

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 26

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53d Year 1984

At Large
An exclusive interview
with CBS's Wyman

M A S T E R C L A S S A W A R D S

KRAK, SACRAMENTO

JOHN WINKEL, SENIOR VICE PRESIDENT/GENERAL MANAGER
DON LANGFORD, PROGRAM DIRECTOR
GROUP: AFFILIATED BROADCASTING.
JAY Q. BERKSON, PRESIDENT

John Winkel is no newcomer to the application of war strategy. He was at the helm when another client, Affiliated's WAIV in Jacksonville, Florida, rose from a 2.3 12+ share to a 10.3 with all its demos solidly in the lucrative 25 to 49 adult audience. That was a challenge we all enjoyed and now John and his excellent staff at KRAK are doing it again. This time, they have taken an AM country station that had faltered badly—falling to the four range in share as an FM country came against it—and moved it back up solidly. Most recently, in an excellent defensive maneuver, KRAK has moved its beautiful music FM to country. No doubt, KRAK and sister "KK105" FM will be Sacramento's leaders for years to come.

WLTY-FM, NORFOLK

WAYNE SIMONS, GENERAL MANAGER
DALE PARSONS, PROGRAM DIRECTOR
GROUP: LANDMARK COMMUNICATIONS, INC.,
JOHN WYNNE, PRESIDENT

WLTY-FM—Y96—has been a client for many years. In fact, when we began working together, the name of the station was completely different and its format was beautiful music, achieving a 12+ share in the four area. After executing beautifully an adult contemporary "flanker" attack, it quickly outdistanced the market's leading adult contemporary FM, WWDE—and rose to the sevens level. Today, with consultants like E. Alvin Davis and George Johns in competition for these points, WLTY is stronger than ever, scoring an 8.1 12+ share this past fall. How has it done so well? Consider its name: WLTY... We Listen To You. Some good research, and a lot of hard work.

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

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

The Research Group

Radio's Strategic Research Team

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Broadcasting **Mar 26**

Deregulation talks go on in the House without NAB □ "At Large" with CBS's Thomas Wyman □

HOLD IT □ Goldwater and 14 other senators write letter to Fowler asking the FCC to take no action on financial interest/syndication for at least two years. **PAGE 27.**

TALKS GO ON □ Despite NAB pressures to the contrary, House Telecommunications Subcommittee members continue work on deregulation bill. **PAGE 27.**

EIGHTH FLOOR SHOWDOWN □ TRAC's Sam Simon blasts FCC approach and deregulatory course of Chairman Fowler, walks out of en banc hearing. **PAGE 28.**

VIDEO ITEM □ On agenda for Intelsat board is proposal for organization to get into video services. **PAGE 29.**

DOORS CLOSE □ National News Council folds. **PAGE 30.**

MIXED DECISIONS □ Supreme Court backs broadcasters in case involving lowest unit rate requirements for political ads; two libel cases go against news media. **PAGE 31.**

BOARD VOTES □ Most incumbents are re-elected to NAB's radio and television boards. **PAGE 33.**

AT LARGE □ In candid interview with BROADCASTING editors, CBS chairman and chief executive officer, Thomas Wyman, discusses CBS today and tomorrow under his leadership, and addresses major issues affecting that company and the industry at large. **PAGES 36-46.**

ROLLING WHEEL □ *Wheel of Fortune* gains momentum

in the contest for highest-rated syndicated program. **PAGE 46.**

NATPE LIST □ List of 177 shows that NATPE International considers fall prospects is released. **PAGE 47.**

NO BUM STEER □ Wendy's 'Where's the beef?' commercial tagline is rapidly becoming part of everyday vernacular. **PAGE 57.**

TAKEOVER TRUCE □ Rupert Murdoch sells 5.5 million shares back to Warner, thus ending his takeover bid. **PAGE 59.**

WESTWOOD HO □ Westwood One files with SEC for public stock offering, signs satellite deal with RCA. **PAGE 60.**

CLOSING IN □ ABC and CBS near settlement with Writers Guild of America, although CBS's Los Angeles contingent wants out of negotiations and union. **PAGE 60.**

TANNER IN COURT □ Media General files lawsuit against William B. Tanner, claiming more than \$230 million in damages. **PAGE 61.**

