Freedom of Expression Act", which proposes eliminating governmental intrusions in broadcast freedom of expression. The Thomas Jefferson Award not only pays tribute to Senator Packwood, but also serves as a symbol that freedom must not be compromised.

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**Sen. Bob
Packwood/
Oregon
1984 Honoree,
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Award**



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Jacksonville, Fla./WTLV-TV Springfield, Mo./KYTV

Broadcasting Feb 27

Election campaign coverage season off to controversial start Oral arguments in court cases dot Fifth Estate Baseball's 1984 rights package = \$268 million

OFF AND RUNNING □ Networks report strong second-quarter sales; spot coming around. **PAGE 31.**

EVERY FOUR YEARS □ Networks' political election coverage machine is off and rolling. First skirmish in Iowa draws criticism from local officials on early reporting of projections. **PAGE 31.**

HILL ACCOUNTABILITY □ And in the House, committee clears resolution asking networks to refrain from reporting election results early. Wirth schedules hearing on matter. **PAGE 32.**

OLYMPIC ASSESSMENT □ After winter Olympics ratings fallout, ABC ponders questions of advertiser makegoods and coverage of 1988 winter games. **PAGE 34.**

POLITICAL ADVICE □ NAB videoconference provides information to stations on political advertising. **PAGE 36.**

RAISED EYEBROWS □ In oral arguments before appeals court, judges raise questions about the way the FCC authorized direct broadcast satellite service. **PAGE 37.**

FIRST VS. 21ST □ Liquor advertising case, pitting state of Oklahoma against several of the state's cable systems, is argued before the Supreme Court. **PAGE 38.**

PAY BALL! □ Annual rights payments, spurred by new network contract with ABC and NBC, reach \$268 million, a 75% increase over last year. Local rights continue to grow at rate of 10%. Cable and

pay television coverage proliferate as 19 of 26 teams have signed deals. **PAGE 42-52.**

UNLUCKY SEVEN □ FCC receives reply comments in multiple ownership proceedings. Filings center on whether limits should be placed on network ownership. **PAGE 54.**

AIRING OUT THE DEBATE □ Case involving FCC rule change that opened up political debate sponsorship to news organizations is argued before appeals court. **PAGE 55.**

NEARLY UNANIMOUS □ Broadcasters, Justice Department and NTIA file comments in favor of FCC decision to repeal or relax rule on regional concentration of ownership. **PAGE 55.**

ABC EARNINGS □ ABC reports profits of \$160 million, on par with last year's results. **PAGE 56.**

REP MOVE □ John Blair & Co. acquires Group W Radio Sales, adding second rep company to its portfolio. **PAGE 58.**

HOLLYWOOD FIREPOWER □ MPAA's Valenti leads assault on Capitol Hill, testifying against proposed cable copyright bills. **PAGE 62.**

PUBLIC ADS □ Senate hearing explores issue of advertising on public broadcasting; witnesses divided in testimony. **PAGE 67.**

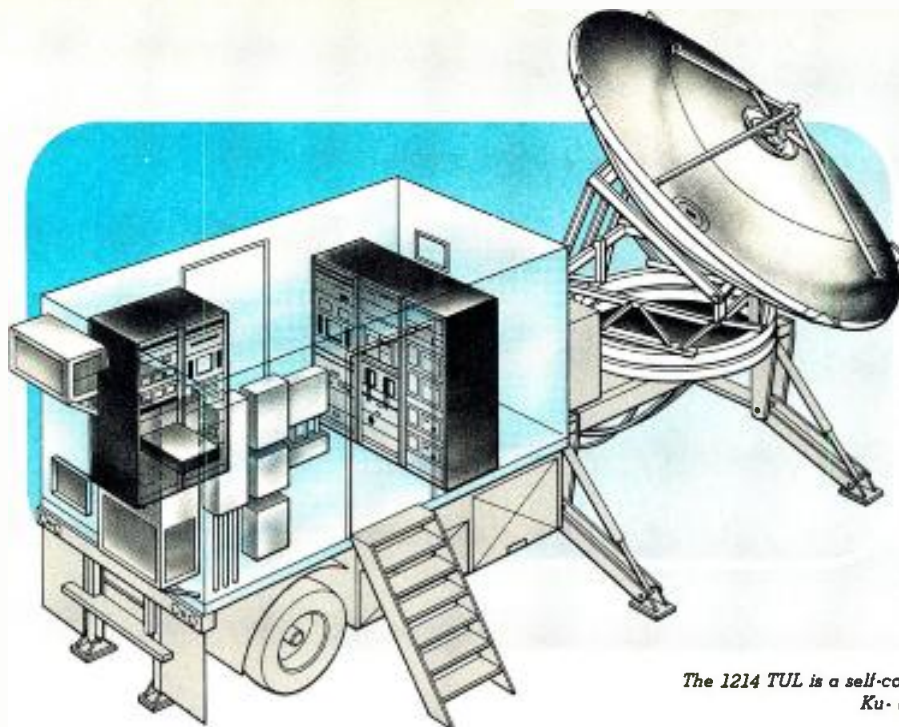
BIG LEAGUE □ Rick Michaels has taken Communications Equity Associates from one-man operation to legitimate contender in high-stakes business of cable brokering. **PAGE 87.**

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Dingell and dereg

Despite strong differences over number of issues surrounding draft of broadcast deregulation bill in Telecommunications Subcommittee, key House leader is optimistic legislation will emerge. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in interview with BROADCASTING editors that will appear in March 5 issue, says congressional prospects for bill are good if broadcasting industry is willing to be "reasonable." He professes personal interest in seeing that "some of the legitimate concerns of the industry" are met, including reasonable expectation of license renewal.

Children's hour

Action for Children's Television and number of allies are energetically lobbying for provision now in draft of broadcast deregulation bill that Representative Tim Wirth (D-Colo.) is preparing. Provision would require television stations to set aside hour each day for children's programming, but effort will be made by broadcasters to strike that language. And ACT, along with such outfits as American Academy of Pediatrics, Children's Defense Fund and American Public Health Association, are generating letters to Congress in support of provision. Aim is to convince Congress that support is not limited to ACT's constituency.

Climax of effort will come on March 6, at press conference groups will hold on Capitol Hill, two days before House Subcommittee on Telecommunications, which Wirth heads, is tentatively scheduled to hold hearing on draft Wirth has prepared.

Chicken and egg

Motorola's two-pronged strategy of trying to persuade broadcasters and receiver manufacturers to adopt its AM stereo system seems to be paying off. Group W, whose KDKA(AM) Pittsburgh claims to be first station on air with nonexperimental stereo signal on July 23, 1982, has picked Motorola system over Harris and Kahn systems, primarily because Motorola system has won support of Delco Electronics and other receiver manufacturers. After extensive testing of all three systems, Group W found that each had strengths and weaknesses but that all delivered acceptable stereo. In absence of clearly superior system, Group W went with only system endorsed by

receiver manufacturers. Group W's WBZ Boston is already on air with Motorola, and KDKA will follow later this year when renovation of its studio is complete. (Other Group W AM's have all-talk format.) Group W decision is blow to prospects of Kahn system. It was system KDKA used for its inaugural AM stereo broadcast.

Group W's decision comes as Buick dealers around country are beginning to offer models with factory-installed Delco AM stereo-FM stereo radio. According to Motorola, Chrysler, Sherwood, McIntosh and Concord also plan to market Motorola receivers of various types in 1984.

Way cleared

Dennis Patrick, recess appointee to FCC, should receive confirmation hearing after all ("Closed Circuit," Feb. 20). In interview last week, Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee, conceded he had held out on hearing for Patrick last year, hoping to get something from White House in return. Goldwater said he hadn't gotten what he wanted, but wasn't holding out any more. "As far as I'm concerned, he [Patrick] is in," Goldwater said. "If he has to have a hearing, we'll hold one." Aide said hearing could possibly be scheduled in March.

Looking for home

National Association of Broadcasters and National Radio Broadcasters Association will hold discussions with Daytime Broadcasters Association on March 8. DBA is on verge of disbanding and wants to be absorbed by larger association provided daytimer identity is maintained and DBA debt picked up. DBA is reported to owe more than \$60,000, although association officials are confident figure will drop before merger. NAB, according to one source, is authorized to assume "reasonable debt" (up to \$50,000) and is prepared to establish separate daytimers committee, among other inducements.

In gestation

Petition that coalition of 30 groups and individuals filed in November asking Federal Trade Commission to ban advertising of alcoholic beverages from television (BROADCASTING, Nov. 28, 1983) is working its way through bureaucracy. Staff is reviewing it and has met with representatives of principal sponsoring group, Center for Science in

the Public Interest. And, although FTC has not yet called for public comment on petition, Distilled Spirits Council of U.S. (DISCUS) has filed voluminous brief in opposition to it.

Extra mileage

Look for Country Radio Broadcasters Inc., Nashville, to announce this week it has made agreement with Jim Owens Entertainment Inc. and Multimedia Entertainment for video production and syndicated television distribution of CRB's annual "New Faces Show," which closes this week's Country Radio Seminar on Saturday evening (March 3). Show will feature 10 new country music acts, including: Atlanta, Bandana, Lane Brody, Rick and Janis Carnes, Exile, Jim Glaser, Jan Gray, Gus Hardin, Kathy Mattea and Dan Seals. It is expected that program will air as one-hour special on commercial outlets within 60 days.

Right and left

Controversial local talk show hosted by right wing activist, Wally George, on KDOC-TV Anaheim, Calif., has been picked up by Metromedia Producers Corp., which hopes to syndicate it nationally on cash basis, as late-fringe weekend vehicle. George, who interviews political liberals on his local show, is known for being volatile on set and for ejecting guests who disagree with him. Show is produced before live audience. At Metromedia's station group, plans proceed for daytime strip for its own and other independent stations ("Closed Circuit," Feb. 6), and, according to insider, company has begun to develop situation comedies, genre its owned independent stations depended on to program crucial 4 p.m. to 8 p.m. time.

Solo for C-SPAN

C-SPAN, which has earmarked \$300,000 for gavel-to-gavel coverage of Democratic and Republican conventions this summer, is considering setting up own cameras in convention halls instead of taking feeds from commercial networks' pool cameras. Reason is money. C-SPAN believes it can do job for less than \$60,000 networks are now asking for access to pool feeds. Cost of pool participation, said C-SPAN President Brian Lamb, stems from extravagance of broadcast networks. "There's a contest among the networks on who's going to outgoldplate the other, and I don't think we should have to pay for it."

Barney Miller-1



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ne Beat Goes On



ALREADY RENEWED!

These stations are
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SAN FRANCISCO	KTVU
DETROIT	WDIV
DALLAS	KDFW-TV
ST. LOUIS	KTVI
MIAMI	WCIX-TV
DENVER	KMGH-TV
SACRAMENTO	KTXL
SAN DIEGO	KGTV
BUFFALO	WIVB-TV
PHOENIX	KPHO-TV
COLUMBUS, OH.	WBNSTV
GRAND RAPIDS	WZZM-TV
OKLAHOMA CITY	KOKH-TV
HARRISBURG	WHTM-TV
SYRACUSE	WTVH
GREEN BAY	WBAY-TV
FRESNO	KSEE
JOHNSTOWN, PA.	WJACTV
SANTA BARBARA	KEYT
LAS VEGAS	KTNV-TV
BINGHAMTON	WBNG-TV
EUGENE	KVAL-TV
ERIE	WJET-TV
RENO	KCRL-TV
MEDFORD	KTVL
BAKERSFIELD	KERO-TV
ARDMORE	KTEN
PALM SPRINGS	KESQ-TV
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in your market?

Barney Miller

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Cable castings

New Bedford drama

Colony Communications is providing its 40,000 subscribers in Fall River and New Bedford, both Massachusetts, with live coverage of the trials of the six men accused of gang raping a 21-year-old woman in a New Bedford bar in March 1983, according to Colony spokesman Gary Goodman. The defendants are being tried in two separate proceedings (four in one, two in the other) in the Fall River Superior Court.

The trials began last Thursday (one in the morning and one in the afternoon) with Colony promising continuous live coverage. Whether Colony will be able to keep its promise depends, in large part, on Judge William Young, who is presiding at both trials. According to Goodman, Young "has complete discretion on when to turn the camera on or off."

The case has drawn national media attention because of the nature of the crime and because several patrons in the bars allegedly witnessed the rape and did nothing to stop it. But, in a prepared statement, Paul Silva, Colony regional manager, said the cable systems are carrying the trials because the case has "ripped the community apart. We felt we owed it to our viewers to let them draw their own conclusions from the live coverage rather than relying on editorial judgments from news reports."

Colony's coverage, which comes from a pool camera, is being cablecast without comment. Said Goodman: "It's just live uninterrupted footage of the two trials."

While the press, including the *Providence* (R.I.) *Journal* and Colony's own cable news

service, was taking pains not to reveal the victim's name, Colony viewers learned her identity when it came out in the course of the trial.

Nashville Net news

The Nashville Network has named Needham, Harper & Steers as its new advertising agency, replacing Slater, Hanft, Martin. NH&S, which will have a billings budget of around \$3 million to work with, will be responsible for all of TNN's consumer and trade advertising campaigns. Richard Anderson, executive vice president, corporate director of media and programming, NH&S/USA, will serve as senior management representative on the TNN account. TNN also announced the signing of 18 new advertisers (and eight renewals) since the first of the year, including a long-term agreement with Acme Boot Co., the company's first commitment to national television advertising. Other TNN sponsors: Lipton, G.D. Searle, Armour-Dial, Hunt Wesson Foods, American Home Products, Champion Sparkplugs, Ford Motor Parts, Framm Corp., Quaker State Oil, Automotive Parts and Accessories Association, Mann's Bait, B.F. Goodrich, Wrigley's Gum, Warner-Lambert, Sears, CBS Records, RCA Records, Warner Brothers Records, Ford Motor Co., Time Inc., Martha White Foods, Wrangler Boots and Dan Post Boots.

Tennis on cable

The USA Network has acquired from CBS Sports the exclusive cable rights to the U.S.

Open Tennis Tournament matches that the broadcast network doesn't plan to televise. According to USA spokesman Barry Kluger, USA Network will present eight week nights of prime time coverage during the tournament's two-week span (Aug. 28-Sept. 9). (CBS will provide live coverage during the two weekends of the tournament and Labor Day.) "We see [this] as a major coup that underscores our firm commitment to a top-flight sports schedule," said Jim Zrake, executive producer, sports, USA, in a prepared statement. "The U.S. Open joins the French Open, Volvo Masters and more than 15 other tournaments to give us what I consider to be the finest tennis package on television." Kluger said he didn't know the terms of USA's deal with CBS, but said that USA outbid ESPN, its cable programming competitor, for the rights.

Pay in L.A.

Pay Per View Associates Inc., Rolling Hills Estates, Calif., will offer the April 6 heavyweight championship fight between Larry Holmes and John Tate on a pay-per-view basis to some 200,000 Los Angeles-area cable homes. Under terms of an agreement with 12 area cable systems, said PPVA President Rick Kulis in a prepared statement, PPVA will take care of all pre-flight marketing and supply the decoding equipment. All the cable systems have to do is take orders and carry the fight, he said.

Time is not money

Group W Cable will give away spots on its Dearborn, Mich., cable system this spring to advertisers who want to experiment with basic cable networks. "We want to demonstrate how cable can influence the purchases of our subscribers," said Daniel Ritchie, chairman of Group W Broadcasting & Cable Inc. in a speech before the Detroit Adcrafters Club. "All the advertiser has to pay for is his research," he said, and "all we ask of him is that, wherever possible, he share with us the results of that research."

New country country

Telstar Corp., Beverly Hills, Calif., has sold a 10% interest in Country Music Television (CMTV) to Music Village U.S.A., which is building a music entertainment complex of the same name in Henderson, Tenn., to rival Opryland in nearby Nashville. The deal, valued at approximately \$1.5 million, drops Telstar's interest in the advertiser-supported cable service to 46%. The remaining interest is held by about two dozen other groups and individuals.

Telstar Chairman Gerald A. Bartell said the relationship between CMTV and Music Village should be beneficial to both. Music Village will receive national cable exposure and promotion over CMTV, while CMTV will draw upon the talent appearing at Music



Mall marketing. The American Television and Communications cable system serving Shreveport, La., complements its conventional marketing with The Cable Store, a retail outlet where consumers can sample the cable programming and sign up for service if impressed with what they see. The Cable Store, which was designed by Walker/Group Inc., also sells and rents videocassette recorders and videocassettes.

Village to enhance its 24-hour-a-day programming schedule. "We'll have a good handle on a lot of talent," said Bartell. "Many country music artists are involved in the development of Music Village. Conway Twitty is the lead horse."

Music Village, which is scheduled to open late this spring, will feature a concert hall. Stan Hitchcock and The Music Village Show Band and other country music artists will provide daily shows. In addition, the complex will contain the Ferlin Husky Wings-of-a-Dove Museum and the Marty Robbins Memorial Showcase. It's located on Johnny Cash Parkway, across from Cash's House of Cash and adjacent to Twitty's Twitty City.

Telstar's primary business is pay television. It provides multichannel SMATV services to hotels, motels and other institutions and holds an interest in Oak Communications' STV and MDS enterprises. Much of the programming is distributed over the six transponders it leases from AT&T on Comstar D-4.

It's legal

The paper mill at the National Cable Television Association has cranked out yet another "white paper" as part of its effort to pass legislation (H.R. 4103) that would loosen cities' regulatory grip on cable. The latest document tries to assuage concern that such legislation would eventually be found unconstitutional by the Supreme Court. Written by Laurence H. Tribe, Tyler professor of constitutional law, Harvard University Law School, under contract from NCTA, the

paper concludes that "there can be no doubt" that the Supreme Court would uphold the bill "as a valid exercise of congressional power," which stems from Congress's constitutional authority to regulate interstate commerce. The activities the bill would regulate "substantially affect interstate commerce," he said. What's more, "the bill offends no independent provision of the Constitution, including the 10th and First Amendments," he said.

Keep them happy

The National Cable Television Association's annual by-invitation-only seminar for top cable executives, slated for April 2-3 at South Seas Plantation, Captiva Island, Fla., will focus on what should be every business's goal: keeping the customers satisfied. NCTA plans to release research it commissioned that would establish "national norms" for customer satisfaction by which cable systems can grade themselves. The research was conducted by International Communications Research with the help of several MSO's. Leading discussions at the seminars will be Paul I. Bortz, managing director, Browne, Bortz and Coddington Inc., and Christopher H. Lovelock, associate professor of business administration, Harvard Business School.

BET a sure bet

Black Entertainment Television, the nation's first and only black-oriented, advertiser-supported cable network, has an-

nounced ad agreements with both J.C. Penney Co. and Ford Motor Co. J.C. Penney will air commercial spots throughout BET's sports, variety and family programs beginning in March, while three Ford components—Lincoln-Mercury Division, Ford Parts and Service and Ford corporate—will sponsor the two-minute *Minority Business Profiles*, airing three nights a week between 8 and 11 p.m.

J.C. Penney National Media Manager Dave Wood said he expects BET to become "an important part of our media plan to target the black consumer market." And BET President Robert L. Johnson hailed Ford's sponsorship of *Minority Business Profiles* as "an innovative and informative way of demonstrating its ongoing corporate commitment to the minority community." BET, which programs from 8 p.m. to 2 a.m. daily, reaches over 5 million cable homes.

An advertising agreement between BET and Nike Inc. will be announced tomorrow (Feb. 28).

Got it covered

Cable News Network will carry the debate among the eight Democratic presidential candidates from the Fox Theater in Atlanta on March 11 from 5 to 6:30 p.m. The debate is being staged by the League of Women Voters. NBC News commentator John Chancellor will serve as moderator ("In Brief," Feb. 6). The debate takes place two days prior to "Super Tuesday" (March 13) when 10 states hold their primaries or caucuses.

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

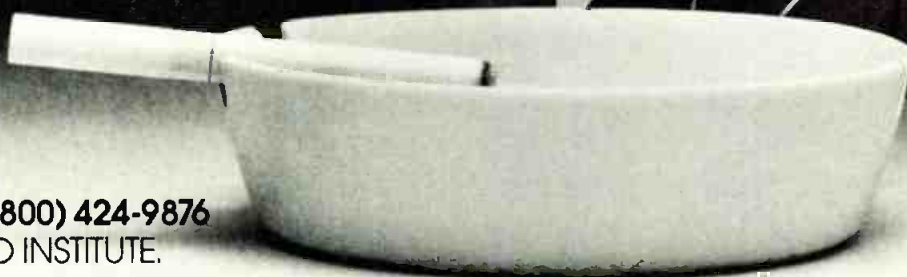
People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Anne Browder can help. Her job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



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**NOW... FOR SEPTEMBER
FROM LORIMAR**

Business Briefly

AdVantage

Big splurge. American Petrofina Inc., Dallas, has earmarked budget "in seven figures" for television and radio in 1984 to promote sales of company's gasoline and oil products. Petrofina began eight-week flight on TV in 20 markets in South, featuring Mel Tillis as spokesman. Spots will also air on a special regional CBS-TV network covering eight southern and southwestern states and in NBA basketball from March to June. Additional spot TV activity in September will be determined pending acquisition of Champlin service stations in 11 Midwestern states. Radio buys will use spots in summer months on various state radio networks. Agency for Petrofina is Geer DuBois, New York.



Tillis for Petrofina

Increasing favor. Doyle Dane Bernbach, New York, has issued media report concluding that as audience becomes more interested in particular program or publication, advertising within that medium becomes more effective. Mike Drexler, executive vice president and director of media and programming at DDB, also noted that most frequent media user is also most loyal. He added that evidence suggests that in TV, high-rated shows within each daypart have "greatest concentration of loyal audience," who like advertising within program as well as program itself.

TV ONLY

Old El Paso □ Various grocery products and frozen foods will be highlighted in campaign beginning today (Feb. 27) in more than 50 markets. Spots will air in various dayparts with an emphasis on evening. Target: women, 25-54. Agency: Haworth Group, Minnetonka, Minn.

Woman's World □ Magazine will be promoted in three-week flight beginning Feb. 28 in 65 markets. Commercials will air in daytime and evening news Tuesday through Friday. Target: women, 25-54. Agency: AC&R Advertising, New York.

Hygrade Food Products □ Ballpark franks will be highlighted in campaign beginning Feb. 29 in several Florida markets including Miami and Tampa. Spots will air in various dayparts. Target: women, 25-54. Agency: W.B. Doner, Southfield, Mich.

British Caledonian Airways □ Air service will be promoted in six-week flights in five markets beginning this week. Commercials will run in early and late fringe, prime time and news. Target: men, 25-54. Agency: Winus-Brandon Advertising, Bellaire, Tex.

Oakwood Home Corp. □ Campaign to promote Oakwood mobile homes will begin in early March for two weeks in approximately 20 markets in Southeast and Texas. Commercials will run in all dayparts. Target: men and women, 18-34. Agency: Long, Haymes & Carr, Winston-Salem, N.C.

Delta Faucets □ Ten-week campaign will begin March 5 and run through May

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^A CHEMICAL MANUFACTURERS ASSOCIATION
2501 M Street, N.W., Washington, D.C. 20037

Snuff and stuff. In a letter to Federal Trade Commission Chairman James C. Miller, a Washington-based consumer group said it will seek legislation in Congress to remove snuff and chewing tobacco ads from radio and television. The group, Public Citizen, petitioned the FTC in the meantime to require warnings in smokeless tobacco advertisements or to proceed against each manufacturer (including its advertising agencies) individually for "failure to disclose the health risks" associated with such products. In its letter, the group said that the Department of Health and Human Services has estimated that 22 million Americans use smokeless tobacco and asked the FTC to inform consumers of "the now well-established link between the use of such products and oral cancer."

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

**Columbia Pictures
Television**

A UNIT OF THE GARY Z. COMPANY

Live from Cape Canaveral



Live from West Beirut



Live from Sarajevo



NBC RADIO NEWS.

**ON THE SCENE
WHEN IT COUNTS.**

9:00 AM NYT Newscast, February 8, 1984

CAPE CANAVERAL "Our space shuttle astronauts are getting a little extra time for sight-seeing today after yesterday's successful trips outside the spacecraft. They'll go out again tomorrow."

SARAJEVO "There is fresh snow in Sarajevo, Yugoslavia today—just in time for today's opening ceremonies at the Winter Olympics."

WEST BEIRUT "...people are going to the shops, buying bread, gas, candles, anything they can take home and back into the shelters just in case renewed fighting breaks out."

Whether it's here on earth or out of this world, NBC Radio News never leaves you up in the air.

Clear, concise and colorful on-scene reporting of the big stories is what your listeners demand. And is exactly what we supply. Time and again. With more newslines feeds and actualities than anyone else around.

When it's quality and consistency you want, count on the unique sound of NBC Radio News. Your most reliable source of information.



For stations committed to news.

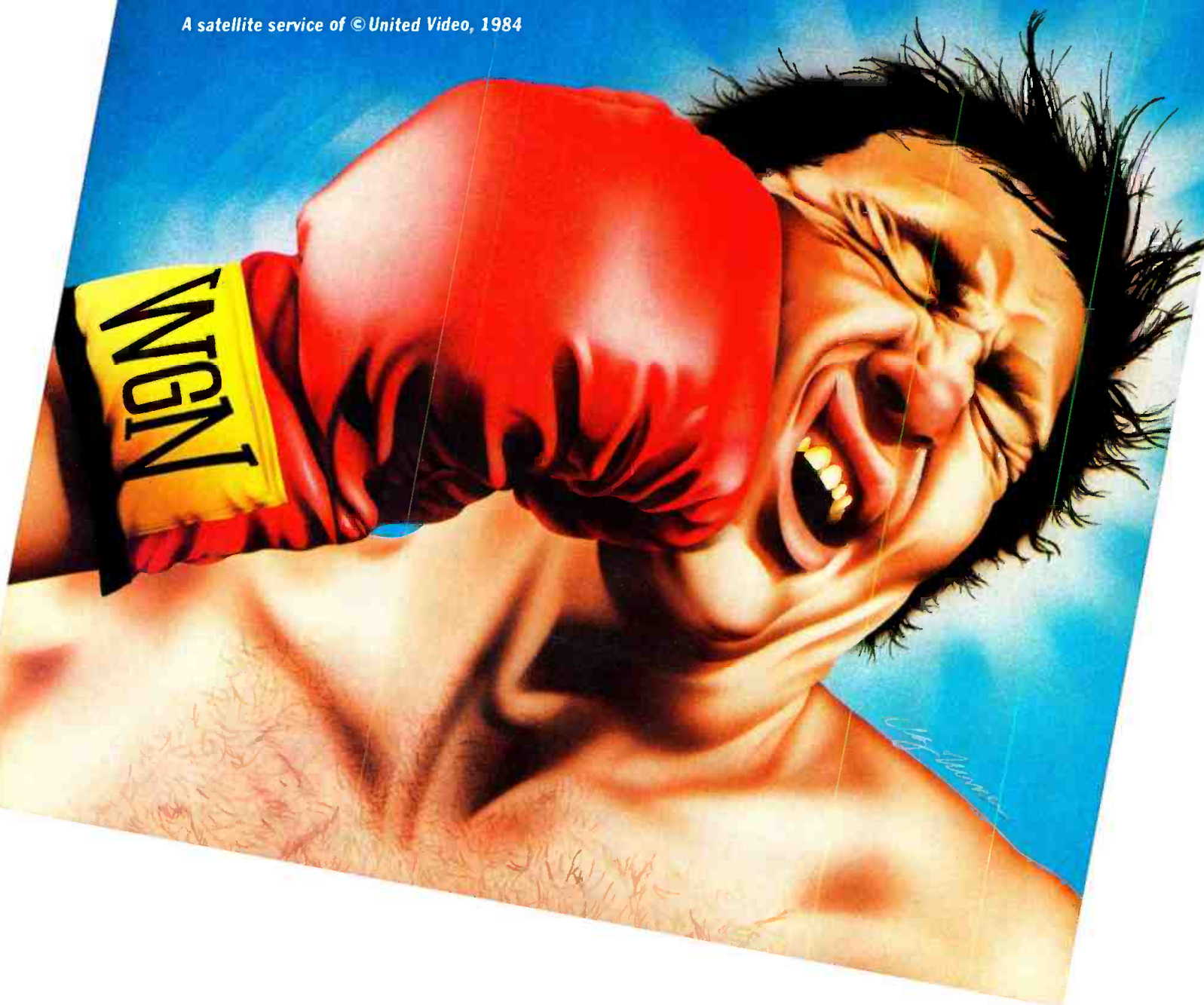
WGN KAYOS THE OTHERS!

If subscribers have a choice between WGN, USA, CBN, and ESPN, the Chicago SuperChannel beats the others to the punch. Based on a Nielsen NHI Special Viewing* report, when the Chicago SuperChannel is a choice, subscribers choose WGN.

Do you have a basic cable champ on your system? If not, look at the Nielsen numbers and see how viewers pick WGN over contenders. Call United Video, 1-800-331-4806.

*This July 1983 cable household viewing report is a 4 week average (Sunday-Saturday) of viewership in households carrying WGN and WTBS, excluding Atlanta and Chicago DMA's. Subject to qualifications available upon request.

A satellite service of © United Video, 1984



Broadcasting Publications Inc.

Founder and Editor
Sol Talshoff (1904-1982)

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

The Fifth Estate Broadcastings

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

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Editorial Consultants

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Broadcasting ■ Cablecasting

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Daniel L. Martucci, *production assistant*.

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David Berlyn, *senior sales manager*.
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Tim Thometz, *sales manager*.

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Albert Anderson.
Irving C. Miller, *financial consultant*.
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Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, *director*

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Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dittingo, *senior editor*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner,
advertising assistants.

Hollywood: 1580 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.

Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



ABP

American
Business
Press Inc

Founded 1931. *Broadcasting-Television* * Introduced
in 1946. *Television* * acquired in 1961. *Cablecasting* *
introduced in 1972. □ Reg. U.S. Patent Office. □
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TELEVISION. Cablecasting.

Rep Report

WGBS(AM)-WLYF(FM) Miami: To Blair Radio
from Torbet Radio.

□

WBIG(AM) Greensboro, N.C.: To Blair Ra-
dio from Eastman Radio.

□

WJTO(AM)-WIGY(FM) Bath, Me.: To Kettell-
Carter (no previous rep).

□

Minor move. Katz Communications Inc.
and its television and radio units in Bos-
ton will move to new suite in Statler Office
building. Address and phone number re-
main same: Statler Office building, suite
220, Boston 02116-4396; (617) 542-
5458.

21 in 21 markets. Spots will air
alternately with network campaign in
early and late fringe. Target: adults, 25-
54. Agency: Rosenfeld, Sirowitz &
Lawson, New York.

Chevron Chemical □ Outdoor gardening
supplies will be highlighted in
campaign beginning in early March in 81
markets. Flights will run for varying
lengths according to market and
product. Commercials will air in news
and prime time and in daytime in some
markets. Target: adults, 25-54, and
gardeners. Agency: McCann-Erickson,
San Francisco.

Flav-O-Rich □ Ice cream will be
spotlighted in four-week flight to begin
in mid-March in 22 markets.
Commercials will be carried in daytime,
early fringe and prime time. Target:
women, 25-54. Agency: D'Arcy
MacManus Masius, New York.

Martha White Foods □ Campaign in
support of fruit muffin mix will begin in
mid-March for four weeks in about eight
Midwestern markets. Spots will appear in
daytime and fringe periods. Target:
women, 25-49. Agency: Bozell & Jacobs,
Chicago.

Dim Hosiery Corp. □ Pantyhose will be
promoted in four-week campaign
beginning March 12 in five markets
including New York, Los Angeles and
San Francisco. Commercials will air in
various dayparts excluding daytime.
Target: working women, 18-49. Agency:
Intermarco Advertising, New York.

Shoetown □ Generic spot will air in
eight markets for varying number of
weeks beginning March 19. Dayparts
include early morning, daytime and early
and late fringe. Target: working women,
25-54. Agency: in-house, Totowa, N.J.

Burma Castrol □ Motor oil will be

DOWN FOR THE COUNT!



The count's over and WGN's the
champ! The Chicago Super-
Channel's programming punch
makes WGN a winner. In a Nielsen
NHI Special Viewing[®] report WGN
BEATS USA, CBN, and ESPN hands
down from 7:00 AM to 1:00 AM,
Sunday through Saturday. Round after
round, the Chicago SuperChannel
jabs home a lineup of kids programs,
sports, recent series, and movies.
Why don't you have this winner
in your corner? When subscribers
have a choice they choose a champ...
WGN. See for yourself. Call United
Video, 1-800-331-4806.

*This July 1983 cable household viewing
report is a 4 week average (Sunday-
Saturday) of viewership in households
carrying WGN and WTBS, excluding
Atlanta and Chicago DMA's. Subject
to qualifications available upon request.

WGN... Chicago Super Channel

A satellite service of © United Video, 1984

promoted in 22 markets beginning March 19 for four weeks. Spots will air in various dayparts. Target: men, 18-49. Agency: Scali, McCabe & Sloves, New York.

RADIO ONLY

Gordon's Jewelry □ Various jewelry items will be spotlighted in two separate two-week flights, one starting in March

and other in April, both in 12 markets. Commercials will run in all dayparts during weekdays. Target: women, 25-54. Agency: Ketchum Advertising, Houston.

Monday Memo

A cable TV programming commentary from Allen Reid, Reid/Land Productions, New York.

Some advice to cable producers

Being a network television producer does not prepare you to produce a series for cable, unless you are capable of working within a budget that is one-fourth that of a network or syndicated show. A network or syndicated game show generally is budgeted at \$50,000 to \$60,000 a week for a five-day, half-hour strip series. In cable, you have to bring in the same series, with the same quality of production, for \$10,000 a week or less. In terms of production costs, it's like turning back the clock to 1950.

But it can be done and is being done in Nashville, where we are producing our second season of 130 half-hour programs of *Fandango*, a musical game show hosted by country music star Bill Anderson, for the Nashville Network.

We have developed a formula that can be followed by other television producers. The ingredients of the formula are as follows: (1) Develop a property that depends on interesting contestants, not guest stars. (2) Sign up a host who has the experience and stamina to tape five shows a day, four days a week. (3) Assemble a production company versatile enough to produce a show with one-fourth the staff most network game shows require. (4) Round up a technical crew that works fast and never runs overtime. (5) Convince a cable network that you can produce a quality series with the above ingredients.

Taking the points one by one, we start with the property. It is crucial to develop a show that depends on exciting contestants rather than guest stars. Since guest stars receive a fee for appearing on the show, this cost will immediately throw your production costs into a turmoil. Moreover, we have discovered that by carefully screening we have come up with energetic, bright, interesting contestants who are natural performers. This is also true on network or syndicated television. Probably the most successful show is *Family Feud*, which depends on contestants with whom the viewer can identify, not stars to carry the show.

Second, finding a great host is a key to the success of the show. Dick Dawson, Bill Cullen and Dick Clark all have the ability to communicate with contestants and bring out the best in them. The host can make or break a show.

In cable, you need another ingredient when considering a game show host. That ingredient is stamina. Hosts of network and



Allen Reid is president of Reid/Land Productions, New York. He produces the Nashville Network's *Fandango* and *You Can Be A Star* series, and has produced sports specials for Showtime and other cable networks. Reid has also directed variety programs, game shows and sports for Canada's CTV network.

syndicated game programs tape five shows a day, once a week. In cable television, we tape five shows a day, four days a week for two months in a row. That requires stamina and a person who is in top physical and mental form.

The third point is to assemble a production company in which all are so versatile that they can perform not one job, but three or four jobs simultaneously. For instance, I produce and direct all the *Fandango* shows. I also write many of the questions and edit the others. That's three jobs. Mady Land is the co-producer, supervises the distribution of all prizes and is the associate director. That's three more jobs. To sum it up, everyone doubles and triples in brass. It's as if we never consider a job too insignificant or difficult to do. The object is to put together the best show possible. We also work seven days a week when we are in production: three days of preparation and four days of taping. Cable producers should be aware that their staff must be capable of performing multiple jobs in order to make the show work.

The fourth point is putting together a technical crew that is capable of doing 20 shows in four days and without running into overtime. We tape the show in Nashville, where the crew is talented, experienced and non-union. However, they receive salaries equal to those of union personnel all over the country, and in some cases they earn more than their union confreres. In Nashville, as in most other medium-sized cities, studio costs are in line with our budget. It would be impossible to do our show in New York, Los Angeles or Chicago because of studio costs and union restrictions. Cable presents a great opportunity for producers and stations in smaller cities to come up with packages for cable if they follow our formula.

Finally, the successful cable producer must find a cable network willing to take a chance on his product. Most cable networks are interested in new productions if they can be brought in at the right price. They are interested in series and specials, but the product must stand up to network quality and yet be produced on a cable budget. Our company has produced several sports series on three other cable networks: USA, ESPN and Home Box Office. I believe there are dozens of other sports events that can be the basis of cable series or specials, but it takes a good deal of time and effort and the instincts of a bloodhound to find the properties and lock up the television rights.

Cable networks prefer to work with producers and directors who have experience in syndication or network. They want producers who can produce a network-quality product, but on a shoestring budget. The economies of cable demand it.

It is important for a cable producer to study the medium carefully and completely. He must know what works in the medium and have an encyclopedic knowledge of every successful series or special on cable. That means he must constantly watch the medium and monitor its product.

Major network television executives are now casting an eye on the work of cable producers and are beginning to invite them into network television because of the cable producers' ability to work within a modest budget and still produce network quality shows. It is quite apparent that a new pool of television network talent is being developed in the cable television studios. As the major league baseball managers look to the minor leagues to provide new, exciting talent, so the major networks are beginning to look to the cable networks for their new producing and directing talent.

BREAK AWAY™

IS UP.

MINNEAPOLIS

WCCO
4 PM CT
FEB. 84 TV HH*

RATING - 6
SHARE - 18

NOV. 83/FEB. 84
INCREASE:

UP **29%**
"STRONG #2."

CHICAGO

WFLD 10 AM CT
FEB. 84 TV HH**

RATING - 2
SHARE - 6

NOV. 83/FEB. 84
INCREASE:

UP **20%**
"50%
IMPROVEMENT
OVER PRO-
GRAMMING
A YEAR
AGO."

NEW YORK

WNEW 11 AM ET
FEB. 84 TV HH**

RATING - 2
SHARE - 9

NOV. 83/FEB. 84 INCREASE: UP

"STRONGER
PERFORMANCE THAN
'HOUR MAGAZINE' IN COMPARABLE
TIME PERIOD A YEAR AGO."

BOSTON

WCVB 4 PM ET FEB. 84 TV HH*

RATING - 5 SHARE - 15

NOV. 83/FEB. 84 INCREASE: UP

"TIED FOR #2."

15%

LOS ANGELES

KTTV
1 PM PT
FEB. 84
TV HH**

RATING - 2
SHARE - 7

NOV. 83/FEB. 84
INCREASE:

UP **17%**

"MORE THAN
DOUBLE THE
PERFORMANCE
OF PROGRAMMING
A YEAR AGO."

WASHINGTON

WTTG 11 AM ET FEB. 84 TV HH***

RATING - 3 SHARE - 14

"PROGRAM COMMENCED
JAN. 84. APPROXIMATELY 200%
IMPROVEMENT OVER
PROGRAMMING A YEAR AGO."

PHOENIX

KTSP
3 PM MT
FEB. 84 TV HH*

RATING - 4
SHARE - 19

NOV. 83/FEB. 84 INCREASE:

UP **90%**

"STRONG #2."

ATLANTA

WAGA 4 PM ET
FEB. 84 TV HH*

RATING - 7
SHARE - 17

NOV. 83/FEB. 84
INCREASE:

UP **31%**

"TIED FOR #2."
NOW, COMPARABLE
TO OFF-NETWORK
PROGRAMMING
PERFORMANCE OF
A YEAR AGO."

TAMPA

WTVT
9 AM ET
FEB. 84
TV HH*

RATING - 3
SHARE - 16

NOV. 83/
FEB. 84
INCREASE:

UP **45%**
"TIED FOR #2."



COLBERT
TELEVISION SALES
(212) 687-4840
(213) 277-7751



LEXINGTON BROADCAST
SERVICES COMPANY, INC.
National Advertising Sales
Representatives (212) 418-3000

Produced by The Bennett Group and Imero Fiorentino Associates in association with the Metromedia Television Stations.

THE BENNETT GROUP, INC., Union Bank Building, 15233 Ventura Blvd., Suite 314, Sherman Oaks, CA 91403 (213) 981-7400.

*NIELSEN DMA TELEPHONE COINCIDENTAL WEEK OF 1/30 - 2/3, 1984. 1,000 ATTEMPTS PER MARKET - 90% COMPLETED **NIELSEN NSI METERED OVERNIGHT SERVICE WEEK OF 1/30 - 2/3, 1984 ***ARBITRON ARB METERED OVERNIGHT SERVICE WEEK OF 1/21 - 1/27, 1984

This week

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,

■ Indicates new or revised listing

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 Sta-

tions 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 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 3**—Seminar on lighting techniques, sponsored by National Academy of Television Arts and Sciences, Washington chapter. WTTG(TV) Washington.

Also in March

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-Tech 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 6**—Museum of Broadcasting "Women at Work" seminar (part one), "Producing Films About

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.

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.

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

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

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

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

■ **Dec. 5-7**—Western Cable Show, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

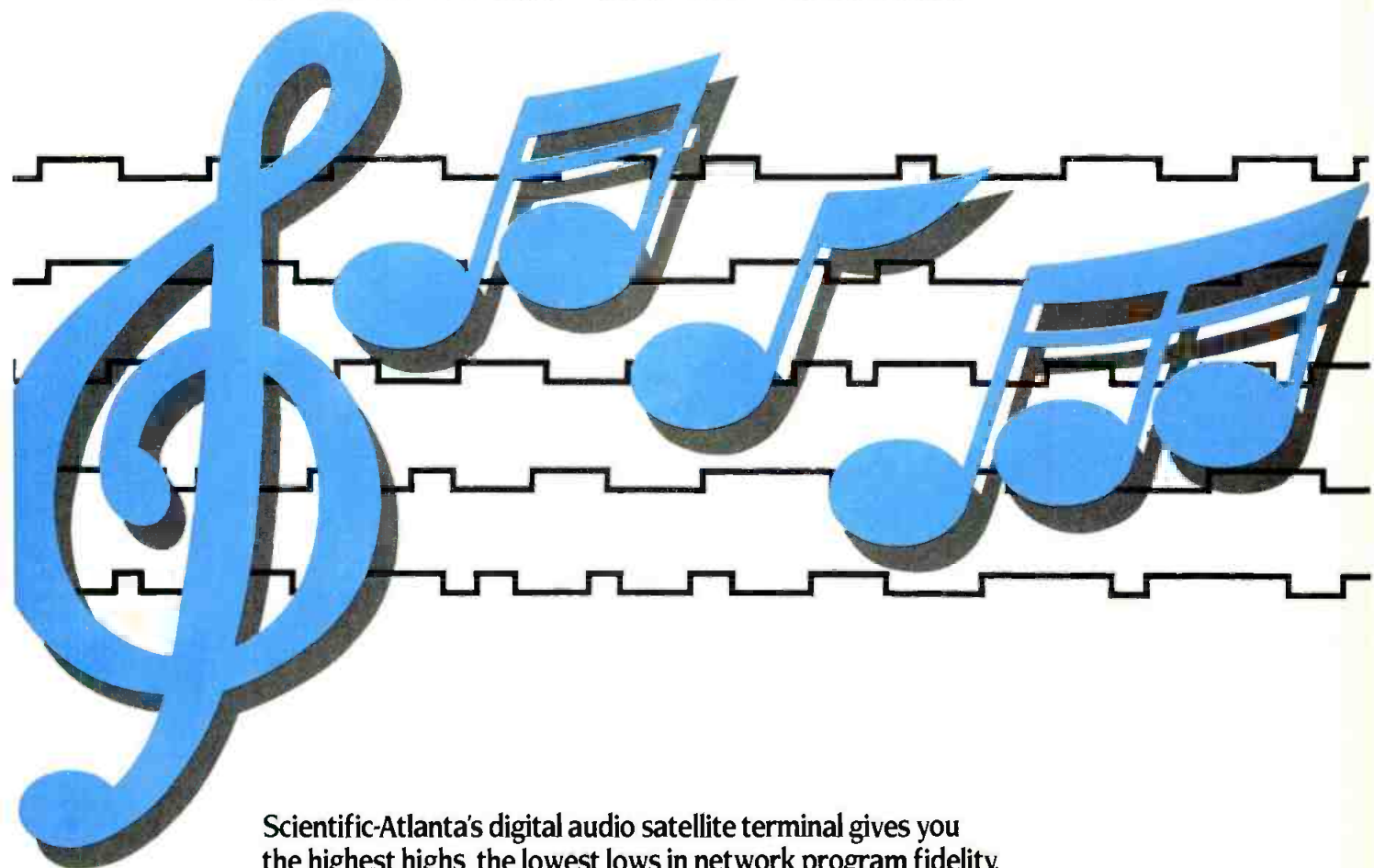
Dec. 5-7—Radio-Television News Directors Association international conference. San Antonio Convention Center, San Antonio, Tex.