PRIVATE USE □ Two bills are introduced to clear up legality of home earth station use in receiving satellite signals. **PAGE 64.**

RESTRUCTURING □ In wake of Mulholland departure, NBC reorders top executives. **PAGE 70.**

WIRED AND WIRELESS NATION □ Microband's Mark Foster sees room for both multichannel media in America's communications future. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing	56	Datebook	20	Law & Regulation	61	Stock Index	58
Business	59	Editorials	98	The Media	68	Technology	65
Business Briefly	10	Fates & Fortunes	91	Monday Memo	18	Telecastings	64
Cablecastings	14	Fifth Estater	95	Open Mike	24		
Changing Hands	69	For the Record	74	Programing	46		
Closed Circuit	7	In Brief	96	Riding Gain	66		

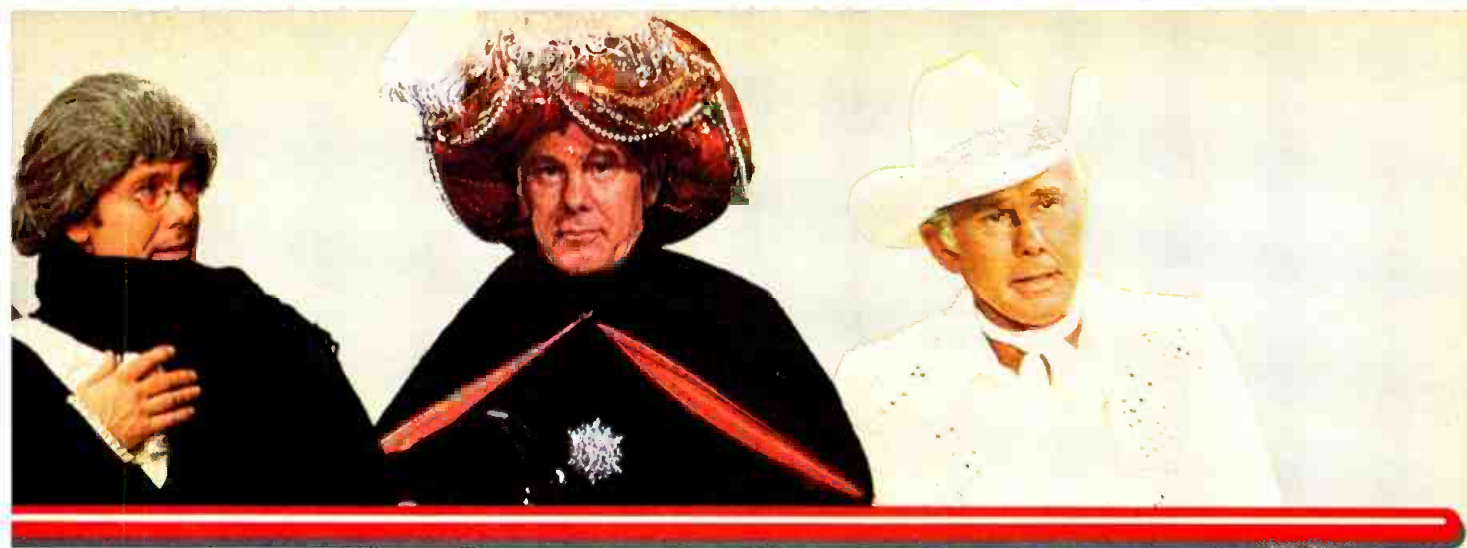
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INDEX TO ADVERTISERS □ Antonelli Media Training Center 12 □ Blackburn & Co. 68 □ Capital Cities Television Productions 50-51 □ Chapman Associates 71 □ Classified Ads 80-90 □ Columbia Pictures Television 4-5, 8-9 □ Continental Electronics Third Cover □ DFS Program Exchange 35 □ Eastman Kodak Co. 16-17 □ Embassy Telecommunications 21, 23 □ Gaylord Broadcasting Co. 39 □ Golden West Television 11 □ Harris Corp. 25 □ Hearst/ABC-Viacom Entertainment Services Front Cover □ Ted Hepburn Co. 69 □ Jhan Hiber & Associates 6 □ Insurance Information Institute 55 □ Kahn Communications 67 □ MIP-TV 77 □ Mobil Showcase Network 53 □ National Broadcasting Co. 91 □ NEC America 37 □ Professional Cards 79 □ The Research Group Second Cover □ Robert W. Rounsaville & Associates 70 □ R&R Syndications Fourth Cover □ Scientific-Atlanta 43 □ Services Directory 78 □ Joe Sullivan & Associates 15 □ Transtar Radio Network 41 □ Tribune Entertainment Co. 13, 19 □ TV Extra 49 □ WBBM-TV 26 □ WDVM-TV 45 □



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proudly presents a syndication first.*

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

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On our fifth anniversary the nation's leading research/marketing consultancy has adopted a new name and personnel lineup. Our team now includes John Patton as Senior VP, along with 15 other key people in two offices.

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John Patton, Senior VP
14440 Cherry Lane Court, Suite 215, Laurel, MD 20707
(301) 776-8855

Closed Circuit

All but done

It's not over till it's over, as someone said, but odds against ABC's overtaking CBS in this season's prime time TV ratings race are beginning to look mathematically prohibitive. Four weeks from "official" end of season on April 15, CBS is eight-tenths of rating point ahead. CBS researchers calculate that ABC would have to win each remaining week by average of five rating points just to pull even. CBS has won 16 weeks and ABC seven (and they tied one), and ABC's biggest win to date was by 3.4 rating points, for week ended Feb. 5.

Back to basics

FCC is moving on Commissioner Mimi Dawson's proposal of omnibus inquiry to determine how much broadcast content regulation is actually required by Communications Act. Source last week said FCC Office of General Counsel has already completed initial draft that is now under review by Mass Media Bureau. Source said item should be up by summer.

Consolidations

Katz Communications Inc., parent of Katz radio, is reportedly close to acquisition of The Christal Co., radio rep firm owned by Bob Duffy with clients in approximately 90 markets, and RKO Radio Sales, owned by RKO and representing 36 stations—including RKO's 12 radio properties—in 22 markets. Christal deal would reportedly cost Katz between \$16 million and \$18 million, RKO between \$3 million and \$5 million. If deals go through, look for Christal and RKO Radio Sales, latter probably with new name, to operate as separate entities.

First blood

A.C. Nielsen is expected to release next week major survey measuring videocassette recorder usage in U.S. television homes. Survey is based on national sample of over 1,000 households over three-month period, with each home documenting one month's VCR usage in specially prepared diary. Survey will cover viewership for prerecorded cassettes as well as programs being taped in home and corresponding playback activity (in hopes of learning, among other things, more about frequency of commercial "zapping"). Respondents also were

questioned about preferences in machines and machine-features. VCR penetration was measured by Nielsen last November to be 9%.

Lost cause

Latest six-month filing at Federal Election Commission shows National Cable Television Association's political action committee raised total of \$104,462 in 1983 of which \$44,225 was spent on contributions to federal candidates. NCTA's PAC raised \$27,825, from July 1 to Dec. 31, 1983. Largest contribution was \$5,000 to "Royer for U.S. Senate" campaign. Charles Royer is Seattle mayor and former president of National League of Cities. He played instrumental role in negotiating compromise last spring with NCTA that led to development of cable deregulation bill (H.R. 4103) in House. Subsequently cities abandoned compromise and opposed bill. And Royer lost his bid in Democratic primary during special election to fill Senate seat left vacant by death of Henry (Scoop) Jackson (D-Wash.).

HBO realities

HBO is adding one more genre to its program mix—documentaries, which will be periodically scheduled under umbrella title, *America Undercover*. Imre Horvath has produced first documentary, scheduled for April 24 and titled "Murder: No Apparent Motive," which explores serial murder phenomenon. Horvath is Emmy winning journalist and former producer for *60 Minutes*.

Action in MDS

Microband Corp. of America, in partnership with Marquee Television Network, local single-channel MDS operator, intends to launch wireless cable service in Washington later this year (see "Fifth Estater," page 95). But by time it does, substantial portion of market may have been lost to wireless cable competitor. Capitol Connection, ITFS service of George Mason University in Washington suburb of Fairfax county, Va., plans to launch four-channel wireless cable service in April. Capitol Connection has been providing two-channel service—CNN and C-SPAN—to office buildings in downtown Washington for over year. According to George Mason's Mike Kelley, it intends to add Home Team Sports, Group W's regional

sports network, and yet-unknown pay movie service in April and offer package to homes throughout city for as little as \$21.95 a month.