■ **Jan. 5-8, 1985**—Association of Independent Television Stations (INTV) annual convention. Century Plaza hotel, Los Angeles.

■ **Jan. 10-15, 1985**—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 18-21, 1986, New Orleans, and Jan. 24-27, 1987, New Orleans.

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

SOUNDS YOU'VE NEVER HEARD BEFORE.



Scientific-Atlanta's digital audio satellite terminal gives you the highest highs, the lowest lows in network program fidelity.

Scientific-Atlanta brings you the first major advance in network radio program delivery since there were network radio programs to deliver: the digital audio satellite terminal.

Listen to the crisp, clean signal quality featuring 80 dB of dynamic range and a full 24 dBm peak signal level. And then notice the low distortion characteristics—less than .3% THD. We make it sound like the program is originating in your own studio.

Our new digital audio

terminal also offers fast set-up and long-term reliability. Plus ease of operation: you can make a program change with a simple flip of a switch.

Once you hear the dramatic difference of digital satellite distribution, you'll be introduced to a quality of sound you've never known before. Find out more right now by contacting P. Michael Kelly. The new digital audio terminal from Scientific-Atlanta—the choice of four of America's leading radio networks.

**Scientific
Atlanta**



Women." Museum of Broadcasting, New York. Information: (212) 752-4690.

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*, Washington chapter, 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**—*Museum of Broadcasting* "Women at Work" seminar (part two), "The Willmar 8." Museum of Broadcasting, New York. Information: (212) 752-4690.

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**—*Museum of Broadcasting* "Women at Work" seminar (part three), "Broadcast Journalism and Women's Issues." Museum of Broadcasting, New York. Information: (212) 752-4690.

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

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

March 13-15—*Louisiana Association of Broadcasters* annual visit with Congress and FCC. Washington.

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

■ **March 14**—*Women in Communications*, Chicago chapter, annual Jacob Scher Awards dinner. Speaker: Linda Ellerbee, former anchor of *NBC News Over-night*. Hyatt Regency, Chicago.

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**—*Advanced Television Systems Committee* meeting. National Association of Broadcasters headquarters, Washington.

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 Seatec Inn, Seatle

■ **March 15**—Deadline for entries in Edward R. Murrow Award, for "outstanding contributions to public radio," sponsored by *Corporation for Public Broadcasting*. Information: CPB, 1111 16th Street, N.W., Washington, D.C., 20036.

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 19**—*International Radio & Television Society* writing workshop, co-sponsored by *Center for Communication*. Adcom conference room, CBS, 51 West 52d Street, New York.

March 20—*Television Bureau of Advertising* regional sales training conference. Amfac 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**—*National Academy of Television Arts and Sciences* seminar on new technologies. WJLA-TV Washington.

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

■ **March 22-24**—*Washington Program of Annenberg Schools of Communications* cable TV seminar. Speakers include Wendell Bailey, National Cable Television Association; Henry Geller, Washington Center for Public Policy Research; Howard Symons, House Subcommittee on Telecommunications; Morris Tarshis, Board of Franchises, New York City; Joshua Koenig, New York State Cable Television Association, and John Evans, Arlington (Va.) Telecommunications Corp. Capitol Holiday Inn hotel, Washington. Information: (202) 484-2663.

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**—*International Radio & Television Society* writing workshop, co-sponsored by *Center for Communication*. Adcom conference room, CBS, 51 West 52d Street, New York.

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 Soci-*

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Program Buyers
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National Association of Broadcasters

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VOLUME 24

Warner Bros. Television Distribution
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ety "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

■ **March 28-31**—*National Association of Black Owned Broadcasters* eighth annual spring broadcast management conference. Marriott's Hilton Head Resort, Hilton Head, S.C.

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 30**—Deadline for entries in Addy Awards, sponsored by *American Advertising Federation*. Information: Janel McKenna, AAF awards coordinator, (202) 898-0089.

■ **March 30-April 1**—*Foundation for American Communications* "Economics Conference for Journalists," co-sponsored by *Gates Foundation*. Keystone, Colo. Information: (213) 851-7372.

March 31—Deadline for entries in "Hometown U.S.A. Video Festival 1984," for community cablecast programming, sponsored by *National Federation of Local Cable Programers*. Information: Joan Gudel, 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* annual scholarship and fellowship awards. Information: 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) 246-5133.

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*, *RCA Global Communications*, *TRT Telecommunications Corp.* and *Western Union International*. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

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

April 4-8—*Alpha Epsilon Rho, National Broadcasting Society*, 42d annual convention, "Prospects '84." Speakers include Brandon Tartikoff, president, NBC Entertainment; Steve Sohmer, NBC 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 Soci-*

ety "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 6-8**—*Alabama AP Broadcasters Association* annual meeting. Sheraton Riverfront hotel, Montgomery, Ala.

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**—*Southern Educational Communications Association* radio membership meeting during National Public Radio annual conference (see below). Hyatt Regency, Crystal City, Va.

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—

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Signal From: Cable News Network



John Chancellor
Moderator

Stay Tuned

A professional's guide to the intermedia week (Feb. 27-March 4)

Network television □ PBS: (check local times) *Woody Guthrie: Hard Travelin'* (musical profile), Saturday 8-9:30 p.m.; *The Everly Brothers: A Rock 'n' Roll Odyssey*, Saturday 9:30-11:30 p.m. ABC: *ABC Theater: A Streetcar Named Desire*, Sunday 9-11:30 p.m. CBS: *26th Annual Grammy Awards*, Tuesday 8-11 p.m.; *The Body Human: The Journey Within*, Wednesday 8-9 p.m.; *Maggie Briggs** (sitcom) Sunday 8-8:30 p.m. NBC: *The Television Academy Hall of Fame* (induction ceremony) Sunday 9-11 p.m.

Cable □ Bravo: *Eubie Blake: One Night Stand*, Thursday 10:30-midnight. USA: *Cover Story** (show business magazine), Friday 10-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Rod Serling: Dimensions of Imagination*, 60 hours of programing, now-May 3; *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5.

*indicates a premiere episode

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 16-17**—Southern Educational Communications Association "capital campaigns seminar." KERA-FM-TV Dallas.

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*. Airlie 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 (Marché International 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 Programming 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.

May

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

May 2-4—"AM radio conference: Future Direction," sponsored by McGavren-Guild Radio, San Ysidro Ranch, Montecito (Santa Barbara), Calif.

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

May 5—Radio-Television News Directors Association region six meeting with Society of Professional Journalists, Sigma Delta Chi. Grenada Royale/Alameda Plaza, Kansas City, Mo.

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

May 7-9—Classical Music Broadcasters Association convention. Warwick hotel, New York. Information: Tim Davidson, (206) 343-3981.

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

May 9—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

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

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

May 16—New Jersey Broadcasters Association annual spring conference. Rutgers, State University of New Jersey, New Brunswick, N.J.

■ **May 16-19**—Public Telecommunications Financial Management Association annual conference. The Pointe at Squaw Peak, Phoenix. Information: (803) 799-5517.

May 16-20—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich. Information: (517) 355-4714.

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

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

May 20-23—"National Sales Symposium: Forecasting the Broadcast Environment of the 80's and 90's," sponsored by McGavren-Guild Radio. Treadway Inn, Newport Inn, Newport, R.I.

May 21—Presentation of *Clio Awards*, "honoring advertising excellence worldwide." Sheraton Center, New York.

May 22-24—"The Media and the People: How Much Trust?" conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 23—Clio Awards, "honoring advertising excellence worldwide," Silver Gala. Radio City Music Hall, New York.

May 31-June 1—Third annual awards competition, *International Radio Festival of New York*, awards ceremony for radio advertising, programming and promotion. Information: 251 West 57th Street, New York.

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

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

June

■ **June 1**—Deadline for entries in *Southern Educational Communications Association* awards competition. Information: Mattie Hardy, SECA, (803) 799-5517.

June 3-6—National Cable Television Association annual convention. Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

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

■ **June 4-7**—Southern Educational Communications Association spring planning conference. PGA Sheraton hotel, Palm Beach Gardens, Fla.

June 7—Federal Communications Bar Association and Broadcast Pioneers, in association with other communications organizations, 50th anniversary dinner. Speakers include FCC Chairman Mark Fowler. Washington Hilton, Washington. Information: (202) 862-2219.

June 7-10—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

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

June 11-15—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas.

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

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

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

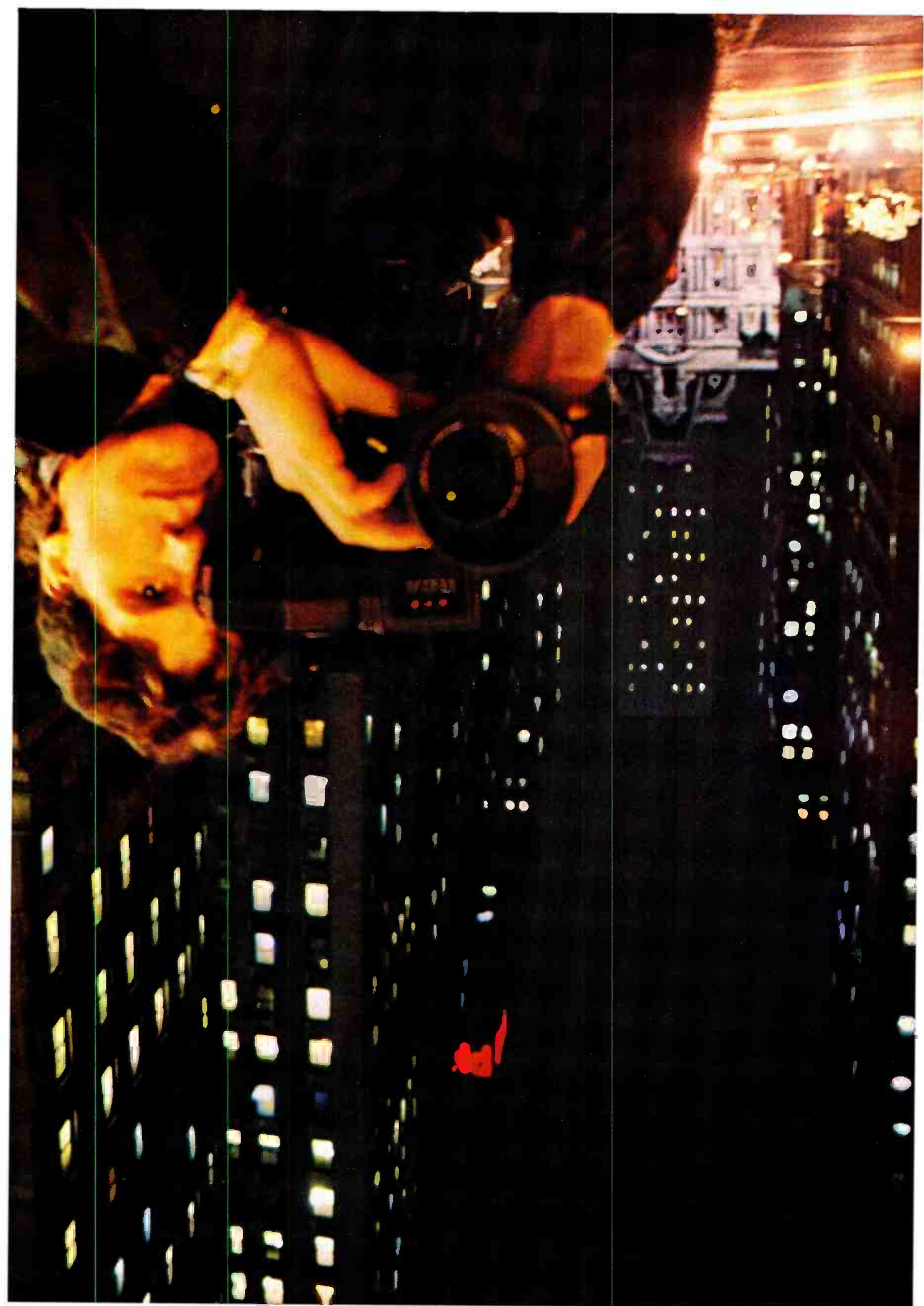
June 17-19—"Adult Radio Forum," presented by *Burkhardt/Abrams/Michaels/Douglas and Associates*. Fairmont hotel, New Orleans. Information: (404) 955-1550.

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

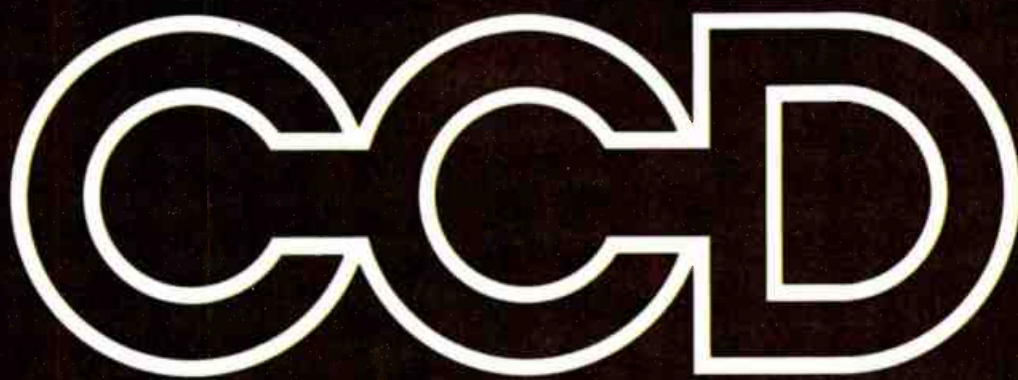
June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

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

June 27-30—Florida Association of Broadcasters 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.



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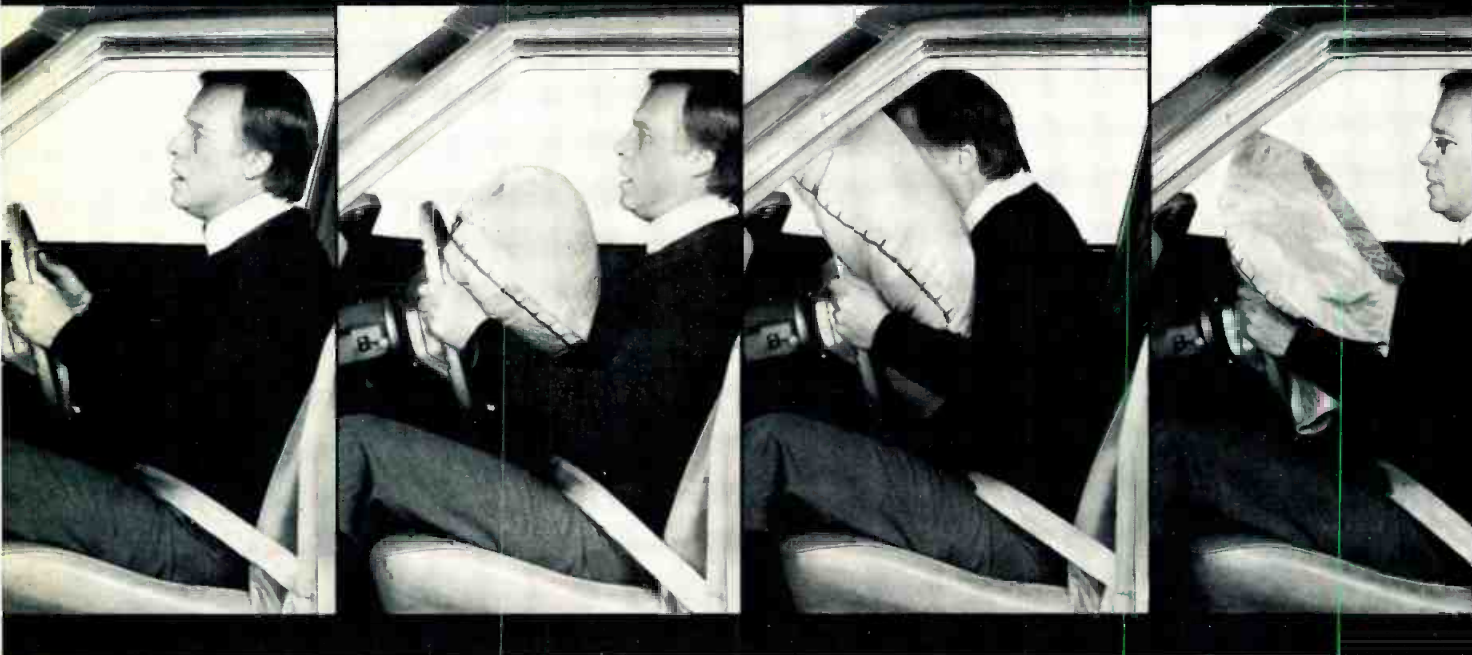
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Broadcasting Feb 27

Vol. 106 No. 9

TOP OF THE WEEK

Second-quarter sales skyrocketing

A month before it opens, 1984's second quarter is approaching sold-out status at the three television networks and is looking brighter for spot TV, too.

"It's truly an extraordinary quarter," an ABC-TV sales official said last week. "It could be one of the strongest second quarters—and one of the fastest-selling second quarters—of all time."

Bob Blackmore, sales vice president of NBC-TV, offered a similar diagnosis. "We're just about sold out—95%-plus," he reported.

Jerry Dominus, CBS-TV's sales vice president, said: "We're very, very healthy in all dayparts." He added, "I don't think we're quite sold out, or want to be, but we're way ahead of a year ago. No doubt about it, we are very healthy."

"The second quarter is very strong—in daytime, early morning news, sports, and there's a good, well-measured prime time marketplace, too," according to the ABC executive, who asked not to be identified.

"The second quarter just took up where the first quarter left off," he added, referring to the outburst of network buying that started in January (BROADCASTING, Jan. 16).

NBC's Blackmore put it this way: "The market is very strong—all dayparts."

And, he added, the third quarter is already beginning to show strength. His ABC competitor agreed: The third quarter, he said, "is beginning to heat up," especially in daytime and news. Said CBS's Dominus: "The third quarter is moving in many dayparts, in varying degrees, of course."

And they saw benefits beyond the third quarter. "A good second quarter," the ABC executive said, "sets up a good upfront season" for selling the 1984-85 schedule that begins in September.

In spot television, where business is transacted much closer to air time, national sales reps were still thinking about the first quarter—and were not overjoyed about it—but were confident the second quarter would be more positive. They cited both large numbers of availabilities requests coming in and reports of strong network business which usually means good spot business.

Although they were not elated about the first-quarter spot

sales picture, they couldn't call it a disaster, either. They cited sales gains over the comparable 1983 quarter; these varied from rep to rep but usually were several percentage points below original projections.

Victor Ferrante, senior vice president of television for Katz Communications, said "business is not great" in the first quarter, which on the whole he estimated at about 8% ahead of a year ago. Sales in 1983's fourth quarter were insubstantial, Ferrante said, and the sluggishness carried over into 1984. But based on signs to date, he thought the second quarter should be more robust.

Neil Kennedy, executive vice president of MMT Sales, was somewhat more optimistic. He estimated that MMT's sales would grow by 11% in the first quarter and was more buoyant about the second, projecting a 13%-15% increase for that period.

At Petry Television, executive vice president Bill Fagan said his firm will wind up the first quarter with an advance of 9%-12%. The second quarter, he said, is pacing ahead of last year's by a "strong margin," but he cautioned that some buys may not actually be completed.

Fagan cited several factors that he said are affecting the spot sales picture more so now than in the past: the addition of commercial positions to network inventory, network regionalization, barter syndication, cable television and growth in number of independent stations.

Jim Kelly, senior vice president and director of client services for Blair Television, called first-quarter business thus far "pretty spotty," and estimated sales growth of less than 10%. He said he had no way to prove it but he believed some advertisers "sat it out on the sidelines" in January and February because they had committed substantial funds to ABC's coverage of the Olympics. But he was hopeful that sales would pick up sharply in the second quarter, for which, he said, there is considerable activity.

Joe Eisberg, senior vice president and general manager of Seltel, estimated a 14% sales increase for his firm in the first quarter. Although he thought it too early to make a firm forecast for the second quarter, he said he believed Seltel sales will be substantially ahead of the year-ago period, based on early requests from agencies.

Stormy start for 1984 election coverage

Projections by ABC, CBS, NBC giving Iowa race to Mondale shortly after caucuses began draw outrage from state Democrats; House calls hearing this week; others on hand for year's first election event included CNN, INN, C-SPAN and 'MacNeil/Lehrer'; next is this week's New Hampshire primary

As the nation's press left Iowa last week and headed for New Hampshire, ABC, CBS and NBC were enveloped in a swirl of controversy over their early projections in that state's Democratic caucuses.

Iowa State Democratic Party officials

complained that network news reports that went on the air shortly after the caucuses convened projecting Walter Mondale as the winner may have affected caucus results. Projections made by CBS and NBC during the first half-hour after the caucus meetings opened (and similar ones by ABC 16 minutes later), Iowa Democratic Party officials argued, may have prevented some people from showing up and registering for the Democratic primary candidate of their choice.

And the Iowa Democrats weren't the only ones upset about the early calls. In Washington, the House Telecommunications Sub-

committee scheduled a hearing on the matter today (Feb. 27), the day before the New Hampshire primary (see box, page 32).

CBS News was the first to project that Mondale would be the winner from the night's caucusing with a crawl that went over the air only 12 minutes after the statewide caucuses began convening at 8 pm. CST. NBC followed six minutes later at 8:18 with a live cut-in of anchor Tom Brokaw reporting: "NBC News projects Walter Mondale will be the winner" in the Iowa caucus and "Senator John Glenn will probably not finish second." Brokaw added that it appeared Senator Gary Hart would come in second.

ABC held out until 8:46 before making similar projections based on a canvass of "key precincts."

Each of the networks was prepared to make the projections. Although some of the networks declined to confirm it, each was reported to have had a staff of about 140 including correspondents, producers and technicians roaming the state. Each of the networks also anchored its Monday night newscasts from Des Moines.

The networks made their projections based on separate polls conducted with different methodologies. CBS News based its

on a reading of voter preferences as they signed in at caucus centers across the state. A CBS News spokesman said that method wasn't an "entry poll," but rather just a reporting of public documents. NBC, on the other hand, conducted a statewide poll of 1,400 Iowans who were within a couple of hours of leaving for caucuses and also checked candidate preference as supporters signed in. An NBC News spokesperson said the margin of error in its poll was plus or minus 3%.

But despite all the network assertions about the thoroughness in their projections

(CBS's crawl called its projections "estimates"), local Democratic party officials in Iowa were not pleased. David Nagel, chairman of Iowa's Democratic party, said the networks calling the shots within minutes of the convening of the caucuses was "akin to telling a football team before kickoff how they're going to come out in the fourth quarter." Nagel warned "the prophecy can be self-fulfilling."

According to Nagel, the problem lay in the networks making projections before the caucuses were to begin selecting their delegates to the Democratic party, at 8:30 p.m.

Hill casts sharp eye on networks for early projections

Concern mounted on Capitol Hill last week about the impact on voter turnout of early projections of election results by the networks. A House committee passed a resolution (H.Res.-Con.227) calling on the networks to voluntarily refrain from such projections, and a hearing is scheduled Monday (Feb. 27), the day before the New Hampshire primary, to discuss that subject.

The House Administration Committee unanimously passed the nonbinding resolution, which has more than 90 co-sponsors and is expected to be moved to the floor soon. "We haven't decided when the bill will move to the floor, but it won't be next week," according to Al Swift (D-Wash.), chairman of a House Task Force on Elections and co-author of the measure. The resolution was amended to encourage states that now have more than one poll closing time to change to a single poll closing time.

Swift's concern is shared by Representative Don Edwards (D-Calif.), who introduced a similar measure (H.Res. 395) on behalf of the California Democratic Congressional Delegation. No immediate action is planned for Edwards's resolution (it has more than 50 co-sponsors).

The hearing was scheduled after the Iowa caucuses last week, when the chairman of the Iowa Democratic Party, David Nagle, complained that the networks' polling prior to the caucuses had caused many voters not to show up to cast their votes for delegates, and therefore affect the outcome of the caucuses (see story, page 31).

Some congressmen were not eager to see that incident repeated in New Hampshire, but Swift said he doubted the networks would refrain from projecting the primary results there. (Swift noted the resolution that was passed had been on the committee agenda before the Iowa controversy erupted.)

"I think the networks have gotten the message but they won't change their behavior. There is some evidence that some of the networks are rethinking their position, but I don't believe they'll do anything different immediately," Swift said.

The congressman feared, he said, that the networks may "circle their wagons" and refuse to listen to either the Congress or the public. What happened in Iowa, Swift said, was a grass-roots reaction. "The public wants to be informed. But you don't need projections to do your journalistic job. It's really a gimmick, not journalism. And its the gimmick that's getting them into trouble," he said. "We're trying to communicate with the networks, not intimidate them," Swift added.

The hearing is being held by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). He asked Nagle and the three network news chiefs, NBC's Reuven Frank, ABC's Roone Arledge, and CBS's Edward Joyce, to testify.

Nagle accepted the invitation. CBS will be represented by Ralph E. Goldberg, vice president and assistant to the president of CBS News, NBC will be represented by Richard Scammon, a senior consultant to NBC News for polling analysis, and ABC's spokesman will be George Watson, ABC news vice president.

Also testifying: Charles T. Manatt, chairman of the Democratic National Committee; Frank Fahrenkopf Jr., chairman, Republican National Committee, and Dorothy Ridings, president, League of Women Voters.

Wirth, in a letter last week to the network news executives, stated his concern about the Iowa incident:

"Despite the deep concern expressed in our hearings and elsewhere that early vote projections by the television networks have reduced voter participation, the networks are once again engaged in telling the voters what they have done before they have done it," Wirth wrote.

"Two nights ago in Iowa, as tens of thousands of Democrats and Republicans gathered in precinct caucuses to begin the process of selecting delegates to the presidential conventions, the networks were broadcasting voter projections before the selection process had even begun. To put it simply, in scores, if not hundreds, of rooms where caucuses were occurring, Iowa voters were told what the results would be before and during their decision making process," he added.

Wirth also stressed the need for a hearing in light of the upcoming New Hampshire primary. "Adding immediacy to our long-standing concerns in this area, we understand at least one network is presently planning to use exit polling or a similar technique to report results or trends in the New Hampshire primary prior to the closing of polls," he said.

Legislation restricting election reporting has already been adopted in several states including Iowa, Michigan, Washington and Wyoming. In Iowa, the law prohibits exit polling within 300 feet of the polling place, but it applies only to elections, not to caucuses. "The law, which was designed to deal with exit polls, did not work in this case," said Curtis B. Gans, director of the nonvoter study by the League of Women Voters and the Committee for the Study of the American Electorate, noting that polling was done before the voting.

The Washington state law, which also prohibits exit or public opinion polling within 300 feet of a polling place, is being challenged in U.S. district court by ABC, CBS, NBC, the *New York Times* and the *Everett (Wash.) Daily Herald* on grounds that it violates the First Amendment guarantee of a free press and the equal protection clause of the 14th Amendment.

Gans also said an additional 18 states and the District of Columbia have laws aimed at prohibiting exit polling and in many cases the legislation applies to pollsters. The states are: Florida, Arizona, Hawaii, Massachusetts, Colorado, California, Idaho, Oregon, Oklahoma, North Carolina, Nebraska, Connecticut, West Virginia, Kentucky, New Mexico, Utah, Virginia and Missouri.

He said the laws differ primarily in the number of feet from which polling can take place. They range, he said, from 50 to 1,000 feet away. Gans noted Kansas and Montana have legislation pending and Illinois and Maryland have election guidelines that could be viewed as discouraging exit polls.



NBC's Brokaw



ABC's Jennings

(CST), the earliest time permitted by the rules to begin the delegate selection process. Spokespersons for Iowa Democratic party precinct caucuses were not scheduled to report their results to the tabulation center in Des Moines before 9. However, an NBC News spokesman said that some key precincts were reporting results almost immediately after people began arriving at 8 and several minutes before the caucus was scheduled to begin at 8:30. An Iowa Democratic Party official denied this was the case, but acknowledged that in two key urban counties—totaling about 100 precincts—people began to gather at 7:30 and the news organizations could have gotten an early rough reading there.

Nagel cited what he said was the problem with early projections: "If you're a Glenn supporter at 8:12 or 8:18, and you're on your way to your precinct caucus and you're told that you've already lost, are you still going to go? If you're a Mondale supporter, and you're on the way to the process and you find out your candidate is going to win without you, are you going to take the time to go to the meeting?" Nagel, who described network news coverage in general during the Iowa caucus season as "excellent," said in this case networks were "over the line."

The three broadcast networks weren't the only television news organizations in Iowa.

CNN provided continuous coverage of the Iowa caucuses (on location from the network's Des Moines headquarters) from noon on Sunday (Feb. 19) through 2 p.m. Tuesday (Feb. 21), the day after the caucuses were held. And it did so with a crew totaling only a fraction of those deployed by the over-the-air networks—21 in all, including three reporters and anchor Bernard Shaw.

CNN was providing hourly 10-minute reports for the three days it was covering the Iowa caucuses. Among those interviewed during the coverage were candidates Alan Cranston and George McGovern, and David



On CBS's set (l-r): Warren Mitofsky, director; Terry Martin, producer; Mark Harrington, anchor producer, and Rather

Nagle, who complained about the early projections by NBC and CBS.

According to CNN's political director, Bob Funnad, CNN is one network that won't become involved in the early projection controversy during any caucus, primary or election, because "we won't release any figures before the polls close."

With the help of Heritage Communications Inc. and the *Des Moines Register*, C-SPAN brought its unusual style of television to the Iowa caucuses. Its coverage climaxed Monday night when it televised live, beginning at 8 p.m. CST, a caucus involving 142 Democrats at the Urban Technical High School in Des Moines. The two-hour affair was followed immediately by videotape of another caucus that had occurred on a pig farm 50 miles east of Des Moines.

According to C-SPAN President Brian Lamb, the televising of the caucuses represented a fraction of the network's total Iowa coverage. C-SPAN's 17-person contingent

had arrived in Des Moines a week before caucus night and set up a temporary studio in the offices of the *Register*. From the facilities, the network televised three call-in show daily featuring guests ranging from the newspaper's editors and political reporters to Iowa Governor Terry E. Branstad. C-SPAN also televised a steady stream of political rallies and speeches of the various Democratic candidates in the week leading up to the caucus.

PBS's *MacNeill/Lehrer Newshour* did small profiles and extended interviews with six of the eight candidates prior to the Iowa caucuses (similar pieces on Jesse Jackson and John Glenn came immediately after) and correspondent Judy Woodruff did a major report from Iowa on the day of the caucuses. The day after the caucuses the featured spot coverage of the candidates and analysis by former campaign manager John Sears and Al Baron, editor of the political newsletter, *The Baron Report*. National Public Radio's Co-

Projection procedures. ABC News will make no projections on the outcome of the New Hampshire primary race until after the last polls close at 8 p.m., explained Jeff Gralnick, vice president and executive producer, political broadcasts, ABC News. Gralnick added, however, that based on some early returns from key precincts, "if there's a trend, we'll report it on *World News Tonight*." Gralnick said that polls close at different times across the state with the first round at 6 p.m., followed by 7 and 8 o'clock closings. Some poll closings will be in time for the 6:30 p.m. and 7 p.m. feeds of *World News Tonight*. Gralnick stressed, however, that ABC News would only report "trends based on how people actually voted in key precincts," and that firm projections will wait until the last poll closes.

A CBS News executive said that the news organization's policy is to hold off making projections until the last poll is closed. But in states where polls close at different times, like New Hampshire, he said, CBS News policy is to wait until the "bulk" of the polls have closed before making any projections. He described bulk as "vast majority."

NBC News policy, a spokesman said, is not to make any projections until after the last poll has closed.

CBS and NBC explained their early projections made during the Iowa caucuses by drawing a distinction between caucus coverage and primary coverage. "It's like comparing apples and oranges," commented one CBS News executive. The difference, he explained, is that in caucus coverage the results—supporter preferences—are indicated as people walk in the door by recording on a sheet which candidates they prefer. But in a primary, he said, that kind of estimate cannot be made because voting is private. Therefore projections are made based in part on exit polling. Exit polling, however, is only reliable in elections where one party wins by a landslide victory, he said, because of margin of error factors. Exit polling material at CBS News, he emphasized, is used only after the last poll has closed or, in states that have varying closing times, until the majority of the polls have closed.

kie Roberts also did a story for MacNeil/Lehrer on teachers organizing for Mondale in Iowa.

Independent Network News had a four-man news team in Iowa one week ahead of the caucuses, which fed daily stories beginning four days prior to their commencement. Among the stories was a profile of state issues and voter attitudes. The two reporters covering Iowa were Tim Malloy and James Nelson.

Next is New Hampshire

No sooner had the Iowa caucus finished than the news crews had to begin packing for a trip to New Hampshire, where the first Democratic primary will be held tomorrow (Feb. 28).

CBS News anchor and managing editor, Dan Rather, will deliver the evening newscasts from Manchester, N.H., on Monday, Tuesday and Wednesday nights.

NBC News will have about 140 staffers on hand in New Hampshire, about the same number it had covering Iowa. *Nightly News* anchor Tom Brokaw and *Today* host Bryant Gumbel will also be conducting their shows from various locations around the state.

ABC News will have a total news force of about 75 covering the primary, but that number could drop depending on the number of candidates that will be in the state. Anchor Peter Jennings will anchor the Monday and Tuesday night editions of *World News Tonight* from a set built at the Holiday Inn in Manchester. In addition, Steve Bell will anchor *World News This Morning's* Tuesday and Wednesday broadcasts from Manchester. ABC News and Information Service will also be operating a computer analysis center at the Howard Johnson's in Manchester for print reporters, providing poll analysis, precinct updates and voter trends. So far, a

spokesman said, 40 print reporters have signed up for the service.

CNN's New Hampshire primary coverage will begin today (Feb. 27) and run through 2 p.m. Wednesday (Feb. 29), although the network was to have also aired a tape of the League of Women Voters' debate among the Democratic hopefuls on Sunday (Feb. 26). Don Farmer will anchor CNN's New Hampshire coverage.

CNN will also present the results of a preference poll done this past weekend during today's coverage. Other stories will focus on New Hampshire's voter demographics; how the primary generates some \$10 million for the state's economy; the role of the *Manchester Union Leader* in New Hampshire politics, and an historical piece on the importance of the New Hampshire primary. CNN hopes to be able to get interviews with all eight candidates during the course of the three-day coverage.

MacNeil/Lehrer did a follow-up report last Friday on the debate that took place the night before in New Hampshire, and Woodruff will do a wrap-up story on tonight's program. MacNeil/Lehrer co-anchor and executive editor Robert MacNeil will do a story on the history and influence of the New Hampshire primary during Tuesday's program. Sears and former political advisor Fred Dutton will provide analysis of the primary on Wednesday.

INN's New Hampshire primary coverage began last Thursday (Feb. 23) with reporters Malloy and Michael Castner, and will continue daily through next Tuesday. Reports will be satellite-fed from Derry, Conn.

In addition to its regular 9:30 p.m. to 10 p.m. feed, INN will provide feeds with updated primary information from 10 p.m. to 10:30 p.m. and midnight to 12:30 a.m. □

ABC takes hard look at Olympics

With lower-than-expected ratings for some of its coverage, network has to decide if makegoods for advertisers are in order; also in question are possible effects on February sweeps and 1988 games

The winter Olympic games left in their wake last week a 23% decline in ratings and a host of questions about those and future games.

The questions ranged from what, if anything, ABC may do to compensate its Olympic advertisers for their unrealized audience hopes to who, if anybody, will bid on the 1988 summer Olympics. In between, there were other questions—about why the ratings slipped so sharply; about the outcome of the February ratings sweeps, and about the ease or difficulty ABC may encounter in selling (and therefore whether it may make or lose money on) the 1988 winter Olympics, for which it has committed \$309 million, more than three times the \$91.5 million it paid for TV rights to this month's Olympics in Sarajevo.

ABC's 42 hours of prime time coverage of the Sarajevo games, which ended Feb. 19, averaged an 18.2 rating/28 share in the Nielsen numbers—down 23% in rating and 24% in share from the 23.7/37 recorded for 34½ prime time hours in the Lake Placid, N.Y., Olympics of 1980. (This year's prime time count included pre-prime time Olympics coverage that on several nights started at 7:30 p.m. NYT, which did not occur in 1980. The ratings for daytime coverage are not yet available.)

The shortfall seemed even more pronounced on a cost-per-thousand basis. Advertisers were said to have paid an average of \$225,000 per prime time 30-second commercial. With the 18.2 rating translating to 15,251,600 homes, the C-P-M would be \$14.75, more than double the \$6.30-\$7 said to be typical in regular prime time programming in February.

ABC made no audience guarantees to its Olympic advertisers but it seemed clear that many if not all will be looking for makegoods in some form and to some extent.

Pat Kane, director of corporate advertising for Beatrice Foods, which has committed some \$19 million to the 1984 winter and summer Olympics, seemed to speak for many when he said that the ratings weren't up to expectations and that "we'll be discussing how we feel about the outcome with ABC [officials]—and I imagine other advertisers will too."

Kane would not say explicitly what Beatrice would seek. "We're still working on our strategy," he explained.

Top ABC officials were en route from Sarajevo late last week and not available for comment, but a spokesman in New York said the network must still analyze ratings for the daytime coverage and study the demographics "before we determine we are deficient."

Others felt that, even though it had made



Nostalgia time. President Ronald Reagan and an old broadcasting colleague—former Representative H. R. Gross (R-Iowa), at right—recalled old times at WHO(AM) Des Moines, Iowa, during the President's visit to Iowa last week. Gross was news director at the station, in the 1930's, when Reagan was sportscaster. Jim Zabel (l), current sports director, interviewed the former staffers in a 15-minute program, during which Reagan recalled the days he covered sports for the station and recreated games from newswire tapes in the studio. He also recalled an imaginary replay of a game for his audition, giving him an opportunity to rewrite history. He chose for his subject a football game in which he had played as a student at Eureka College, and, as he recreated the game, a block he had missed turned into a bone-crunching play that helped spring a teammate for a game-winning touchdown.

no guarantees, ABC would do what it could to make its advertisers happy, if only because, as one put it, "these advertisers are the same ones ABC will be trying to sell for the 1988 winter games, and it won't want them resentful."

There was some speculation that ABC might find some room for makegoods for winter Olympics advertisers in its coverage of the summer Olympics in Los Angeles in August, though most of that coverage has already been sold. "Remember," one source said, "all advertisers weren't hit equally hard in the winter Olympics. Some nights did pretty well. ABC can probably find some time for them in the summer games. What I'm saying is that the summer games are so big [187.5 hours] and the winter games were so small [63.5 hours] that ABC can probably find accommodations."

The Sarajevo ratings seemed certain to make the February local audience measurement sweeps more competitive than anyone had expected. CBS researchers, who had been reconciled to coming in second before the Olympics, felt they now had a chance—though perhaps only an outside chance—of coming in first. Said David F. Poltrack, research vice president for the CBS/Broadcast Group: "I think it's going to be very close, and a lot of things have to happen in our favor for us to do it, but I think there's a chance we can win it."

With CBS's *Master of the Game* mini-series delivering strong ratings, Poltrack figured that after last Thursday night—Thursday being almost always a big winner for CBS—CBS's national ratings should be tied with ABC's or even slightly ahead in the Nielsen sweep period and maybe half a point behind in the Arbitron sweep period. (The difference may be accounted for by the fact that Arbitron's sweep started on a Wednesday, which is normally an ABC night, while Nielsen's started on a Thursday, a CBS night.) Poltrack was counting on CBS's winning last Friday night, and he considered Saturday "one of those critical nights." Saturday is usually a big winner for ABC, but CBS had scheduled "Sharkey's Machine," starring Burt Reynolds, and he was counting on that to make inroads, if not win. Sunday looked to be another "critical" time for CBS, with its presentation of "Star Wars" going against the opening of ABC's mini-series, *Lace*. He figured ABC would win Monday night with the next episode of *Lace* but that CBS would take Tuesday night—the final night of the Arbitron sweep—with the Grammy Awards. Wednesday, final night of the Nielsen sweep, he conceded to ABC.

ABC says its coverage of the summer Olympics in Los Angeles next August is virtually sold out. Thus the Sarajevo ratings are not considered likely to create problems there, except perhaps in a need to reassure nervous advertisers. For the most part, the summer ratings are expected to be better for several reasons, including the availability of more live coverage, American viewers' greater familiarity with the events involved and a likelihood of better performance by U.S. athletes.

Where the Sarajevo ratings could cause

serious trouble, in the view of many observers, is in ABC's selling of the 1988 winter Olympics in Calgary, Canada, at prices that will recoup not only the \$309 million ABC committed for the TV rights, but also the other millions it will spend in production.

When they won the rights, ABC officials appeared confident they could turn a profit, pointing out that the location would permit far more live coverage (there was none in prime time from Sarajevo), that this time they have cable and cassette as well as broadcast TV rights and that they will have 30% more hours of broadcast time than they had at Sarajevo. (That last is not necessarily as strong a recommendation now as it was then; many analysts think one of Sarajevo's ratings problems was too many hours of programming for the number of events involved.)

ABC officials were not available last week to discuss the point, but others felt that, with tremendous successes with the 1976 and 1980 Olympics, ABC has been selling the games "off the high end of the curve," as one called it, and will now have to start selling them on a lower level. Sarajevo, according to his view, showed that there can be a substantial range between the highs and lows of Olympics ratings and that, accordingly, there is some risk involved for the advertisers.

Estimates of what ABC may have to charge for the Calgary games ranged up to an average of \$360,000 per 30-second unit,

with a top of perhaps \$500,000 in peak audience periods. Such estimates left some agency executives aghast, but an official of a rival network was neither surprised nor alarmed. After all, he said, a \$360,000 average would represent a 50%-60% increase from this year's average—four years from now. "Already," he added, "Super Bowl prices [for 30's] are averaging close to half a million."

At another rival network, however, an official said that selling at such prices would be "very, very difficult" for ABC.

Whatever the ultimate pricing, there was speculation that, although networks normally do not give ratings guarantees in sports programming, advertisers may insist on them for the 1988 games—if not sooner.

The Sarajevo games and ABC's coverage were still being analyzed last week, in search of reasons for the ratings disappointments. For the first week, ratings and shares averaged 16.8/26, down almost 26% from the 22.6/35 recorded for the comparable period at Lake Placid in 1980. They picked up in the second week, averaging 19.4/30, but were still down about 21% from the second week at Lake Placid (24.5/38).

The six-hour time difference between Sarajevo and New York was a critical factor, both because it eliminated live prime time coverage and because it gave the news media ample time to let viewers know the outcome of events long before their taped pre-

FCC postpones fairness inquiry

The FCC last week put off a decision on whether to launch a general inquiry into the fairness doctrine obligations of broadcast licensees. But the item hasn't been shelved—it should be ready for action at the FCC's regularly scheduled meeting March 14, an official said.

As reported, the item, cast as a notice of inquiry, will attempt to collect a record on the doctrine's pros and cons. It's also aimed at determining what Section 315 of the Communications Act, containing the fairness doctrine, actually requires the FCC to do ("Closed Circuit," Feb. 20).

The item, drafted by the Office of General Counsel, was pulled from last week's agenda by Chairman Mark Fowler, reportedly because it was felt that it was in need of some editing.

In an interview, Fowler said the item was not passed as a result of a meeting he had with Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, the day before the FCC meeting. According to Fowler, the two discussed the item, but once Dingell learned that it was cast as a preliminary notice of inquiry, Dingell said, "that's fine." Fowler added that he has had informal discussions with congressional leaders on the topic, some of whom "strongly" oppose eliminating or modifying the fairness doctrine, "but no one has objected to having the debate."

Fowler explained that the item "basically" asks questions; it does not propose revisions, he said. "The intent of the item is to gather information; to institute a debate on the issue." He added that the commission also planned to hold an en banc meeting on the topic, hearing public debate on both sides of the issue.

According to Fowler, there is a question as to whether the commission can eliminate the fairness doctrine on its own. "Some scholars will tell us we do have authority to eliminate the fairness doctrine because it's not embodied in statute; others will say we have no such authority," he said. "We might conclude at the end of the proceeding that we don't have authority to eliminate the fairness doctrine."

"The ideas on either side will fall or stand based on their own intrinsic worth or merit," he added. "This proceeding has nothing to do with my own personal and unflinching belief that laws or rules that regulate content are unconstitutional. But I think it's important that the FCC institute this dialogue because it relates to the core freedom in our society—freedom of speech or press."

sensation by ABC.

The failure of the U.S. hockey team was widely blamed for dampening U.S. viewer enthusiasm—and ABC was criticized for over-emphasizing the hockey team in its pre-Olympics promotion, based on the 1980 team's "miracle" victory. "It was over-hyped," one analyst said. "This year's team had about one chance in 100—if that—and there was a letdown when it failed at the very beginning."

The CBS/Broadcast Group's Poltrack said the ratings showed that for U.S. viewers, the Olympics in themselves are not as big a draw as had been popularly supposed but rather are "very dependent on the performance of the U.S. athletes."

Along with mediocre performances by the hockey team and many other U.S. contestants, especially in the early stages of the games, Poltrack blamed the lack of live coverage in prime time. Everything had to be taped, and if viewers knew that Americans had not done well in what they were going to see, their enthusiasm for seeing it declined.

Another drawback, Poltrack concluded, was ABC's decision to start prime time coverage on virtually all nights at 8 p.m. NYT—on some nights at 7:30. In 1980, and particularly 1976, he said, ABC had strong regular series at 8 o'clock and used them as lead-ins for Olympic coverage starting at 9.

The Olympics also had some strong mini-series competition: *Celebrity* on NBC and *Master of the Game* on CBS.

So what do the Sarajevo ratings mean for the summer Olympics scheduled for Seoul, South Korea, in 1988? The Koreans are said to be looking for \$750 million to \$1 billion in TV rights money. Network sources don't say they won't bid, but they give every indication that they won't bid into that stratosphere. The answer should come in less than six months: The bidding is set for July. □

NAB offers political ad advice

Satellite-delivered videoconference provides broadcasters with campaign advertising recommendations from Republican and Democratic personnel, attorneys and FCC staff

How to get a piece of the estimated \$225 million that will be spent on political advertising this year—without getting into trouble—was the topic of a videoconference hosted by the National Association of Broadcasters last week.

The more than 1,000 broadcasters report-

ought to accommodate desire for the one-minute spot he might feel he needs. "The biggest problem is you won't sell us what we want to buy," he said.

Levi Rabinowitz, president of Political Management Resources and consultant to the Republican National Committee, said broadcasters should be "more aggressive and more accepting" of political advertisers. "The keys to sharpening your sales are improved accurate data which clearly demonstrates how your station fits the political environment, and the increasing personaliza-



Fritts on camera

ed to be taking advantage of the event—which was transmitted from Washington via satellite to 28 cities—got plenty of advice.

To insure getting some of the action, Robert Squier, president of The Communications Co. and director of television and radio for the Democratic National Committee, said flexibility was the key. For instance, he said, instead of trying to squeeze a candidate into standard 30-second spots, broadcasters

tion of the sell," he said. "Those who buy time for political campaigns are not at all different from those who buy time for commercial accounts. We want to be able to justify our decisions and actions, and we prefer to do business with sales reps who service their accounts."

Broadcasters also were offered advice on negotiating within the morass of political broadcasting regulation. Erwin Krasnow, NAB senior vice president and general counsel, provided pointers for determining what a "legally qualified" candidate is. The key under FCC rules, he said, is whether he or she has publicly announced his or her intention to run for nomination for office and is qualified under the applicable local, state or federal law to hold the office for which he or she is a candidate. Krasnow added a caveat, however. "If in doubt, consult your attorney," he said.

James Popham, a communications attorney, noted that although candidates for state and local office have no specific statutory right to access, the FCC has ruled that station facilities must be "effectively available" to candidates for state and local office. Under no circumstances should a broadcaster ignore state and local races, he said. "A blanket refusal to cover state and local races cannot be squared with the station's obligations to promote an informed electorate under the public interest standard," he said. "Furthermore, if a station sells run-of-schedule spots to commercial advertisers, then it must also sell them to candidates for state and local office."

Flexibility, he said, is the key to determining what constitutes "reasonable" for federal

USCI to enter four more markets. United Satellite Communications Inc., the direct broadcast satellite venture that has been gradually rolling out its marketing since its launch in Indianapolis last November, last week announced plans to move into Philadelphia; Salisbury, Md., and Dayton and Cincinnati, both Ohio, this Thursday (March 1).

USCI claims to be offering its service in 10 markets (excluding those announced last week), but refuses to reveal how many subscribers it's signed up in all or any of them.

For two movie channels, a music video channel and various special programs, subscribers pay \$300 for the "set-up and installation" of the small DBS earth station and \$39.95 a month for the earth station rental, service and programming. USCI spokeswoman Edina Gillmor last week described a new purchase option. Subscribers may pay \$995 for the earth station and one year of maintenance and programming, she said. After the first year, they will pay \$24.95 a month.

USCI, which has so far been relying primarily on newspaper ads to sell its service, also began getting some help with its marketing last week. Under terms of an agreement between Tandy Corp. and USCI, Tandy's Radio Shack consumer electronic stores in the Indianapolis area began offering the USCI service to the public. According to Robert Miller, Tandy vice president of merchandising, Radio Shacks in other markets that USCI has entered will follow the lead of the Indianapolis stores and soon offer the service. He also confirmed that Tandy will receive \$104 for each customer it signs up.

USCI is looking for additional equity to fuel its enormous start-up costs and has retained Salomon Bros. and Morgan Stanley & Co. to find it. According to a *Wall Street Journal* story last week, based in large part on the private placement document, USCI is looking to raise \$40 million from corporation and institutional investors. But so great are USCI's capital demands, the story said, it will have to raise another \$205 million in equity (\$55 million) and debt (\$150 million) between now and the end of 1986. USCI has come as far as it has primarily on the back of Prudential Insurance Co., which has committed \$45 million to the venture.

candidates, who are entitled to "reasonable access" to station facilities—and not just because that flexibility can help a broadcaster avoid the cost and risk of litigation. "Remember, when you are dealing with a candidate for federal office, you are dealing with a potential President, vice president, congressman or senator—someone who will be responsible for making or enforcing the laws which govern the broadcast industry," he said. "Would broadcasters today be burdened with detailed regulation of political programing and advertising if in the past all candidates had left stations feeling they had been treated reasonably and fairly?"

Carl Ramey, another attorney, noted that the FCC has changed its rules to permit broadcasters to sponsor candidate debates without being subject to equal-opportunities obligations. Nonetheless, he urged that some caution be taken in sponsoring debates. "First, I think you should make a diligent effort to include all significant candidates, excluding only those who are clearly on the fringe," he said. "Second, I would encourage you to cooperate with other media and various community organizations in setting up the debate."

Milton Gross, chief of the FCC's fairness/political broadcasting branch, recommended that broadcasters not take their obligations lightly, even though the FCC has asked Congress to do away with the fairness doctrine and political broadcasting law. "We will enforce the current law, unless Congress acts otherwise," Gross said.

Timothy Dyk, another attorney, noted that the Communications Act only gives a statutory right of access to federal candidates who appear in the advertising, not for advertising by supporters of candidates or by independent committees. As a result, he said, stations generally need not accept political advertising in which the candidate does not appear. However, he said the FCC has held that "major political parties have a limited right to purchase broadcast time for fund-raising spots."

Irving Gastfreund, another communications attorney, reminded broadcasters that the FCC's lowest-unit-charge rule—which prohibits a broadcaster from charging a candidate more than "the lowest unit charge of the station for the same class and amount of time for the same period"—applies to all candidates. For the candidate's advertising to qualify for lowest unit charge, it must qualify as a "use" of the station by the candidate; it must occur during the 45-day period before a primary or primary run-off, or the 60-day period before a general or special election, and the "candidate's appearance must be in connection with his campaign," he noted.

Arthur Goodkind, yet another attorney, added that a station's lowest unit charge is always the lower of two rates—either the lowest volume discount shown on its rate card, even if no advertiser is currently buying that, or the lowest rate any advertiser is actually paying. There are varieties of advertising that don't need to be considered for lowest-unit-charge purposes, however, he said.

"You don't need to worry about putting a



L-r: Rabinowitz, Gross, moderator Michael Berg, Squier, Wiley

value on trade deals involving no cash," he said. "Per inquiry deals don't count. And some very low rates required by state laws for legal notice advertisements also don't have to be offered to political candidates."

Richard Wiley, former FCC chairman, said he was still "somewhat pessimistic" about the prospects of Congress eliminating the political broadcasting law, since many see it working to their benefit. □

Doubts over DBS regulation

Appeals court in Washington, hearing NAB challenges to legality of new direct-to-home service and grant to STC, questions whether FCC actions are authorized by Communications Act

The FCC's hurry-up policies for authorizing direct broadcast satellite service seem to have raised questions in the minds of members of the U.S. Court of Appeals as to whether those policies reasonably square with the requirements of the Communications Act, under which the commission acted. As Judge Abner Mikva put it last Thursday (Feb. 23), in a colloquy with the commission counsel during oral argument on one of two DBS cases pending before the court, "I don't want the statute to be treated as a girdle restricting technology, but it can't be taken on and off as the mood suits you."

At issue was a case in which two suits brought by the National Association of Broadcasters have been consolidated. In one, the NAB is appealing the commission action authorizing the DBS service, itself, in the 12 ghz band; in the other, it is appealing the commission's grant of a DBS application filed by the Satellite Television Corp., a subsidiary of the Communications Satellite Corp.

The FCC, in an effort to encourage the speedy development of DBS, decided to permit DBS operators to choose whether they will serve as broadcasters, common carriers or some other discipline. How, Mikva wondered, in breaking into the argument of Daniel M. Armstrong, chief of the commission's litigation division, can DBS "not be broadcasting?" And when Armstrong suggested the commission had simply filled in some regulatory cracks—"Congress didn't specifically contemplate this technology," he said—Mikva responded with his "girdle" analogy. Later, he made his concern even

plainer: "You have something that looks like broadcasting, smells like broadcasting and tastes like broadcasting, and has all of the benefits of broadcasting but we're not going to treat it as broadcasting because Congress didn't know about it in [1927, when the first federal scheme for regulating broadcasting was enacted]."

Armstrong contended that the commission felt compelled by two factors to move swiftly on the DBS issue in 1982. One is that it takes considerable time to construct a satellite—39 months. The other was that the U.S. was looking ahead to the western hemisphere conference on DBS to be held in Geneva in 1983. The U.S. had to submit requirements to that conference one year in advance. And, Armstrong noted, the commission believed it would be in the national interest to "put concrete needs on the table—and it could do this if it could show specific proposals."

The second DBS case the appeals court panel heard on Thursday involves an appeal from the commission's grant of authority to GTE Satellite Corp. (GSAT) to lease transponder capacity on Telesat Canada's Anik-3 satellite to provide common carrier services in the fixed satellite service band, 11.7-12.2 ghz. The concern of the United States Satellite Broadcasting Co., which has received FCC authorization to provide DBS service in the 12 ghz band, is that direct-to-home television programing is one of the services that GSAT's common carrier customer, United Satellite Communications Inc., would provide. Not only would USCI be a DBS competitor but, because the satellite that USCI would use is already operating, it could be offering service in the three years it would take to build a satellite to operate in the 12 ghz band. The commission maintains that advances in technology permit use of the fixed satellite service band for direct broad-

cast service.

USSB contends in its appeal that GSAT was guilty of misrepresentation in the application it filed with the commission in that GSAT, it maintains, intentionally withheld the fact its customer would provide a direct-to-home satellite service. The commission maintains it was fully informed through subsequent correspondence of the nature of USC's proposed service prior to the grant. But USSB's counsel, Marvin Rosenberg, contended that the commission "never addressed" the allegations of misrepresentation; it did not obtain affidavits from GSAT. "The commission is obligated when [such] matters are presented to it to dispose of them."

But, as in the NAB case, the appeals court judges seemed particularly concerned about the regulatory structure the commission had created—or, more precisely, the lack of one. Judges Mikva and Oscar Davis, a member of the U.S. Court of Appeals for the Federal Circuit who was sitting by designation, began peppering the commission's attorney, Gregory Christopher, on that point almost as soon as he took his place at the podium. He had mentioned the "conceptual misunderstanding" that he said had developed regarding the case.

"The question is not one of direct-to-home service but of leasing transponders," he said. "GSAT is a common carrier; it doesn't operate as a broadcaster."

"But does the statute permit this?" asked Davis. "So there is no surveillance of USC?" "Yes," said Christopher, "the commission has a broad mandate to develop the technology." "But," said Mikva, quoting the Communications Act's description of a broadcaster, "you have dissemination of radio communication, intended to be received by the public, directly or by relay." He suggested that applied to the service USC was providing. That language, Christopher said, simply "permits" the commission to regulate "in a certain way." The commission's approach to DBS, he said, "is consistent" with the "open skies" policy under which it encouraged the development of domestic satellite service.

"What I don't understand," said Mikva, "is how you can take a statute and say Congress didn't know about DBS, so there is no need to pay attention to it." "But," said Christopher, "GSAT is providing a transponder and USC is a programmer." Finally, Mikva indicated how far he felt the commission had stretched its authority. "Regardless of how this case comes out," he said, "I suggest you go back to the Hill. What you're doing might be necessary, but what you're saying doesn't fit with the words of the statute."

STC does not present the court with the question of whether or not it is a broadcaster. It has opted to be considered as such, and while initially it will provide three channels of subscription television service to the eastern portion of the U.S., it will, like other broadcasters, be subject to the political broadcasting rules and will be obligated to ascertain and meet the needs of its service area.

The attorney representing the NAB, Eugene

Mullin, stressed the argument that the commission had created a "standardless environment" for DBS, and said the DBS policy negates the statutory requirement that broadcast facilities be distributed among the states and communities of the nation in "a fair, efficient and equitable" manner. "The commission has taken localism away and put nothing in its place," said Mullin. But Davis appeared to have read the commission's rejoinder to that argument. "If [the satellite service] goes to all communities," Davis asked, "isn't that a fair distribution?" But Mullin said: "The [DBS licensee] is assigned to no one place. In regular television, a station must run on its record. The DBS licensee is in the happy position of having no standard."

The commission's DBS policy has also aroused the anger of communities concerned about losing the frequencies, in the 12 ghz band, on which their public safety services broadcast. The county of Los Angeles ap-

pealed the commission's action on that ground, and last week, Joseph Markoski, counsel for the county of Los Angeles, appeared before the panel of appeals court judges to argue that the commission did not make a "rational decision" as to whether public safety services now operating in the 12 ghz band could be relocated. "The commission's order did not reflect an obligation to public safety," Markoski said. "We have told the commission we cannot move. We need a guarantee of alternative spectrum and funding to move."

However, Mikva, for one, was not persuaded. He noted that the commission had given licensees operating in the 12 ghz band five years to relocate. "If the things you say came to pass, and you couldn't move," he said, "the statutory mandate would remain and the commission will have to extend the time period. You're saying there's a question down the pike, but it's a given they can't drive you out." □

Video "first sale" debate continues

Markup of S. 33 never comes off, however, due to lack of a quorum

The congressional debate resumed last week over the video "first sale doctrine" which holds that copyright owners are not entitled to royalties from the resale or rental of their works after the first sale. Both Senate and House panels addressed legislation (S. 33 and H.R. 1029) that would amend the law to give copyright owners control over the subsequent sale or rental of audiovisual recordings.

In the Senate, a Copyright Subcommittee was scheduled to mark up S. 33 but delayed action because it failed to reach a quorum. Only two of the subcommittee's seven members (four are needed for a quorum) showed up as a result of a massive lobbying campaign launched by the video retailers industry. The retailers, primarily represented by the Home Recording Rights Coalition, through phone calls, letters and a newspaper advertising campaign, effectively persuaded members to stay away.

Hollywood was counting on the markup. The motion picture industry launched a lobbying effort of its own to convince Congress to support the legislation. According to sources, the Hollywood lobbyists realized prior to the markup that they did not have the votes to move the bill and they too urged their supporters on the subcommittee not to attend.

A subcommittee staffer said, however, that the subcommittee had a quorum without realizing it. "Senators [Paul] Laxalt [R-Nev.] and [Charles McC.] Mathias [R-Md.] were in the hearing room, Senator [Bob] Dole [R-Kan.] was in the back room on the phone and Senators [Dennis] DeConcini [D-Ariz.] and [Patrick] Leahy [D-Vt.] were in the hallway," the staffer said.

The bill's author, Senator Mathias, a spokesman said, will be working hard to find a way to protect the interests of all the groups involved (copyright holders, the retailers and consumers). The chairman plans

to hold another markup soon.

In the House, a copyright subcommittee heard testimony on H.R. 1029 during which legal experts discussed the antitrust implications of the proposed legislation. According to Leon Friedman, Hofstra University School of Law, the legislation is "unnecessary, ill-advised and has the potential for enormous mischief." Friedman's testimony was backed up by John Rose, Arizona State University College of Law. Rose told the subcommittee that the bill would "create anticompetitive conditions," in the videocassette rental market.

Owen Johnson, antitrust attorney with the Washington law firm of Akin, Gump, Strauss, Hauer and Feld, argued that legislation would not violate antitrust laws and was not anticompetitive. A representative from the Training Media Distributors Association, a group of 26 companies that provide off-the-shelf audiovisual programs for training and education, also testified in favor of H.R. 1029.

Liquor ad case argued before high court

The Supreme Court last week was asked to decide whether the right given states by the 21st Amendment to bar the sale of alcoholic beverages overrides national cable television policy, as well as, in the view of the cable systems involved, the right of free speech guaranteed by the First Amendment.

At issue is an Oklahoma law banning cable systems from carrying wine advertising. The state maintains that, in the interest of reducing the consumption of alcoholic beverages in the state, it may prohibit cable systems from transmitting the ads to Oklahoma's homes.

At best, the issue confronting the court is

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#1 Saturday at 7pm... 10 rating, 19 share in highly competitive 7-station market... outperforms its lead-in... beats KABC's "Hollywood Closeups," KTLA's "Chips" and more!**

SAN DIEGO (KFMB/CBS)

#1 Saturday at 7pm for last 4 sweeps... in Nov. '83 it outdelivered lead-in and topped "Dance Fever" and "This Is Your Life"... #1 in 18-34s, 18-49s & 25-54s!

LAS VEGAS (KVVU/Ind)

Strong #2 on this independent for over 2 seasons with 11 rating, 29 share!

OMAHA (KETV/ABC)

#1 since Nov. '82, Sunday at 5:30pm... tremendous 13 rating, 35 share... #1 in Men & Women 25-54!

MINNEAPOLIS (WCCO/CBS)

#1 for past year at 6:30pm with 11 rating, 26 share... beating "Dance Fever" and "America's Top 10"!

SACRAMENTO (KCRA/NBC)

#1 Sunday at 5:30pm for last 4 sweeps... in Nov. '83, its 10 rating, 26 share beat "Dance Fever" and "This Is Your Life"... #1 in Men & Women 18-49 & 25-54, Men 18-34 and Teens/Kids, too!

BUFFALO (WKBW/ABC)

#1 Sunday at 6:30pm since Nov. '82, averaging incredible 19 rating, 39 share... tops "CBS NFL Football" and "NBC Nightly News"... #1 in every major demographic!

EVANSVILLE (WEHT/CBS)

#1 Sunday at 5:30pm for last 4 sweeps... 15 rating, 28 share in Nov. '83, beating "At The Movies," "CBS NFL Football" and "NBC Nightly News"... #1 in all major demographics!

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*NSI: avg. 11/82, 2/83, 5/83, 11/83
**NSI: 11/83

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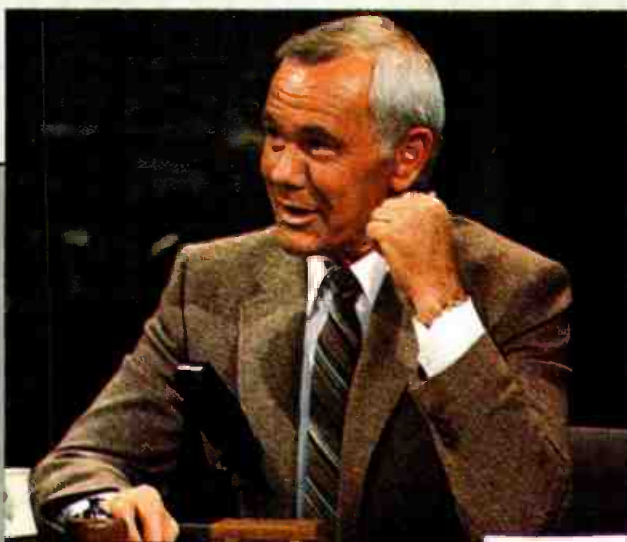


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far from tidy. Robert L. McDonald, Oklahoma first assistant attorney general, acknowledged that the state cannot and does not prevent broadcast signals carrying the unwanted ads from being beamed into Oklahoma from out-of-state stations. And while it prohibits in-state newspapers from carrying liquor ads, it has no way of preventing out-of-state newspapers with the ads from entering the state. There was yet another wrinkle in the arguments heard by the high court. The law at issue applies to in-state television stations, and the attorney representing the federal government, which has taken the cable television systems' side in the case, did not quarrel with that.

Justice William Rehnquist suggested at one point it would not be wise to make too much of such a regulatory sieve. "A state can address one part of an evil at a time," he said. "It doesn't have to go across the board."

The cable companies challenging the law—Capital Cities Cable Inc., Cox Cable of Oklahoma City Inc., Multimedia Cablevision Inc., and Sammons Communications Inc.—are appealing a decision of the U.S. Court of Appeals for the 10th Circuit, which reversed a lower court's decision and upheld the law. The appeals court held that the asserted interest in reducing the consumption of alcoholic beverages is a substantial one that the law directly advances.

But the counsel for the cable companies, Brent W. Rushforth, contended that the law interferes with national policy for integrating cable television systems into the national television scheme. He said deletion of the ads contained in relayed television programming would violate the copyright law and cause the cable systems to lose the compul-

sory licenses they have been granted and violate FCC rules. He also said it would be "technologically unfeasible" to eliminate the commercials.

What's more, Rushforth said, "the First Amendment says [the law] must fall." He said the effect of the ban would be to force cable systems to drop not only the commercials but also the programming in which they are carried—"a broad array of artistic and cultural content." And the state, he added, "hasn't come close to meeting the burden to support such a ban." The cable companies and a number of intervenors also hit hard in their briefs on the issue of "commercial speech," contending the advertising itself is protected under the First Amendment.

The 10th circuit court, in affirming the Oklahoma law, said that the 21st Amendment, which repealed prohibition but also authorized states to ban the sale of liquor within their borders, strengthens the states' authority to regulate liquor advertising. And McDonald, in his argument last week, said Oklahoma has "the right to ban the artificial stimulation of alcohol consumption." He said "the electronic media are addressed to children and are very pervasive." But two of the justices—Byron White and John Paul Stevens—wondered out loud whether the FCC's rules and the copyright law could continue to stand if the high court upheld the ban on liquor advertising on cable systems. "Don't you have to have the FCC rules invalidated?" asked White. "Your rule is in conflict with them." "Both the federal rule and the [copyright] statute, as applied, would have to be declared unconstitutional," said Stevens.

The Oklahoman, however, suggested another course: Balance the state's authority

under the 21st Amendment against the federal regulation involved. "If a supremacy test were used," he said, "we'd fail."

Michael W. McDonnell, of the Justice Department's solicitor general's office, would predict that outcome. He argued that the Oklahoma law is pre-empted by the federal regulations of cable television. The law, he said, "requires cable systems to do something the FCC says they should not and cannot do—delete commercials." And he said the federal scheme should prevail.

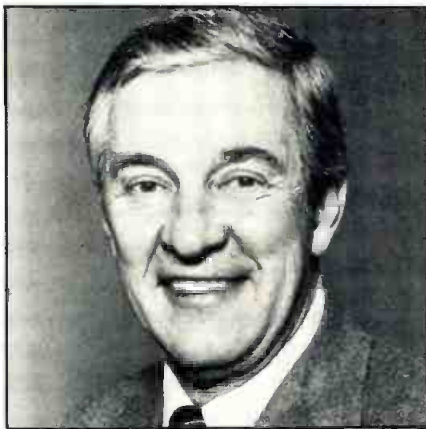
But McDonnell said the law is different regarding broadcasters. He said broadcasters can be prohibited from carrying commercials since they would not be faced with the copyright problems that would confront cable systems that are required by law to carry a television signal intact. He also noted that a broadcaster has control over a single signal, while "a cable system doesn't have control over the dozens it transmits."

McDonnell's assertion does not contradict FCC policy. The commission last summer, in a general proceeding aimed at eliminating what it referred to as regulatory "underbrush," repealed a 1949 policy statement on liquor advertising, one the commission regarded as ambiguous—it could be read as indicating the commission prohibited such advertising—and said it would leave "alleged violations of local laws" to local officials. It would concern itself in such matters only when "a licensee has been convicted of a law prohibiting or limiting such advertisements," the commission said. The FCC said the current controversy over the question—as manifested by the Oklahoma case—reinforces its determination to avoid becoming "embroiled" in such matters.

The Oklahoma Telecasters Association had originally participated with the cable companies in the suit that led the district court to overturn the state law; the court declared it a violation of the First Amendment. But the telecasters dropped out after the 10th circuit's decision.

The state law is not being enforced; the injunction the district court issued barring enforcement remains in force pending the outcome of the Supreme Court case. And the injunction applies to enforcement against all media, print and billboards included. When the state attorney general held that the district court's ruling applied only to those parties that had participated in the original suits and the law would be enforced against all others, the Oklahoma Press Association, other press associations and outdoor advertisers sought and obtained a second injunction.

The question of whether and to what extent states may regulate liquor advertising has cropped up in other states, and one other case, involving Mississippi, has worked its way up to the Supreme Court. Broadcasters and outdoor advertisers have petitioned the high court to review a decision of the U.S. Court of Appeals for the Fifth Circuit. A three-judge panel of the court had overturned the state law at issue on First Amendment grounds. However, the state obtained rehearing of the case by the full circuit, and won. □



Windy city heats up. Media watchers expect the competition will become stiffer in Chicago television news this spring when Max Robinson (l), long a mainstay at ABC News, switches on March 12 to NBC-owned WMAQ-TV as co-anchor on the 6 p.m. and 10 p.m. newscasts. In early January, Floyd Kalber (r), a veteran NBC newsman who had been anchor on WMAQ-TV for 16 years and later an NBC network correspondent, joined ABC-owned WLS-TV Chicago as co-anchor of the 6-7 p.m. news program. All this maneuvering is intended to make inroads on the ratings of Chicago's number-one anchor, Walter Jacobsen, of CBS's WBBM-TV, who has long led the Nielsen and Arbitron parade in the city's evening newscasts. A WMAQ-TV spokesman said "this is not a news war," but acknowledged that the station, with Robinson in tow, is hopeful of moving into second position on a firm basis and of providing sterner competition to WBBM-TV. Robinson, who co-anchored the *ABC World News Tonight* program for five years from Chicago until 1983, is reported to be receiving a salary commensurate with other leading co-anchors in Chicago—said to be in the \$700,000 range.

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New TV contracts push baseball

Paced by a new five-year network contract with ABC-TV and NBC-TV, Major League Baseball broadcast rights rocketed up more than 75% in 1984 to \$268 million. The increase was due largely to the \$1.2-billion rights agreement signed last year by those two networks and the league. That pact, covering the six years from 1984 through 1989, will triple broadcast network right payments this year. And local broadcast and cable television rights increased an average of 11% over last year.

Although local rights around the country and National Leagues did not see the overall increase, they passed the \$100 million mark for the first time. Local stations and regional cable sports channels have agreed to pay almost \$105 million for local carriage rights, an increase of 11%.

Local rights fees for American League teams will come to slightly more than \$100 million, up about 10%, while National League rights payments increased about

works can command higher advertising rates. ABC will pay about \$85 million in

1984, and NBC \$75 million.

CBS Radio signed a new five-year agreement with Major League Baseball last December, covering the years 1985 through 1989 and valued at between \$31 and \$32 million. This year, the final one in its present contract, CBS will pay close to \$3 million for its baseball rights.

The USA Network closed out the final year of a two-year agreement in 1983, and, due to the terms agreed upon in the new broadcast network pacts, no national basic cable pact is allowable through 1989.

Baseball's interest in cable for game carriage continues to grow regionally, however, as seven more teams begin participation in regional pay networks this season, including three allied with the new Sports Time cable service owned by Multimedia, Anheuser-Busch and Tele-Communications Inc. The Sports Time teams are the Cincinnati Reds, Kansas City Royals, and St. Louis Cardinals. The World Series champion Baltimore Orioles also moved into the cable ranks with its alliance with Home Team Sports, the Group W pay channel covering the Washington/Baltimore market. The Boston Red Sox, Detroit Tigers and Milwaukee Brewers are also launching cable projects this year.

At this stage only seven teams remain without a pay television deal, and two of them have been trying for some time—the Seattle Mariners, which are still negotiating with Group W Satellite Communications (at this point for a September start date), and the Cleveland Indians. The Indians had a deal with a local group but the service has never gone on the air. Other teams without a regional pay-TV deal are the Atlanta Braves and Chicago Cubs, both carried by superstations, and the San Francisco Giants, Oakland A's and the Montreal Expos.

For most of the teams now involved in cable, said Brian Burns, director of broadcasting, Major League Baseball, cable is still a "calculated risk." The questions of how cable exposure affects attendance at the gate, and whether any erosion can be offset by pay television revenues, he said, remain unanswered.

NBC will televise 32 regular-season games this year (including four double-headers and two prime time games) beginning Saturday, April 7, at 1:30 p.m. Vin Scully and Joe Garagiola will again be the announcing team for the primary game. NBC also has the World Series this year, scheduled to begin Tuesday, Oct. 9.

The average price of a 30-second spot during the regular season will be approximately \$35,000. Rates for the World Series have not yet been set, but a network spokesman said they "will be in the \$250,000 range," which compares to the \$210,000 that ABC asked last year.

NBC baseball is practically sold out in the second quarter, while the third quarter is about 75% sold. Major clients this year include Miller Beer (Backer & Spielvogel), Ford Motor Co. (J. Walter Thompson), Gillette (BBDO) and American Cyanamid (Dancer Fitzgerald Sample).

ABC will carry 11 regular-season games this season, three fewer than last year, beginning June 4 with its first Monday night base-

ball contest. ABC will also carry the All-Star Game this year (July 10), as well as the American League and National League playoff series (best of five), scheduled to start on Oct. 2. Monday night games will cost about \$70,000 per 30 in June and \$65,000 in July. Two Friday-night contests in July are priced at about \$60,000. Prime time league playoff 30's are priced at \$130,000, weekend day spots at \$65,000 and weekday spots at \$25,000.

Among the ABC sponsors this year are Chevrolet (Campbell-Ewald), Anheuser-Busch (D'Arcy MacManus Masius) and Stroh's (BBDO).

A team-by-team breakdown follows:

Baltimore Orioles

In the second year of a four-year contract and for the sixth straight year, WFBR(AM) will cover all the action of the world champion Orioles. Harry Shriver, WFBR vice president and general manager, said the station in mid-February was close to a sellout, with just one 60-second and a handful of 30-second in-game spots left. Among top sponsors are Chevrolet, Kelly Springfield Tire, Gulf, Miller Brewing and Maryland National Bank. New this season is Mash's (meat and food products). WFBR's announcing team will again be Jon Miller and Tom Marr. Shriver said the station has been whetting Oriole fans' appetites with occasional "cold winter night" replays of last season, along with plans to continue its *Stan the Fan* call-in show, which was introduced in 1983. WMAR-TV will be going into the second year of its two-year rights contract with the Orioles and will telecast 52 games. Last year's agreement with Super TV for over-the-air STV games in the Baltimore-Washington area has been terminated. However, Group W Satellite Communications's Home Team Sports has contracted to carry 55 home and 25 road games of the Orioles on a network of cable systems in six states with a total subscriber count of 1.9 million. Home Team Sports debuts with the start of the season.

Boston Red Sox

The New England Sports Network, a joint venture of the Boston Red Sox, Bruins hockey team and Storer Communications Inc., announced less than two weeks ago it will launch a satellite-delivered pay-cable service reaching all six New England states with at least 150 live sporting events plus other, sports-related programming, during its first year, which will begin April 4. The service, which will include advertising sold both by the network and local cable operators as well as charge subscribers a fee reported to be between \$7.50 and \$10 per month, depending on the system, will present 90 Red Sox games its first year as well as 40 Bruins games and 40 repeats of Sunday afternoon Red Sox and Bruins games broadcast originally on WSBK-TV Boston, holder of the local broadcast TV rights to both teams. WSBK-TV will broadcast 70 Red Sox

games this year, down from the 103 it broadcast in 1983.

Because WSBK-TV has fewer games to sell this year, advertising rates for the station's coverage have increased about 15% to 20%, according to Stuart Tauber, general sales manager at the station. Major sponsors for this year's coverage are Anheuser-Busch, Toyota, Kendal Oil and Gulf Oil.

WPLM(AM) Plymouth, Mass., will again originate coverage of Red Sox games—181 regular and exhibition games—to a network of 75 stations in the New England area and two in Florida. According to station owner and president, John T. Campbell, major sponsors this year are Anheuser-Busch, Ford and PeopleExpress.

Cleveland Indians

WWWE(AM) continues as Indians radio rights holder and will cover the 162 regular season games plus 12 exhibitions. The rights contract runs through 1985. Herb Score and Nev Chandler will handle booth chores. David George, who coordinates WWWE's Indians network, reported solid sales activity, despite expanded in-game availabilities. Anheuser-Busch and Stihl (chain saws) top the list of WWWE's baseball advertisers. WUAB-TV's vice president and general manager, Jack Moffitt, said the independent will telecast 50 road games in the second year of its three-year rights contract. Joe Tait and Reggie Rucker, former pro football star, will announce. Moffitt said sales were going "fairly well" and prospects in general are "brighter than last year." Anheuser-Busch, McDonald's and Burger King top the national sponsor list. A decision pends on whether Indians games will again be carried on a regional cable-sports channel. Options to those rights are held by the owners of the local basketball Cavaliers who also own the Minnesota hockey North Stars and the Richfield (Ohio) Coliseum.

Detroit Tigers

"Your Season Pass" is the marketing slogan being used to convince Detroit-area cable subscribers to pay \$10 per month for a new, regional sports network that will present Detroit Tigers baseball, Pistons basketball, Red Wings hockey, amateur boxing events and University of Michigan and Michigan State University, basketball and possibly football on a network that will cablecast 365 days a year, starting April 17. The new network, Pro Am Sports Systems (PASS), will cablecast 80 Tigers games, (64 home, 16 away), while local TV rights holder, WDIV(TV) will broadcast 50 games this year (including pre-season) down from 52 regular and five pre-season games last year.

At launch, PASS expects to have between one-quarter and one-half of the more than one million cable subscribers in its marketing area, which includes northern Ohio and northern Indiana as well as Michigan, according to William J. Wischman, executive

AMERICAN LEAGUE EAST

<i>Team</i>	<i>1984 rights</i>	<i>1983 rights</i>	<i>TV originator and affiliates</i>	<i>Radio originator and affiliates</i>	<i>Rights holders</i>
Baltimore Orioles	\$ 3,500,000	\$3,050,000	WMAR-TV 7	WFBZ 60	WMAR-TV holds TV rights; WFBZ holds radio rights; Home Team Sports holds pay-cable rights.
Boston Red Sox	3,400,000	3,200,000	WSBK-TV 4	WPLM 77	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 35	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	2,700,000	2,000,000	WDIV-TV 4	WJR ??	WDIV-TV holds TV rights; WJR holds radio rights; and Pro Am Sports System holds cable rights.
Milwaukee Brewers	3,250,000	2,700,000	WVTV 7	WTMJ 50	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,700,000	11,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	5,000,000	4,400,000	CTV-TV	CJCL 26	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Services holds radio rights; First Choice holds pay-cable rights.

AMERICAN LEAGUE WEST

California Angels	4,000,000	4,000,000	KTLA 15	KMPC English 14 KLUE Spanish 5	Golden West Broadcasters (KTLA and KMPC) has partnership with Angels for broadcast rights, including Spanish-language radio; ON-TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	4,000,000	3,400,000	WFLD-TV 2	WMAQ 22	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,800,000	1,300,000	WDAF-TV 18	WIBW 105-110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights; Sports Time holds pay-cable rights.
Minnesota Twins	1,500,000	1,250,000	KSMP-TV	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland As	2,000,000	1,450,000	KHBK 5	KSFO 14 KBRG Spanish	KBHK holds TV rights in partnership with As; KSFO holds English-language radio rights; KBRG holds Spanish-language radio rights (affiliates undetermined at this time).
Seattle Mariners	1,400,000	1,200,000	KSTW 4	KVI 17	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	5,500,000	KXAS-TV 13	WBAP 12	Rangers retain broadcast rights; Home Sports Entertainment (Warner Amex) holds pay-cable rights.

NATIONAL LEAGUE EAST

Chicago Cubs	3,600,000	3,000,00	WGN-TV 14	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,300,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,900,000	10,500,000	WOR-TV	WHN 10	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights.
Philadelphia Phillies	8,000,000	7,000,000	WTAF-TV 2	WCAU 25	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	3,000,000	2,160,000	KDKA-TV 5	KDKA 35	Group W (KDKA-AM-TV) holds broadcast rights; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	2,600,000	1,700,000	KSDK 13	KMOX 108	KSDK holds TV rights; KMOX holds radio rights; Sports Time holds pay-cable rights.

NATIONAL LEAGUE WEST

Atlanta Braves	2,100,000	2,000,000	WTBS	WCNN 100	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,300,000	2,100,000	WLWT 8	WLW 95-100	WLWT holds TV rights; Reds retain radio rights; Sports Time holds cable rights.
Houston Astros	3,100,000	3,100,000	KTXH 12	KRBE 30-35 KYST Spanish	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds cable rights.
Los Angeles Dodgers	3,500,000	3,100,000	KTTV 1	KABC 25 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB 4 XEXX Spanish 15	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights, Sun Cable and American Cable Television hold pay-per-view cable rights.
San Francisco Giants	2,500,000	2,000,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language broadcast.

AL total	\$53,150,000	\$48,350,000
NL total	\$51,800,000	\$46,360,000
Majors total	\$104,950,000	\$94,710,000

Not included in the table are network payments for nationally broadcast games that total about \$163 million. ABC-TV—\$85 million, NBC-TV—\$75 million and CBS Radio—about \$3 million.

vice president, general manager of the network and former manager of the ON TV sports system, which broadcast Tiger games over parttime STV outlet, WXON-TV Detroit, until last spring. PASS has contracted to use WDIV's facilities to produce its sports coverage year-round, according to Wischman, who said the network will broadcast live via Westar V, each night starting at 7:30 p.m. The pay cable network is in its first year of a seven-year contract with the Tigers, while WDIV is in the first year of a new five-year contract with the team.

At WDIV, Tigers games last season were said to have produced the highest average local ratings of any major league baseball team in the country (averaging a 20 rating/40 share). Chevrolet, Miller Brewing Co. and McDonald's will again be the major sponsors of the station's coverage of the games.

WJR(AM) Detroit will again originate radio broadcasts for a network of 39 stations carrying Tigers games, according to Jim Long, vice president, general sales manager at the station. Major sponsors this season will be Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizzeria.

Milwaukee Brewers

The Brewers cut in half the number of regular season games licensed to local broadcast TV in 1984, to accommodate the team's participation in an exclusive, regional pay sports network, set to launch April 3 on cable systems reaching at least 200,000 subscribers. Sportsvue, a joint venture of the Brewers and the Milwaukee Bucks basketball team, will broadcast 200 sporting events each year, including 67 Brewers games, 33 Bucks games, professional hockey and soccer and sporting events at the University of Wisconsin and Marquette University. The regional network is recommending cable operators charge subscribers \$8 per month for its service, and although Bill Haig, vice president of TV and radio for the Brewers, refused to discuss compensation the network is receiving from cable systems, industry sources say Sportsvue is asking for 60% of the revenues from sale of the service.

Although 450,000 homes in the Milwaukee area have been wired for cable, the city itself has not yet been cabled. In an attempt to secure interim pay TV coverage of the games in the city, the Brewers team is negotiating with a subscription TV service and an MDS operator, according to Haig.

WVTV(TV) Milwaukee, which last year broadcast 60 Brewers games, is in the first year of a new, two-year contract with the team, enabling the station to broadcast 30 regular season games, all of them away from home, plus, for the first time, eight preseason games. Although Mike Schuch, WVTV vice president and general manager, declined to discuss fees paid for this year's rights, sources in Milwaukee confirmed it paid \$950,000, down from the \$1 million paid in 1983 for the right to broadcast 60 regular season games.

Advertisers have been supportive of the preseason games, according to Schuch, and

Pooling pay product. Major League Baseball is doing all it can to see that the regional cable networks are successful. At baseball's winter meeting in Nashville last December, the teams unanimously passed the Major League Baseball Pool Agreement, intended to give regional pay operations greater program choices. "It's designed to make their product better," said Brian Burns, baseball's director of broadcasting. Essentially, the agreement gives each team the right to pick up and distribute in its market a limited number of games played by every other team. Once the limit is reached, the team looking to import a game would have to seek permission from that game's home team. For each game picked up, the importing team would pay between one cent and three cents per subscriber, depending on the number of subscribers claimed by the pay outlet in the market. The compensation fees will go to Major League Baseball's "pool operation," which has been set up to dispense information concerning the importation of such games, such as scheduling information and satellite availability. Any profit made by the pool would be distributed equally among the 26 teams.

local sales are on target. Schuch said the station has sold out the 13 minutes of time it has to sell in each of the 38 games broadcast on its seven-station regional TV network. Major sponsors are Miller Brewing Co., Toyota and True-Value Hardware.

The Milwaukee Brewers Radio Network, now in its second year of operation as a subsidiary of the team itself, will again produce its own coverage (including pre- and postgame shows) of all 162 regular season games and 17 preseason outings to be played this season. WTMJ(AM), the network's originating station, will again share the cost of transmitting the games to a regional network of at least 50 stations and again has the local advertising rights, according to Steve Smith, vice president, general manager of WTMJ, who called the station's partnership with the Brewers Radio Network, "a win-win situation" and "a relationship we hope will continue far into the future."

Los Angeles Dodgers

KTTV(TV) Los Angeles continues to originate Dodger coverage with the on-air team of Vin Scully, Jerry Doggett and Ross Porter. The station, which will feed at least one other outlet, is broadcasting 46 regular and four preseason games. Mark Wolfson, an independent producer based in Hollywood, has joined KTTV as producer/director of the baseball telecasts, succeeding Rob Hiestand, named coordinator of the internal Dodger telecasting operation as well as director of the new live *Dodger Dugout* series. Advertising and promotion plans were still being finalized for the new season.

ON TV, the subscription television service over KBSC-TV Corona, Calif., enters its eighth season televising 15 home games from Dodger stadium. This is the final year of the ON TV contract, and the Dodgers are said to be considering other pay TV options. Among them: a regional cable sports channel jointly owned and operated by Sportschannel, Warner Amex Cable, Oak Communications (ON TV's parent company) and Daniels & Associates. Talks are ongoing among the proposed partners and several Los Angeles teams which they hope will participate—including the Dodgers, the Angels, basketball's Lakers and hockey's Kings.