Fall-back

United States Satellite Broadcasting, DBS subsidiary of Hubbard Broadcasting, may ask FCC for clarification of its DBS rules to determine whether it can use its high-power DBS satellites to provide fixed satellite services. USSB wants to know in case it launches costly DBS satellites and DBS business—broadcasting television directly to homes equipped with small earth stations—fails or is slow to develop.

No stereo must-carry

Major issue still outstanding in FCC's proposal to authorize TV stereo, subject of meeting Thursday, March 29, is whether to require cable systems to retransmit stereo on must-carry signals. Word is that vote could be close, but that majority will leave carriage of stereo signals to cable system's discretion.

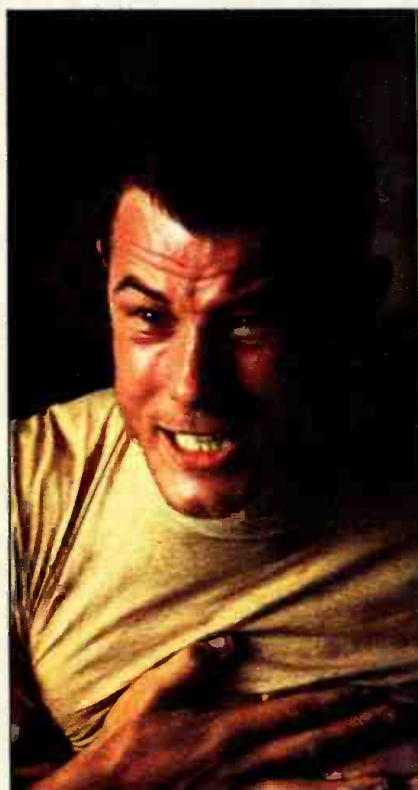
Split in spades

Apparently breaking new ground in attorney-client relations, Robert Marmet and Harold McCombs, partners in Washington law firm that used to represent Radio Stamford Inc., licensee of WSTC(AM) and WYRS(FM) Stamford, Conn., have filed competing applications on top of renewals for those stations. According to attorney for Radio Stamford—owned by Alphonsus Donahue, CBS's Andy Rooney, and others—it's unclear what grounds challenges will be based on. Attorney said Marmet and Stamford Radio are currently involved in litigation over disputed fees. Marmet and McCombs declined to comment.

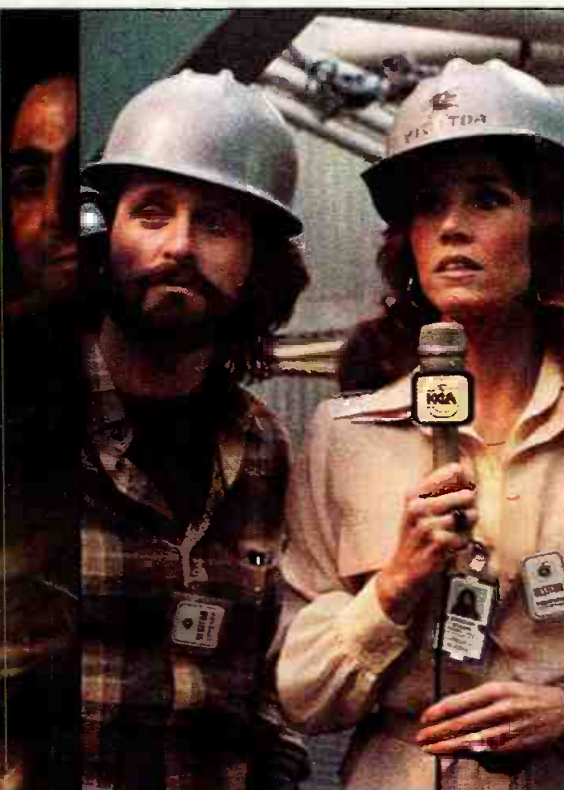
Second thoughts

Plan to launch West Coast-originated cable superstation has been put on hold by Robert Wold Co., Los Angeles-based satellite services firm, according to senior executive there. Wold has been eager to make distant signal available through one of its leased transponders, but situation has been complicated by decision of WPIX(TV) New York to begin nationwide distribution of its signal and growing reluctance of cable operators to pay distant-signal copyright fees.