At KABC(AM), assistant creative services director Shelley Wagner reports play-by-

play will begin March 6 with exhibition games from Vero Beach, Fla. Air personalities will originate sports and other programming from the preseason headquarters through opening day. The station's daily sports call-in series, *Sports Talk*, will originate from the ballpark in Los Angeles for home games. KTNQ(AM) will originate all Dodger games in Spanish, feeding two other stations.

New York Yankees

The Yankee's television rights holder, WPIX(TV) New York, enters the 1984 baseball season with a new three-year extension to its current five-year pact, set to terminate this year. Sponsors for Yankees games include Anheuser-Busch, Toyota, Citibank, Chrysler-Plymouth and Canon. "Thirty-second spots are up 20% to \$7,200," said a WPIX spokesman.

As for radio, WABC(AM) is entering its fourth year of a six-year agreement—initial three-year agreement with option for additional three years—as the originating station of Yankee games. However, the team retains the radio broadcast rights with Hackensack, N.J.-based Adler Communications handling sales. "We sell advertisers 18 pre- and post-game packages," said WABC vice president and general manager James Haviland.

Forty games this season will be televised over pay cable TV via Sportschannel, a subsidiary of Cablevision, which will be in its third year of a 15-year deal. "Beginning in 1985 we will start televising 100 games," said Sportschannel Vice President Larry Meli. Major sponsors on Sportschannel includes Anheuser-Busch, Toyota and Getty Oil.

Toronto Blue Jays

Telemedia Broadcast Services holds the radio rights to Blue Jays games. The originating radio station for a network of 26 will be CJCL(AM) Toronto. It will broadcast all 162 games plus seven exhibition games. Major sponsors of the radio network are General Motors (Pontiac division), Labatts Brewery; McDonald's, Panasonic, Gulf Oil, Canada Imperial Bank of Commerce, Speedy Muffler, Chilton and Coca-Cola, according to Len Brumson, TBS president. Broadcast television rights are held by Labatts Brewery, which also owns 45% of the Blue Jays.



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Cable rights for 10 games are held by First Choice, a Toronto-based cable company. Total rights payments to Blue Jays comes to about \$5 million. The average price of a 30-second spot on radio is \$41,000, Bramson said.

California Angels

KTla(TV) Los Angeles signed a new TV rights contract with the California Angels this year. ON TV will carry 15 Angels home games this year, over STV outlet KBSC-TV Corona, Calif., under a contract extending through this season. KMPC(AM) will again originate all Angels exhibitions and season contests this year, and the Dodger/Angel "Freeway Series" in March. Major sponsors signed for the games include Anheuser-Busch, Chevrolet, Avco Financial Services and Chevron. KMPC's contract is renegotiated each year, although both the station and the team are commonly owned by Gene Autry.

Chicago White Sox

Television originator WFLD-TV is in the second year of a three-year contract with the White Sox, while its radio counterpart, WMAQ(AM), is entering the third year of a five-year agreement. The regional sports cable channel in the area, created by the owners of the White Sox, Bulls (basketball), Sting (soccer) and Black Hawks (hockey), and known as Sportsvision, has been purchased by Sportschannel, the joint venture owned by Cablevision Systems, Woodbury, N.Y., and the Washington Post Corp. The regional pay service will carry 100 White Sox games in 1984 (60 home games and 40 away). With the purchase of the pay channel from the teams, Sportschannel negotiated a 10-year cable rights agreement for carriage of White Sox baseball. Sportsvision, as the service is still known, has about 15,000 subscribers who pay between \$10 and \$12 a month for the channel. There are 10 cable systems in the Chicago market, serving about 400,000 basic subscribers. In addition, the teams' relationship with ON TV continues this season, with the STV outlet (WSNS-TV, ch. 44) carrying 80 of the 100 games that will be seen on the regional cable service. ON TV now has about 90,000 subscribers, but is in the process of merging with the competing Spectrum STV operation, owned by United Television. Combined, those two services will command between 130,000 and 140,000 subscribers.

WFLD-TV will air four preseason and 51 regular season games, most of which are away games. Among the sponsors that the station has signed is Chicagoland Dodge Dealers. Tom Hoyt, general manager of WMAQ(AM), said the sales pace for White Sox baseball has doubled over a year ago, so that the station is "almost sold out" at this point. Sponsors include Chicagoland Chevrolet Dealers, True-Value Hardware, Zenith,

Texaco, General Finance, Farmers Insurance, Eastman Kodak, Mr. Z's Pizza and Budweiser.

Kansas City Royals

The Kansas City Royals will be broadcasting on a radio network of 105-110 stations in 11 states, the largest in the American League, according to Bob Fromme, general manager of the Royals Radio Network, the Stauffer Communications-owned rights holder. Stauffer is also licensee of WIBW(AM) Topeka, Kan., the originating station. This is the first time the radio network will be distributed by satellite, Fromme said, over Westar III to each affiliate. (Stauffer had installed three-meter receive satellite dishes at each affiliate.) Major sponsors on the radio network are Pabst Brewing; Datsun; Getty; Guy's Potato Chips. WIBW will originate

Rise in diamond prices

How the radio, TV and cable rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1975	\$44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,275,000
1981	89,525,000
1982	118,350,000
1983	153,610,000
1984	267,950,000

broadcast for 178 games—162 regular and 16 spring training games. Broadcast television rights are held by Taft's WDAF-TV Kansas City, Mo., which holds the rights to broadcast 41 away games. Cable Television rights are held by Sports Time, the cable sports network owned by Anheuser-Busch, Multimedia, and Tele-Communications, which holds rights for 50 games, about equally divided between home and away games. Major sponsors of broadcast television games, which will be satellite delivered to 18 stations in 11 states, are Miller Beer and Chevrolet.

Texas Rangers

The club again retains broadcast rights to Rangers games and takes a key role in setting up networks and selling time. KKAS-TV Fort Worth is again the originator of television coverage, feeding 30 games to a network of 13 stations. In radio, WBAP(AM) Fort Worth remains the flagship for a 12-station network and will feed coverage of all 162 regular season games and 25 spring training games. Roy Parks, executive director of the Texas Rangers Baseball Network, reported sales already close to last year's total and likely to exceed last year's by about 15%. Miller

Beer, Chevrolet, Gulf Oil and Dr. Pepper are among the major TV clients; Chevrolet, Budweiser and Coca-Cola are among those in radio. One hundred games will be on pay cable on Home Sports Entertainment Network, a five-state group of cable systems organized by Warner Amex after it acquired cable rights in a deal said to yield the Rangers \$2 million to \$3 million a year for five years (BROADCASTING, Feb. 21, 1983). The games are part of a pay cable package for which subscribers pay, on average, about \$9.95 a month.

Minnesota Twins

Midwest Radio-Television's WCCO-TV holds the broadcast television rights to the Minnesota Twins, but is again subleasing them to United Television's KMSP(TV) Minneapolis. The cable television rights had been the subject of a legal dispute after Midwest bought what it believed to be all radio and broadcast television rights and first refusal for cable television rights from Midwest Federal Savings and Loan Association. A jury ruled in Midwest Radio-Television's favor, and the company is now waiting for a judge to reaffirm the jury's decision and settle the matter, reported Jim Rupp, Midwest Radio-Television president. Total rights payments to the Twins are about 10% above last year—\$1.5 million.

Oakland Athletics

KBHK(TV) is concluding the third year of a three-year contract joint venture agreement with the A's for television coverage, with 44 games scheduled this season, including 12 home games. In addition to its usual promotion strategy, the station for the first time plans to promote its coverage by advertising on local cable systems carrying ESPN and CNN. KSFO(AM), also entering the final year of its three-year contract with the A's, has signed sponsors Anheuser-Busch and Chevrolet. San Francisco's KBRG(FM) is originating Spanish language coverage and may feed other stations in the U.S. and Mexico.

Seattle Mariners

KSTW(TV) is telecasting 50 live games this season, two of which will be at home. Coverage is being fed to stations in Kennewick and Spokane, both Wash.; Boise, Idaho, and Portland, Ore. Bruce Lumpkin, general sales manager, reports "sales are ahead of last year," and cites such major sponsors as Anheuser-Busch and Union Oil. Negotiations are in the final stages to sign other advertisers, including Burger King, True Value Hardware and Chevrolet. The station has signed a new two-year contract. On radio, a spokesman for KVI(AM) reported that six major advertisers have been signed for the baseball coverage, but declined to name them because of "competitive consider-

ations." The Mariners are in negotiation with Group W Satellite Communications on a contract covering cable television, but it is not known if an agreement will be reached by the start of the season.

Atlanta Braves

Five preseason exhibitions will be among the 150 Braves games that WTBS(TV) Atlanta will telecast, according to Don Ellis, executive producer of sports at the superstation. TV rights to the Braves schedule are held by Turner Broadcasting System, which owns WTBS and the Braves. The telecasts will be channeled to 5,968 cable systems, reaching 29.3 million homes. Rotating as announcers will be Ernie Johnson, Skip Caray, Pete Van Weiren and John Sterling. Among national sponsors signed are Toyota, Red Man chewing tobacco, Eastern Air Lines, Coca-Cola, Anheuser-Busch and Gulf. WTBS has scheduled *A Tale of Two Seasons*, a documentary on the Braves, in prime time, Sunday, March 25. Like a similar offering last March, *A Long Way to October*, it will be narrated by veteran sports commentator Red Barber. The Braves organization retains its radio rights and does its own selling. This year, game originator will be WCNN(AM) Atlanta, switching from WSB(AM) there. Announcing is to be handled by Johnson, Caray, Van Weiren and Sterling. Top national accounts

Share and share alike. KPDX-TV Vancouver, Wash., and KSTW-TV Seattle have begun what they call an "informal business partnership," under which the stations will exchange programs of common interest. Starting in April, the first of 25 Seattle Mariner baseball games telecast away from home by KSTW-TV will be fed to KPDX-TV. The stations say their partnership is a "two-way street," with KSTW-TV now in the process of planning sports and special events programming of interest to both markets.

include Anheuser-Busch, Eastern and Coca-Cola.

San Diego Padres

KCST-TV San Diego enters the second year of its three-year pact with the Padres, feeding coverage to three other stations. About 50 games will be telecast. According to Jerry Coleman, Padres radio/TV director, the team will make games available to about 400,000 area cable subscribers on a pay-per-view (PPV) basis through Cox Cable, Sun Cable and American Cable Television. Negotiations are in progress to link the PPV network to other area cable systems, he said. Subscribers will be offered two separate PPV packages of either 40 or 20 games. The Pa-

dres will produce the games, although the team and one or more cable systems may originate local pre- and postgame shows.

KFMB(AM) will be in the second year of its three-year pact with the Padres, feeding four smaller stations. A Spanish-language network of about 15 stations will be originated at XEXX(AM) Tijuana.

Houston Astros

The club continues to retain broadcast rights, setting up its networks and handling sales to advertisers in most cases, although the stations also have spots to sell. KTXH(TV) Houston is again the TV originator and will feed coverage of 75 games to a network of 12 stations, although the number of games varies in each market. KRBE(AM) Houston will again originate radio coverage for a network of 30 to 35 stations, with KRBE-FM simulcasting the night games. Radio network coverage will include all 162 regular-season games plus 17 preseason contests. Art Elliott, director of broadcast operations for the Astros, is also in the process of setting up a "small" Spanish-language network, with KYST(AM) Texas City, Tex., as the originator, to cover all regular season and a dozen preseason games. Elliott reports advertising sales moving well, with Anheuser-Busch, Datsun and First City Bank of Houston among the major sponsors on both radio and TV and with Coca-Cola among others

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signed for radio and Gulf Oil for TV.

Eighty Astros games will be carried on cable by the Home Sports Entertainment Network, a group of some 40 systems (led by Warner Amex) operating in five states. The games will be part of the pay-cable package, for which charges to subscribers are said to average about \$9.95 a month.

San Francisco Giants

KTVU(TV) San Francisco/Oakland is carrying the Giants in the first year of a new five-year contract, feeding three other stations. Play-by-play continues with Gary Park and Hank Greenwald. The station is carrying 31 regular season games, with major sponsorships signed by Lowenbrau beer and Toyota. Among the on-air promotional campaigns this year is one that will feature actor Ronnie Schell spoofing cold weather in Candlestick Park, a tie-in to the Giants's "Hang In There" campaign.

KNBR(AM) also begins a new five-year radio contract this season, carrying all pre- and regular season games. The station will feed seven others, while KOFY(AM) enters its third year of Spanish-language coverage.

St. Louis Cardinals

Pay cable becomes part of the St. Louis Cardinals broadcast picture in 1984 as Sports Time cable network, cablecasts 52 games of the Cards' schedule. The Cards' coverage is part of a regional Mid-America package offered by Sports Time, under which it will present 52 games each of the schedules of the Cardinals, Kansas City Royals and Cincinnati Reds. Although individual cable systems will set the actual pay fees, a Sports Time official said that projected fee is from \$9 to \$12 per month for the package. The package extends as far west as Colorado and as far east as West Virginia. On a local basis, KSDK(TV) St. Louis will cover 40 road games. Tony Bello, director of sales, says that 85% of last year's sponsors have renewed already.

Cincinnati Reds

The Reds, who retain radio rights, will continue to have WLW(AM) as originating station for all exhibition contests (two in Puerto Rico) and the full 162-game regular season slate. Marty Brennaman and Joe Nuxhall will announce. Jim Winters, director of broadcasting for the Reds, reported in mid-February that in-game radio positions were 100% sold and pregame and postgame spots were 95% gone. Leading the list are Anheuser-Busch, Marathon Petroleum and Chevrolet. The last is new to the Red's radio lineup and, in that connection, there will be a "Chevy Home Run Inning" in each game. Prizes will range up to a new Chevrolet for a grand slam home run.

WLWT(TV) will telecast 48 Reds games in a continuation of its multiyear rights con-

tracts with the team. TV announcers will be Ken Wilson and Ray Lane. Cable rights to the Reds have been granted to Sports Time, the new regional pay-sports channel in 15 Midwestern states. Sports Time is a joint venture of Multimedia Inc. (whose holdings include WLWT and a minority interest in the Reds), Anheuser-Busch (owner of the St. Louis Cardinals) and Tele-Communications Inc. (BROADCASTING, July 25, 1983, et seq.). Bill Spiegel, general manager of Multimedia Sports Productions, said 52 games are planned on a Reds lineup that will have the potential of reaching more than six million homes.

New York Mets

WOR-TV will begin its 22d season as the originator of New York Mets television broadcasts, a partnership arrangement it has had with the baseball club since the Mets were formed in 1962. Among the sponsors returning this season to the station, which sells the time, are Anheuser-Busch (Budweiser), Nissan Motors/Datsun and Manufacturers Hanover Trust. Participating advertisers include Coca-Cola and Getty Oil. "We made a commitment to upgrade the production of the games," said WOR-TV vice president and general manager, Peter Leon. "There will be more on-air promotion this season, as well as more reports on the Mets in our local newscasts," Leon added. WOR-TV is carried on approximately 130 cable systems nationwide.

On the radio side, Mutual's WHN(AM) is in its second year of a three-year deal. "Sales have been a little slow because of the Olympics," said Brian Moors, station vice president and general manager. "But we anticipate the majority of our major sponsors from last season to be back this year," he said.

On cable, Sportschannel is in its third year of a 30-year agreement airing 60 games both home and away. Fran Healy replaces Bud Harrelson as announcer.

Philadelphia Phillies

Both Phillies broadcast rights holders are in the early stages of multiyear contracts—WTAF-TV is entering the second year of a 10-year rights agreement, and WCAU(AM), the third year of an 11-year radio rights pact. Prism, the regional pay cable outlet which was purchased by Sportschannel (Cablevision and Washington Post Co.) last June, continues to hold the local cable rights in a multiyear agreement.

WCAU, which will broadcast all 162 regular season games this year, as well as 18 exhibition games, has a regional network of 25 radio stations. Among the Phillies sponsors this year are Budweiser, Coca-Cola and Eastman Kodak. WTAF-TV will carry 80 regular-season games and three exhibition games. Sponsors include Anheuser-Busch, Roy Rogers, Datsun and Mellon Bank.

The cable programming network Prism, which now has about 375,000 subscribers, will carry 30 exclusive Phillies home games

this season. Subscribers pay between \$10 and \$12 for the service, which currently programs about 75% of its program time with nonsports entertainment and 25% sports.

Pittsburgh Pirates

In television, KDKA-TV Pittsburgh is the originator again and will feed a network of five stations, covering 40 games. Carolyn Wean, general manager of KDKA-TV, reported sales going "very well," with Anheuser-Busch, a major national advertiser, returning along with a number of local sponsors. In radio, KDKA(AM) will again originate the games, covering all 162 regular season contests and 15 exhibition games on a network of some 35 stations. Daniel Friel Jr., KDKA(AM) general manager, said he was "pleased" with sales progress, with Budweiser, Mellon Bank and Chevrolet among the major clients. Cable rights are held by Home Sports Entertainment-Pittsburgh, a group of area systems operators led by Warner Amex. The cable network will carry 76 games this season as part of a pay cable package. Its price varies from system to system but averages around \$9.95 a month.

Chicago Cubs

WGN-TV will provide coverage of 149 regular season games and four exhibition games. A spokesman said sales are progressing well, with about 70% of the advertising inventory sold. The major sponsors are Anheuser-Busch, True-Value Hardware, Toyota, Union Oil and Cannon Camera. He said the sales pace is outdistancing last year's. On radio, WGN(AM) has assembled a network of 46 stations in seven states. An official said sales are ahead of last year with major sponsorships by Heileman Brewing, True-Value Hardware, Chevrolet and Talman Home Federal & Savings Association. WGN(AM) is providing 25 games of the Cubs schedule to WOJO(FM) Chicago, which will provide play-by-play in Spanish.

Montreal Expos

Canadian brewer Carling-O'Keefe will be entering its fourth year of a six-year arrangement with the Montreal Expos as television broadcast rights holder. Each year the brewer sells back the TV rights for a certain number of games to CBC-TV which is assembling an English network of 41 stations and a French network of 18 stations.

CFCF(AM) holds the English-language radio broadcast rights, transmitting the games to a network of 35 affiliates, all of which are located outside Quebec province. The 1984 season is over 75% sold out, reports Arthur Sutherland, CFCF(AM) vice president and general manager. The station is in the fourth year of a five-year deal. CKAC(AM) continues to hold the French language radio broadcast rights, distributing the signal to a network of 40 stations. □

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- Devlin
- King Leonardo
- Secret's Out
- Jetsons
- Uncle Waldo

- The Flintstones
- Rocky and his Friends
- Tennessee Tuxedo
- Dudley Do Right
- Young Samson
- Inch High Private Eye
- Roman Holidays
- Valley of the Dinosaurs
- Jonny Quest

For more information, contact Rosalie Macaluso at the DFS Program Exchange, Dancer Fitzgerald Sample, Inc., 405 Lexington Ave., New York, N.Y. 10174 or call (212) 661-0800.



Debate continues over repeal of rule of sevens

Reply comments find networks urging no special restraints on themselves if FCC station ownership limits are scrapped or changed; independent stations take opposite tack

If the FCC, as proposed, repeals or relaxes its rule of sevens, should the television networks be subjected to limitations no one else is? The networks are saying no, but the Association of Independent Television Stations is saying yes, in reply comments at the commission.

CBS took vigorous exception to the Motion Picture Association of America's call to single out the networks for special limitations (BROADCASTING, Jan. 23).

CBS said MPAA was essentially saying that since television stations owned by network companies tend to rely more on locally produced programming and less on Hollywood syndicated programming, network companies should be restricted in owning additional stations.

"It is not surprising that MPAA would wish to see the maximum possible quantity of America's programming originate from the major Hollywood studios. This ambition, however, hardly constitutes a sound basis on which to formulate national station ownership policy. Indeed, ownership restrictions specifically calculated to accomplish the MPAA's goal—i.e., to promote reliance by broadcasters on a particular form of programming originating from a particular production center—would raise fundamental First Amendment, statutory and policy issues concerning interference with individual broadcaster discretion over programming."

NBC also took issue with the Association

of Independent Television Stations's call to limit the networks in particular. "Apart from an abundance of hypothetical and unsupported suppositions, no party making such a charge has presented any evidence demonstrating that anticompetitive consequences are likely to occur."

The Department of Justice offered support. "We find no basis for concluding that allowing the networks to acquire additional broadcast stations will raise any significant risk of increased network market power," Justice said.

INTV, however, countered that the networks now each have access to about 200 affiliated stations. "To allow them to own more television stations than they presently do (and newly purchased stations would certainly be in the major markets) would work at counterpurposes to the commission's goal of fostering program diversity," it said.

INTV also charged, among other things, that if the networks are permitted to purchase more stations, they will be able to increase their leverage over their affiliates' programming. Affiliates that don't clear the "vast majority" of network programming now face the threat that the network will shift its affiliation, the association said. "A new threat of this kind would be added if networks were allowed to purchase additional stations. A network then would have the power to buy a noncooperating affiliate, or to purchase another station in the market and transfer the affiliation to it."

Westinghouse Broadcasting & Cable Inc. advocated a cautious approach to relaxation of the rules. It said the FCC could safely eliminate the caps for AM's and FM's. However, it said the FCC should only raise the TV cap to 14, without distinguishing be-

tween UHF's and VHF's. Moreover, Group W said, the commission also should restrict TV ownership so that a single entity could not reach more than 25% of the population with its stations. The FCC further should reevaluate the limits it does set no later than 10 years from the effective date of the new rule.

The National UHF Broadcasters Association said it felt "very strongly" that any modification of the rule must retain the five VHF/two UHF ratio now on the books.

The National Association of Independent Television Producers and Distributors came out in opposition to the rulemaking. "The proposed revocation is premised exclusively on reasoning which either abandons or betrays the commission's prime mandate to maximize ownership diversity. The only interest it would demonstrably serve is the private appetites of the largest existing broadcast station owners, whose gains would come at the immediate expense of all other actual or potential owners and at the ultimate expense of the public owners of the airwaves."

Black Citizens for a Fair Media, the League of United Latin American Citizens, the National Association for the Advancement of Colored People, the National Association for Better Broadcasting, the National Conference of Black Lawyers Communications Task Force and the Telecommunications Research and Action Center urged retention of the rules. If the commission feels it must move, the group said, it should only permit "minimal" increases.

The group, responding to the FCC's suggestion that repeal of the rule would encourage the flow of capital to minorities and women, suggested an alternative route to that purported benefit: fine-tuning the attribution rules, which dictate how much of an entity someone can own before he is considered an owner under the FCC's other rules. Specifically, the groups suggested permitting an entity to invest up to 20% in a firm 51% or more owned by minorities and women, while prohibiting those investors from management activities affecting programming.

The National Association of Broadcasters provided further reassurances. "Relaxation of the seven-station rule will not fundamentally alter the economics that drive the broadcast market, just as maintenance of the rule in its present form will not eliminate all barriers to entry or otherwise enable new technologies to miraculously achieve technical or economic parity with established media," the NAB said. "What relaxation or repeal of the rule would do, however, is foster an environment for the creation of more news, public affairs and more entertainment programming for the benefit of emerging technologies and the public, and enable the telecommunications market to evolve unfettered by arbitrary and outdated ownership restrictions." □

Lights, camera, action. Jack Valenti, president of the Motion Picture Association of America, last week reiterated that CBS, not Hollywood, had broken off the talks on the syndication and financial interest rules (BROADCASTING, Feb. 20). "We are ready to resume talks at any time," Valenti said in letters reporting the Committee for Prudent Deregulation's version of the parting of ways to Congress and the FCC. Valenti, as reported, also claimed that Hollywood had been willing to permit CBS to negotiate for a financial interest at a time of its choice—as long as the network would have given in on its "inflexible" definitions of financial interest. "This was a very large concession on our part and frankly one that was hard to swallow, but we were ready to do so if it could ease the way to a final settlement," Valenti said. "CBS refused to give on either element." Also as reported, and confirmed by the Valenti letter, the two parties had agreed that the network would stay out of syndication altogether through 1990. The network also agreed to limit itself to negotiating for a 27.5% financial interest in 27.5% of the total number of prime time network television entertainment hours weekly. (And, Valenti said, programs produced by the network itself were to be counted as part of that 27.5%.) The network, according to Valenti, also agreed to limit itself to two-and-a-half hours a week of in-house production up to September 1985, then three-and-a-half hours a week until September 1990. The parties further agreed, Valenti said, that if "Washington fails to implement the proposed changes despite the best efforts by both parties, the parties agree to request the Congress to provide for no change in the status quo for two years."

FCC's debate rule goes to appeals court

Three-judge panel hears plea from League of Women Voters to reverse commission rule allowing others to arrange candidate debates; networks press for its retention

The League of Women Voters appeared to be swimming against the tide last week in attempting to persuade a three-judge panel of the U.S. Court of Appeals in Washington to reverse an FCC decision that threatens to end the monopoly on sponsorship of presidential debates the league has enjoyed since 1976. The only judge to break into the presentations of counsel in the 50 minutes of oral argument indicated he saw no distinction between the 1975 commission action that permitted the league to sponsor debates and the one the league is now challenging that permits broadcasters to sponsor as well as cover them.

At issue is the commission action last November that expanded the so-called Aspen ruling of 1975 which reversed long-standing policy and held that broadcasters would not subject themselves to the equal time law if they covered political debates sponsored by third parties. The appeals court, on a 2-1 vote, affirmed that ruling in the face of a challenge by then-Representative Shirley Chisholm (D-N.Y.) and the Democratic National Committee (BROADCASTING, April 19, 1976). The league, which had supported the proposal, promptly developed the machinery for sponsoring presidential debates in 1976. But the "broadening" of the ruling, as the commission called it, which permits the networks to sponsor debates among candidates, was denounced by the league as "inconsistent" with the equal-time law (BROADCASTING, Nov. 21, 1983).

And the league's counsel, David Lloyd, in his argument last week, sought to draw a distinction between the two commission actions. While the former decision is consistent with the exemption from the equal-time law permitting on-the-spot coverage of bona fide news events, he said, the latter is not.

When the broadcaster selects the candidates to appear in debate and schedules the event at a time most advantageous to the broadcaster—"that is vastly different from on-the-spot-coverage of a bona fide news event," Lloyd said.

Judge Harry T. Edwards, however, appeared to disagree. "If we allow what we allowed in *Chisholm*," he said, "we must allow what's at issue here." He noted that one of the other exemptions Congress wrote into the equal-time law allows broadcasters to select candidates they will interview on regularly scheduled news programs. And Edwards indicated he saw no difference in the control a broadcaster could exert over a debate regardless of whether the broadcaster or a third party sponsored it. "In either case, you have to have a broadcaster saying he'll

take it [the debate]," he said.

The silence of the two other judges on the panel—Edward A. Tamm and J. Skelly Wright—was particularly tantalizing to the lawyers in the audience. For Tamm and Wright had played key roles in the court's decision in *Chisholm*. Tamm wrote the decision for the majority, while Wright dissented. Adding to the interest in Wright's view of the issues presented last week was that he had maintained, in his 1976 dissent, that there was no distinction between the broadcast of debates sponsored by third parties and those sponsored by broadcasters—but he argued that a correct reading of the statute and its legislative history indicates that the equal-time law would be triggered in either situation.

Principal defense of the FCC action was shouldered last week by the commission's general counsel, Bruce Fein. He said the ruling is consistent with the legislative history of the exemption permitting broadcasters to engage in on-the-spot coverage of news events without incurring equal-time obligations. And he said its "first purpose is to foster a more informed electorate." He also said Congress was aware of the risk involved in granting the exemptions—but felt there were safeguards, in the fact broadcasters were to make "bona fide news judgments"

and in the fairness doctrine, if all candidates were not included in a debate.

Furthermore, he said, the commission's nine years of experience with the results of the first Aspen ruling justify the ruling's expansion. "The commission finds no propensity for bias," he said. "The potential for bias is not so great as to outweigh the benefit to the public of debate."

Aside from the arguments on the merits, the commission feels the league lacks standing to appeal the ruling and that its petition for review, therefore, should be dismissed. Fein said the league is not supporting a candidate and noted that the only injury it said it would suffer as a result of the commission's action is to its "fund-raising activity."

The attorney speaking in behalf of a number of broadcast intervenors, including the three networks, took issue with "the tone" of the league's argument, a "tone," he said, "that the league is fine but that broadcasters are suspect." Roger Wollenberg, who represented CBS in the proceeding, agreed that "the league is fine," but he added, "there is nothing in the law that suggests the league must be good." And he challenged the notion that broadcasters are "suspect." He said they are subject to the fairness doctrine and other regulations that "don't apply to the league or other outside parties." □

Broadcasters favor removal of regional concentration regulation

Also in support of FCC plan are Justice, NTIA; Geller comes out in opposition

The FCC's proposal to repeal or relax its regional concentration rule, which prohibits ownership of three broadcast stations when any two are located within 100 miles of the third and the primary service contours of any of the stations overlap has drawn strong support in comments at the FCC.

In its proposal, the FCC said the existing rule did not "accurately or consistently" identify circumstances likely to involve "undue" concentration (BROADCASTING, Jan. 16). It also said that restricting the multiple ownership of stations might stand in the way of economies of scale and operational efficiencies that might permit the production and presentation of new programs, the improvement of existing facilities and the use of frequency allocations currently lying fallow because they can't be economically run without economies realized through multiple ownership. And those are observations broadcasters applauded.

In its comments, the Department of Justice said eliminating the rule will raise "little" risk of adverse competitive effects in broadcast markets. "The commission's duopoly rules address most possible problems of concentration in local markets," Justice noted.

The National Telecommunications and Information Administration said the current rule was arbitrary and counterproductive. It recommended that the rule be replaced with "flexible" guidelines the commission could

use to determine whether grants of new licenses or transfers of existing ones will reduce competition in a market. "Such guidelines should be based upon existing duopoly and one-to-a-market rules in order to insure both First Amendment diversity and economic competition," NTIA said.

"Because formulating such guidelines is a complex task, the commission should issue a further notice in this proceeding to solicit comments on what factors should be included in the guidelines and how it should be applied."

The National Association of Broadcasters said it supported elimination of the rule, and the policy underlying the rule. "Dynamic changes in the telecommunications marketplace, including more and diverse outlets of expression, have rendered the commission's initial concerns in the area moot," the NAB said. "Finally, any concerns which the commission or other parties may have with respect to regional concentration of control of radio and television should focus upon the applicable antitrust laws as well as the commission's local ownership rules."

The National Radio Broadcasters Association felt much the same way. "Those rules are arbitrary, costly, counterproductive and completely unnecessary in this era of media proliferation," NRBA said.

ABC also supported complete elimination of the rule. "Should the commission not be persuaded to do away with rule altogether, it should change the specified contours, the overlap of which would trigger application of the rule," ABC added, however. "ABC suggests the use of the 5 millivolt per meter

for AM, 3.16 mv/m for FM and city grade service for TV. These contours describe the service required for each class of station to its community of license. The commission would thus limit its concern to situations which more clearly present a possible problem of excessive concentration."

A group of licensees, including Forward Communications Corp., GCC Communications of Houston Inc. and John H. Phipps Broadcasting Stations Inc., said the FCC had learned that substantive rules designed

to address the numerous and differing considerations relevant to the marketplace do not work well and frequently inhibit, rather than enhance, competition. "The regional concentration rule is a case in point," they said. "It should be done away with."

Said Multimedia Inc.: "The number of broadcast stations, program sources and competing media is such that it is unreasonable to believe that increased regional ownership would have any discernible detrimental impact on economic competition or

program diversity, particularly given the local focus of broadcast competition."

Henry Geller, former NTIA head, however, was opposed. "The commission's proposal to delete the regional ownership rules is without any rational basis and disregards explicit congressional statutory objectives, as set forth in the Communications Act and as implemented in decades of FCC policy. Such a course of action is clearly improper under present law and ought not to be pursued." □

Business

ABC '83 profits plateau at \$160 million

Performance for year bolstered by record fourth-quarter revenues and profits; star contributors are broadcasting and publishing

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 the \$160.0 million that the company made in 1982). Full-year revenues increased by 11%, and pre-tax income rose 7% to \$312 million ("In Brief," Feb. 20).

Had it not been for two nonrecurring gains in 1982, the company noted, net earnings would have risen by 10% in 1983. Those two nonrecurring items included a gain of \$10.3 million (36 cents per share) from an investment tax credit refund, and a gain of \$4.6 million (16 cents per share) from an exchange of stock and cash for debt. As a result, earnings per share decreased slightly, by 1.6%, to \$5.45 in 1983 from \$5.54 in 1982.

Companywide, ABC Inc. earned record revenues and profits in the fourth quarter of 1983. Revenues in that period rose 15% to \$871.3 million, while net income rose 21% to \$49.6 million. Earnings per share were up 19% in the quarter to \$1.69.

In a joint statement, Chairman Leonard Goldenson and President Frederick Pierce said: "Record fourth-quarter profits reflect the strength of our broadcasting and publishing operations. These two divisions were the primary contributors to increased operating earnings for the full year, and helped to offset a sharp decline in interest income and increased investment in the company's new video businesses."

The company's broadcasting operations (the television network, owned television stations and radio operations) recorded profits totaling \$365.3 million in 1983, up 16%, on revenues of \$2.61 billion, up 12%. In the fourth quarter, broadcasting division profits were up 20% to \$108.5 million on revenues that rose 14% to \$781.1 million. The company made a point of noting that cost cutting

"contributed to the division's profit growth."

ABC does not break out figures for any of the three segments within the broadcast division, but the company said that the television network set records for revenues for both the fourth quarter and full year, "despite a sluggish network scatter advertiser marketplace during the latter half of 1983." ABC said the television network also achieved record profits for the year and increased profits for the fourth quarter. The company's owned television stations were also said to have recorded their highest revenues and profits both for the full year and the fourth quarter. A factor leading to those gains, said ABC, was significantly higher local advertising revenues generated by the owned TV stations in the fourth quarter.

ABC Radio also reported record revenues and profits for the full year and fourth quarter, ABC said.

ABC Video Enterprises, a partner in two basic cable satellite services, Lifetime and Arts & Entertainment, and operator of the experimental TeleFirst videocassette recording service in Chicago, had an operating loss of \$47.3 million in 1983, compared with an

operating loss of \$32.4 million in 1982. In the fourth quarter, the division lost \$9.9 million, compared to \$12.8 million for fourth-quarter 1982. Helping to reduce those fourth-quarter losses, the company noted, was the gain made on the sale of Satellite News Channel, which it owned in partnership with Group W Satellite Communications, to Turner Broadcasting System, which operates CNN. After SNC was sold it ceased operations. But the developmental costs for TeleFirst, said ABC, "negatively affected both fourth-quarter and full-year 1983 results."

The video enterprises division does not report revenues derived from the joint ventures it is involved with, such as A&E and Lifetime, although it does calculate and report its share of profits or losses associated with those businesses. The division reports revenues from such wholly owned subsidiaries as ABC Video Sales and ABC Pictures International. Combined, its wholly owned operations produced revenues totaling \$13.4 million in 1983, down 10.7%, while similar fourth-quarter revenues totaled \$2.9 million, up 3.5%. □

Bottom Line

Metromedia's record. Metromedia Inc. reported record revenues, operating profit and earnings per share for 1983, with revenues up 30.9% to \$532,759,000, operating income up 11.2% to \$109,375,000 and earnings per share at \$3.45 versus \$2.32 year ago. Net income, \$102,179,000, was down from \$309,153,000 in 1982 when more than \$222,000,000 in nonrecurring gains were included. Broadcasting revenues reached \$371,558,000 from \$324,253,000 year before, while broadcasting income grew slightly—to \$109,312,000 from \$108,987,000—"as the gain in television station earnings was nearly offset by lower profits from radio operations." In 1983, fourth-quarter broadcasting revenues grew 10% to \$109.2 million and operating profit rose 6% to \$42.2 million. This time, "radio recorded a significant earnings increase [and] television earnings grew slightly." For Metromedia as a whole, fourth-quarter revenues rose 22% to \$160.3 million and operating income was up 8.5% to \$41.4 million. □

Streak intact. Harte-Hanks Communications, San Antonio, Tex., group station owner, publisher and cable operator, reported 1983 net income reached \$33,331,000, up 22% from 1982, on operating revenues of \$443,630,000, up 12%. Primary earnings per share were \$1.58, compared with \$1.39 in 1982. For 1983 fourth quarter, 48th consecutive quarter of year-to-year earnings growth, net income totaled \$10,519,000, gain of 24%, on revenues that rose 11% to \$121,402,000. □

Media General results. Richmond, Va.-based newspaper publisher and group broadcast owner, reports 1983 net income totaling \$35.9 million, up 10.5%, with earnings per share rising from \$4.60 to \$5.07. Revenues were up 18.2% to \$507.8 million. For fourth quarter, company's net earnings totaled \$9.1 million (\$1.29 per share), up 7%, on revenues of \$134.6 million, up 14.1%.

Stock Index

	Closing Wed Feb 22	Closing Wed Feb 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	51	54 3/8	- 3	3/8 -	6.20	9 1,496
N Capital Cities	133	129 1/8	+ 3	7/8 +	3.00	16 1,783
N CBS	63 1/4	64 5/8	- 1	3/8 -	2.12	10 1,877
N Cox	40 1/4	41 1/2	- 1	1/4 -	3.01	15 1,140
A Gross Telecast	60	61	- 1	-	1.63	13 48
O Gulf Broadcasting	6 3/4	6 3/4				
O LIN	18 3/8	18 1/8	+	1/4 +	1.37	17 385
O Malrite Commun.	9	9				8 76
N Metromedia	36 5/8	36 1/8	+	1/2 +	1.38	31 1,024
O Price Commun.	6	6 3/8	-	3/8 -	5.88	0 19
O Scripps-Howard	25 3/4	26	-	1/4 -	.96	15 266
N Storer	30 7/8	31 1/4	-	3/8 -	1.20	18 506
O SunGroup Inc.	5 3/4	5 3/4				3 4
N Taft	52 1/8	52 1/2	-	3/8 -	.71	13 474
O United Television	12 7/8	12 7/8				18 143

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	18 1/2	17 5/8	+	7/8 +	4.96	17 112
A Affiliated Pubs.	39	39				15 316
N American Family	15 1/2	16 5/8	- 1	1/8 -	6.76	8 254
O Assoc. Commun.	12 1/4	13 1/2	- 1	1/4 -	9.25	0 58
N A.H. Belo	37 5/8	38 1/2	-	7/8 -	2.27	12 429
N John Blair	27 1/4	28 3/8	- 1	1/8 -	3.96	12 215
N Chris-Craft	25 3/4	26 3/8	-	5/8 -	2.36	30 163
N Cowles	25 1/2	25 3/4	-	1/4 -	.97	24 101
N Gannett Co.	34 3/4	35 3/4	- 1	-	2.79	21 4,171
N General Tire	30 1/2	31 1/2	- 1	-	3.17	11 655
O Gray Commun.	59	59				13 29
N Harte-Hanks	19 7/8	20 1/4	-	3/8 -	1.85	12 436
N Insilco Corp.	17	17 1/2	-	1/2 -	2.85	9 288
N Jefferson-Pilot	37 1/4	37 3/4	-	1/2 -	1.32	8 792
O Josephson Intl.	11 1/4	11 1/2	-	1/4 -	2.17	8 55
N Knight-Ridder	21 5/8	22	-	3/8 -	1.70	12 1,414
N Lee Enterprises	21 3/8	21 3/8				13 287
N Liberty	22 5/8	22 1/4	+	3/8 +	1.68	13 227
N McGraw-Hill	37 1/4	36 1/4	+	1	2.75	15 1,867
A Media General	54	54				10 376
N Meredith	39 3/8	40	-	5/8 -	1.56	11 370
O Multimedia	31 3/4	32	-	1/4 -	.78	15 528
A New York Times	23 7/8	24 1/2	-	5/8 -	2.55	6 932
O Park Commun.	19 1/2	19 1/2				16 179
A Post Corp.	59 1/4	58 7/8	+	3/8 +	.63	22 108
N Rollins	18 3/4	18 3/4				23 486
N Schering-Plough	34 1/2	36	- 1	1/2 -	4.16	10 1,742
T Selkirk	13	14	- 1	-	7.14	28 106
O Stauffer Commun.	51	51				13 51
A Tech Operations	36 3/8	36 1/4	+	1/8 +	.34	15 34
N Times Mirror	30 3/8	33 3/4	- 3	3/8 -	10.00	12 4,172
N Tribune	24 1/8	25 3/4	- 1	1/4 -	4.92	11 988
O Turner Bcstg.	23 1/2	23	+	1/2 +	2.17	67 479
A Washington Post	62 1/2	64 1/4	- 1	3/4 -	2.72	14 886
N Wometco	43	43				26 609

SERVICE						
O BBDO Inc.	33 1/2	34 1/4	-	3/4 -	2.18	12 215
O Compact Video	4 1/4	3 7/8	+	3/8 +	9.67	19 17
N Comsat	28 5/8	28 7/8	-	1/4 -	.86	10 515
O Doyle Dane B.	16	15 3/4	+	1/4 +	1.58	13 97
N Foote Cone & B	46	46 1/4	-	1/4 -	.54	12 134
O Grey Advertising	114	117	- 3	-	2.56	9 68
N Interpublic Group	25 1/4	26 1/4	- 1	-	3.80	6 270
N JWT Group	32 1/2	35 3/4	- 3	1/4 -	9.09	12 193
A MovieLab	6 3/4	7 1/4	-	1/2 -	6.89	6 11
D A.C. Nielsen	30 1/2	29 1/4	+	1/4 +	4.27	14 685
D Ogilvy & Mather	46 3/4	47 1/4	-	1/2 -	1.05	14 210
D Sat. Syn. Syst.	7 3/4	8	-	1/4 -	3.12	16 44
D Telemation	6 1/2	6 1/2				7 7
D TPC Commun	13/16	13/16				1 2
A Unitel Video	8 5/8	8 3/4	-	1/8 -	1.42	13 19
N Western Union	28 3/8	29 3/4	- 1	3/8 -	4.62	13 683

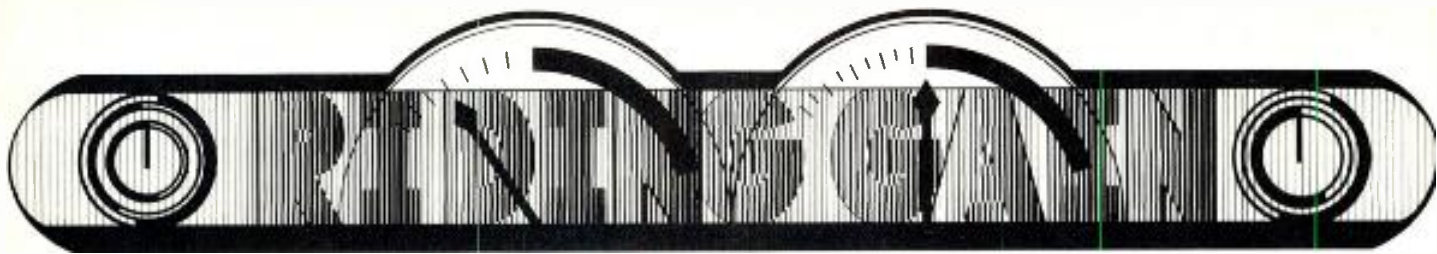
	Closing Wed Feb 22	Closing Wed Feb 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	3 7/8	3 3/4	+	1/8 +	3.33	20 22
N Coca-Cola	49 3/4	50	-	1/4 -	50	12 6,773
N Disney	48 3/4	48 7/8	-	1/8 -	25	18 1,686
N Dow Jones & Co.	37 3/4	40 7/8	- 3	1/8 -	7.64	21 2,419
O Four Star	6 1/2	6 1/2				7 5
N Getty Oil Corp.	127 1/2	127 7/8	-	3/8 -	.29	23 10,089
N Gulf + Western	29	29 1/4	-	1/4 -	.85	9 2,243
O Robert Halmi	1 1/4	1 1/4				25 21
O Lorimar	20 3/4	20	+	3/4 +	3.75	12 106
N MCA	36 7/8	38 3/4	- 1	7/8 -	4.83	12 1,777
N MGM/UA Ent.	14	14 3/4	-	3/4 -	5.08	25 696
N Orion	10 3/4	12	- 1	1/4 -	10.41	12 100
O Reeves Commun.	10 1/2	10	+	1/2 +	5.00	17 130
O Telepictures	12 1/4	13 1/2	- 1	1/4 -	9.25	20 80
O Video Corp.	11 7/8	11 7/8				21 20
N Warner	24 7/8	26 3/4	- 1	7/8 -	7.00	3 1,626
A Wrather	40	39 1/2	+	1/2 +	1.26	43 89

CABLE						
A Acton Corp.	7 5/8	7 1/4	+	3/8 +	5.17	26 42
O AEL	23 1/2	24 3/4	- 1	1/4 -	5.05	18 48
O AM Cable TV	3 1/4	3 1/2	-	1/4 -	7.14	16 12
N American Express	28	29	- 1	-	3.44	11 5,960
N Anixter Brothers	20 5/8	20 1/4	+	3/8 +	1.85	29 375
O Burnup & Sims	6 1/8	6	+	1/8 +	2.08	7 55
O Cardiff Commun.	1 1/4	1 3/16	+	1/8 +	11.11	125 5
O Comcast	19 1/8	19	+	1/8 +	.65	18 157
N Gen. Instrument	26 1/4	30 3/8	- 4	1/8 -	13.58	19 827
N Heritage Commun.	14 1/4	14 1/4				29 106
T Maclean Hunter X	17 1/2	17 1/4	+	1/4 +	1.44	24 645
A Pico Products	9 1/2	8 7/8	+	5/8 +	7.04	31 27
O Rogers	8 1/8	8 3/8	-	1/4 -	2.98	10 179
O TCA Cable TV	11 1/2	11 1/2				23 77
O Tele-Commun.	17 3/4	17 3/4				18 764
N Time Inc.	40 1/8	41 1/4	- 1	1/8 -	2.72	15 2,356
O Tocom	2 1/2	3	-	1/2 -	16.66	2 19
N United Cable TV	26 3/4	26	+	3/4 +	2.88	17 295
N Viacom	24 1/4	27 3/4	- 3	1/2 -	12.61	15 311

ELECTRONICS/MANUFACTURING						
N Arvin Industries	22 1/2	25 1/4	- 2	3/4 -	10.89	9 169
O C-Cor Electronics	9	9 1/2	-	1/2 -	5.26	9 32
O Cable TV Indus.	3	3				15 9
A Cetec	7 7/8	8 1/4	-	3/8 -	4.54	15 17
O Chyron	14 1/2	14 1/4	+	1/4 +	1.75	21 89
A Cohu	7	7 1/4	-	1/4 -	3.44	16 12
N Conrac	15	15 5/8	-	5/8 -	4.00	13 92
N Eastman Kodak	66 3/4	65 3/4	+	1	1.52	17 11,051
O Elec. Mis. & Comm.	10	10				30 29
N General Electric	52	53 3/8	- 1	3/8 -	2.57	12 23,619
O Geotek-Telemet	1 3/8	1 1/2	-	1/8 -	8.33	20 4
N Harris Corp.	34 3/4	35 1/2	-	3/4 -	2.11	20 1,372
N M/A Com. Inc.	13 7/8	16	- 2	1/8 -	13.28	46 598
O Microdyne	7 7/8	8 3/4	-	7/8 -	10.00	25 36
N 3M	73 1/8	76 3/4	- 3	5/8 -	4.72	13 8,583
N Motorola	115	118 1/2	- 3	1/2 -	2.95	18 4,516
N N.A. Phillips	65 1/2	67	- 1	1/2 -	2.23	10 940
N Oak Industries	5	5 1/8	-	1/8 -	2.43	1 82
A Orrox Corp.	4	3 3/4	+	1/4 +	6.66	4 9
N RCA	31 3/4	31 3/4				15 2,593
N Rockwell Intl.	26 3/4	27 1/2	-	3/4 -	2.72	11 4,133
A RSC Industries	5 5/8	5 5/8				70 19
N Sci-Atlanta	12 7/8	12 3/4	+	1/8 +	.98	644 308
N Signal Cos.	27 7/8	27 3/4	+	1/8 +	.45	28 244
N Sony Corp.	14 7/8	14 7/8				27 3,434
N Tektronix	63 1/2	65	- 1	1/2 -	2.30	25 1,216
A Texscan	15 7/8	15	+	7/8 +	5.83	18 100
N Varian Assoc.	41 3/4	43	- 1	1/4 -	2.90	21 894
N Westinghouse	46 3/8	47	-	5/8 -	1.32	9 4,060
N Zenith	27	26 7/8	+	1/8 +	.46	11 591
Standard & Poor's 400	174.10	175.96	-	1.86	-	1.06

Notes: T-Toronto, A-American, N-New York and O-Over The Counter. "Bid" prices for some OTC used. 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.



Rep purchase

John Blair & Co., owner of the rep firm, Blair Radio, signed a letter of intent last Tuesday (Feb. 21) with Westinghouse Broadcasting & Cable Inc. for the purchase of Group W Radio Sales, an in-house rep company ("Closed Circuit," Jan. 30). The transaction, which takes effect April 1, was reported to be for between \$3 million and \$5 million.

The acquisition has triggered a departmental restructuring at JBC, leading to the creation of a radio representative division to be headed by John Boden, current Blair Radio president, once the deal is completed. Boden will serve as the new division's president and chief executive officer. Under Boden will be James O'Neill, who will become executive vice president and chief operating officer. O'Neill was formerly chairman and chief executive officer of John Blair & Co.'s now-defunct Quantiplex subsidiary—a qualitative broadcast research company.

Both Blair Radio and Group W Radio Sales, which will be renamed (it now has the working title, The Radio Representative [TRR]), will operate as separate companies under the radio representative division umbrella of JBC. No one has yet been named to succeed Boden at Blair Radio. But Dick McCauley, senior vice president/stations for Blair Radio, has been tapped to head TRR as its senior vice president and general manager. Thomas Turner, senior vice president/mid-Atlantic regional manager for Blair Radio, will become TRR's senior vice president and general sales manager.

Blair Radio currently represents 206 stations in 119 markets. Group W Radio Sales represents the 10 Westinghouse-owned properties. Boden said he expects to add more major-market facilities to the new rep's fold, but "it will still be a limited-list firm."

Current Group W Radio Sales President Roy Shapiro will be named to the newly created post of senior vice president/radio, responsible for strategic planning, sales development and programming for the Group W radio outlets. He will report to Group W Radio President Dick Harris. All Group W Radio Sales account executives are expected to stay with the firm after ownership is transferred to Blair, officials of both companies noted.

"The divestiture decision comes at a time when Group W Radio Sales has been doing exceedingly well. In 1983, our national radio billings jumped 13%," said Harris. "But because of the changing nature of the spot radio business, we feel the concept of company-owned reps, insofar as radio is concerned, is not as effective as it once was," he added.

Demo promo

The 35-64 Committee, a group formed by radio broadcasters to promote the sales potential of that demographic to the advertising community, has produced two booklets, one dealing with the group's general characteristics and the other comparing product

usage of the 25-to-64 demographic. Major efforts will be made to increase committee participants from 200 to more than 300 individual stations, networks, syndicators and station representatives, said Maurie Webster, president of the New York-based Radio Information Center and consultant to the committee. Last year local station chapters of the 35-64 Committee were established in New York, Washington, Los Angeles, San Francisco, Boston and New Orleans. The group also produced a major slide presentation—"35-64: The New Growth Market."

Sale switch

In a surprise move, NBC signed a letter of intent last Wednesday (Feb. 22) with New Brunswick, N.J.-based Greater Media for the sale of NBC's news/talk Washington for about \$3.5 million. Last November, Washington real estate developer Joseph Della Ratta reached an agreement in principle with NBC for the station for the same price (BROADCASTING, Nov. 7, 1983). But, according to NBC Radio President Michael Eskridge, they were unable to arrive at a definitive agreement after months of negotiations.

Greater Media, which owns 12 radio stations (five AM and seven FM), must now divest itself of WGAY(AM) in the Washington suburb of Silver Spring, Md. Blackburn & Co. brokered the transaction.

Fined

The FCC Mass Media Bureau has fined WCRV(AM) Washington, N.J., \$5,000 for allegedly violating the lowest-unit-charge rule 689 times, and allegedly violating the rule prohibiting discrimination among candidates. The bureau also directed the station to rebate \$3,235.48 to candidates the station had allegedly overcharged.

NRBA move

The National Radio Broadcasters Association is scheduled to move into its new headquarters today, Feb. 27, at 2033 1st Street, N.W., Washington, D.C. 20036. The phone number remains the same at (202) 466-2030.

USFL kickoff

The ABC Radio Networks begin their second season of United States Football League coverage tonight, Feb. 27, on a lineup of approximately 150 stations with the match up between the Chicago Blitz and the Michigan Panthers. Coverage for the 1984 season comprises 40 games—35 regular season contests on Monday and Saturday



Boden and Harris

BUICK IS ROLLING WITH MOTOROLA C-QUAM AM STEREO!

GM's Buick division is the first domestic automaker to offer AM Stereo radios.

Delco single-system radios, using the Motorola C-Quam® decoder integrated circuit, will be introduced in selected 1984 models.

But one of the most enthusiastic responses to this news came from a man who isn't even a Buick dealer. He's Tom Cassetty, General Manager of WSM, Nashville. "I heard the Delco playing C-Quam AM Stereo at the National Radio Broadcasters meeting in New Orleans, and I was really impressed. The sound was terrific! If they'd been playing WSM, I never would've gotten out of the car!"

If your station had the choice, wouldn't you really rather be heard in the new Buicks? You can be. Just call Dick Harasek at (312) 576-2879, or Chris Payne (202) 862-1549.

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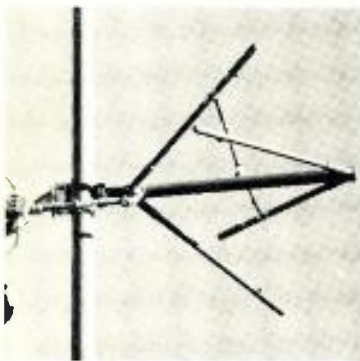


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evenings, four playoff games and the championship scheduled for July 15 in Tampa, Fla. Affiliates of the ABC Information Network have right of first refusal for the USFL broadcasts.

National spots are less than 50% sold out, reports Thomas Rocco, director, special programming sales for ABC Radio Networks. Rocco said AC/Delco will be a returning sponsor and Ford Parts & Services will be a participating advertiser with a heavy schedule in May in June. Stroh's, the official beer advertiser for last season, did not renew this year. "We are still in negotiations with a number of major advertisers," Rocco pointed out.

ABC Radio Networks paid approximately \$1.25 million for an exclusive two-year contract for broadcast rights to USFL games in December 1982 ("Riding Gain," Dec. 13, 1982).

Blowing their horn

RKO's highly rated talk-formatted WOR(AM) New York has embarked on what station management is calling its biggest-ever advertising campaign. The print media advertising blitz features photos of celebrities who have appeared on the station, including Burt Reynolds, Phyllis Diller, Jaclyn Smith, Dolly Parton and Stiller & Meara, as well as United States Football League football star Herschel Walker and New York Mayor Edward I. Koch.

The ads, which use the theme "When They're In, They're On," are currently appearing in *The New York Times*, *New York Daily News*, *Newsday*, *Bergen (N.J.) Record*, *Newark (N.J.) Star Ledger* and the Westchester-Rockland newspaper group, in addition to some national magazines. "We've worked for over a year to expand and enrich our programming. Now it's time to tell our story," said WOR vice president and general manager, Robert Biernacki.

Some of the station's new programming moves include an afternoon drive-time show, called *Good Afternoon, New York*. The program is a three-hour entertainment magazine featuring show business gossip, celebrity interviews and news and information. It is hosted by long-time WOR personality John R. Gambling. The show also includes two other RKO Radio Network features *Sports Update* and *Soap Opera Update*.

RAB survey

The Radio Advertising Bureau has launched what is considered to be its most extensive survey on how stations manage co-op sales. Results will appear in a book being written for the association by former RAB president and its current consultant, Miles David. All stations filling out the survey will get a summary of the results, said David. Preliminary findings indicate that many stations receive between 10% and 30% of their billings through co-op, David noted.

Back to school

The National Radio Broadcasters Association's board of directors, during a meeting in San Diego, voted to establish a radio sales "university." Sessions are to be held on various college campuses across the country

and will last two to three days. NRBA expects to develop the curriculum within 60 days.

Playback

Washington Broadcast News Inc. has added the network satellite transmission facilities of United Press International to that of Mutual and the Associated Press for distribution of its public affairs-oriented news programming. WBN offers stations a free, five-minute newscast, *Washington Wrap*, transmitted in morning drive time (UPI) and evening drive (Mutual) each weekday. Among the service's other offerings are *Voices In The News*—spot news from the nation's capital along with actualities fed nightly on AP, MBS and UPI, and *Moneywatch*, a two-minute report on business.

The Metalshop Special, a one-hour radio program devoted to a single "heavy metal" artist or theme, scheduled to air six times per week, will debut next weekend (March 2-4). The first show will focus on Randy Rhoads, Ozzy Osbourne's late guitarist. The specials are produced by New York-based M.J.I. Broadcasting, which also offers stations its weekly *Metalshop* series of music interspersed with comments from artists.

For the second straight year, The United Stations, New York-based distributor of national radio programming, will be offering stations the *Country Six Pack*—a series of three-hour music specials designed to provide feature programming during six major holiday weekends. In 1983, approximately 200 stations broadcast the entire series, according to the company.

Chicago-based Public Interest Affiliates (PIA) has expanded its programming lineup, adding both series and holiday specials. A one-minute health-care feature, *Medscan*, premieres today (Feb. 27), anchored by long-time NBC newsmen Frank Blair. The program is described as a contemporary look at the changing practices in health and medicine.

The radio syndicator also has two holiday specials on the drawing board. The first is a one-hour Easter program called *Then Came Sunday*. It features original music performed by the London Symphony Orchestra and the Lawrence Welk Singers. The special, narrated by radio personality John Doremus, tells the story of Easter. Doremus will customize the special program.

The other holiday show is a four-hour Memorial Day special featuring music and interviews with rock artists of the 1960's, 70's and 80's. The program will be hosted by WXRT(FM) Chicago morning personality Terry Hemmert.

Windy City meeting

The Radio Broadcasters of Chicago are planning to hold their third annual workshop this Wednesday, (Feb. 27) at 9 a.m. at the First Chicago Center. Topic for this year is "qualitative research—target buys vs. straight numbers buys. More than 300 local advertising and radio station sales personnel are expected to attend. The event will be followed by the sixth annual Windy awards for best radio commercials.

Quality Wins for Y-94 in Fresno: Transtar #1 in Adults

Y-94 (KFYE) in Fresno, America's 63rd largest ADI market, switched to Transtar's Adult Contemporary 24-hour satellite programming in late spring of 1983. This fall the results came in . . . in Arbitron*:

<u>SPRING 83</u> Y-94		<u>FALL 83</u> Y-94 with Transtar	
Adults 25-49	#3	#1	8.8 Share
Adults 25-54	#3	#1	9.0 Share
TRANSTAR DAYPARTS <u>Adults 25-54</u> #1 Monday-Friday 10:00 AM - 3:00 PM #1 Monday-Friday 3:00 PM - 7:00 PM #1 Monday-Friday 7:00 PM - Midnight			

"The profit results came in even before the ratings," according to Y-94 Vice-President and General Manager, Mike Purcell, who reports 1983 will be a banner year.

How can Y-94 accomplish such success? Using Transtar at least 19 hours every day not only kept costs low, it won impressive ratings in the most desirable demographics of the 1980's: the "Earning Boom" 25 to 54 year-old adults.

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*Service mark of Transtar Radio Network, Inc.

Distant-signal bills come under fire

MPAA's Valenti and WPIX's Polinger testify against H.R. 2902 and 3419, saying public will suffer if cable systems can import distant stations with no fee increase

Jack Valenti, president of the Motion Picture Association of America, led the assault on Capitol Hill last week against two bills that would permit many cable systems to import additional distant broadcast signals without having to pay significantly higher compulsory license fees for them.

Testifying before the House Judiciary Subcommittee charged with copyright matters, Valenti called H.R. 2902 and H.R. 3419 "welfare bills whose sole purpose is to give more to those who have with no more regard for the public interest than a fellow making you pay 10% interest per week."

Also condemning the bills at the Wednesday morning hearing were David Polinger, senior vice president, WPIX-TV New York, who spoke on behalf of the National Association of Broadcasters, and James B. Hedlund, vice president, government relations, Association of Independent Television Sta-

tions.

Polinger said the "misguided and self-interested" legislation would upset the current equilibrium in the cable-broadcast marketplace. In addition to underscoring the harm the legislation would do to many independent broadcast stations, Hedlund proposed a "may-carry rule," which would permit a cable system to carry without copyright liability all broadcast signals within the Arbitron Area of Dominant Influence in which the cable system is located.

In late 1982 the Copyright Royalty Tribunal ordered an across-the-board increase in the semiannual fees all cable systems must pay to import and carry distant signals. But at the same time and to the dismay of the cable industry, it decided cable systems must pay 3.75% of their gross revenues each six months for each distant signal they added after the FCC dropped its restrictions on importing signals. The 3.75% rate is far greater than what cable operators had been used to paying for distant signals and caused some to drop distant signals, including WTBS(TV) Atlanta, WGN-TV Chicago and WOR-TV New York (the satellite superstations) to limit

their copyright liability.

To counteract the effect of the 3.75% rate, Mike Synar (D-Okla.) introduced H.R. 2902 last spring (BROADCASTING, May 9, 1983) and Sam Hall (D-Tex.) introduced H.R. 3419 last July (BROADCASTING, July 11). The bills undercut the 3.75% rate in different ways. The Synar bill would allow every cable system to carry up to three distant signals without having to pay the 3.75% rate for any of them. Hall's bill would exempt cable systems from paying the 3.75% rate for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming. WTBS is the only superstation that comes anywhere near fitting the bill's definition of a national cable broadcast network. TBS was instrumental in getting Hall to introduce the bill in the House and in getting Senator Dennis DeConcini (D-Ariz.) to introduce a companion measure in the Senate (S. 1270).

Aided by a set of charts and a pointer, Valenti first inveighed against the Synar bill. "If this bill, may God forbid, ever passes, it would simply allow every big system in the top 100 markets to carry an additional distant TV signal at the low rate, and would increase from one to three the number of distant signals cable systems in the smaller markets could carry, those few that are not now exempt," he said.

As for H.R. 3419, Valenti said it is "a grant of a monopoly to the Turner Broadcasting System.... Perhaps in my affection for [TBS President Ted] Turner, I might be disposed to place upon his brow the laurel wreath of monopoly but alas, this bill will also allow other superstations, in time, to meet the same criteria." A proliferation of superstations, he said, "would savage local television stations by allowing cable systems to load up on superstations, paying the low statutory rate, fractionalize local audiences to a point where the local stations would be fatally wounded."

Having received plenty of mail from constituents complaining of the loss of favorite distant signals, Romano Mazzoli (D-Ky. asked Valenti how many people were being "denied" programming as a result of the CRB rate hike. "There is no denial of programming," Valenti responded. Most of the superstations' programming duplicates that of the local independent broadcast stations, he said. "What they are being denied is the new and innovative" programming that cable systems could carry if they dropped the superstations," he said. "There's an absolute abundance of programming just waiting for cable systems to bring it in."

Harold Sawyer (R-Mich.) said he believed "the whole shebang"—the compulsory license—should be dropped in favor of an open marketplace and that the Hall bill was a "step in the right direction." TBS must be paying national rates for its programming he added, since such rates are determined by

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2/27/84

free negotiation between program suppliers and buyers. Suppliers could withhold their programming and demand higher rates, he said.

But although some suppliers have denied [FBS some "red hot properties," Valenti countered, they can't afford not to deal with WTBS. If a supplier forgoes selling his programming to WTBS and other major-market independent stations that happen to be superstations, he said, it forgoes a large part of its revenues. "You can withhold your product unto bankruptcy."

Synar said Valenti's elaborate presentation had nothing to do with his bill. The bill is simply designed, he said, to make sure that television viewers in every market, regardless of its size, have equal access to programming. After extracting from Valenti an admission that the people of Fort Smith, Ark., and Fort Lauderdale, Fla., are no different, Synar asked: "Do they have any less right to get the same number of programs as those in major markets...? We are talking about basic fairness here."

In response, Valenti charged that H.R. 2902 "compounds the unfairness" inherent in the copyright rules by exempting more systems and more signals from having to pay higher copyright fees. "If you want fairness," he said, "raise the rates" in the top 100 markets.

Looking for some sort of compromise on H.R. 2902, Carlos J. Moorhead (D-Calif.) asked Valenti whether the MPAA would be willing to accept a bill in which every cable system would be able to carry two rather than three distant independents without having to pay the 3.75% rate. Sounding more an advocate of broadcasting than the programming industry, Valenti responded that even such a watered-down version of the bill would encourage the importation of distant signals and harm local independent broadcast stations.

Polinger said "neither bill is what it seems to be." H.R. 3419 is "little more than private relief legislation for Ted Turner and WTBS," he said, and all H.R. 2902 would do is increase the number of distant signals cable systems may carry without having to pay "the reasonable marketplace rate."

The broadcast executive had a number of arguments against H.R. 3419: First, despite all the claims to the contrary, WTBS has "suffered no negative impact" from the CRT rate hike. Second, the bill would give WTBS an unfair advantage over other broadcast stations that would like carriage by distant cable systems. And third, the bill would "effectively undermine the [CRT's] attempt to achieve equitable market compensation."

According to Polinger, H.R. 2902 intends to create equality among cable systems, but, in fact, it would neutralize the CRT rate increase without achieving its professed goal. "The bill is predicated, in part, upon the faulty assumption that cable systems in the top 50 markets may carry three distant signals without paying the 3.75% royalty rate," he said. "In fact, FCC rules permitted top 50 markets to import three distant signals only if there were no independent stations available locally. Virtually every one of the top 50 markets has at least one independent station. Prior to deregulation, some 70% of cable systems imported less than three distant sig-

nals on a full-time basis."

Interestingly, WPIX-TV is a regional superstation, reaching a few million cable homes in the northeast through terrestrial microwave networks. What's more, United Video, Tulsa, Okla., which has supplied much of the impetus behind H.R. 2902 (Synar represents northeast Oklahoma), announced earlier this month that it would put the New York independent on Westar Von May 1 and make it the fourth national superstation. Polinger said the station has no control over its regional superstation status and, under sharp questioning from Howard Berman (D-Calif.), denied trying to charge more for advertising time based on the extended reach.

INTV's may-carry proposal would give

cable systems a way to add signals without paying any copyright fees, but would limit the signals they have to choose from to local nonmust-carry signals. It would not, Hedlund said, alter the must-carry rules.

As an alternative, Hedlund and INTV suggested resurrecting through copyright legislation the FCC's now-defunct syndicated exclusivity rules, which would give copyright owners or their licensees the power to enforce territorial exclusivity contracts against cable systems importing distant signals. With such a law, Hedlund said, "INTV would not object to an increase in the number of distant signals a cable system could import" before being subject to the 3.75% rate. □

Changing Hands

PROPOSED

WFTV(TV) Orlando, Fla. □ Sold by Channel Nine of Orlando to SFN Companies Inc. for \$125 million. **Seller** is partnership of five companies that had been competing applicants for station in long-running series of hearings and court cases beginning in 1957. Initial grant of CP in 1955 to Mid-Florida Television, then headed by John Kluge, now Metromedia chairman, was one of several grants later called back after allegations of ex parte contacts with late FCC Commissioner Richard Mack, who was forced to resign. Other allegations concerning rival applicants kept hearings open until 1981, when competing applicants, which had

joined in interim operation of station, obtained FCC approval to merge. Partners are: Mid-Florida Television, TV 9 Inc., Comint Corp., Central Nine Corp. and Florida Heartland Television Inc. Some of shareholders in Florida Heartland also have interest in WLEX-TV Lexington, Ky. and WCOV-TV Montgomery, Ala. Joseph L. Brechner, president of Mid-Florida Television, also is controlling shareholder of WMDT(TV) Salisbury, Md. **Buyer** is publicly held media conglomerate headed by John R. Purcell, chairman and president, and former president, CBS/Publishing Group. Based in Glenview, Ill., it recently purchased, subject to FCC approval, remaining three TV's, one FM and

June 30, 1983

Urbana Cable Television, Inc.
a wholly owned subsidiary of
Communication Corp. of America
has acquired the assets of
Champaign Cablevision Co., Inc.
a CATV system serving the community of
Urbana, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

June 30, 1983

Urbana Cable Television, Inc.
a wholly owned subsidiary of
Communication Corp. of America
has acquired the assets of
C & A Cablevision
a CATV system serving the communities of
West Liberty, and Mechanicsburg, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations

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First-place finish for ABC and Olympics

The winter Olympics, picking up speed after a stumbling start (BROADCASTING, Feb. 20), carried ABC to solid victory in the prime time ratings for the week ended Feb. 19. ABC, with Olympics coverage filling 100% of its prime time hours, averaged a Nielsen rating/share of 19.7/30, more than two rating points ahead of CBS-TV's 17.6/27 and exactly three ahead of NBC's 16.7/25.

The Olympics helped ABC to win Thursday night, which normally goes to CBS, as well as Wednesday and Saturday nights and tie (with NBC) for first place on Monday. NBC won Tuesday, thanks not only to *A-Team* but also to the finale of its three-part *Celebrity* mini-series, which scored a 24.9/37—three rating points better than the Olympics—to rank second among the week's 49 shows. CBS won Friday with its regular lineup and Sunday with *60 Minutes* (23.5/36) plus part one of its *Master of the Game* mini-series, which produced a 24.2/35—more than seven points ahead of that night's Olympics (see story, "Top

of the Week").

CBS presented a repeat of "Gone With the Wind" in two parts, Tuesday and Wednesday nights. Both parts turned in undistinguished third-place performances, 12.6/18 and 15.2/24, respectively. CBS also placed third on Saturday night, when a repeat of a *Charlie Brown Special* (9.2/15) led into the network's new *Airwolf* (11.8/19) and *Mike Hammer* (11.8/20) entries.

The week, the 21st of the 1983-84 season, brought season-to-date averages to 18.1/28 for CBS, 17.3/27 for ABC and 15.3/24 for NBC. CBS has won 14 weeks, ABC six and NBC one.

After the first 19 days of the Arbitron local measurement period (Feb. 1-19), ABC leads in the national ratings with an average of 18.9 to 17.1 for CBS and 16.4 for NBC. After the first 18 days of the Nielsen local sweep period (Feb. 2-19) ABC is ahead in the nationals with 18.6, followed by CBS at 17.5 and NBC at 16.4.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41	18.	Knight Rider	NBC	19.3/27	36.	AfterMASH	CBS	14.4/20
2.	Celebrity, part 3	NBC	24.9/37	19.	Magnum, P.I.	CBS	19.0/27	37.	Disney Special	CBS	14.1/20
3.	Master of the Game, part 1	CBS	24.2/35	20.	Winter Olympics, Wed.	ABC	18.6/29	38.	We Got It Made	NBC	14.0/22
4.	Falcon Crest	CBS	23.9/41	21.	Night Court	NBC	17.6/27	39.	Newhart	CBS	13.8/20
5.	60 Minutes	CBS	23.5/36	22.	Gimme A Break	NBC	17.4/25	40.	Gone With the Wind, part 1	CBS	12.6/18
6.	Winter Olympics, Thurs.	ABC	23.3/34	23.	Diff'rent Strokes	NBC	17.1/28	41.	Mike Hammer	CBS	11.8/20
7.	Winter Olympics, Sat.	ABC	22.9/38	24.	Scarecrow & Mrs. King	CBS	17.0/25	42.	Airwolf	CBS	11.8/19
8.	A Team	NBC	22.7/33	25.	Winter Olympics, Sun.	ABC	16.9/25	43.	Master	NBC	11.5/18
9.	Simon & Simon	CBS	22.1/32	26.	St. Elsewhere	NBC	16.5/27	44.	Buffalo Bill	NBC	10.9/16
10.	Winter Olympics, Tues.	ABC	21.9/32	27.	Hill Street Blues	NBC	16.4/25	45.	Yellow Rose	NBC	10.7/18
11.	Celebrity, part 2	NBC	21.4/33	28.	Family Ties	NBC	16.3/23	46.	Emerald Point, N.A.S.	CBS	10.3/17
12.	Winter Olympics, Mon.	ABC	20.8/31	29.	Silver Spoons	NBC	16.2/26	47.	Legmen	NBC	9.9/16
13.	Facts of Life	NBC	20.6/30	30.	TV's Greatest Commercials	NBC	16.3/24	48.	Charlie Brown Special	CBS	9.2/15
14.	Dukes of Hazzard	CBS	19.9/32	31.	Gone With the Wind, part 2	CBS	15.2/24	49.	New Show	NBC	8.2/14
15.	Knots Landing	CBS	19.9/31	32.	Winter Olympics, Fri.	ABC	14.8/24		First Camera	NBC	6.1/9
16.	TV Bloopers	NBC	19.6/28	33.	Mama's Family	NBC	14.6/24				
17.	Real People	NBC	18.4/29	34.	Cheers	NBC	14.6/21				

two AM's of Western Broadcasting Co. ("Top of the Week," Jan. 16). Those stations are WTVM(TV) Columbus and WJBF(TV) Augusta, both Georgia; KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana, and WAPA-TV San Juan, P.R. Head of SFN broadcasting division is Earl Morgenroth. WFTV is ABC affiliate on channel 9 with 316 kw visual and 31.6 kw aural and antenna 1,254 feet above average terrain.

WKRZ-AM-FM Wilkes-Barre, Pa. □ Sold by Northeast Radio Inc. to Newradio Inc. for \$5 million cash. **Seller** is owned by Donald Wilks and Michael Schwartz (40% each) and James T. Shea (20%). They bought station for \$850,000 ("Changing Hands," Nov. 10, 1980). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They are majority owners of

recent seller of WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C. for \$750,000 ("Changing Hands, Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). They also have bought, subject to FCC approval, WSNE-FM Taunton, Mass., for \$3.6 million ("Changing Hands," Jan. 30). **Buyer** is headed by Stan Gurell, president. It also includes limited partnership of more than 60 investors whose general partner is headed by Saul P. Steinberg. Gurell is broadcast consultant and former president of group owner, National Science Network Inc. Steinberg is president of Reliance Group Holdings Inc., New-York-based investment firm involved mostly in insurance and real

estate. WKRZ is on 1340 khz with 1 kw day and 250 w night. WKRZ-FM is on 98.5 mhz with 5.8 kw and antenna 1,180 feet above average terrain. **Broker:** Blackburn & Co.

KKON(AM)-KOAS(FM) Kealahou, Hawaii □ Sold by Kona Coast Broadcasting Co. to Gil Stratton and his wife, Dee, for \$910,000 including real estate. **Seller** is owned by Thomas Jones and his sister, Sally Lenart who have no other broadcast interests. **Buyer**, Gil Stratton, is veteran CBS sportscaster now at CBS-owned KNX(AM) Los Angeles. Dee Stratton is actress and singer. **KKON** is on 790 khz with 5 kw full time. **KOAS** is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain. **Broker:** Chapman Associates.

WSSJ(AM) Camden, N.J. □ Sold by Alan Vorhees and family to Pasquale L. Del Signore general manager, and limited partnership for \$850,000 note. **Sellers** have no other broadcast interests. **Buyers** are Del Signore, also known as Pat Delsi (1%), general partner his wife, Margaret E. Del Signore (69%) and William G. Rohrer (30%). Rohrer is South Jersey banker. None have other broadcast interests. **WSSJ** is on 1310 khz with 1 kw day and 250 w night.

WCCW(AM)-WMZK(FM) Traverse City, Mich. □ Sold by Radio Station WCCW Inc. to Fabiano-Strickler Communications Inc. of Traverse City for \$755,000 cash and assumption of mortgage. **Seller** is majority owner by John R. Anderson. Neither he nor the four investors have other broadcast interests. **Buyer** is owned by James C. Fabiano (60%) and William J. Strickler (40%). It also owns WSOO(AM)-WSUE(FM) Sault Ste. Marie, and WCBY(AM)-WQLZ-FM Cheboygan, both

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Michigan. WCCW is 5 kw daytimer on 1310 khz. WMZK is on 92.1 mhz with 840 w and antenna 520 feet above average terrain.

KSVC(AM)-KKWZ(FM) Richfield, Utah □ Ninety-percent sold by Brent T. Larson to Kent L. Coby for \$475,000, comprising \$20,000 cash, \$255,000 note and assumption of approximately \$200,000 in liabilities. **Seller** also is owner of KBUH-AM-FM Brigham City, Utah and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Spring, Wyo. **Buyer** is stations' general manager and has no other broadcast interests. KSVC is 5 kw daytimer on 980 khz. KKWZ is on 93.7 mhz with 27.5 kw and antenna 283 feet above average terrain.

KMXL(FM) Logan, Utah □ Sold by Bluejay Broadcasting Inc. to Cache Valley Broadcasting Co. for \$408,000, comprising \$75,000 cash, assumption of approximately \$358,000 in liabilities and \$50,000 seller's note. **Seller** is majority owned by Lisa Weber, and her husband, Jeff. It bought station two years ago for \$338,000 ("Changing Hands," April 5, 1982), and has no other broadcast interests. **Buyer** is owned by Reed Bullen and family. He also owns co-located KVVU(AM) and has half interest in Logan cable system. KMXL is on 94.5 mhz with 25 kw and antenna 980 feet above average terrain.

KJCH(AM) Cleveland, Tex. □ Sold by Cleveland Broadcasting Service to Cleveland Broadcasting Co. for approximately \$340,000, including \$125,000 cash, \$34,000 seller's note and assumption of liabilities. **Seller** is owned by Thomas F. McDaniel and his wife, Ann, who have no other broadcast interests. They bought station five years ago for \$255,000 ("Changing Hands," May 14, 1979). **Buyer** is owned by L. Giles Rusk, Houston-based attorney with no other broadcast interests. KJCH is on 1410 khz with 1 kw full time.

KJMO(FM) Jefferson City, Mo. □ Fifty percent sold by Harley Lampman and his wife, Mary, to Frank R. Newell and his wife, Dianne, for \$324,525. **Sellers** have no other broadcast interests. **Buyers** already own other 50% of station. Frank Newell is station's president and general manager. KJMO is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

KKCI(AM) Liberty, Mo. □ Sold by Golden East of Missouri Inc. to Kansas City Communications Inc. for \$280,000 cash. **Seller** is controlled by Larry Melvin Saunders and Norman B. Beasley. It also owns co-located KKCI-FM and WPEX(AM)-WWDE(FM) Hampton, Va. **Buyer** is owned by Elbert L. Anderson (50%), his wife, Cheryl (10%), and Dolores Maxwell (40%). Elbert Anderson, is vice president, Coca-Cola Bottling of Mid America, public affairs office. Cheryl Anderson is director of food service, Baptist Medical Center, Kansas City, Mo. Maxwell is vice principal, Kansas City, Mo., school district. None have other broadcast interests. KKCI is 500 w daytimer on 1140 khz. **Broker:** Chapman Associates.

KTRW-FM East Wenatchee, Wash. □ Sold by Read Broadcasting System to Challenger Broadcasting Corp. for \$250,000 cash. **Seller** is owned by Thomas W. Read, former board member of National Association of



Hold the phone. John Kluge, president and chairman of Metromedia Inc., was in Washington to promote Cellular One, a new cellular radio operation serving the Washington-Baltimore area. Cellular One is a partnership of Metromedia, American TeleServices, Graphic Scanning, MetroCall, Metropolitan Radio Telephone Systems and Washington Post Co. Above, Kluge demonstrates calling technique.

Broadcasters and currently member of FCC/ Industry Advisory Committee on Radio Broadcasting. Read also owns KTB(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. **Buyer** is headed by William F. Baldwin, president, Seattle attorney with no other broadcast interests. KTRW is on 97.7 mhz with 3 kw and antenna minus 150 feet below average terrain. **Broker:** Montcalm Corp.

KHQN-AM Spanish Fork, Utah □ Sold by SACE Broadcasting Corp. to Wayne and Dora C. Schoenfeld, husband and wife, for \$232,500. **Seller** is owned by Christopher

Warden, who bought station for \$225,000 ("Changing Hands," Aug. 9, 1982). He has no other broadcast interests. **Buyers** own Dodge dealership in Salt Lake City and dairy farm and have no other broadcast interests. KHQN is 1 kw daytimer on 1480 khz.

WKGQ(AM) (formerly WWAM) Milledgeville, Ga. □ Sold by Donald O. McDougald, Paul S. Akins and T.E. Rushing Jr. to Julia F. Hedrick for \$12,000 cash and assumption of \$200,000 note and other liabilities. **Sellers** bought station for \$250,000 ("Changing Hands," Aug. 3, 1981). McDougald also owns one-third of WVOV(AM) Danville, Va.,

CableSouth, Inc.

has acquired

Windsor Cablevision, Inc.

Williamston, North Carolina

Chapman Associates assisted the seller
and buyer in negotiations



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and 25% of WSYL(AM) Sylvania, Ga. He and Rushing each have 10% interest in cable TV at Statesboro, Ga. Buyer is general manager of station and has no other broadcast interests. WKGG is 1 kw daytimer on 1060 khz.

□ Other proposed stations sales include: WZZX(AM)-WQEN(FM) Gadsden, Ala. ("Changing Hands," Feb. 6); KCRI(AM) West Helena and KCRI-FM Helena, both Ark. ("In Brief," Feb. 20); WKDC-AM Elmhurst, Ill.; WSAC(AM)-WWKK(FM) Fort Knox, Ky.; WFST(AM) Caribou and WDHP(FM) Presque Isle, both Maine; KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D. ("Changing Hands," Feb. 20); WSLI(AM)-WZZB(FM) Centerville, Miss.; KQUY(FM) Butte, Mont. ("Changing Hands," Feb. 20); KLTE(FM) Oklahoma City ("Changing

Hands," Feb. 6); WMKK-FM Brookville, Pa.; WIVA(FM) Aguadilla, P.R. ("Changing Hands," Feb. 20); WHLP-AM-FM Centerville and WGNS(AM) Murfreesboro, all Tennessee; WKVL(AM) Clarksville, Tenn., and WKGN(AM) Knoxville, Tenn. ("Changing Hands," Feb. 20). (see "For the Record," page 69).

APPROVED BY FCC

KRAB(FM) Seattle □ Sold by Jack Straw Memorial Foundation to Sunbelt Broadcasting Inc. for \$4 million. Seller is nonprofit corporation, headed by Nicholas Johnson, chairman (no relation to former member of FCC). It has no other broadcast interests. Buyer is subsidiary of Sunbelt Communications Ltd., which is owned by C.T. Robinson, William

Clarification. Elton L. Spitzer and Daniel Blume, former principals of Stereo Broadcasters Inc., as reported in "Changing Hands," Feb. 20, purchased their minority interest in former licensee of WLIR(FM) Garden City, N.Y., after transfer of control which initiated FCC's denial of Stereo's license renewal. Commission did not find fault with either Spitzer or Blume in renewal proceeding.

C. Moyes and Michael B. Hesser. It also owns KFYE(FM) Fresno, Calif.; KVOR(AM)-KSPZ(FM) Colorado Springs, and KQEO(AM)-KZZX(FM) Albuquerque, N.M., and has bought KTWN-FM Anoka, Minn., for \$3.8 million ("Changing Hands," Oct. 3, 1983). KRAB is on 107.7 mhz with 63 kw horizontal, 27 kw vertical and antenna 1,200 feet above average terrain.

WFTL(AM) Fort Lauderdale, Fla. □ Sold by WFTL Broadcasting Co. to Boston group for \$1.52 million. Seller is headed by Joseph C. Amato, president. It has also sold, subject to FCC approval, WWJF(FM) Fort Lauderdale for \$4.35 million ("Changing Hands," Oct. 24, 1983). Buyer is being organized by Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is host on *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. WFTL is on 1400 khz with 1 kw day and 250 w night.

KURV(AM) Edinburg, Tex. □ Sold by Magic Valley Radio Inc. to Voice of Valley Agriculture Inc. for \$1 million including noncompete agreement. Seller is owned by W. Lloyd Hawkins and wife, Loyse. Lloyd Hawkins is principal in group that recently bought KRIG(AM) Odessa, Tex. ("Changing Hands," Jan. 16). Buyer is owned by Charles D. Rankin, who is station's farm director. KURV is on 710 khz with 250 w full time.

KFLN-AM-FM(CP) Baker, Mont. □ Sold by Empire Broadcasting Corp. to Newell Broadcasting Inc. for \$870,000, including \$667,800 note. Seller is principally owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager, and wife, Jeraldine. KFLN is 5 kw daytimer on 960 khz. KFLN-FM(CP) has permit for 100.9 mhz with 3 kw and antenna 161 feet above average terrain.

WSMY(AM) Weldon-WPTM(FM) Roanoke Rapids, N.C. □ Sold by Smiles of North Carolina Inc. and Halifax County Broadcasting Inc. to Radio Ventures Ltd.-I for \$850,000. Seller is equally owned by Tim Moran and brothers, W. Orson and Allen Hardy Woodall. It has no other broadcast interests. Buyer is headed by Ronald J. Verlander Jr. (5%) Atlanta-based syndicator of limited partnerships. Remaining 95% will be owned by "not yet sold" limited partnerships. WSMY is on 1400 khz with 1 kw day and 250 w night. WPTM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

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CABLE

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□ Sold by CATV Systems Inc. to Communications Services Inc. for \$6 million. **Seller** is owned by Ben Campbell, who has no other broadcast interests. His father, John G. Campbell, is chairman and chief executive officer of TOCOM Inc., Dallas-based converter manufacturer. **Buyer** is Junction City, Kan.-based subsidiary of Hollywood-based Tandem Productions, television producer, equally owned by Alan D. Yorkin and Norman Lear. With estimated 158,000 subscrib-

ers, it is 34th-ranked MSO. Tandem also owns WJNU-TV Linden, N.J. Four systems pass 10,000 homes serving 3,600 subscribers with 160 miles of plant and 54 channels. *Broker: Daniels & Associates.*

Two cable systems serving suburban Birmingham, Ala.-communities of Bessemer, Brighton, Lipsomb, Roosevelt City and Concord □ Sold by Bessemer Cable TV to

American Television and Communications. **Seller** is group of seven investors headed by W.C. Norris, Jackson, Miss. **Buyer**, subsidiary of Time Inc., is headed by Trygve E. Myhren, chairman and chief executive officer. Based in Englewood, Colo., it is second-ranked MSO with 2,250,000 subscribers, and has adjacent Birmingham, Ala., system with 45,000 subscribers. Two systems pass 17,000 homes, serving 8,000 subscribers with 35 channels.

Advertising & Marketing

Advertising on public broadcasting debated before Senate panel

Witnesses divided on enhanced underwriting on public radio and TV

Allowing public broadcasters to sell advertising time was debated before the Senate Communications Subcommittee last week. And while some public broadcasters said they think advertising is an idea whose time has come, others disagreed.

Senator Barry Goldwater (R-Ariz.), chairman of the subcommittee, never really spelled out his thoughts on the matter but repeated that no legislation is contemplated. The only subcommittee member besides

Goldwater to appear was Senator Ted Stevens (R-Alaska).

One public broadcasting source said the hearing had been held only because a faction of five noncommercial TV stations (WTTW-TV Chicago; KCSM-TV San Mateo, Calif.; WPBT-TV Miami; WIPB-TV Muncie, Ind., and WYES-TV New Orleans) has been pushing Congress to authorize a new, three-year "limited advertising" experiment largely mirroring the one concluded last year. (A spokesman for the group said it wants Congress to permit up to 25 stations to run ads under the criteria of the now-defunct Tempo-

rary Commission on Alternative Financing for Public Telecommunications. Under those guidelines, ads could not be run adjacent to children's programming, and programs could not be interrupted. Ads could run no more than two minutes at a time, and not more than once every 30 minutes. Stations also were supposed to refrain from carrying religious, social or political messages.)