VOLUME



Midnight Express



The China Syndrome



The Blue Lagoon

IT DE VOLUME IV. 23 outstanding

Absence of Malice
And Justice For All
The Blue Lagoon
California Suite

Chapter Two
The Cheap Detective
The China Syndrome
Funny Lady
Hot Stuff

Ice Castles
It's My Turn
Just You and Me, Kid
The King of Marvin Gardens
Kramer Vs. Kramer

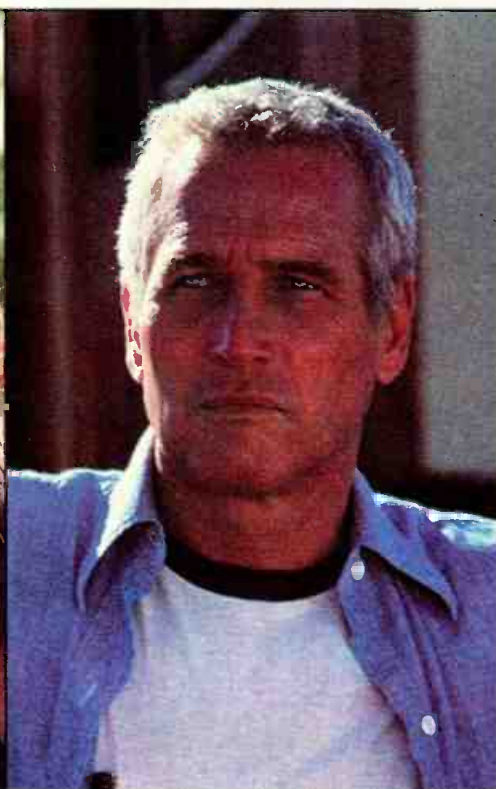
M E IV



And Justice For All



Kramer vs. Kramer



Absence of Malice

VERS!

ictures. Available now!

Midnight Express
The Mountain Men
941
Only When I Laugh
Robin and Marian

Seems Like Old Times
The Shadow Riders
Stand By Your Man
We of the Never Never



Business Briefly

AdVantage

Local/retail TV grows. According to Television Bureau of Advertising, local/retail television advertising climbed by 16% in 1983 to \$2,979,171,600. Largest percentage gain by category was registered by personal services (beauty shops and supplies, legal services and photographers), up 52% to more than \$30 million. Others posting substantial gains were household services, up 24% to more than \$125 million; automotive, up 33% to almost \$281 million, and retail services, up 27% to almost \$71 million. Single largest advertiser in 1983 in local/retail television advertising, according to TVB, based on Broadcast Advertiser Reports figures, was McDonald's Corp., with more than \$105 million, up 12%. The top 25 local/retail advertisers follow:

Advertiser	1982	1983	% change
1. McDonald's Corp.	\$105,024,400	\$ 94,148,400	+12
2. Pillsbury Co. (Burger King)	49,538,900	31,951,100	+55
3. Pepsico Inc. (Pizza Hut, Taco Bell)	49,084,500	34,027,000	+44
4. Wendy's International	31,224,200	18,035,100	+73
5. Dayton-Hudson Corp.	25,321,700	19,271,100	+31
6. Federated Department Stores	24,546,000	24,446,900	0
7. General Mills (Red Lobster Inns)	24,189,000	32,920,200	-27
8. Sears Roebuck & Co.**	22,864,100	13,812,400	+66
9. R.J. Reynolds Industries (Kentucky Fried Chicken)	19,837,400	15,687,700	+26
10. Lucky Stores Inc.	19,673,600	16,817,700	+17
11. The Kroger Co.	19,608,800	14,672,500	+34
12. Safeway Stores Inc.	19,435,500	18,867,300	+3
13. Imasco Ltd. (Hardees, Burger King)	18,452,300	16,170,900	+14
14. Jerrico Inc. (Long John Silver)	18,091,700	20,807,900	-13
15. Winn Dixie Stores Inc.	18,018,600	13,789,500	+31
16. American Stores	17,872,100	20,863,300	-14
17. Gulf + Western Inc. (movies)	17,466,300	17,977,500	-3
18. J C Penney	16,255,900	14,048,600	+16
19. Ralston Purina Corp. (Jack-in-the-Box)	15,800,700	8,914,600	+77
20. BAT Industries, PLC	15,535,900	15,045,000	+3
21. May Department Stores Co.	15,031,200	7,815,400	+92
22. Aamco Industries Inc.	14,411,400	12,878,800	+12
23. Cotter & Co. (True Value Hardware)	13,909,700	14,122,500	-2
24. Southland Corp.	12,720,100	5,455,400	+133
25. MCA Inc. (movies)	12,510,600	9,250,300	+35