At the hearing, Stewart Cheifet, KCSM-TV general manager, said that "limited advertising" could be a "clean, honest and efficient way to help the private sector justify its contributions to public television. I don't think



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it's difficult to see that advertising, limited to two minutes between programs, could, in the end, be far less commercial, far less threatening to the system, than the endless pledge festivals and auctions which increasingly alienate our audience," he said.

"We believe the door should be left open on a funding option that has the potential to raise station income at the local level by up to 20%," Cheifet added. "The basic purpose of our proposal is to use the space between programs more efficiently to enhance our financial security."

Michael Hardgrove, president, noncommercial KETC(TV) St. Louis, said his station spends up to 50 days a year doing on-air fundraising, which turns viewers off: "It is time for us to experiment with advertising."

Lloyd Kaiser, president of noncommercial WQED(TV) Pittsburgh, however, was dead set against advertising. "Radical surgery can kill the patient," Kaiser said. "Advertising, in my view, will decrease our present support, increase our costs, change the basic character of public broadcasting and, in exchange, will not be a national solution to a national problem."

Bruce Christensen, president of the National Association of Public Television Stations, said the association supported the TCAFP conclusions that, among other things, there is no foreseeable substitute for federal support; that underwriting opportu-



Fritts



Cheifet



Hackett



Goldwater

nities should be expanded, and that the "existing statutory prohibition on advertising should be retained, unless benefits can be clearly shown to outweigh risks, and unless those not advertising can be protected from negative consequences of advertising by others."

Douglas Bennet, president, National Public Radio, said the "vast majority" of noncommercial radio station managers think advertising is a bad idea because it would "contravene" the basic principles of public broadcasting, and would only generate marginal net revenues. "We would favor modestly enhanced underwriting which would give us the opportunity to say a few words more about the corporations and foundations whose voluntary contributions support our efforts, but this would be entirely different

from seeking and accepting commercial advertising," he said.

Edward O. Fritts, president of the National Association of Broadcasters, said the association continues to oppose the concept of permitting public broadcasters to advertise. "Allowing even limited advertising on public broadcasting would set the precedent leading to the destruction of its noncommercial nature, and, consequently, could eliminate the programming that has been public broadcasting's greatest contribution."

Most of the representatives from the Corporation for Public Broadcasting testifying were opposed to the concept as well. Edward Pfister, CPB president, said "the risks associated with advertising in public broadcasting are greater than any potential gains."

Sharon Rockefeller, CPB chairman, said the majority of the board was opposed to permitting advertising. It was concerned about whether stations that do not carry the "limited" advertising can be "insulated" from cost increases from union talent fees, copyright royalties and audience research data; whether federal, state and membership income, along with local and national underwriting, would be reduced as a result, and whether the "noncommercial, educational nature of our programs might change, due to pressure to increase audience size." The board majority thought "enhanced underwriting"—essentially a broader leeway to credit program underwriters—"is one of the better solutions available to us," she said. "It would yield needed revenues, while not altering the educational nature of public broadcasting."

James T. Hackett, a CPB board member, said, however, he supported "free enterprise, private initiative and local option in public television."

Hackett added that the five-station consortium's proposal was a "modest" one that would give local stations another means of raising "badly needed" revenues. "In my view, government in Washington should not dictate to the local stations. They should have the option of raising funds in their own way, under reasonable guidelines."

Goldwater said he thought one reason public television has garnered broad public acceptance is that it doesn't carry advertisements. Many ads on commercial television are "plain crap," he said. "You've got a hard nut to crack."

Goldwater also questioned how public broadcasters would be able to resist underwriters who demanded that their advertising be carried. And how long, he wondered aloud, would the "little bit" of advertising the five-station consortium envisioned be limited to that "little bit"? □

Differences over deception. Views on deception in advertising were aired at a congressional oversight hearing last Wednesday, Feb. 22. Most of the discussion centered on the Federal Trade Commission's enforcement policy statement, which is used in evaluating advertising cases brought before the commission. That statement, when adopted in a 3-to-2 vote last October (BROADCASTING, Oct. 31, 1983), elicited negative reviews from certain consumer groups, Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) and others, who claimed that the commission was trying to limit its own authority, at the consumer's expense. The policy statement says that the commission "will find an act or practice deceptive if there is a misrepresentation, omission or other practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment."

The Commerce Committee's Subcommittee on Commerce, Transportation and Tourism, chaired by James J. Florio (D-N.J.), held last Wednesday's hearing to review the FTC's enforcement of the law. Testimony featured the five FTC commissioners, including the newest member, a former Vanderbilt University law professor, Terry Calvani, who was sworn in Nov. 14, 1983. Calvani, whose background is in antitrust policy, said he had had time to study the deceptive acts and practices issue and gave the four congressmen present his "tentative thinking." Calvani said the debate over the new guidelines was "much ado about nothing," and that "only a handful of cases" pursued under the old standard would fail to meet the new definition.

During the question and answer session that followed the presentation of prepared testimony, FTC Chairman James C. Miller III, noting that "the word 'deceptive' is the only guidance given" in current law, said: "I believe we have a responsibility to the people in the private sector affected by our rules and regulations to articulate what they are." He added: "I think it is unfair for the Congress to grant an agency broad discretion and then to be unhappy with an agency which chooses to use that discretion and articulate that discretion." He also said that the policy statement was not a departure from the law but "a careful synthesis of principles drawn from existing deception cases."

Commissioner Michael Pertschuk, who cast one of two dissenting votes against the policy statement last October, countered that the statement was instead based on a "selective extracting from past case laws of that language which fits the... narrow definition of deception." Pertschuk, who had been FTC chairman during the Carter administration, was asked by ranking minority subcommittee member, Norman F. Lent (R-N.Y.), why a "separate legal analysis" that Pertschuk and the other dissenting member, Patricia P. Bailey, had promised last fall to forward to the subcommittee "shortly" had not arrived. Both told Lent that it would be ready in a "week or two." Pertschuk, whose term will end in seven months, also said the cases the commission was acting on were "not the major advertising campaigns which have been the commission's bread and butter for the last 10 years," and which he said it was "consciously avoiding."

Florio's subcommittee also heard testimony from others, including the National Association of Attorneys General and the Consumers Union. Dingell's subcommittee on Oversight & Investigations will hold hearings at the end of March on deception in advertising.

For the Record

As compiled by BROADCASTING, Feb. 9 through Feb. 17, 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. J—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

AM's

1 Milan, Ga.—Tel-Dodge Broadcasting Co. seeks 110 khz, 500 w-D. Address: Box 98, Milan, Ga. 31060. Principal is owned by George S. Walker III (50%), J. Morgan Dowdy and his son, Charles W. (25% each). Both Dowdys also own WROA(AM)-WZKX(FM) Gulfport, Miss.; applicant for new FM at Alma, Ga., and majority of applicant for new FM at Nashville, Ga. They, along with brother, C. Wayne Dowdy, own majority of WMLT(AM)-WQZY(FM) Dublin, Ga.; WKKY-FM Moss Point, Miss.; and CWD(FM) Harrison, Ariz. J. Morgan Dowdy also has 5% interest in WMCG(FM) Milan, Ga. Filed Feb. 2.

1 Mt. Pleasant, Mich.—Great Lakes Radio Corp. seeks 1020 khz, 2.5 kw-D. Address: 1149 Pingree, Elwell, Mich. 48832. Principal is owned by Gary L. Pingree and his wife, Brenda F. Randall (51%), and Peter Collinson (49%). They have no other broadcast interests. Filed Jan. 30.

FM's

1 *Langdale, Ala.—Langdale Educational Broadcasting Foundation seeks 91.5 mhz, 378 w, HAAT: 84'ft. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees, including Sanford Chase, who is supervisor, Uniroyal Tire Co. Filed Feb. 10.

1 *Wasilla, Alaska—Missions North Educational Broadcasting Foundation seeks 90.3 mhz, 60.3 kw, HAAT: 252 ft. Address: Box 872206, Wasilla, Alaska 99687. Principal is charitable trust including Peter M. Sheff, pastor. Filed Feb. 10.

1 Tusayan, Ariz.—Tusayan Broadcasting Co. seeks 92.1 mhz, 1 kw, HAAT: 470 ft. Address: 14626 North 37th Ave., Phoenix 85023. Principal is owned by Wayne A. Cook, who has no other broadcast interests. Filed Feb. 10.

1 *Clarksville, Ark.—Clarksville Educational Broadcasting Foundation seeks 91.7 mhz, 383 w, HAAT: minus 41 ft. Address: Rt. 1 Box 411-B, Clarksville, Ark. 72830. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust including Larry Gregory, who is machine operator, Union Pacific Corp. Filed Feb. 10.

1 *Apple Valley, Calif.—Apple Valley Educational Broadcasting Foundation seeks 88.1 mhz, 70 w, HAAT: 1,492 ft. Address: 22434 Nisqually Road, Apple Valley, Calif. 92307. Counsel: Putbrey & Hunsaker. Principal is charitable trust, headed by trustees including Jon Tasker, restaurant owner. Filed Feb. 10.

1 *Martinas, Calif.—Life Educational Broadcasting Foundation seeks 91.3 mhz, 600 w, HAAT: 433 ft. Address: 306 Veronica Court, Antioch, Calif. 94509. Counsel: Putbrey & Hunsaker. Principal is charitable trust, headed by trustees including Kenneth Vance Jr., who is senior process technician, Dow Chemical.

1 *Fort Pierce, Fla.—Fort Pierce Educational Broadcasting Foundation seeks 89.1 mhz, 383 w, HAAT: 118 ft. Address: 4401 S. 25th St., Fort Pierce, Fla. 33450. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees including Alvin E. Green, pastor. Filed

Feb. 10.

1 *Haines City, Fla.—Haines City Public Radio Inc. seeks 90.3 mhz, 3 kw, HAAT: 300 ft. Address: 1002 W. Lake Marion Road, Haines City, Fla. 33844. Principal is nonprofit corporation headed by Jack S. Moseman, president. Filed Feb. 10.

1 Panama City Beach, Fla.—Winstanley Broadcasting Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 3922 Veterans Blvd., #111, Metairie, La. 70002. Counsel: Daly, Joyce & Borsary, Washington. Principal is owned by Carlie B. Winstanley (75%) and her husband, Charles K. (25%). He also owns co-located WPCF(AM), which he will divest if permit is granted, and has minor interest in KJH(AM)-KCIL(FM) Houma, La. Filed Feb. 10.

1 *Port Charlotte, Fla.—Port Charlotte Educational Broadcasting Foundation seeks 89.1 mhz, 383 w, HAAT: 118 ft. Address: 280 N.E. Sherwood Road, Port Charlotte, Fla. 33952. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees including Daniel P. Kolenda Jr., principal, Port Charlotte Christian School. Filed Feb. 10.

1 *Sanford, Fla.—Sanford Educational Broadcasting Foundation seeks 88.9 mhz, 383 w, HAAT: 111 ft. Address: 304 W. 27th St., Sanford, Fla. 32771. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust, including Kenneth H. Flemming, who is supervisor, Stromberg Carlson Telecommunications. Filed Feb. 10.

1 Bradley, Ill.—Rhea Benton-Weatherford seeks 92.7 mhz, 3 kw, HAAT: 295 ft. Address: 1510 Kennicott Court, Sycamore, Ill. 60178. Principal is currently sales manager at WSQR(AM), where her husband, Larry, is general manager. Her recent application, mutually exclusive with WFYR-FM Chicago, was returned Nov. 18, 1983. Filed Feb. 13.

1 *Elkville, Ill.—Elkville Educational Broadcasting Foundation seeks 90.3 mhz, 286 w, HAAT: 107 ft. Address: 401 E. Kimmel, Elkville, Ill. 62932. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees including Steven La Brier, who is civil service employee, South Illinois University. Filed Feb. 7.

1 *Dry Prong, La.—Dry Prong Educational Broadcasting Foundation seeks 89.1 mhz, 383 w, HAAT: 158 ft. Address: Box 246, Dry Prong, La. 71423. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees including Cayle Tyler, restaurant owner. Filed Feb. 10.

1 Armijo, N.M.—Don R. Davis seeks 107.1 mhz, 3 kw, HAAT: minus 21 ft. Address: 292 Quincy St., N.E., Albuquerque, N.M. 87110. Counsel: Finley, Kumble, Wagner, Heine, Underberg & Casey, Washington. Principal is also applicant for new AM at Los Ranchos de Albuquerque, N.M. He and his mother, Dorothy D. Davis, also have interest in applicant for new FM at Pagosa Springs, Colo., and recently bought KMIN(AM) Grants, N.M. Filed Feb. 10.

1 *Ponce City, Okla.—Oklahoma Educational Broadcasting Foundation seeks 91.3 mhz, 600 w, HAAT: 183 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbrey & Hunsaker. Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Bartlesville, Miami, Muskogee, Shawnee and Stillwater, all Oklahoma. Filed Feb. 10.

1 *Eugene, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 88.3 mhz, 100 w, HAAT: 2,261 ft. Address: 3732 Zion Place, Santa Maria, Calif. 03455. Counsel: Putbrey & Hunsaker (Virginia). Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay, Grants Pass, Newport and Roseburg, all Oregon. Filed Feb. 10.

1 *Hood River, Ore.—Concerned Citizens for Good Government seeks 91.1 mhz, 100 w, HAAT: 917 ft. Address: 307 Oak St., Hood River, Ore. 97031. Counsel: Putbrey & Hunsaker. Principal is nonprofit organization headed by trustees, including Timothy J. Copper, pastor. Filed Feb. 10.

1 Cabo Rojo, P.R.—Cabo Rojo Radio seeks 102.3 mhz, 3 kw, HAAT: 675 ft. Address: Box 1025, Caguas, P.R. 00626-1025. Principal is owned by Roberto A. Alvarez (75%) and Nestor Perez (25%). Alvarez is chief engineer at WBJA(AM) Guayama, P.R.; Perez is production director at WXYX-FM Bayamon, P.R. Filed Feb. 9.

1 *Wenatchee, Wash.—Joy Educational Broadcasting Foundation seeks 89.1 mhz, 100 w, HAAT: 1,313 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Counsel: Putbrey & Hunsaker. Principal is headed by Darell D.

Collard, salesman. It also is applicant for new noncommercial FM's at Bend, Klamath Falls and Medford, all Oregon, and Moses Lake, Wash. Filed Feb. 10.

TV's

1 Enid, Okla.—Enid Broadcasting Co. seeks ch. 20; ERP: 5 kw vis., 5 kw aur., antenna height above ground: 445 ft. Address: Box 381, Syracuse, N.Y. 13281. Principal is owned by Michael Thurman (51%) and Bessie Cooper Noble (49%). Thurman also has interest in applicant for new TV at Greenville, Miss.

1 Bellevue, Wash.—Bellevue Broadcasting seeks ch. 33; ERP: 5 kw vis., 5 kw aur., HAAT: 1,750 ft.; ant. height above ground: 300 ft. Address: Box 381, Syracuse, N.Y. 13281. Principal is owned by Zeather Willis (51%) and William Gault (49%). Willis also has interest in applicants for new TV's at Fredericksburg, Va., and Jackson, Mich. Gault also has interest in applicants for new TV's at Lewiston, Me.; Alpine, Tex.; Greenville, Miss., and Billings, Mont. Filed Feb. 3.

Actions

FM's

1 Corning, Calif.—McFadden Broadcasting Co. app. dismissed for 100.7 mhz, 14.125 kw, HAAT: 1,024 ft. Action Jan. 26.

1 Conway, S.C.—South Carolina Educational Television Commission granted 90.4 mhz, 20 kw, HAAT: 706 ft. Address: 2712 Millwood Avenue, P.O. Drawer L, Columbia, S.C. 29250. Principal is noncommercial educational institution that is also applicant for new FM at Greenwood, S.C. Action Jan. 27.

Ownership changes

Applications

1 WAAX(AM)-WQEN(FM) Gadsden, Ala. (570 khz, 5 kw-D, 500 w-N; FM: 103.7 mhz, 100 kw, HAAT: 1,080 ft.)—Seeks assignment of license from Etowah Broadcasters Inc. to Big Thicket Broadcasting for \$3,472,000. Seller is owned by Charles Smithgall Jr., who has no other broadcast interests. Buyer is owned by Richard Beauchamp (80%); Henry A. Kane, vice president, and Adam G. Polacek, president (10% each). Beauchamp is president of Refrigerated Transport Co., Atlanta. Buyer recently bought WELO(AM)-WZLQ(FM) Tupelo, Miss. ("Changing Hands," Oct. 10, 1983) and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. ("Changing Hands," May 16, 1983). It also owns KTYL-AM-FM Tyler, Tex. Filed Feb. 9.

1 KCRI(AM) West Helena and KCRI-FM Helena, both Arkansas (1600 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, HAAT: 260 ft.)—Seeks assignment of license from Twin Cities Broadcasting Co. to Delta Broadcasting Co. for \$400,000 cash. Seller is majority owned by National Association of Broadcasters President Eddie Fritts. He also owns 55% of WNLA-AM-FM Indianola, Miss.; 85% of KMAR-AM-FM Winnsboro, La., and 4% of WPAD(AM)-WDDI(FM) Paducah, Ky. Fritts has announced intention to sell interest in Indianola and Winnsboro stations. He recently sold WELO(AM)-WZLQ(FM) Tupelo, Miss. ("Changing Hands," Oct. 10, 1983). Buyer also owns KFFA(AM) Helena, and will spin off KCRI(AM). It is also applicant for new FM at West Helena and will withdraw upon approval of sale. Buyer is owned by Thomas B. McBee (20%); Jamie M. Howe (51%); his wife, Nancy Howe (25%), and his brothers, Otis and John Howe (2% each). Howe brothers own Grand National Bank, at Hot Springs, Ark. McBee is general manager at KFFA(AM). Filed Feb. 13.

1 WKQG(AM) (formerly WWAM(AM)) Milledgeville, Ga. (1060 khz, 1 kw-D)—Seeks transfer of control of Baldwin County Broadcasting Corp. from Donald O. McDougald, Paul S. Akins and T.E. Rushing Jr. (33% each before; none after) to Julia F. Hedrick (none before; 100% after) for \$12,000 and assumption of two-and-a-half-year-old \$200,000 note and other liabilities. Sellers bought station for \$250,000 ("For the Record," Oct. 12, 1981). McDougald also owns one-third of WVOV(AM) Danville, Va., and 25% of WSYL(AM) Sylvania, Ga. He and Rushing each have 10% interest in cable TV at Statesboro, Ga. Buyer is general manager of station and has no other broadcast interests. Filed

■ **WKDC-AM** Elmhurst, Ill. (1530 khz, 250 w-D)—Seeks assignment of license from William A. Lester, trustee, to DuPage Broadcasting Inc. for \$80,000 purchase of assets. Seller took over station from previous licensee, Snyder Broadcasting Inc., owned by Robert E.J. Snyder, which filed for chapter 7 bankruptcy. Snyder has no other broadcast interests. Buyer is owned by previous owners of station, Frank Blotter (51%) and his sister, Lois (49%). They sold station to Snyder three years ago for \$1 million ("Changing Hands," April 20, 1981), and have no other broadcast interests.

■ **WSAC(AM)-WWKK(FM)** Fort Knox, Ky. (1470 khz, 1 kw-D; FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from 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 owned by William Walters (70%) and J. Michael Baldwin (30%). Walters 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 (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Filed Feb. 10.

■ **WFST(AM)** Caribou and WDHP(FM) Presque Isle, both Maine (600 khz, 5 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Northern Broadcasting Co. to Carrie L. Linthicum Esq. Northern is equally owned by R. Murray and Allison J. Briggs. Linthicum was appointed as interim trustee on Jan. 27, same day that Northern converted from chapter 11 to chapter 7 bankruptcy, and stations went silent. Filed Feb. 8.

■ **KQWB-FM** Moorehead, Minn., and **KQWB(AM)** Fargo, N.D. (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for \$5 million, comprising \$3 million cash, \$1 million seller's note and \$1 million noncompete agreement. App. for sale of **WEBC(AM)-WGGR(FM)** Duluth, Minn., involving same seller and buyer, was submitted last week ("For the Record," Feb. 20). Seller is principally owned by brothers, Larry and James Lakoduk. It also owns **KQBR(AM)** Brainerd, Minn. 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. Filed Feb. 8.

■ **WSLL(AM)-WZZB(FM)** Centerville, Miss. (1080 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Western Mississippi Broadcasters Inc. to K-J Radio Inc. for \$89,100, including \$22,000 cash. Buyer will lease studios from seller. Seller is owned by Rayvon M. Smith (50%), Glendon W. Wisnor (25%) and Robert D. Cupit Jr. (24%). None have other broadcast interests. Buyer is equally owned by H.A. Kuhlmann Jr. and Jay Robert Gach. Kuhlmann is also applicant for three LPTV's. Filed Feb. 13.

■ **KJMO(FM)** Jefferson City, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Triple D Properties from Harley Lampman (45% before; none after) and his wife, Mary (5% before; none after), to Frank R. Newell (45% before; 90% after) and his wife, Dianne (5% before; 10% after), for \$324,525. Sellers have no other broadcast interests. Buyer, Frank Newell, is station's president and general manager. Filed Jan. 31.

■ **KKCI(AM)** Liberty, Mo. (1140 khz, 500 w-D)—Seeks assignment of license from Golden East of Missouri Inc. to Kansas City Communications Inc. for \$280,000 cash. Seller is controlled by Larry Melvin Saunders and Norman B. Beasley. It also owns co-located **KKCI-FM** and **WPX(AM)-WWDE(FM)** Hampton, Va. **KKCI-AM-FM** were bought two years ago for \$2,350,000 ("Changing Hands," March 29, 1982). Buyer is owned by Elbert L. Anderson (50%); his wife, Cheryl (10%), and Delores Maxwell (40%). Filed Feb. 1.

■ **KQUY(FM)** Butte, Mont. (95.5 mhz, 50 kw, HAAT: 1,820 ft.)—Seeks transfer of control from Lamont Jensen (51% before; none after) to Sunbrook Broadcasting Inc. (49% before; 100% after) for \$233,000 seller's note. Seller has no other broadcast interests. Buyer already owns other 49%. It is owned by Edward Cooper (17%); his wife, Barbara McIntyre (16.3%); his brother, Alan Cooper (33.3%), and Larry Roberts (33.3%). They recently bought **KCSJ(AM)** Pueblo, Colo., for \$700,000 ("Changing Hands," July 4, 1983). Filed Feb. 10.

■ **WSSJ(AM)** Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WSSJ Broadcasting

Ltd. Partnership to WSSJ Broadcasting Ltd. Partnership for \$850,000 note. Seller is owned by Alan Vorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Filed Feb. 9.

■ **KLTE(FM)** Oklahoma City (101.9 mhz, 100 kw, HAAT: 457 ft.)—Seeks assignment of license from KLTE Broadcasting Inc. to Mel Wheeler Inc. for \$3.15 million cash. Seller is majority owned by Clint Murchison Jr., who is part owner of Dallas Cowboys football team. Murchison also has interest in subscription TV companies. Other owners include Kenneth L. Dove, president. Seller bought station five years ago for \$970,000. Buyer is owned by Mel Wheeler and his family. It also owns **WSLC(AM)-WSLQ(FM)** Roanoke, Va., and **KDNT(AM)** Denton and **KDNG-FM** Gainesville, both Texas. It also recently bought **WSIL-TV** Harrisburg, Ill., and **KPOB-TV** Poplar Bluff, Mo., for \$6.6 million ("Changing Hands," June 6, 1983). It is 80% owner of recent seller of **KSRD(FM)** Seward (Lincoln), Neb., for \$864,000 ("Changing Hands," Dec. 12, 1983). Filed Feb. 10.

■ **WMKX-FM** Brookville, Pa. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of 51% of license from Stephen S. Stratton to James W. Farley for \$170,000, comprising \$30,000 cash, approximately \$70,000 seller's note and assumption of approximately \$70,000 in liabilities. Other 49% is owned by Joseph D. Powers, who will retain his interest. Powers also owns 49% of **WRXZ(FM)** Kane, Pa. Filed Feb. 13.

■ **WIVA(FM)** Aguadilla, P.R. (100.3 mhz, 15 kw, HAAT: 1,000 ft.; CP: 38 kw)—Seeks assignment of license from 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 **WGDL(AM)(CP)** 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. Filed Feb. 10.

■ **WHLP-AM-FM** Centerville (1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.) and **WGN(AM)** Murfreesboro (1450 khz, 1 kw-D, 250 kw-N), all Tennessee—Seeks involuntary assignment of license from Davidson Broadcasting Corp. to Larry G. Womack, receiver. Womack was appointed receiver by Chancery Court for Davidson County, Tenn., on Jan. 31. He will look for buyers for stations.

■ **WKVL(AM)** Clarksville, Tenn. (1550 khz, 1 kw-D)—Seeks transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G.

Walters (49% before; 50% after) for \$100. Other 50% is owned by Charles M. Anderson. Filed Feb. 8.

■ **WKG(AM)** Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from 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 (40%), Edward A. Kearney (3%) and James B. Wallace (6.75%), 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). Others 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 **WGUY(AM)** Charlotte, Mich., and **WYGY(AM)** Wyoming, Mich. They also are majority owners of **WGLY(FM)**, Gouls, Fla. Umans, Haag and Gilbert also are majority owners of mutually exclusive applicant with **WSNS(TV)**, Chicago. Filed Feb. 13.

■ **WORM-AM-FM** Savannah, Tenn. (1010 khz, 250 w-D; FML 101.7 mhz, 3 kw, HAAT: 175 ft.)—Seeks assignment of license from Savannah Broadcasting Service Inc. to Gerald W. Hunt for \$225,000, comprising \$50,000 cash and \$175,000 seller's note. Seller is equally owned by William L. Barry and Janet L. Bunn. Neither has other broadcast interests. Buyer is general manager of **WVOM(AM)-WTIB(FM)** Iuka, Miss. Filed Jan. 30.

■ **KJCH(AM)** Cleveland, Tex. (1410 khz, 1 kw-U)—Seeks assignment of license from Cleveland Broadcasting Service to Cleveland Broadcasting Co. for approximately \$344,000, comprising \$125,000 cash, \$34,000 seller's note and assumption of \$185,000 in bank notes. Seller is owned by Thomas F. McDaniel and his wife, Ann, who have no other broadcast interests. They bought station five years ago for \$255,000 ("Changing Hands," May 14, 1979). Buyer is owned by L. Giles Rusk, who is Houston-based attorney. He has no other broadcast interests. Filed Feb. 13.

■ **KMXL(FM)** Logan, Utah (94.5 mhz, 25 kw, HAAT: 980 ft.)—Seeks assignment of license from Bluejay Broadcasting Inc. to Cache Valley Broadcasting Co. for \$408,000, comprising \$75,000 cash, assumption of approximately \$358,000 in liabilities and \$50,000 seller's note. Seller is majority owned by Jeff and Lisa Weber. It bought station two years ago for \$338,000 ("Changing Hands," April 5, 1982), and has no other broadcast interests. Buyer is owned by Reed Bullen and family. He also owns co-located **KVNU(AM)** and has half interest in Logan cable system. Filed Feb. 13.

Facilities changes

AM applications

Tendered

■ **WDLP** (590 khz) Panama City, Fla.—Seeks CP to increase power to 5 kw-D and 2.5 kw-N and to install DA-2 MEA. Ann. Feb. 14.

■ **WKC(AM)** (910 khz) North Charleston, S.C.—Seeks CP to change hours of operation to unlimited by adding 500 w-I and installing DA-N; change city of license to "Dorcheste Terrace-Brentwood, S.C." MEA. Ann. Feb. 15.

Accepted

■ **WABB** (1480 khz) Mobile, Ala.—Seeks MP (BF 83727AB, as mod.) to augment night pattern. Ann. Feb. 17.

■ **WCEG** (1530 khz) Middleborough, Mass.—Seeks M (BP-19936, as mod.) to make changes in ant. sys.; reduce power to 500 w; change to non-DA, and change TL. Ann. Feb. 17.

■ **WJON** (1240 khz) St. Cloud, Minn.—Seeks CP to make changes in ant. sys. and increase daytime TPO. Ann. Feb. 14.

■ **WINS** (1010 khz) New York—Seeks CP to make changes in ant. sys. by augmentation of standard modified pattern. Ann. Feb. 14.

■ **WNYR** (990 khz) Rochester, N.Y.—Seeks CP to augment nighttime authorized radiation pattern. Ann. Feb. 14.

■ **KEYG** (1490 khz) Grand Coulee, Wash.—Seeks CP to make changes in ant. sys. and increase tower height. MEA. Ann. Feb. 14.

FM applications

Tendered

■ ***KUSC-FM** (91.5 mhz) Los Angeles—Seeks CP to change TL; increase ERP to 25 kw; decrease HAAT to 66 ft., and make changes in ant. sys. Ann. Feb. 15.

Accepted

■ **KTIZ** (103.1 mhz) Oracle, Ariz.—Seeks mod. of C

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.

3PH-820624AY) to change TL; change ERP to 0.580 kw. and change HAAT to 610 ft. Ann. Feb. 14.

*KRZA (88.7 mhz) Alamosa, Colo.—Seeks mod. of CP 3PED-820329AS) to change ERP to 7 kw and HAAT to 393 ft. Ann. Feb. 14.

KHYS (98.5 mhz) Port Arthur, Tex.—Seeks mod. of CP 3PH-830602AB) to change ERP to 100 kw and HAAT to 17 ft. Ann. Feb. 14.

WMTD-FM (102.3 mhz) Hinton, W.Va.—Seeks mod. of CP (BPH-820319AG) to change TL; change ERP to 0.160 w, and change HAAT to 1,008 ft. Ann. Feb. 14.

V applications

accepted

WTUK (ch. 26) Florence, Ala.—Seeks MP to change RP to 690 kw vis., 69 kw aur.; change HAAT to 756 ft., and change trans. location. Ann. Feb. 14.

KHSL-TV (ch. 12) Chico, Calif.—Seeks MP to relocate L outside community of license and change remote control pnt. Ann. Feb. 17.

WTWC-TV (ch. 40) Tallahassee, Fla.—Seeks MP to change TL. Ann. Feb. 15.

WCSH-TV (ch. 6) Portland, Me.—Seeks CP to change RL; change ERP to 100 kw vis., 20 kw aur.; change HAAT to 2,000 ft., and change coordinates. Ann. Feb. 14.

WLTJ (ch. 19) Columbia, S.C.—Seeks CP to change RP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,749 ft., and change TL. Ann. Feb. 14.

In contest

Tuscumbia, Ala.—ALJ, Byron E. Harrison, granted settlement agreement; dismissed Powell Broadcasting Co.'s app.; granted KADD Communications Corp.'s app. for new V at Tuscumbia, and terminated proceeding. (MM 83-109-1310). Order adopted Feb. 7.

Los Angeles—ALJ, Walter C. Miller, granted app. of S Communications Inc./MCI L.A. Cellular Inc./Cellular Mobile Systems Inc. for nonwireline cellular system in Los Angeles, and denied competing app. of Los Angeles Cellular Telephone Co. ICS/MCI/CMS is 60% owned by (MCI) subsidiary of MCI, 15% owned by (ICS) subsidiary of MCI, and 25% owned by (CMS) subsidiary of Graphic Imaging. Grant is conditioned on whatever action Commission may consider necessary on CMS's qualifications to be licensee after decisions in proceeding involving A.S.D. Answer Service Inc. et. al., and Houston cellular proceeding. Initial decision issued Feb. 8.

Lahaina, Hawaii—ALJ, Joseph P. Gonzalez, granted settlement agreement; dismissed app.'s of Shoblom Broadcast Inc., Gardiner Broadcasting Co. and Abell Communications Corp.; granted Lahaina Broadcasting Co.'s app. to construct new FM at Lahaina, Maui, and terminated proceeding. (MM 83-634-635; 637-638). MO&O of Feb. 2.

South Jacksonville, Ill.—ALJ, Joseph P. Gonzalez, granted joint agreement; dismissed Big Country of Missouri's app.; granted Beverly Broadcasting Inc.'s app. for new V at South Jacksonville, and terminated proceeding. (MM 83-1040-1041). MO&O adopted Feb. 2.

Hays, Kan.—ALJ, Frederic J. Coufal, granted motion of Western Kansas Broadcasters and dismissed its app.; granted joint agreement of Tary Lynn Stephens, Peak Broadcasting Co., and Central Radio of Hays Inc.; dismissed Stephen's app.; granted Peak's app. for new FM at Hays, and terminated proceeding. (MM 83-1107-1110). Order of Feb. 7.

New Albany, Miss.—ALJ, Byron E. Harrison, granted request for summary decision and resolved financial issue in favor of Broadcoast Co.'s favor; dismissed Raymond F. Kin's app. granted Ebony's app. for new FM at Albany, and terminated proceeding. (MM 83-183-184). Order of Feb. 9.

Hinsdale, N.H.—ALJ, Byron E. Harrison granted joint agreement; dismissed Maranatha Broadcasting Co.'s app.; granted app. of Monadnock Broadcasting Co. for new FM, and terminated proceeding. (MM 83-1077-1078). Order adopted Feb. 1.

Eunice, N.M.—ALJ, John H. Conlin, granted joint agreement; dismissed Eagle Broadcasting Co.'s app.; granted Dove Broadcasting Inc.'s app. for new FM at Eunice, and terminated proceeding. (MM 83-769). Order of Feb. 10.

Gallup, N.M.—Acting Chief ALJ, Thomas B. Fitzpatrick granted McKinley County Television's motion for partial summary decision and resolved air hazard and site availability issue in its favor; granted joint agreement; dismissed

Nathan R. Berke's app.; granted McKinley's app. for new commercial TV station on Ch. 3 at Gallup, and terminated proceeding. (MM 82-844-845). MO&O adopted Feb. 7.

Amsterdam, N.Y.—ALJ, Frederic J. Coufal, granted motion of G&M Broadcasting Co. for partial summary decision and resolved air hazard issue in its favor; granted motion by G&M and dismissed McCall's app.; conditionally granted G&M's app. for new commercial TV on ch. 55 at Amsterdam, and terminated proceeding. (MM 83-1171-1172). Orders adopted Feb. 8.

Kannapolis, N.C.—Acting Chief ALJ, Thomas B. Fitzpatrick, dismissed app. of Focus Television Co. and granted app. of Community Action Communications Inc. for new commercial TV on ch. 64 at Kannapolis. (BC 82-259-60). Initial decision issued Feb. 8.

Lamesa, Tex.—ALJ, Edward J. Kuhlmann, granted app. of Kimmell & Kimmell for new FM at Lamesa; dismissed app. of Edward M. Johnson, and denied app. of Dawson County Broadcasting Corp. (MM 83-449-50, 452). Initial decision issued Feb. 9.

Rockport, Tex.—ALJ, Edward Kuhlmann, granted petition by Lori Ann Brotman and dismissed her app.; granted joint reimbursement/dismissal agreement; granted R-F's app. for new FM at Rockport, and terminated proceeding. (MM 83-772-773). (MO&O adopted Feb. 13).

Arlington, Va.—Commission upheld Mass Media Bureau action denying Arlington Telecommunications Corp. waiver of its obligation to carry signal of educational TV station WNVU (ch. 56), licensed to Central Virginia Educational Television Corp. (FCC 84-37). (see "Cablecastings," Feb. 20). MO&O adopted Feb. 3.

Tumwater and Shelton, Wash.—ALJ, Walter C. Miller, granted joint agreement; granted request by KGY Inc., and dismissed its app. to change facilities of KGY(AM) Tumwater; granted ABT Inc.'s app. for change in facilities of KMAS(AM) Shelton, and terminated proceeding. (MM 83-1034-1035). MO&O adopted Feb. 7.

Marshfield and Spencer, Wis.—ALJ, Edward Luton, granted joint agreement; dismissed B-K's app. for new FM at Marshfield; granted Hackman's app. for new FM at Spencer, and terminated proceeding. (MM 83-500; 502). MO&O adopted Feb. 7.

Riverton, Wyo.—Review Board denied appeal by Benito Gaguine from ruling by ALJ Joseph Chackin which disqualified Gaguine from acting as counsel for Wind River Communications Inc. in proceeding involving app.'s of Wind River and Radio West Inc. for new FM station at Riverton. (MM 83-763-64). MO&O adopted Jan. 31.

Et cetera

Commission will hold low power television lottery to determine tentative winners on Tuesday, Feb. 28, in Washington.

Low Power and Television Translator App.'s—Following have been accepted for filing. They are not mutually exclusive and, absent petitions to deny, will be granted.—Lawrence, Kan.; ch. 30. Low Power Technology Inc.—Lima, Ohio; ch. 3. Amos Communications Inc.—Newcomb, N.Y.; ch. 12. Town of Newcomb—Pagosa Springs, Colo.; ch. 40. Eddie Robinson—Marysville, Utah; ch. 32. University of Utah—Gravian Island and Pennock Island, Alaska; ch. 2. State of Alaska. Releases of Jan. 31 and Feb. 10.

Commission modified its Dec. 30, 1983, decision, which granted 82 app.'s of PBS for national network of station in ITFS. Because of timely filed mutually exclusive app.'s, commission rescinded its grant of PBS app.'s for ITFS stations for Indianapolis, Denver, Houston and Philadelphia, and returned them to pending status. It also set aside PBS channels A1 and A2 in Charlotte, N.C., because interference would be caused to ITFS operation of South Carolina Educational Television Commission on channels A1 and A2 at Rock Hill, N.C. Order adopted Feb. 7.

Toledo, Ohio—Chief, video services division, ordered Continental Cablevision of Ohio Inc., which serves various Ohio communities, and Erie County Cable, operator of cable system serving Sandusky, Ohio, to comply with rules within 30 days by carrying *WGTE-TV Toledo. MO&O adopted Jan. 31.

Petitions for rulemaking filed—Fairfield Industries Inc. requested amendment of part 90 of commission's rules on use of seismic telemetry transmitters in Petroleum Radio Service. Received Jan. 24.—Motorola Inc., Government Relations, requested amendment of Sec. 90.635(d) to increase power for all 800 mhz conventional and trunked systems operating on 4 specific mountaintop sites in San Diego area. Received Jan. 31.

Petition for reconsideration of action in rulemaking proceeding—Hatfield & Dawson, Consulting Engineers Inc., requested amendment of section 73.52 of rules with respect

to relative phase tolerances for directional AM stations, and requested amendment of section 73.68 of rules to expand use of toroidal transformers as method of deriving current samples in directional (AM) antenna systems; and to provide for use of radio frequency relays in sampling element transmission lines. Received Jan. 9. Also petition of Doug C. McDonnell, engineering consultant, received on Jan. 30.

Chief, Mass Media Bureau, denied motion by National Conference of Black Lawyers and Citizens Communications Center for extension of Feb. 21 date for filing comments on notice of proposed rulemaking on repeal of regional concentration of control provisions of multiple ownership rules. (MM 84-19). Order adopted Feb. 16.

Allocations

Applications

Houston, Alaska—Evangelistic Alaskan Missionary Fellowship proposed assignment of FM ch. 237A to Houston; its first FM assignment. Comments due March 29; reply comments, April 13. Address of engineering consultant: Cecil S. Bidlock, 8200 Snowville Rd., Cleveland 44141. (MM 84-72). Adopted Jan. 27.

Greenwood, Ark.—New Life Broadcasting proposed assignment of FM channel 285A to Greenwood; its second FM service. Comments due March 26; reply comments April 10. Address: Gary Brown, Box 790, Greenwood, Ark. 72936. (MM 84-107). Adopted Jan. 31.

*Blue Hill, Me.—The Word Corp. has proposed assignment of class B FM ch. 258 (petitioner originally requested ch. 278) to Blue Hill, and reservation of that channel for noncommercial use. Assignment would require site restriction and Canadian concurrence must be obtained. Comments due March 29; reply comments, April 13. Address of petitioner's counsel: Stuart B. Mitchell and Associates, 803 West Broad Street, Suite 240, Falls Church, Va. 22046. (MM 84-74). Adopted Jan. 27.

Mio, Mich.—Midwest Radio Consultants Inc. proposed assignment of FM ch. 280A to Mio; its first FM service. Assignment would be contingent on WKJC(FM) Tawas City.

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Mich., switching to ch. 257A as previously ordered in (BC 81-854), which is currently under review by commission. Canadian concurrence must be obtained. Comments due March 29; reply comments, April 13. Address: D.C. Schaberg, Box 11101, Lansing, Mich. 48901-1101. (MM 84-73). Adopted Jan. 27.

■ Sault Ste. Marie, Mich.—David C. Schaberg proposed assignment of FM ch. 252A to Sault Ste. Marie; its third local FM broadcast service. Canadian concurrence must be obtained. Comments due March 26; reply comments April 10. Address: Box 11101, Lansing, Mich. 48901-1101. (MM 84-108). Adopted Jan. 31.

■ Macon, Mo.—Charles C. Earls requested assignment of FM ch. 288A to Macon. Address of Counsel: John W. Hough, esq., Suite 3910, 135 South LaSalle Street, Chicago 60603. Petition will be treated as counterproposal in MM 83-1296, and statements on proposal should be submitted as reply comments on date in which reply comments in docket are due. Received Jan. 27.

■ Kermit, Miami and Montgomery, all West Virginia—Boone Broadcasting Co. proposed assignment of class B ch. 297 to Miami, W. Va., and modification of WVCM(FM) to specify operation on ch. 297. David Blankenship proposed assignment of class B ch. 298 to Kermit, W. Va. Proposals are mutually exclusive. Comments are due March 23; reply comments, April 9. Address of counsel for Boone: Forbes W. Blair, 1825 K. St., N.W., Washington, D.C. 20006. Address: David Blankenship, 239 Elkhorn Drive, Frankfort, Ky. 40601. (MM 84-31). Adopted Jan. 13.

Actions

■ Tusayan, Ariz.—Granted FM ch. 221A, its first FM broadcast channel. Petitioner: Tusayan Broadcasting Company. (MM 83-753). Report and order adopted Feb. 3.

■ Guadalupe, San Luis Obispo and Santa Margarita, call California—Granted FM ch. 288A to Guadalupe; its first FM allocation. Petitioner: Dellar-Davis Broadcasting Co. Also granted ch. 292A to Santa Margarita; its first FM allocation. Petitioner: Eric R. Hilding. Denied petition to assign ch. 389B to San Luis Obispo as its fourth FM allocation. (MM 83-834). Report and order adopted Jan. 31.

■ Monterey, Byrdstown and Lebanon, all Tennessee—Chief, policy and rules division, amended, on reconsideration, FM Table, effective April 9, by assigning ch. 296A (107.1 mhz) to Monterey as its first FM assignment; denied

request by Robert W. Gallagher, Drew Huffines and Edward M. Johnson to assign ch. 296A to Byrdstown, and ordered that ultimate permittees of ch. 296A at Monterey and at Smiths Grove, Ky., will be required to share reasonable expenses incurred by WYHY(FM) Lebanon, in changing from ch. 297 (107.3 mhz) to 298 (107.5 mhz). (BC 82-194). MO&O adopted Jan. 17.

■ Northampton, Mass.—Granted ch. 292A; its second FM assignment. Petitioner: Carter Broadcasting Corp. Canadian concurrence obtained. (MM 83-713). Report and order adopted Jan. 17.

■ Austin, Tex.—Granted UHF ch. 54 to Austin; its sixth television allocation. Petitioner: Allendale Baptist Church of Texas. Mexican concurrence obtained. (MM 83-386). Report and order adopted Jan. 27.

■ Sheboygan, Wis.—Substituted UHF channel 38 for channel 34 at Fond du Lac, and denied rulemaking petition by Skycom Inc. to exchange assignments of channel 34 at Fond du Lac and channel 28 at Sheboygan. Petitioner: Racine Telecasting Co. (MM 83-601). Report and order adopted Dec. 16.

Call letters

Applications

Call	Sought by
New FM's	
KSNA	Last Frontier Broadcasting Inc., Anchorage
KCMJ-FM	Claridge Corp., Indio, Calif.
KKMS	Margaret K. Sandlin, Bay City, Tex.
New TV's	
KPOL	JP Communications Inc., Tucson, Ariz.
WNTZ	MSLA Broadcasting Inc., Natchez, Miss.
WRGT-TV	Dayton Telecasting Inc., Dayton, Ohio

KJTL	Thornberry Television Ltd., Wichita Falls, Tex.
Existing AM's	
KESE	KBZB Bisbee, Ariz.
KNWZ	KDON Salinas, Calif.
KXET	KVAR San Antonio, Tex.
Existing FM	
WFMG	WYMX Augusta, Ga.
Existing TV	
WBKZ	WXJC-TV Angola, Ind.

Grants

Call	Assigned to
New AM's	
WJRA	Abercrombie Broadcasting Co., Priceville, Ala.
WFKB	Florence Broadcasting Co., Florence, Ky.
New FM's	
KQAZ	KRVZ Inc., Springerville, Ariz.
WGEL	Marlene G. Page, Greenville, Ill.
*WSJB-FM	Trustee's of St. Joseph's College, Standish, Me.
*WPHN	Northern Christian Radio Inc., Gaylord, Mich.
KIVR-FM	Illinois Valley Radio, Cave Junction, Ore.
KFFV	Scott & Davis Enterprises Inc., Bryan, Tex.
KCFL	William Jackson Pennington III, Hebronville, Tex.
KPUB-FM	Soho Broadcasting Co., Winters, Tex.
WWGH	FM 96 Assoc. Limited Partnership, Cape Charles, Va.
KSWW	Pacific Broadcasting Co., Raymond, Wash.

New TV's

WETG	Arch Communications Corp., Hartford, Conn.
KTFJ	Way Of The Cross Of Hutchinson, Hutchinson, Kan.
KMSO-TV	James A. Bender, Missoula, Mont.

Existing AM's

	Effective
WXOX	WTCX Bay City, Mich. 2-13-84
WLAJ	WTWN Grand Rapids, Mich. 3-1-84
KUSA	KSD St. Louis 3-19-84
WHGB	WFEC Harrisburg, Pa. 2-3-84
WPGR	WSNI Philadelphia 2-13-84
WJDS	WBOL Bolivar, Tenn. 2-13-84
WPVA	WYNT Colonial Heights, Va. 2-29-84

Existing FM's

KTOM-FM	KWYT-FM Salinas, Calif. 3-1-84
*WPKT	WPBH Middlefield, Conn. 3-19-84
WDJY	WOOK Washington 2-24-84
KQPD	KWBJ Payette, Idaho 3-15-84
KCAJ	KRSL-FM Russell, Kan. 2-8-84
WLHT	WZZR-FM WZZR Inc., Grand Rapids, Mich. 2-4-84
KWHT	KFMT Pendleton, Ore. 2-7-84
WSNI	WSNI-FM Philadelphia 2-13-84
KJCR	KSUC Keene, Tex. 3-1-84
WTIJ	WVRS Waterbury, Vt. 3-1-84
WNLT	WLVE Baraboo, Wis. 3-19-84

Existing TV's

KUSA-TV	KBTV Denver 3-19-84
WGNX	WANX-TV Atlanta 3-15-84
WHLT	WLHT WTWW Inc., Hattiesburg, Miss. 2-4-84

In addition

- Request for call sign change for WRC(AM) to WRRC National Broadcasting Co. Inc., Wash., has been set aside. WRC is now in effect.
- Request for call sign change for KPRZ(AM) to KUSA Eleven-fifty Corporation, Los Angeles, has been set aside. KPRZ is now in effect.

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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.

Sales-Beaver County's top softrock station, Kiss 107 FM, is looking for an aggressive, qualified radio salesperson. Must have car, bright attitude, and dress neatly. Previous radio sales experience desired. Send resume to Chris Shovlin, Station Manager, KISS 107 FM, Box 719, Beaver Falls, PA 15010. EOE.

Account executive - with small or medium market experience who can sell Detroit radio in Detroit. Call Paul Droste, General Sales Manager, 313-965-4500.

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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, WIQB and WNRS Radio, P.O. Box 8605, Ann Arbor, MI 48107.

Coastal North Carolina group needs engineer for AM-FM. Automation experience preferred. Excellent advancement potential. Resume/salary: Tommy Walker, Box 1126, Jacksonville, NC 28540.

Chief engineer for East Coast major market AM/FM. Superior management and technical skills a must. Minimum 5 years experience and first or general license. Send resume and salary history to Box K-141.

Chief engineer: Rosebud Indian Reservation. Wide open spaces, housing available: SBE technologist or FCC general preferred. Salary negotiable. Send resume or contact: Charles Leslie, KINI FM, Box 146, St. Francis, SD 57572. 605-747-2291.

HELP WANTED NEWS

Major 50KW Sunbelt news/talk radio station looking for news/program director. Candidate must be successful programmer and motivator. Send resume and salary requirement to Box K-135. All applications confidential. EOE.

News director for one person operation. Small market AM/FM, Maryland-Delaware area. Prefer experienced, degreed broadcast journalist. Competitive salary, industry-leading benefits package. Send resume to Box K-150. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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.

Program director - morning personality. 100,000 watt country music FM. Major Southeast market. Resume/salary requirements to Box K-105.

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.

Vermont's news and sports leader seeks experienced promotion and community interest minded PD for airshift and full charge supervisory position. No beginners. Send tape and resume to Tom Beardsley WDEV, Box 550, Waterbury, VT 05676.

SITUATIONS WANTED MANAGEMENT

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 to 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 no prime. Write Box K-110.

See large medium market PD ad in Situations Wanted Programing, Production, Others.

Looking for a strong '84? Consider general manager presently in +325,000 Sunbelt market. Combo situation with 100,000 watt FM. Sharp upswing in sales plus strong programming track. Box K-18.

Results-oriented general manager, highly organized and disciplined to achieve profits. 20 years in management, AM/FM, all markets. Effective management skill with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box K-130.

Successful GM. Over 12 yrs. Proven leadership: winner. Stable, take charge management. Sales/bottom line oriented. Professional. Accent on quality product. Full credentials, references. Prefer SE sm./med. mk. Employed, no hurry. Box K-134.

Sales manager for small markets seeks manager or AE position for major market only. Box K-136.

Major market operations mgr. Seeking GM position 13 yrs. experience in all phases, including sales, promotions, programming, cost control, and administration. Ability to produce consistent winner! People-oriented, strong on PR. All markets considered. Box K-154.

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.

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 Prichard 815-459-7180.

Available immediately. Excellent announcer. good production, copywriting. Go anywhere. Broadcast school graduate. Days. 319-355-4212, John.

Male announcer/newsman seeking beginning job. Articulate, bright, knowledgeable, dependable. Enjoy teamwork. Trained. Prefer adult contemp./MOR format in Chicago or northwest Indiana. Ron Van, 219-932-2196, or 6931 Monroe, Hammond, IN 46324.

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.

New England Broadcasting Institute graduate seeks entry level DJ position. Reply: PO Box 619, Glastonbury, CT 06033.

My broadcast students are the best. Want to know why? 319-355-4212 days. Five ready now.

Experienced announcer looking for small market in West to Midwest. Please, no mountain towns! 303-597-2531.

What do you want? Experience. Talent. No floater! Great for small market. Let's get together. 303-597-2531.

Want to get back near home. WI area. 1/2 year live, 1/2 year automation experience. Wanna hear me? Call 317-282-0485.

SITUATIONS WANTED TECHNICAL

Challenge and reward sought by competent medium market chief. AM/FM, audio/digital; plus programming, news experience. Northeast preferred, all considered. Box K-43.

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.

Sports director seeks PBP, talk in medium-major market. Sports/DJ combo too. 12 years experience. Tom, 915-643-1858.

Broadcast professional - 48 years old with 22 years experience all positions radio and TV. Have been pursuing other interests for the past few years, ready to return to broadcasting with renewed vigor and dedication. Prefer radio news in Rocky Mountain region or Southwest. All areas and positions considered. Box K-133.

Midwest ND from 25K market seeks move to medium/large market news team. Box K-144.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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, 303-687-3983.

Large medium market PD currently employed seeks relocation. Leader, motivator, people-person. Administrator, promoter, cost-conscious. Profit oriented. CHR, full service, A/C, country, easy formats. Want to contribute and grow. Track record. Top references. Replies confidential. Chris, 215-861-5811.

TELEVISION

HELP WANTED MANAGEMENT

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.

National sales manager - dynamic new independent in Greenville-Spartanburg-Asheville 37th ADI. State-of-the-art facilities. Strong programming and promotion. Air date April 1. Join us in the booming Sunbelt. National sales experience required. Call Rick Lowe, GSM, WHNS-TV 21, 803-288-2100. Suite 2100, 250 Executive Center Dr., Greenville, SC 29615. EOE/M-F.

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.

Local sales manager. Austin, Texas new independent TV station needs a take charge local sales manager to mold an aggressive sales team. Candidate must have heavy independent sales experience. Must be knowledgeable of inventory control and budget projections; and must be capable of new business, co-op and rate card development. This is a ground floor opportunity with excellent growth potential. If you have a proven track record in TV sales and meet these qualifications - would like to live in America's fastest growing and most beautiful city - then let's talk. Contact Steve Beard, GM, KBVO-TV 512-835-0042. EOE.

TV services department administrator to manage a university TV unit; supervise the design, development, production and evaluation of television and other media projects; supervise subordinate personnel; plan and account for budgets. Requires B.A., five years experience, three as a supervisor. Starting salary range \$19,552-\$28,660. Send letter and detailed resume postmarked by March 31, 1984 to: Television Services, Attn: Dolores Baran, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F)/affirmative action employer.

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. Send resume and references to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. 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.

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, WVSU-TV 27, P.O. Box 777, West Point, MS 39773.

Austin, Texas' new independent TV station has an immediate opening for two aggressive salespeople. Must have a minimum of two years independent sales experience and must be capable of new business and co-op development. If you meet these qualifications and want to live in America's fastest growing and most beautiful city, contact Steve Beard, GM, KBVO-TV, 512-835-0042. EOE.

Assistant national sales manager. Top 20 market, Pacific Northwest. Seeking aggressive person to aid national sales manager. 3-5 years TV sales experience required. Prefer independent sales experience at a station or rep firm. Extensive travel involved. Thorough knowledge of media audience research a must. EOE. Send resume to Lloyd Low, National Sales Manager, KCPQ-TV, PO Box 98828, Tacoma, WA 98499.

Sunbelt station. Group-owned network affiliate. Experienced broadcast salesperson to take over existing list. Send resume to Box K-152. EOE.

HELP WANTED TECHNICAL

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 Orsburn, Vice President, 305-920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

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, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189. EOE.

TV transmitter supervisor - four years experience in the operation and maintenance of high powered UHF television transmitters and associated input, monitoring and remote control equipment required. Must also have experience with microwave receiver and transmitter maintenance. Also, TV studio maintenance engineer - maintenance of all TV studio cameras, projectors, video switchers, character generators, audio consoles, and microwave equipment with emphasis on 2", 1" and 1/2" video tape equipment. Two to three years experience in these areas required. Send resumes to: Robert Truscott, Chief Engineer, WHNS-TV 21, Suite 2100, 250 Executive Center Drive, Greenville, SC 29615. EOE/M-F.

Assistant chief engineer for second shift at around the clock post-production/production house to do hands on maintenance of two CMX editing suites, EFP gear, etc. Provide engineering support for nighttime editing staff, but no operations work. Should have two to three years experience in post-production facilities, and knowledge of Sony 1" and BVU, Grass Valley switchers, ENG cameras, etc. Send resume to Videomith, Inc., 2006 Chancellor St., Philadelphia, PA 19103, c/o Steve Beuret. 215-864-0658.

Need experienced control room engineer. Good place to live. Good growing company! EOE. Send resumes to Ken High, Box 751, Amarillo, TX 79189.

RF systems engineer. ABC Summer Olympics. Immediate opening to assist in planning and implementing ABC's RF systems for the Summer Olympic Games. Two years experience developing RF systems, overseeing equipment installation, and performing system testing, preferably gained in a broadcast or telecommunications environment. BA engineering and/or FCC license desirable. Temporary position terminating September 1984, good salary and working environment. Call Steve Sosin, 213-557-4947, for interview appointment.

Maintenance engineer. Must have 2-3 years prior broadcast experience with a minimum of one year in a maintenance position. Working knowledge of 3/4", field cameras, as well as UHF transmitters. Send resume and salary requirements to Gary Krohe, KLDH-TV, PO Box 2229, Topeka, KS 66601. EOE.

HELP WANTED NEWS

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, WLBW, Box 5840, Meridian, MS 39301, or call 601-485-3030.

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.

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 Pace, 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.

Anchor: We need an experienced professional to co-anchor early and late news on a medium market Midwest station. Send resume and salary requirements to Box K-107. An equal opportunity employer.

Managing editor. Ready to move up? Looking for organized, aggressive person to hold #2 position in newsroom. Someone who loves live and loves to break stories. Good people skills. Minimum 3 yrs. commercial TV with at least 1 year as producer, asst. news director or assignment editor. Resume and references to Keith Nichols, News Director, WRBC-TV, 900 Whitehall Road, Chattanooga, TN 37405, or call 615-267-5412.

News director. Palmer Cablevision, Naples, Florida, one of the nation's premier cable companies, has an immediate opening for a working news director to supervise news department. We compete with 3 commercial TV area stations, using the best in equipment, and have a reputation for award winning news gathering. Submit resume and audition tape by March 12th and let us sell you on Palmer Cablevision and southwest Florida. Personnel Office, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. We are an equal opportunity employer.

Managing editor. Golden opportunity in fast-growing market for seasoned professional. Needs sharp news judgment, long-range planning ability, motivational skills, flair for bright and lucid writing. Resume to Box K-137. EOE.

Producer for 6 & 11. Dynamic market. Need idea person, well organized, good with people. Two years producing experience minimum. Resume to Box K-143. EOE.

Meteorologist: Group-owned station needs someone who can translate weather information in a clear, concise and complete manner. If you have a degree, experience, and the ability to communicate, send tape and resume: Terry Kurthright, News Director, KTTT-TV, 601 1st Ave. SW, Rochester, MN 55901. EOE.

ENG videotape editors - WNBC-vacation relief. Expertise in use of BVU-800, 500, and 200 edit systems, must be news oriented, knowledge of NBC systems helpful. Send resume - Mark Antonitis, NBC, 30 Rockefeller Plaza, 739, NYC 10020.

Anchor, upper Midwest. Group-owned station is looking for an experienced anchor. If you have two years experience, send resume to Box K-151. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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.

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.

TV host/producer. Daily AM public affairs format. Top 50 market. Must be skilled in writing/editing/producing. Experienced only. Send tape and resume to Program Manager, 613 Woodis Avenue, Norfolk VA 23510. EOE.

Editor, WTVJ-TV. PM Magazine is seeking an individual with creative skills and good sense of story continuity. Minimum 2 years experience working on TV magazine or news features. Proficient in use of datatron time code editing equipment and multi-channel sound mixing. Successful candidate will be working with inspired and demanding producers at WTVJ's PM Magazine in Miami/Ft. Lauderdale. We like working with winners. Competitive salary plus benefits. Minorities encouraged to apply. Send tape and resume with salary history/requirement to Employment Manager, Wometco Enterprises, 45 N.W. Third Street, Miami, FL 33128. EOE.

Graphic artist - #1 broadcast facility in the 20th market seeks a full-time graphic artist with 2-5 years broadcast experience, and possess a degree in either commercial or graphic arts. Set design experience, as well as knowledge of photography and print materials is required. Knowledge of electronic draw and paint systems, character generator system and video production helpful. Send resume/portfolio/salary requirement to: Judi Decker, Art Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794. EOE, M/F.

Production supervisor - develops, coordinates, supervises all local productions including festivals, auction, remote and studio productions. In charge of training and evaluating students and/or volunteers. Responsible for implementing production company concept, including marketing of production services and facilities. Reports to assistant director/program manager. Must have Bachelor's degree, preferably in broadcasting or mass communications. Additional emphasis in marketing, business or speech communication preferred. Five years full-time equivalent professional television experience required; three years non-commercial television experience preferred. Must have produced and directed as a member of small staff. Supervisory experience with all production aspects required. Training experience, budget control experience, on-air talent experience preferred. Salary: \$21,504-\$24,996. To be valid, application must be postmarked by March 20, 1984; must include letter of intent, resume, and the names, addresses and phone numbers of three references, indicating one of the following three relationships: (a) previous/present supervisor, (b) peer with whom applicant has worked on a daily basis, and (c) subordinate who report(ed)s directly to applicant. All inquiries must be sent to Robert Gerig, Asst. Dir./Program Mgr., KTSC-TV, LRC Dean's Office, University of Southern Colorado, 2200 Bonforte Blvd., Pueblo, CO. 81001. KTSC-TV and USC are AA/EOE's.

Producer/director for cable advertising venture with an exciting future. Adept at storytelling with video, written word. Ability to achieve quality with limited facilities. Willing to innovate, teach, supervise. Resume to Box K-132.

TV film editor with a minimum of one (1) year experience in TV film/freelance 16mm editing. Send resume to: Tom Beebe, Film Director, WHNS-TV 21, Suite 2100, 250 Executive Center Dr., Greenville, SC 29615. EOE/M-F. No phone calls please.

Television lighting director — UNC center for public TV. Responsible for directing all aesthetic and technical aspects of TV lighting for both studio and location productions and broadcasts; advises and/or supervises production staff in lighting design and execution; performs and/or directs maintenance and storage activities for lighting equipment; and advises in the purchase of new lighting equipment. Minimum requirements: graduation from a four-year college or university with a degree in lighting design or related area, or an associate degree in lighting design or related area & 2 yrs. TV production experience in lighting design; or an equivalent combination of education and experience. Preferred requirements: extensive knowledge of television lighting equipment and techniques; considerable knowledge of television production techniques; and extensive skill in the artistic design and practical execution of television lighting techniques. Salary range: \$13,164 — \$19,644. Apply to: Personnel Office, UNC-General Administration, P.O. Box 2688, Chapel Hill NC 27514. AA/EOE.

Director: WYFF-TV, Greenville, SC, has an opening for an experienced director. Must be knowledgeable in lighting techniques, switching, E-Flex DVE and 1" editing. Salary depends on experience. Send resume and tape to Tom Estrada, WYFF-TV, P.O. Box TV-4, Greenville SC 29602. No phone calls please.

Public information officer. Minimum 3 years experience, on-air host/producer. Send resume to Station Manager, KMTF-TV, 733 L St., Fresno, CA 93721. 209-488-3018.

Assistant promotion manager needed for Gulf Coast NBC affiliate. Must have at least one year's experience in on-air news promotion. Send resumes & tapes (no calls) to Steve Johnson, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

Creative director. CBS affiliate, Denver, Colorado, needs creative director. One of our own has been promoted. You'll need to create, write and produce on-air promotion primarily for news including supervision of on-location and in-studio shooting, editing and post production. College degree or equivalent. Minimum 2-3 years in TV promotion or TV production. Send letter and resume to Elizabeth Saunders, KMGH-TV, PO Box 5007, Denver, CO 80217. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

General manager. Tremendous track record. Vince Lombardi type. Over achieve goals by meticulous planning and aggressive execution. Currently employed. Box J-174.

SITUATIONS WANTED TECHNICAL

Versatile engineer/operator with E.E., extensive broadcast experience, maintenance and design capabilities seeks challenging, creative opportunity with established multi-track/video production facility. Reply Box K-140

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.

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.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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; programming, sales, systems. Looking for independent start-up challenge. Box K-61.

Creative, multi-talented! From writing copy to finished video. Fresh ideas as promotion & production assistant. 3 yrs. exp. Write Box K-95.

CMX editor, technical director, great voice, dedicated, looking for the right challenge. Box K-131.

ALLIED FIELDS

HELP WANTED SALES

Broadcast TV equipment salespersons needed for southern California and Midwest areas. Send resume to Gordon Peters, National Sales Manager, Vital Industries, Inc., P.O. Box 912, Arlington, TX 76010.

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 Scott, 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 for 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 Lloyd, 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, Hayes Creek, NC 27506.

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.

Print journalism position. Buena Vista College seeks full-time instructor-professor in print journalism. Applicant must have substantial education and experience in computer-assisted typesetting, newspaper design, and photojournalism. Need ability to integrate the print program into a complex broadband installation already in place on campus. Experience and education in advertising, public relations and communication theory a plus. Will supervise campus newspaper. Ph. D. preferred, MA. required. Position open: September 1, 1984. Deadline: March 31, 1984. Submit resume and three letters of recommendation to: Dr. Sandra Madsen, Associate Dean of Faculty, Buena Vista College, Storm Lake, IA 50588. AA/EOE.

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.

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.

Mass communications position. Buena Vista College, a four-year liberal arts institution, seeks applications for instructor-professor in mass communication. Consideration based on experience in broadband, cablecasting, current communication technologies, television production-ENG/EFP, legal and social issues, advertising and public relations. Position responsible for student advising and administrative management of student operated cable television programming. Ph. D. preferred, MA. required. Commercial and/or public broadcasting helpful. Submit resume and three letters of recommendation to: Dr. Sandra Madsen, Associate Dean of Faculty, Buena Vista College, Storm Lake, IA 50588. Position open: September 1, 1984. Deadline: March 31, 1984. AA/EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

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: 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.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Videocassettes. ¾" 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.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

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.

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.

UHF transmitter. 1 - 200kw transmitter consisting of the following: 5 - high voltage power supplies, 5 - heat exchangers, 5 - klystrons and magnetic assemblies, 2 - duplexers, 2 - exciters. For more information, call 301-462-4500. WBFF-TV, Channel 45, David Smith, Director of Engineering.

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 edit/cut 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/2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent! M. Cooper, 215-379-6585.

100% financing available to qualified buyers. Remote 23" video production truck engineered to handle up to 6 cameras. Equipped with 4 very low time top broadcast quality Toshiba PK 60s with 4 digital bay stations, microprocessors, auto set-up boxes, 14-1 and 17-1 Angenieux lenses with 2x extenders and macro auto zoom. Cameras include all studio and ENG accessories. Dual Techtronix 1410 sync generators and automatic changeover, Ikegami, Conrac, CDL, Grass Valley, R.T.S., O'Connor, Neve 8 track stereo mixer, Ampex audio recorder. Dual air conditioners, 7.5 KW generator, external audio/video/telco and generator patch and control panels. Just add recorders and shoot. If qualified call 212-249-8898.

Six inch rigid coax in 19.5 lengths. Priced reasonably. J.S. Betts Co., 404-964-3764.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

Remote video truck. 100% financing available to qualified buyers. Up to 6 cameras, incredibly efficient, 23 foot remote production unit. Just add recorders. See "100% financing ad" above for details, or call 212-249-8898.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Drop-ins, giggles, weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

MISCELLANEOUS

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.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM
University Microfilms
International
300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106**

RADIO

Help Wanted Announcers

PERSONALITY

WMNX-FM, Tallahassee, Florida, is looking for a warm, mature on-air personality to handle air/production. Contemporary country format. No beginners. Air check and resume to Jim Quin, PD., P.O. Box 1110, Tallahassee, FL 32302. EOE.

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.

Help Wanted Sales

SALES MANAGER

I'm looking for one very special person.

A sales manager with the character, ability and experience to lead the station to consistently high performance levels. Our sales staff won't settle for anyone less than outstanding.

It's a challenging job with a great radio station. Write to me if you're that special person. Ray Gardella, WICC, 177 State St., Bridgeport, CT 06604.

Help Wanted Management

GROUP PRESIDENT

No easy chair. Need hard working hands-on executive to lead well established FM group to maximum potential. A/C formats. Proven medium-large market GM experience with sales, program and bottom line success. Profit sharing, equity potential. Have you got the "right stuff" to explore this rare leadership opportunity? Write Box K-147. EOE.

GENERAL MANAGER

Sales and program leader for midwest market class C FM. We seek a proven winner. Top adult format with even more rating and revenue potential. Write Box K-146. Equal opportunity employer.

Help Wanted Management Continued

ASSISTANT CONTROLLER

Radio group based in Sunbelt is expanding its headquarters accounting staff. Must have accounting degree & at least 3 yrs. in radio accounting at station level. Great opportunity to grow with expanding group. Send resume & salary history to Box K-145. An EOE.

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.

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.

Situations Wanted Programing, Production Others

TO: THE GM THAT IS TIRED

of leaving the sound of his/her station to inexperienced program personnel. 15-year programming veteran (Dallas, Wash. DC, Baltimore, Cleveland, Kansas City) will consult your station's music (all formats) promotions & personnel to INSURE a professional, saleable sound. Get the edge on your competition & increase revenue! Box K-155.

TELEVISION

Help Wanted Management



WGOT-TV

GENERAL MANAGER /STATION MANAGER

GOLDEN TRIANGLE TV-60 CORPORATION, a recently assigned southern New Hampshire UHF independent television station, is looking for a General Manager/Station Manager. Southern New Hampshire is one of the Nation's fastest growth markets with the highest disposable income. We need a candidate with at least 5 years independent experience at the executive and administrative level. Extensive sales and programming background is essential. To qualify, applicant must demonstrate aggressive leadership skills and a proven track record. Please send a detailed resume to:

*President
92 Main St./Suite 104
Nashua, NH 03060*

GO FOR THE GOLD!

Help Wanted Programing, Production, Others

PROMOTION MANAGER

WPIX-TV is looking for a highly skilled, creative professional with a minimum of 5 years experience in television promotion. Independent station promotion experience a plus. Individual must have demonstrated ability in on-air station promotion production, copywriting, radio and print advertising and sales promotion. Person will be responsible for station promotion and advertising activities, including liaison with advertising agencies and development of long and short term strategic and financial plans. Send resume and salary requirements to: P.O. Box 1406, Grand Central Station, New York, NY 10163. An Equal opportunity employer.

PRODUCTION MANAGER

Plan, direct, and control activities of production department including supervision of personnel, schedule studio and remote facilities, budget and purchase production equipment, coordinate production efforts between station departments and oversee shipping/receiving of syndicated programs and films. Minimum 5 years production experience in local TV with emphasis on local news production, minimum 2 years experience in production management or supervisory capacity, news directing experience and college degree preferred. Send resume to: Jim Paratore, Program Manager, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. EOE.



NATIONAL OFFICE

Needs a feature producer immediately to post-produce and rewrite features. Strong writing and feature producing skills a must. No beginners. Send tape and resume to:

**Debby Messana
PM MAGAZINE
National Office
825 Battery Street
San Francisco, CA 94111**

Help Wanted Programing, Production, Others

DIRECTOR/PRODUCER

KTSP-TV, CBS, Phoenix, seeks experienced person to direct programs, specials, promotion, public service, and commercial projects. Special emphasis given for experienced news director. Need to work with all departments, individuals and clients. Send tape and resume to Maurie Helle, Production Manager, 511 W. Adams, Phoenix, AZ 85003. An equal opportunity employer, M/F.

DIGITAL VIDEO PRODUCTIONS

a Pennsylvania based production facility, is looking for a production professional, skilled at time code editing and studio/remote production. Must have experience with digital effects. No phone calls. EOE. Send resume and salary history to Jim Meyer, Production Manager, Digital Video Productions, 62 S. Franklin St., Wilkes-Barre, PA 18773.

BROADCAST PRODUCER/COPYWRITER

We're seeking a qualified candidate for the position of producer/copywriter in our broadcasting dept. Responsibilities will include writing of radio & TV scripts, developing commercial format & supervising production of same & production budgeting.

The ideal candidate will have a minimum 3 years shirt sleeve production & copywriting experience. We offer: excellent salary & comprehensive benefits program. Send resume and salary requirements in confidence to:

GIMBELS
Manager of Executive Personnel
Broadway & 33rd St.
New York, NY 10001

We will contact only those candidates who are selected for further consideration. An equal opportunity employer M/F.

GIMBELS

ART DIRECTOR

Southwest network affiliate in top 25 market seeking art director. Need creative individual to work with promotion, news, programing and sales. Minimum 3 years television experience and knowledge of Still Store system and electronic graphics. Strong print portfolio required. Management experience preferred. Send written portfolio and resume to Box K-139. An equal opportunity employer, M/F.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

PUBLIC AFFAIRS DIRECTOR

Plan, direct and control the activities of public affairs department including monitor station programming with regard to license commitments, execute ascertainment process in accordance with FCC regulations, production of all local affairs shows/documentaries/special projects, and supervise public affairs personnel. Minimum 5 years experience producing public affairs shows or news and minimum 2 years management experience producing TV shows preferred. Send resume to: Jim Paratore, Program Manager, WPLG-TV 10, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

Help Wanted News

CO-ANCHOR AND REPORTERS

We have a new owner and a new commitment. We are looking for a weeknight co-anchor and several reporters to help us build the best TV news organization in the mid-South.

Co-anchor candidates must want to be active in reporting and become involved in the community. Reporters should be sharp, aggressive hustlers who know how to produce a great TV story. No beginners, please. Minorities are encouraged to apply.

Send resume and tape to Michael Bille, News Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. E.O.E. No Phone Calls.



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

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.

Help Wanted Technical

E.J./E.N.G. Maintenance Engineers

KNBC, the NBC-owned television station in Burbank, has an immediate opportunity for experienced E.J. Maintenance Engineers.

The successful candidate will have 3-5 years recent experience in the maintenance and installation of microwave equipment, mobile and base, and E.J. two-way radio communications equipment.

We also prefer a working knowledge of E.J. cameras, monitors, switchers, and associated mobile equipment.

To join the leader in state-of-the-art broadcast technology, submit your resume to:

**NBC Employment
Department-BR
3000 W. Alameda Ave.
Burbank, CA 91523**

Equal Opportunity Employer M/F/H

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road,
Dept. RR., Ann Arbor,
MI 48106

Help Wanted Technical Continued



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
WFLA-TV-22
2410 Broad Street
Durham, North Carolina 27704
WFLA-TV-22 Is An Equal Opportunity Employer

Situations Wanted Management

BUSINESS MANAGER

Highly motivated individual with 15 years station experience seeks challenging financial position within your organization. Knowledgeable in all phases of business functions including personnel, EEO, labor, start-up, construction, traffic/sales service. 313-348-7056.

RESCUE TEAM

Mgmt team (45 yrs. exp.) to turn around your struggling TV property. Will consider piece of equity in lieu of \$\$\$. All currently employed, top positions, large markets. Strictest confidence. Box K-46.

ALLIED FIELDS

Help Wanted Instruction

DISTINGUISHED JOURNALIST

to build a new school of journalism in the West. We are building a new journalism school at the University of Nevada in Reno. We need a leader who can direct that effort. We are looking for a chairman of our department of journalism who has vision, who can oversee a curriculum that includes print and broadcast journalism, advertising, and public relations. We need someone who can thrive in a growing media community of five television stations, a major nationally ranked Gannett daily, and a host of radio stations, advertising agencies and specialty magazines and newspapers. To qualify you must be a distinguished journalist. You must have a proven reputation for managing people and solving problems. The ability to attract financial support is essential. An advanced degree and academic experience are desirable. EOE/AA. If interested, send (no later than March 20, 1984) letter of application, resume, names and addresses of at least three references to:

Paul Page
Dean, College of Arts and Science,
Chairman, Journalism Search Committee
University of Nevada-Reno
Reno, NV 89557

Consultants

EMERY VIDEO SERVICES

Technical consulting, system troubleshooting, facilities design, planning, installations.

BROADCAST-CATV-POST PRODUCTION

617-678-0196

413 Ocean Grove Ave., Suite 2, Swansea, MA 02777.

LOW POWER TV CHANNELS AVAILABLE

Low power TV channels in hundreds of cities across country now open for filing of competing applications. Nearly 3400 applications on this massive cut-off list with a deadline for filing of MARCH 8, 1984. Call TRA, Inc., Specialists in application filing, for a FREE check to see if a channel is available in your city! SPECIAL LOW RATES! CALL TRA, INC., TODAY TO BEAT THE FILING DEADLINE!

TRA, INC.,
COMMUNICATIONS CONSULTANTS
3590 S. 60th Ave., Suite 9
Hollywood, FL 33023

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
BIRMINGHAM, AL 35216
205-822-9144—ACT NOW!

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

Radio Programing

Introducing

The Baseball America Report

A new radio feature that will take an inside look at baseball, from the major leagues to the minor leagues and the colleges. Designed for morning and afternoon drive time Monday thru Friday.

For demo and details:

Dave Chase, P.O. Box 2089, Durham, NC 27702
Telephone: (919) 688-7945

Miscellaneous

LIKE TO VISIT CHINA?

JOIN US: Escorted and hosted by Radio Peking. Most comprehensive 21 day tour. Inquire cost and details.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907

Wanted to Buy Equipment

USED EQUIPMENT WANTED

For UHF TV station. Need slightly used 55K or 110K transmitter, 1000 - 1200 ft. tower, and antenna. Call 502-968-5155, or write Drawer 21, Louisville, KY 40219.

Public Notice

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on March 1, 1984, at the PBS offices, 475 L'Enfant Plaza, SW, Washington, DC. Agenda includes FY 1985 budget, PBS graphics, Annual Meeting arrangements, operational reports.

Wanted to Buy Stations

INVESTOR LOOKING

for partner with sales experience to purchase West Coast radio station. Write Steve Ricketts, 115 S. Barrington, Los Angeles, CA 90049.

SUNBELT STATIONS WANTED

Fast growing broadcast group searching for Sunbelt stations, preferably in FLORIDA. Small to major market stations considered. Highly qualified buyer, ready to move FAST. Please reply to Box K-153.

For Sale Stations

WALKER MEDIA & MANAGEMENT INC.

Northeast class A FM with 5KW daytime AM. Good real estate. \$675,000/terms.

David E. Hurlbut
PO Box 553
Mt. Carmel, IL 62863
618-263-3380

GOSPEL STATION

located in Southern state. 5000 watts. Includes real estate. Asking \$525,000; \$100,000 down payment. Balance negotiable. 803-585-4638.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

Over 120 Buyers & Sellers Served in 1983

LARGE SUNBELT MKT.

100kw FM with daytime AM. Asking \$825,000, terms. low down. Contact David LaFrance. 303—534-3040.

TEXAS - Metro Market

AM/Cl. C FM. Profitable. strong cash flow. Asking \$6,100,000. Contact Bill Whitley. 214—680-2807.

SOUTHERN CALIFORNIA

Solidly profitable. AM/FM combo - asking \$1,400,000. Contact Elliot Evers. 818—366-2554.

MIDWEST MAJOR MARKET FM

Positive cash flow. Owner wishes to move on. Contact Peter Stromquist. 312—580-5778.

Our References

Include Every

Buyer & Seller Served

Chapman Associates

nationwide mergers & acquisitions
1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

Contact: Janice Blake

For Sale Stations Continued



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Sunbelt mountain resort properties located in above average growth area. FM class A and AM daytimer on excellent frequency. Long and consistent growth record of gross billings and cash flow with potential for future growth. \$750,000 including real estate, terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek • El Paso, Texas 79912 915-581-1038

Hoguen - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1959
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

WALKER MEDIA & MANAGEMENT INC.

Sunbelt 1,000 watt daytimer.
\$117,500/terms. Less for cash.

David E. Hurlbut
PO Box 553
Mt. Carmel, IL 62863
618—263-3380

JAMAR • RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

850 West Lake High Dr. Suite #103 Austin, TX 78746

TV CP's & RADIO STATIONS

- Radio - group \$14 mil.; TN FM \$750K; OK AM w/FM CP \$700K; 3 so. TX FM CP's.
- Comm'l. TV CP's - in 17 states.
- LPTV CP's - in 12 states.
- Cable TV - we have cash buyers for all size systems.

DONALD R. STIMBLE ASSOCIATES

22 Hilltop Dr.
Kimberling City, MO 65686

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others

404—351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

AM RADIO STATION

for sale. \$1.15 MM. Washington, DC area. Fulltimer. Terms available. Principals only. Write Box K-138.

THE HOLT CORPORATION

3 AM/FM COMBOS

UPPER ATLANTIC COAST. TURNAROUND & CASH FLOW SITUATIONS

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

NORTH CENTRAL AM

Good cash flow with growth potential. Class C available. Priced at 1.75 X gross or less than 1.5 X's for cash. T.L. Laidlaw, BROKER, 701—256-5181.

PRIVATE COMMUNICATIONS COMPANY

with seven figure cash flow will acquire immediately profitable Eastern seaboard or off-shore TV, radio, cable, or advertising related properties. Top prices paid with reasonable allocation, non-compete, consulting, etc. Absolutely need in-place management, depreciable assets and growth. Write Box J-165.

Horton & Associates

MEDIA BROKERS/APPRAISERS

NEW ENGLAND

Single station community. AM facility has profitable history with record billings in 1983. Priced at \$700,000 on terms.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

For Sale Stations Continued



Wilkins and Associates Media Brokers

FL	AM	\$125,000	35%
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%
MI	AM	\$35,000	downpayment
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
FL	Cl. C FM		

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN 38157

CLASS C FM

\$310 cash flow in Midwest on \$1.2 revenue with much more potential untapped by retiring owner. \$2.7, terms possible. Write Box K-148.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816—259-2544

OWNER RETIRING

Midwest university town AM-FM with excellent cash flow in very stable market. Billing over \$700,000 annually. Outstanding staff, reputation, and potential. Call Don C. Dailey, 417—865-7700. D/W Investors, Inc., Brokers.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NORTHEAST

We have several new listings including AM/FM combos and FM only. These stations will be offered FIRST to clients on our mailing list. If you would like to be on our mailing list, call or write.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802—524—5963. OR GEORGE WILDEY:
207—947—6083; 207—827—5581.

MIDWEST GROUP

3 top FM facilities with \$4.5 revenue, \$1.4 cash flow, good mgt. and good growth potential. Health of principal dictates substantial cash on \$10M. Write Box K-149.

□ Fulltime, 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.

BUSINESS BROKER ASSOCIATES
615—756-7635 24 HOURS

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

■ West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415—434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404—956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

For Fast Action Use
BROADCASTING'S Classified Advertising

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.)

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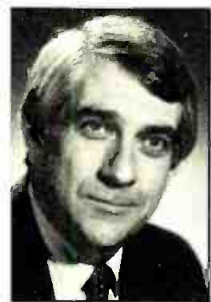
Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

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



Penn

Richard Penn, VP and general manager, NBC Radio Networks, New York, named to newly created position of senior VP, NBC Radio Networks.

James L. Reinsch Jr., VP, Southeastern Regional Manager, Cox Cable, Ocala, Fla., and son of J. Leonard Reinsch, broadcasting

and cable pioneer and chairman and part owner, Sunbelt Cable, Lake Worth, Fla., joins Sunbelt as senior VP, operations. **Kevin McLaughlin**, south Florida regional manager, Jones Intercable, Lake Worth, Fla., joins Sunbelt Cable as VP, marketing.

William Scott, former president and chief operating officer, defunct Satellite News Channel, Stamford, Conn., named executive VP, Group W Television, New York, functioning as adviser to Group W Television resident, William F. Baker.

John Purcell, VP, general sales manager, Gulf Broadcast Group's WTSP-TV Tampa-St. Petersburg, Fla., joins co-owned WGHP-TV High Point, N.C., as president and general manager.

Layne Barnett, news director, WTMJ-AM-TV Milwaukee, named VP, general manager of TMJ-TV.

Allen Shaw, VP, radio division, Summit Communications, Winston-Salem, N.C., elected to board of directors.

Annis FitzSimons, director of sales, Tribune Broadcasting's WGN-TV Chicago, joins co-owned WGNO-TV New Orleans as VP and general manager.

James L. Reinsch Jr., VP, Southeastern Regional Manager, Cox Cable, Ocala, Fla., and son of J. Leonard Reinsch, broadcasting and cable pioneer and chairman and part owner, Sunbelt Cable, Lake Worth, Fla., joins Sunbelt as senior VP, operations. **Kevin McLaughlin**, south Florida regional manager, Jones Intercable, Lake Worth, Fla., joins Sunbelt Cable as VP, marketing.

Allen Shaskan, general attorney, broadcast section, law department, CBS, New York, named VP, assistant to president, CBS television stations division.

Brian Quirk, general manager, North Shore, Wis., and Milwaukee systems, Viacom Cable, joins Cablenet, Mount Prospect, Ill., as VP and general manager.

Kenneth Hall, VP, sales, CBS Television Sta-

tions division, joins CBS-owned WBBM-TV Chicago as station manager.

Ray Sasser, general sales manager, WTQR(FM) Winston-Salem, N.C., assumes additional responsibilities as station manager.

Mike Boen, general sales manager, KDWB-AM-FM Minneapolis, named station manager.

Sandra Stapleton, executive secretary, WEMP(AM)-WMYX(FM) Milwaukee, named assistant to general manager.

David Murray, air personality, WJFM(FM) Grand Rapids, Mich., named operations director.

Neil Baker, account representative, affiliate relations, ABC-TV, New York, named district supervisor, affiliate relations, north central area.

William Templeton, manager, internal audit department, Cox Communications, Atlanta, named controller of Cox's WFXM(FM) Elmwood Park, Ill.

Margaret Kline, director of planning, CBS-owned WCAU-TV Philadelphia, to director of finance and planning. **Augustine Martinez**, from co-owned KNXT(TV) Los Angeles, succeeds Kline.

Appointments, KAKE-TV Wichita, Kan.: **Tom McBroom**, assistant business manager, to controller; **Cathy Phillips**, accounting clerk, to credit manager, and **Vicki Stover**, accounting clerk secretary, to personnel manager.

Alton Reynolds, corporate controller, Digital Scientific Corp., Orange City, Calif., joins KTTY-TV, new San Diego station scheduled to go on air in spring, as business manager.

Ronald Bornstein, general manager, noncommercial WHA-AM-TV Madison, Wis., and former interim president, National Public Radio, Washington, named VP, university relations, for stations.

Midge Bowen Ramsey, VP and station manager, noncommercial WPBH(FM) Middlefield, Conn., joins National Public Radio, Washington, as senior VP, representation.

Marketing

Tom Robbins, director of public relations, J. Walter Thompson/West, San Francisco, named VP, director of communications, JWT-USA, New York.

Appointments, Needham, Harper & Steers, New York: **Jack Hetherington**, assistant director of creative services, to senior VP; **Roy Lancaster**, VP, account supervisor, to management representative; **Lynne Palmore**, media supervisor, Needham, Harper & Steers, New York, named associate media director, and **Ronald Greenberg**, from Dancer, Fitzgerald, Sample, New York, to account executive.

David Leveton, assistant media director, and

Patricia O'Connor, senior copywriter, Ogilvy & Mather, New York, named VP's.



Fillenwarth

Albert Fillenwarth, director of financial services, D'Arcy MacManus Masius, St. Louis, named VP.

Clark Frankel, associate creative director, and **Martin Maurice**, manager of TV commercial production, Young & Rubicam, New York, named senior VP's. **Paul Murphy**,

from Y&R USA, New York, joins DYR USA, joint venture of Young & Rubicam and Dentsu Inc. of Japan, as senior VP, director of marketing services, based in New York.

Egdon Simons, director of sales, CBS-owned KMOX-TV St. Louis, named VP, sales, CBS television stations division, New York.

Tom McKinley, senior VP, East Coast regional manager, Major Market Radio Sales, New York, named executive VP, stations.

Sharon Rask, account supervisor, Grey Advertising-Twin Cities, Minneapolis, named VP.

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Suzanne Gibson, freelance broadcast producer, joins Sive Associates, Cincinnati, as broadcast producer. **Deborah Davidson**, from Lawler Ballard Advertising, Cincinnati, joins Sive Associates as copywriter.

Marcia Spehar, from Kelly, Scott & Madison, Chicago, joins Eisaman, Johns & Laws there as senior media buyer.

Debbie Dobbins, assistant media planner, BBDO, New York, named media planner. **Katy O'Brien**, secretary, BBDO, New York, named assistant producer.

Rick Radford, Southwest regional advertising sales director, Group W Cable, Los Angeles, joins Nationwide Cable Rep there as VP, Western national sales.

Ellen Wedner, national accounts manager, Cableschop, New York, Adams-Russell's interactive consumer information service, joins Nationwide Cable Rep, New York, as executive VP, Eastern.

Peter Dunn, from Avery-Knodel, New York, joins Harrington, Righter & Parsons there as account executive, blue team.

Lawrence Friedland, manager of sales presentations, owned and operated stations, NBC, New York, joins Seltel there as manager, white research affiliate team.

Laurie Meyer, senior buyer, D'Arcy MacManus Masius, San Francisco, joins Avery-Knodel Television there as account executive. **Susan Levy**, from MMT, New York, joins A-K there as account executive.

Randy Klein, broadcast media buyer, W.B. Doner & Co., Baltimore, named media planner.

Kevin Nugent, account executive, Petry, Chicago, named group sales manager, raiders team. **Bill Shaw**, account executive, mustangs team, Chicago, named group sales manager of team.

Steve Hill, national sales manager, WWW(FM) Detroit, joins Torbet Radio there as regional manager. **Anne Farrell**, from Katz, Dallas, joins Torbet Radio there as account executive.

Gary Smith, from Arnold & Co., Boston, joins Hume Sindelar & Wright, Miami, as senior copywriter.

Jeffrey King, from Cedar Hames & Associates, St. Petersburg, Fla., joins Ensslin & Hall, Tampa, Fla., as mechanical artist.

Heather Paris Cleary, from KPDX-TV Portland, Ore., joins Northwest Television Sales there as account executive.

Bob La Bonte, general manager, KFKE-AM-FM Kansas City, Kan., joins Interep, Eugene, Ore., as Northwest manager, radio marketing division.

Woo Chun, from McGavren Guild Radio, New York, joins Hillier, Newmark, Wechsler & Howard there as business manager, succeeding **Dave Imperato**, resigned.

Grey Seamans, senior research analyst, NBC, New York, named manager, sports research.

Mike Sullivan, VP, creative director, Creative Station, Indianapolis, joins Keller-Crescent, Evansville, Ind., as associate creative director.

Jill Novorro, account executive, sabers team, Katz Independent Television, New York, named sales manager. **Jodi Rogaway**, account executive, Seltel, Los Angeles, joins Katz Television Continental there in same capacity.

Donald Norris, director of operations, former Cable Health Network, New York, joins Colony Interconnects, Providence, R.I., as account executive.

Peter Bloom, from Mutual Broadcasting System, New York, joins RKO Radio Networks there as account executive. **Vincent Morgan**, from Eastman Cable Representatives, New York, joins RKO Radio Sales there as account executive.

Peter Diaz, from Storer TV Sales, New York, joins Harrington, Righter & Parsons there as account executive.

Beverly Ornik, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

John Riedl, national sales manager, KABC-TV Los Angeles, named general sales manager, succeeding Len Spagnoletti, who joined co-owned KGO-TV San Francisco as VP and general manager ("Fates and Fortunes," Feb. 13).

Jack O'Hern, general sales manager, WAGA-TV Atlanta, joins KHOU-TV Houston in same capacity.

Rhita Hughes, director of co-op services, WSPA-FM Spartanburg, S.C., named sales manager.

Jan Brown, account executive, WCZY(FM) Detroit, named general sales manager of co-owned WLQV(AM) there.

Ann Maxwell, account executive, WSFA-TV Montgomery, Ala., named local sales manager.

Robert Hoffman, local sales manager, WGN-TV Chicago, named general sales manager, succeeding Dennis FitzSimons, named VP-general manager co-owned WGNO-TV New Orleans (see "Media," above).

Appointments, WCAU-TV Philadelphia: **Mary Ann Miller**, manager of research, to director of research; **Cynthia Taylor**, from WEEI(AM) Boston, succeeds Taylor, and **Anthony Valentino**, assistant manager of continuity acceptance, to manager of continuity acceptance.

Jim Goodlad, account executive, WGNO-TV New Orleans, named local sales manager.

Brooks Hogg, from KVUE-TV Austin, Tex., joins WGNO-TV as account executive.

Cathy Stewart Fingerman, account executive, WAPI(AM) Birmingham, Ala., named local sales manager.

Kathryn McLaughlin, account executive, WPLJ(FM) New York, named national sales manager.

Jeff Stern, account executive, WFLD-TV Chicago, joins KNBN-TV Dallas as national sales manager.

Jessica Steward, account executive, WQAM(AM) Miami, joins WWFL(FM) Miami Beach as local sales manager. **Bob Morency**, from WHYI(FM) Fort Lauderdale, Fla., joins WQAM as account executive.

Ruth Hoerr, from KSDK-TV St. Louis, joins KPLR-TV there as account executive.

Pat Pickel, account executive, WATE-TV

Knoxville, Tenn., named regional sales manager.

Cindy Hagen, sales manager, KRRK-AM-FM East Grand Forks, Minn., and **James Kiloran**, from WFRV-TV Green Bay, Wis., join WCCO-TV Minneapolis-St. Paul as account executives.

Lynn Rego, from KFRC(AM) San Francisco, joins KGO(AM) there as account executive.

Tina Huttoe, from WWFL(FM) Miami Beach, Fla., joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

Programing

Paul Steinle, VP, news and operations, Financial News Network, New York, named president and chief executive officer, succeeding **Norman Potter**, who is expected to remain consultant to FNN.

Kevin Metheny, director, programing and operations, WNBC(AM) New York, joins Warner Amex Satellite Entertainment Co., New York, as director of programing for MTV Music Television.

Martin Lafferty, VP, programing and marketing, Group W Cable, New York, resigns, but will remain consultant to company for "indefinite period," according to Group W.

Appointments, Showtime/The Movie Channel, New York: **Stuart Gray**, VP, research RCA Videodiscs, New York, to VP, research **Brown Johnson**, director of programing, The Movie Channel, New York, to director of program planning, and **Alan Zapakin**, manager of scheduling, Showtime, New York, to director of scheduling.

Judith Bresler, general attorney and associate director of business affairs, ABC Video Enterprises, New York, joins ancillary rights division, MGM/UA, New York, as VP, business affairs.

Bob Williams, director of operations, The Disney Channel, Los Angeles, named VI production and operations. **Ron Miziker**, VI programing, The Disney Channel, Los Angeles, resigns that post to become independent producer for channel.

Richard Maynard, independent producer most recently of *Citizen Hearst* mini-series for CBS specials department, joins Telepictures/Newland-Raynor Productions, joint venture to create, develop and produce television programs and motion pictures, as head of development and creative affairs.

Anne Lieberman, associate director, program acquisition, Fox Telecommunications, Los Angeles, named associate director, syndicated programs, Fox Television there.

Frank Cammarata, clearance coordinator, RadioRadio, CBS, New York, named manager affiliate clearance.

Alyce Finell, director of programing, Daytime, New York, named executive director current programing and development, Lifetime there. **Ellen Abrams**, senior producer Daytime, named director, development and current programing, Lifetime.

Bob Biernacki, station clearance represent

ive, United Stations, New York, named director, sales services.

Managers, national accounts, Home Box Office, New York, named directors, national accounts: **Michael Grindon**, **Jack Hayes**, **Gail Williams** and **Bruce Zeller**.

Peter Hansen, director, dramatic programming, The Entertainment Channel, New York, named director, international program relations, Hearst/ABC-RCTV there, company that operates Arts and Entertainment Network.

Deanna Baron, co-host, *Don and Deanna on Sleecker Street*, Continuum Broadcasting Network, New York-based program syndicator, named associate producer, entertainment programming, Continuum Broadcasting.

Francie Leader, from Group W Cable, Detroit, joins The Learning Channel, Washington, as affiliate-community relations coordinator, marketing division.

Jo Raines, program director, KWK-AM-FM St. Louis, joins WWL(FM) Miami Beach in same capacity.

Paul Michael Tyler, air personality, WSN(FM) Philadelphia, named program director.

Pat Evans, promotion and advertising director, KOME(FM) San Jose, Calif., named program director.

Rocki Hodgson, assistant program director and acting program director, KGLD(AM)-QRS(FM) Golden Valley, Minn., named program director.

Phil Redo, air personality, WLTW(FM) New York, named program director.

Steve McIntosh, news director, KFHM(AM)-BRA(FM) Wichita, Kan., named program manager.

Appointments, KWES-FM Monahans, Tex.: **John Clay**, from KRIG(AM) Odessa, Tex., to program director; **Jim Scott**, from KRIG(AM), to same capacity, and **Larry Morgan**, from KRIG(AM) to music director.

Thonda Kiefer, programming assistant, WMM(FM) Cleveland, named program coordinator.

Lebra Holden, reporter, WJTV(TV) Jackson, Miss., named executive producer.

Thyllis Slocum, senior producer, WRAL-TV Raleigh, N.C., named executive producer.

Jack Buck, sportscaster, CBS Radio Network, New York, will continue his association with network but with reduced schedule. Buck will continue as sports director for BS-owned KMOX(AM) St. Louis.

Jim Nedelka, news-sports assistant, WHN(AM) New York, named production coordinator.

Michael Stevens, air personality, KSRR(FM) Houston, named music director.

Nettie Lai, program coordinator, KYUU(FM) San Francisco, named music administrator.

Red Flaxman, assistant general manager and director of programming and production, non-commercial KUAT-TV Tucson, Ariz., joins noncommercial WTTW(TV) Chicago as director of program development. **Elizabeth Richter**, executive producer, local program production, WLS-TV Chicago, joins WTTW as associate director, program production.

News and Public Affairs

Appointments, news, RKO: **John McConnell**, manager of news, RKO ONE, New York, to manager of news, RKO Radio Networks; **Lou Milano**, assignment editor, New York, to bureau manager, London, succeeding **Richard Davies**, named political correspondent, New York; **Dean Shepherd**, correspondent, RKO ONE, New York, to economic correspondent and anchor, RKO TWO's *The Money File*, and **Ross Klavan**, from WINS(AM) New York, to correspondent, RKO ONE there.

Anne Garrels, diplomatic correspondent, ABC News, Washington, named bureau chief and correspondent, Central America bureau, San Salvador. **Alejandro Benes**, associate producer, Dallas bureau, ABC News, named bureau manager and Central America producer, San Salvador.

Jeff Lubar, director, Washington news bureau, Susquehanna Broadcasting Co., assumes additional duties as general manager, Susquehanna Radio News Service there.

Tom O'Neal, news director, WRBL-TV Columbus, Ga., named corporate VP of licensee, Columbus Broadcasting Inc.

Ronald Mires, news director, KGTW(TV) San Diego, named executive director of news for station, and VP, news, for parent, McGraw Hill Broadcasting Co.

Ron Price, assistant news director, WRAL-TV Raleigh, N.C., named news director.

Douglas Morgan, editorial director, KHOU-TV Houston, named manager, news operations.

Gilda Franklin, public affairs director, KTTV(TV) Los Angeles, named editorial director.

Tim Windsor, news production assistant, WJZ-TV Baltimore, named dayside assignment editor.

Ed Rose, coordinating producer, defunct Satellite News Channel, Washington, joins WSVN-TV Miami as assistant news director. **Larry Wallenstein**, from WCIX-TV Miami, joins WSVN-TV as newsgathering manager.

John Fisher, from WTKR-TV Norfolk, Va., joins WSTM-TV Syracuse, N.Y., as anchor-producer and reporter. **JoAnn Mangione**, associate producer, noon news, WXFL(TV) Tampa-St. Petersburg, Fla., joins WSTM-TV as 11 p.m. news producer.

Katherine Drew, weekend news producer, KRDO-TV Colorado Springs, named 5:30 p.m. weekday news producer.

Robin Garrison, reporter, WPVI-TV Philadelphia, named morning news anchor.

Diane Ruszczyk, executive producer and anchor, *Cable 6*, local news program of Cablevision Industries, Orange County, N.Y., joins U.S. Cablevision Corp., Beacon, N.Y., as reporter.

Pete Morrison, from WZID(FM) Manchester, N.H., joins WEMJ(AM) Laconia, N.H., as news director. **Bob Kennedy**, from WZID, joins WEMJ as host, *AM Newswatch*.

Jane Watrel, co-anchor and reporter, KECI-TV

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☐ Payment enclosed

Company

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Home? Yes ☐ No ☐

City

State

Zip

Type of Business

Title/Position

Signature
(required)

Are you in cable TV operations ☐ Yes ☐ No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Missoula, Mont., joins WJTV(TV) South Bend, Ind., as reporter.

Jim Wallace, from WOMP(AM) Bellaire, Ohio, joins WWVA(AM)-WOVK(FM) Wheeling, W. Va., as reporter and news editor.

Lisa Fantino, weekend anchor-editor, WFAS-AM-FM White Plains, N.Y., named evening anchor-editor.

Stan Coleman, reporter, WGRZ-TV Buffalo, N.Y., named executive producer, newly formed public affairs department.

Patrick Harwood, from WTVR-TV Richmond, Va., joins WITN-TV Washington, N.C., as reporter. **Sharon Ann Kester**, news director, WGTN(AM) Wilson, N.C., joins WTVR-TV as reporter.

Elena Friedman, Washington correspondent, KIII(TV) Corpus Christi, Tex., joins WJXT(TV) Jacksonville, Fla., as reporter.

Ralph Hipp, 6 and 11 p.m. anchor, WCJB(TV) Gainesville, Fla., joins WVUE(TV) New Orleans as reporter.

Kathy Chin, from KFMB-TV San Diego, joins KSBY-TV San Luis Obispo, Calif., as writer-reporter.

Christie Timmons, field producer, *PM Magazine*, KUTV(TV) Salt Lake City, named station's director of community affairs.

Sid Sprecher, from Iowa Public Television Network, Des Moines, joins noncommercial KETC(TV) St. Louis as current affairs manager.

Eric Hausmann, news photographer, WINK-TV Fort Myers, Fla., joins WXFL(TV) Tampa-St. Petersburg, Fla., in same capacity.

Dennis Ketterer, weather anchor and science and environment reporter, WBLN(TV) Bloomington, Ill., joins WTTG(TV) Washington as weekday weather anchor. **Kim McCullough**, anchor-reporter, defunct Satellite News Channel, Stamford, Conn., joins WTTG(TV) as reporter.

Melvin Epps, from KHOU-TV Houston, joins WJBK-TV Detroit as weather anchor and reporter.

Technology

Steven Bonica, director, broadcast systems, engineering, NBC, New York, named VP, engineering, acting as chief engineer for NBC-TV.

Ted Buttner, chief executive officer, Coastcom, Concord, Calif.-based communications equipment manufacturer, named president.

John Delissio, VP, general manager, broadcast division, MA-COM Video Systems, Burlington, Mass., joins Harris Broadcast Group, Quincy, Ill., as VP, systems and service operations.

Roy Donnelly, operations manager, Production Services, Atlanta, joins Image Devices International, broadcast equipment manufacturer there, as VP and general manager.

Richard Brown, financial analyst, Airborn, Dallas, joins Tocom there as manager of business planning. **Dan Olson**, district sales manager, Tocom, Londonderry, N.H., named Northern regional sales manager there.

Gregory Bedross, production coordinator,

Matrix Video, New York, joins Sony Broadcast Products Co., Teaneck, N.J., as sales engineer. **Christopher Golson**, national sales manager, Elector, Pine Brook, N.J.-based distributor of broadcast products, joins Sony Broadcast Products Co., Teaneck, N.J., as product manager, monitors.

Mark Bollin, from AVX Corp., Myrtle Beach, S.C.-based electronic components manufacturer, joins Jerrold division, General Instrument, Hatboro, Pa., as account manager.

Appointments, Spectrum Video Post Production, Cleveland: **Beth Hydovitz**, news producer, WCPO-TV Cincinnati, to assistant to general manager; **Dennis Belcher**, studio maintenance supervisor, Warner Qube, Pittsburgh, to chief engineer, and **Al Cohen**, broadcast engineer, WCPO-TV, to assistant chief engineer.

Janet Peterson, director of marketing operations, ADDA Corp., Los Gatos, Calif., named VP, marketing and sales.

Stephen Dunwoody, from Premier Office Systems, Indianapolis, joins Mycro-Tek, video products manufacturer there, as sales representative.

Promotion and PR



Wright

Robert Wright, director, ABC public relations, West Coast, Los Angeles, named to newly created position of director, motion picture public relations, ABC Broadcast Group.

Jayne Coyne, manager, affiliate promotion, Showtime/The Movie Channel, New York, named director, affiliate promotion.

Laurence Rebich, director of consumer and trade advertising, The Nashville Network, Group W Satellite Communications, Stamford, Conn., named VP, marketing and sales promotion.

Don DeMesquita, VP, Rogers & Cowan, Beverly Hills, Calif.-based public relations firm, named president, television division.

Duane Borovec, assistant news director and promotion manager, KCRA-TV Sacramento, Calif., joins public relations firm of Roy Heatly/Associates there as VP.

Leslie Roth, from Huntington Historical Society, New York, joins Rainbow Programing Services, Woodbury, N.Y., as manager of creative services.

Renie Hale, production director, WDKX(FM) Rochester, N.Y., named promotion and public relations director and assistant program director. **Todd Gregory**, air personality, WDKX, named assistant promotion and public relations director.

Frank Biancuzzo, assistant promotion manager, WALA-TV Mobile, Ala., joins WSVN-TV Miami as news promotion manager.

Susan Silver, freelance promotion consultant, joins Audience Research & Development, Dallas-based communications consulting firm, as advertising-promotion consultant.

Anne Collins Birch, acting director of advertising and promotion, WCCO-TV Minneapolis St. Paul, named director of advertising and promotion.

Libby Salisbury, from Southern Interiors Dallas, joins KYTV(TV) Springfield, Mo., as promotion director.

Robin Denny, continuity director, WJFM(FM) Grand Rapids, Mich., named to newly created position of promotion-continuity director.

Judith Timmerman, promotion manager, WRAL-TV Raleigh, N.C., joins WFAA-TV Dallas as assistant promotion manager.

Allied Fields

William S. Paley, founder, former chairman and now director, CBS Inc., has been named fourth recipient of annual *TV Guide* Life Achievement Award, for doing "more to shape popular entertainment in America than anyone else alive."

Barbara Walters, correspondent, ABC News has been awarded Perlman Award for Human Advancement from B'nai B'rith Women for her "pioneering efforts for women in the communications field." Award was presented at opening banquet of BBW's international biennial convention Feb. 26 at New York Hilton hotel.

Stella Zadeh, managing editor, CBS Extravision teletext project, Los Angeles, has left to form her own communications consulting firm, Stella Zadeh & Associates there, specializing in new electronic media.

Catherine Shelton, administrative assistant to president, National Captioning Institute Washington, named corporate secretary.

Elected to retail development board, Television Bureau of Advertising, New York: **Jerr Campbell**, WJXT(TV) Jacksonville, Fla.; **Do Dominick**, KWGN-TV Denver, and **Stanford Levy**, WNBC-TV New York.

Elected officers, Alaska Cable Television Association, Anchorage: **Bob Herron**, Beth Cable TV, president; **Bill Brooks**, Matanuska Telephone Association, vice president; **Lari Rhodney**, McCaw Cablevision, secretary, and **Betty Philbin**, Alaska Cablevision, treasurer.

Pat Watkins, director of low-power television hotline of National Federation of Local Cable Programers, Washington, joins National Federation of Community Broadcasters there director of training and outreach.

Harold Gore, executive VP, Sudbrink Broadcasting, Fort Lauderdale, Fla., joins H.I. LaRue, media broker, as VP of new Atlanta office.

Deaths

William F. Joseph, 62, controller, WALA-Mobile, Ala., died of heart attack Feb. 10 his home in Mobile. He is survived by 1 wife, Mary Dorothy, two sons and daughter.

Arthur Scanlon, 67, one-time air personality WINS(AM) New York, died of cancer Feb. 11 his home in Cliffside Park, N.J. He is survived by his wife, Betty, son and daughter.

CEA's Michaels: brokering his way to the top

It's a little hard to believe, on seeing J. Patrick (Rick) Michaels, chairman of Communications Equity Associates, in his Tampa offices—pinstripes, Persian carpet, decidedly British Empire furnishings—that the man who founded a cable brokerage and finance firm that last year quarterbacked over \$400 million in cable deals, was once a disk jockey at a pirate radio station and manager of rock and roll bands. After learning that, however, it comes as less of a surprise that the same man who now counts among his regular clients such major MSO's as Times Mirror Co., TCI and Storer Communications, started his career selling Bibles and dictionaries door-to-door.

CEA, which is celebrating its 10th anniversary this year, has, by Michaels's estimate, handled over \$1.5 billion in cable system sales. Along the way, CEA has become a contender in a game that formerly had only one master: Daniels & Associates of Denver. CEA, its chairman proclaims, is uninterested in going after gross for gross alone. It is, in Michaels's words, "a Rolls Royce, not an Avis."

CEA has arrived where it is today, says Michaels, by paying meticulous attention to the individual needs of its clients—whether they are buying or selling, applying for a franchise or securing financing to build or upgrade a system. Clients say the firm provides a Southern hospitality brand of investment banking.

CEA has prospered steadily over the past few years. In 1978, it handled 24 transactions totaling about \$30 million. For the fiscal year ending next May, Michaels projects the firm will close over \$400 million in transactions.

It hasn't all been easy. When he founded the cable consulting and investment firm in late 1973, Michaels had \$2,000 in the bank, and that was just enough to cover hospital costs for the birth of his daughter.

Michaels's original ambition was to become a foreign service officer. Growing up in Jamaica, West Indies, in the 1950's, the son of an American businessman, he had visions of living and working abroad in even more exotic locations. The idea held firm through college (Tulane University, New Orleans), when he briefly flirted with joining the CIA. During a year of study in England, Michaels worked as the first American disk jockey at a British pirate radio station, "broadcasting rock and roll and religion" from an abandoned World War II anti-aircraft port 12 miles off the coast of Kent. Instead of heading back to the U.S. to finish college, Michaels stayed on an extra year to manage rock bands in London.

In 1965, Michaels returned to the U.S. to finish college (graduating with highest hon-



John Patrick Michaels Jr.—chairman, Communications Equity Associates, Tampa, Fla.; b. March 28, 1944, Orlando, Fla.; London School of Economics, England, 1963-64; BA, Tulane University, New Orleans, 1966; MA, Annenberg School of Communications, University of Pennsylvania, 1968; corporate finance department, Times Mirror Co., 1968-1969; vice president of marketing and development, TM Communications of Florida, 1970-72; vice president, Cable Funding Corp., 1973; founder CEA, 1973; present position since July 1982; m. Ingeborg Theimer, May 2, 1970; children—Kimberly Lynn, 11.

ors) and to the job that would lead him into cable television. During summer vacations he sold books—principally Bibles and dictionaries—for the Southwestern Co., Nashville, which was purchased by Times Mirror in 1969. In his fifth and last summer as a book salesman, Michaels was making over \$1,000 a week, selling more books than anybody else and catching the eye of Ted Welsch, one of Southwestern Co.'s principals.

It wasn't until after Michaels had returned from graduate school at the Annenberg School of Communications at the University of Pennsylvania, however, that Welsch offered direct help. Michaels was visiting him in Nashville while there for a job interview with a group of country music stations. Welsch offered to call some friends at parent Times Mirror on Michaels's behalf. Michaels remembers Welsch getting on the phone—after Michaels told him he had read a book about cable television—and asking his Times Mirror friends if "you boys are interested in that cable TV stuff." They were, and Michaels was hired, attached to the corporate finance department to look into possible cable investments.

Michaels's research eventually led to Times Mirror's first cable acquisition, in San

Clemente, Calif. Subsequently he was sent to Florida as a vice president for marketing and development for the cable systems Times Mirror was developing there. When Times Mirror sold those systems to Teleprompter in 1972, Michaels "got the itch to be an entrepreneur," and set out to buy his own cable system. He found the system, but not the capital. The search, however, led him to Cable Funding Corp., New York, a publicly traded company that lent money to cable systems in exchange for equity interests.

The president of CFC at the time was Harold Ewen (now president of CEA). Ewen thought Michaels's proposal to buy his own system was "terrible" but was convinced that Michaels's basic business instincts were sound, and invited him instead to join CFC. He did, but after a year, when the stock market bottomed out in 1973, CFC became the object of both friendly and unfriendly takeover bids. Michaels decided to strike out on his own, starting his cable consulting and financing business out of his New Jersey apartment.

It was, to say the least, a shoe-string operation, depleted to near-zero capital by the obstetrical costs, until Michaels collected a \$90,000 commission from brokering his first cable system. Michaels was on his way.

In January 1975, Michaels and family moved to Minneapolis to investigate for a client the possibilities of applying for a cable franchise there, even though the request for proposal was still a long way off. While in Minneapolis, Michaels teamed up with Jeff Marcus, former national sales director of Teleprompter. It was only "the two of us and a secretary." But soon enough business was coming in to spark the realization that they could not afford Minnesota taxes. So they moved to Florida, where the climate was sunnier, financial and otherwise.

CEA now numbers 27 employees, including specialists in financing, debt placement, acquisitions and divestitures, operations and franchise consulting. Michaels likens it to a law firm—clients are handled by representatives according to their specialty, and not chopped up on a geographic basis as is customary in sales organizations.

CEA is moving forward with expansion plans. A new joint-venture office with a "major British bank" is about to open in London, and Michaels says that he may be forced to open an office in New York (the thought of paying New York rents leaves him cold).

In a way, Michaels has fulfilled some of the diplomatic ambitions of his early years. Away from home 241 days last year, having logged some 300,000 air miles, his schedule ranks with that of the secretary of State. What's more, as adviser and counselor to a long list of different clients, Michaels says he sometimes has to "keep them from squabbling at each other."



Public Broadcasting Service aired, on tape-delayed basis, full coverage of **debate among eight presidential hopefuls** that took place last Thursday (Feb. 23) in Goffstown, N.H., on eve of that state's primary, which takes place tomorrow (Feb. 28). Debate ran from 8 p.m. to 9:30 p.m. (ET) and PBS televised it starting at 11 p.m. CNN was to have replayed debate yesterday (Feb. 26). L-R: Moderator Barbara Walters, Alan Cranston, Jesse Jackson, George McGovern, Gary Hart.

New course. The International Telecommunications Satellite Organization is embarking on a major and aggressive marketing campaign to sell a host of new services, with video leading the list. Richard Colino, the organization's new director general, told a seminar on international telecommunications in Washington last week that Intelsat's board of directors, at an upcoming meeting in Washington on March 14, would have "nearly 40" new tariffing concepts to consider and, "we hope, approve for immediate implementation."

He said the board will consider "more than 100 pre-emptible international video services and associated tariffs on satellites not now used as primary or major path satellites." The services would be offered on global, hemispheric, zonal and spot beam transponders, available in the C- and Ku- bands, and "in all possible configurations," he said.

Colino denied, as he has in the past, that the developing marketing effort—one he has dubbed "market, market, market—offer, offer, offer!"—is a response to the applications three companies have filed with the FCC for authority to provide alternatives to Intelsat in the provision of transatlantic telecommunications service by satellite. "A lot of these things were started years ago," he said.

And Colino, without directly addressing them, disputed published reports that Intelsat has already opposed the first two of those applications, filed by Orion Satellite Corp. and International Satellite Inc. (BROADCASTING, Feb. 20). In response to a question following his prepared remarks, Colino indicated Intelsat's judgment on the proposals remains to be made. Reviewing the procedure to be followed under the Intelsat agreement, he said that if the U.S. decides to license an international satellite system, it would submit the proposal to Intelsat for its view on whether the proposal would cause technical interference or economic harm to its system. "My job is to analyze [the proposal] and make recommendations to the board as to whether we agree there would be no prejudice to the Intelsat system," he said. And he said his evaluation would be done "objectively." Ultimately, Intelsat's position will be stated by the Assembly of Parties, composed of representatives of the 108 member countries.

Colino noted the U.S. "would have to act in its own best judgment as to whether it will proceed." But he suggested Intelsat is not without recourse if the U.S. were to proceed in the face of an adverse finding. If it acted in "a cavalier fashion," he said, "there are means of proceeding." Later, an Intelsat official said "sanctions" would be available—perhaps a court suit or an action by one or more countries to deny the U.S. direct access to their communications systems.

In reports that appeared last Thursday evening on WCBS-TV New York's 5 p.m. and 6 p.m. news programs, and short time late CNN's *Moneyline* (7 p.m.-7:30 p.m.), syndicated columnist Dorfman broke story that **Securities and Exchange Commission American Stock Exchange were investigating possible illicit trading activity in G.D. Searle & Co. stock**, and that one or more **CBS employees were involved**. Trading activity allegedly took place in months prior to airing on *CBS Evening News* of three-part report (Jan. 16-18) raising questions concerning possible ill effect of company's artificial sweetener, Nutrasweet. Investigation said to be focusing on unusually high number of so-called "options" on Searle stock purchased during weeks before report aired. Put options yield profits to holders if price of stock declines by certain amount within specified period of time. In report, Dorfman said, "we do know that CBS employees did these options before the series aired," but did not identify the employees by name. Dorfman is syndicated columnist for *Chicago Tribune*, economics editor, WCBS-TV, and regular contributor CNN's *Moneyline*. Dorfman's report was first CBS had heard ongoing SEC and Amex investigations, spokesperson said. Dan Rather read item on Thursday (Feb. 23) evening program acknowledging awareness of reports about investigation. Rather quoted CBS News President Ed Joyce as saying that if allegations prove true, network will take "appropriate disciplinary action."

National spot radio business for 1983, based on advertising bill broken down by product categories, companies and brand name is estimated to be **\$1.1 billion**, according to data released by Larchmont, N.Y.-based Radio Expenditure Reports Inc.

CBS-TV has purchased 15 of 18 to 20 pilots it plans to purchase for development for new **fall programming**. Action/adventure/detective is genre where best development is being done by producers this year, according to Harvey Shephard, senior VP for programs, Entertainment, who expects to complete pilot purchase this week. Network has not yet renewed returning series for next year, though Shephard, who noted there is "strong likelihood" it will bring back *AfterMASH*, now on hiatus until April, but that *Dinosaurs*, 8 p.m. Friday entry that has shown ratings slip this season, remains "question mark."

Metromedia has sold KJR(AM) Seattle to Ackerly Communications. Seattle-based publicly-held television group operator, for \$1 million in cash. Agreement-in-principle was signed last week. Metromedia bought station four years ago for \$10 million ("In Br March 17, 1980). After deal is complete, Metromedia will be left with 12 radio properties (six AM and six FM). Broker for transaction was Blackburn & Co.

Three-judge panel of **U.S. Court of Appeals** last week lost little time in affirming lower court decision **rejecting \$5 million suit that National Conservative Political Action Committee filed against members of Congress and 17 broadcasters**. Suit had been brought in U.S. district court in Washington in December 1981 as result of what NCPAC said was conspiracy to prevent broadcasts of commercials attacking U.S. representatives and senators named in suit.

Corporation for Public Broadcasting asked House Appropriations Subcommittee last week to appropriate **\$238 million for 1987** (\$138 million more than administration's proposed budget request) for CPB. CPB President Edward Pfister and Board Chairman Sharon Percy Rockefeller defended corporation's request. They maintained that funds would put public broadcasting "where it was in 1982." **Subcommittee members appeared reluctant to back CPB request for \$238 million**. Instead, members stressed congressional concern about massive federal deficit and were pruned by "magnitude" of request. "We realized this figure came as a surprise to you, but it would deliver exactly what public broadcasting received in 1982," Rockefeller said. She said funding for national television programming has been cut 36% and national radio production has been cut 26%.

iridan Broadcasting Network and National Christian Network will sponsor debate among major candidates for Democratic presidential nomination. Ninety-minute debate, which will be held **March 3**, beginning at noon, at NCN's studios in Cocoa, Fla., will be moderated by Tony Brown, of *Tony Brown's Journal*. Journalists who will ask questions are Manuel Galvon, *Chicago Tribune*; Barbara J. Jorgensen, *USA Today*; Claude Lewis, *The National Leader*, and John Ellison, SBN White House correspondent. Debate will be carried live to NCN's VHF, UHF and cable television outlets and simulcast to SBN's more than 100 radio affiliates.

ry Della Femina, one of Madison Avenue's brashest types, may be named this week as director of President Reagan's re-election campaign. White House aide last week confirmed reports Della Femina was leading candidate for job, and said final decision would be made this week. **Another possibility is political consultant** **Ring**.

ociation of Independent Television Stations has confirmed it will hold its **1985 annual convention at Los Angeles's Century Plaza Hotel, Jan. 5-8**. NATPE International, which will launch its 1985 conference two days later in San Francisco's Moscone Center (Jan. 10-15), has sold exhibit hall space during that event to total of 10 companies, so far, including one, Cannon Films, that hosted the event in Fairmont hotel during this year's conference. Among companies reserving bigger booths for next year's NATPE is Telepictures Corp., which will increase size of its booth from 3,000 square feet to 3,600.

negotiations on cable legislation (H.R. 4103) between nation's cities and cable television industry **continued last week**. Group met last Friday (Feb. 25), but negotiators are keeping tight lid on results of talks. However, National Cable Television President Thomas J. O'Brien was optimistic: "People don't meet on Saturday unless they're serious." Next session is scheduled March 10 in Dallas.

reply comments at FCC, National Telecommunications and Information Administration has urged complete repeal of **rule of seven** in a story, page 54). NTIA, however, said its support assumed "a vigorous enforcement by the commission of its one-to-a-market rule of duopoly rules." NTIA had originally supported elimination of ownership caps for radio, but said it wanted to read comments before deciding whether total repeal or major relaxation was appropriate for TV (BROADCASTING, Jan. 23).

appropriate for TV (BROADCASTING, Jan. 23).

United States Satellite Broadcasting, DBS subsidiary of Hubbard Broadcasting, charged that CBS, in amending its DBS application in January, asked FCC for "additional use of the orbit-spectrum resource." Such request is "major change in facilities," USSB said, and, therefore, **CBS's application as amended should not be processed with other seven first-round DBS applications**. In CBS's original filing, USSB said, it asked for three 27-mhz channels for broadcasting three channels of HDTV. But in network's amendment, it said, it asked for six 24-mhz channels. USSB also said CBS's amended application, in light of its announced intention of becoming partner with Comsat's Satellite Television Corp., is anticompetitive. "The grant of CBS's request for six DBS channels on the same polarization, and at the same orbital position, as STC's six channels would have extraordinarily adverse consequences on the development of a competitive DBS industry and is absolutely contrary to the public interest."

In additional comments at FCC, **Frontier Broadcasting Companies**, low-power television applicant, has **vigorously opposed commission proposal to give TV translator applications priority over LPTV's** (BROADCASTING, Feb. 20). "It would be arbitrary and unlawful at this point in the LPTV proceeding for the commission to subordinate the processing of LPTV applications to a secondary priority," it said.

National Association of Broadcasters extended deadline for ballots for its radio and television board elections from March 5 to March 19. NAB revised schedule due to mix-up at mailing house and post office. Staff says ballots for all even-numbered radio districts and all TV districts are missing. NAB hopes they will turn up if they haven't already been mailed. If stations don't receive ballots this week, NAB will send out new batch.

Westwood One, Culver City, Calif.-based radio program producer/syndicator, and **Satellite Music Network**, Dallas, are latest companies to acknowledge having **discussions with Amway Corp.**, owner of Mutual Broadcasting System, **for purchase of Mutual's radio network**. Westwood One President Norm Pattiz told BROADCASTING that "no offer will be made" while SMN Chairman John Tyler said talks are "on-going." Earlier this year, RKO Radio put firm offer on table for network acquisition ("Closed Circuit," Feb. 6). Amway President Richard DeVos, however, has denied Mutual is up for sale.

for Abe Lincoln honors. John Fletcher, general manager of KLEI(AM) Cleburne, Tex., and Carl Zimmerman, director of communications for WTMJ-TV Milwaukee, are named winners of the national Abe Lincoln Awards for their commitments to public service broadcasting. Honors were conferred by the Southern Baptist Radio and Television Commission at its 15th annual awards ceremonies Feb. 16 in Fort Worth. Fletcher (for radio) and Zimmerman (for TV) were selected from eight finalists, with the other six nominees receiving Abe Lincoln Merit Awards. In addition, Robert E. Mulholland, president and chief operating officer of NBC, received the SBRTC's Distinguished Communications Medal, and Charles Colson, president of Prison Fellowship, was given the SBRTC's Christian Service Award (BROADCASTING, Feb. 6).

Front row (l-r): Zimmerman, Fletcher, Mulholland, Colson and Jimmy Allen, president of SBRTC, who presented the awards. Back row, all Abe Lincoln Merit Award winners (l-r): Terry Meeuwson, director of special projects, WTMJ-TV Milwaukee; Richard Maloney, reporter, KYW(AM) Philadelphia; Leeta McDougald, vice president, WRGA(AM)-WQTU(FM) Rome, Ga.; Walter Allen, news director, WBOG(FM) Newark, N.J., and Sandy Rathbun, reporter/anchor, KOLD-TV Tucson, Ariz. J. Kevin Boyle (not pictured), reporter, KNXT(TV) Los Angeles, also won a merit award. In his acceptance speech, Mulholland urged less shouting and more dialogue on the problems of today ("In Brief," Feb. 20).



Editorials

Has the bubble burst?

ABC officials are putting up brave fronts when anyone mentions Sarajevo these days, but privately they must be wondering whether the magic of Olympic events may be wearing off. Compared with official expectations, as reflected in the torrents of promotion that preceded this winter's games, the performance fell—well, to put it bluntly, short.

No doubt ABC made money on the games, for which it paid \$91.5 million for rights and who knows how much for Julie Barnathan's 21st century lash-up and the battalions of people on hand. But network officials may be having second thoughts, in private of course, about the \$309 million they committed for rights to the 1988 winter games, just before the 1984 games started. Indeed someone may have fallen to thinking about the price the 1988 games would have fetched if the rights had been negotiated after the 1984 presentation.

It is an established ploy of the Olympic organizers to hold the bidding for broadcast rights four years and just a little more before the events. The just-a-little-more is intended to put the bidding at the peak of advance promotion for the games about to be held, when the expectations of all bidders are inflated by anticipation and organized hype.

The bidding for the 1988 summer games, to be held in Seoul, Korea, wherever that is, will be conducted next July, when the fever reading in Los Angeles, host to this year's summer games that begin right afterward, will be, oh, about 106 degrees. Seoul wants at least \$750 million, only \$525 million more than ABC paid for the 1984 summer games.

Maybe it would put things in better perspective if nobody submitted a bid this year until the last Olympian has left L.A. That \$750 million could look even bigger than it does now—or, if the games in Los Angeles turn out to be a runaway hit, smaller. Anybody willing to gamble?

Diplomacy revived

For those wondering about the usefulness of global institutions in a time of international stress, the results of the recently concluded World Administrative Radio Conference for shortwave radio can only be cause for cheers. The sponsoring organization, the International Telecommunication Union, had seemed to some to be losing its edge as an instrument for dealing with the increasingly complex issues of telecommunications. Third World countries were said to be "politicizing" what had been a technical organization. The effort by Third World and Arab countries to bar Israel from the ITU plenipotentiary conference in Nairobi, Kenya, in 1982—an effort that the U.S. and its allies barely succeeded in turning back—caused some in the Reagan administration to begin pondering, out loud, the possibility of developing alternatives to the ITU. Even the reasonable degree of success achieved by the U.S. at the western hemisphere conference on direct broadcast satellites in Geneva last summer failed to still the rumbles of discontent.

But then there was the HF (shortwave) conference: "A success," said Americans who were there. "An incredible achievement," said a Canadian.

The prospects had not been bright. As Leonard Marks, the former director of the U.S. Information Agency who headed the U.S. delegation, remarked, delegates had cause to expect East-West confrontations over such matters as jamming and north-south disputes involving demands of developing countries for a

larger share of the spectrum. As matters developed, such controversies never really materialized.

The "provisional" approach to cracking the allocations problem with ITU computers ("provisional" because it remains to be tested before a decision on whether to adopt it will be made at the second session of the conference, in 1986) represents an imaginative effort. And the success of the conference in adopting two actions on jamming—one to monitor the practice, the other to compensate countries adversely affected by it—was nothing less than stunning.

How did it happen? A measure of credit should be given to the U.S. delegation. Beginning with its chairman, Ambassador Marks, the members were of the highest quality, and worked brutal hours throughout the five weeks. The advance preparations, in which members traveled the world to explain the U.S. position and to hear the views that would be expressed at the conference, were also crucial. But praise for quality and dedication is due also the members of other delegations, including those from countries whose relations with the U.S. in other regards are less than cordial. Iran comes to mind. Algeria and India, too. Even the Soviet Union, whatever its motivation, did nothing to block approval of the actions on jamming.

Of the system the countries of the world have developed to manage the spectrum needed for their telecommunications operations, this much can be said, following the recently concluded shortwave conference: It works. The hope is that it will go on working in future conferences dealing with the spectrum parts that U.S. commercial broadcasters use.

On with it. FCC Chairman Mark Fowler has postponed action on the fairness-doctrine inquiry that had been scheduled to be launched last week ("Closed Circuit," Feb. 20). The explanation is that the notice of inquiry needed editorial tidying-up. Fowler denies, and there is no reason to disbelieve him, that the delay had anything to do with an audience he had the day before with John Dingell (D.-Mich.), chairman of the House Commerce Committee and a true believer in the Communications Act's Section 315, which contains the fairness doctrine among other affronts to the First Amendment. Fowler is committed to proceed. As he told BROADCASTING (see page 35), "I think it's important to institute this dialogue because it relates to the core freedom of our society—freedom of speech or press." Not even Dingell can dissent to that.

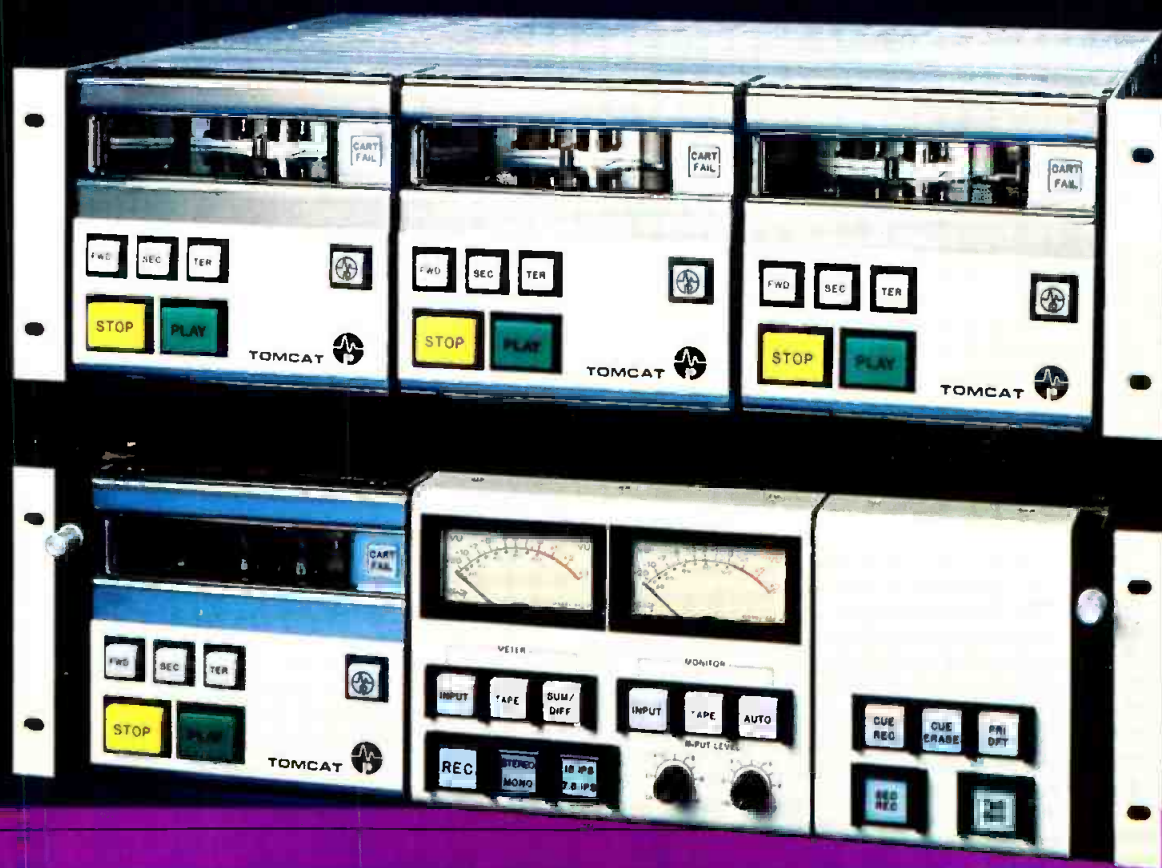


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