** Includes \$3,460,400 for Sears Financial Network and \$1,873,100 for Coldwell Banker Real Estate in 1983, and \$790,000 for Coldwell Banker in 1982.

Disney's minority accent. Mingo-Jones Advertising, New York, has prepared radio and print advertising for Walt Disney Productions aimed at minority audiences. Campaign, to cost about \$1.5 million this year, will spotlight all divisions of company, including Walt Disney World, Epcot Center and Disneyland. Between May and December there will be series of 60-second radio commercials carried on about 100 affiliated stations of National Black Network. Commercials will be broadcast 15 times per week over 22 weeks. Agency also is in process of creating TV commercial that will supplement radio and print efforts.

Claims against advertising. Ten challenges to national advertising, including five on television, were resolved during month of February by National Advertising Division of Council of Better Business Bureaus. NAD agreed that claims made by Eastman Kodak in TV commercial for Trimprint Instant color film had been substantiated. Modified or discontinued were TV commercials for National Coffee Association, Seven-Up Co., Beecham Inc. (Sominex 2 sleep aid) and Coca-Cola Co. (diet Coke).

ANA/RAB. Association of National Advertisers/Radio Advertising Bureau annual workshop—event designed to highlight trends in radio advertising—has been slated for June 6 at Waldorf-Astoria hotel in New York. Scheduled to keynote day-long affair is J. Jeffrey Campbell, president and chief executive officer of Burger King, who plans to discuss his company's radio advertising strategy.

TV ONLY

U.S. Olympic Training Committee □ Fund-raising effort will be spotlighted in one-week flight in 111 markets, starting on various days in April. Commercials will be carried during late fringe and various times on weekends. Target: adults, 25-54. Agency: Kaiser Kuhn Bennett & Sharp, Atlanta.

Johnson Fishing Reels □ Campaign will begin in Kansas City, Mo., in early April and in Minneapolis in early May for four weeks over eight-week period. Commercials will be carried in early and late fringe and news. Target: men, 18-49. Agency: William L. Baxter, Minneapolis.

Conwood Corp. □ Various insecticides will be spotlighted in 10- to 12-week campaign beginning April 9 over 20 weeks. Spots will air in 82 markets in daytime, early and late fringe and news. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Minnesota Mutual Life □ Various types of insurance will be promoted in one-week flight to begin in late April in Lansing and Flint-Saginaw, Mich. Commercials will be scheduled in all dayparts. Target: adults, 25-49. Agency: Carmichael-Lynch, Minneapolis.

Nationwide Insurance □ Four-week flight will air in 30 markets beginning April 9. Spots will appear in early and late news, late fringe and sports. Target: men, 25-54. Agency: Ogilvy & Mather Partners, New York.

BMW □ Campaign for automobiles will begin April 2 in 45 markets. Spots will air for four weeks in early and late news and prime time. Target: men, 25-54. Agency: Ammirati Puris, New York.

Conair □ Campaign highlighting Curl Air hair-styling wand will begin May 13 and run for three weeks in eight markets. Spots will air in all dayparts, with emphasis in teen-oriented programming. Target: women, 18-34 and teen-agers. Agency: in-house, Edison, N.J.

Ciba Geigy □ Agricultural chemicals will be advertised in five markets, beginning in late April and in May for about nine weeks. Commercials will run in all dayparts on gardening shows. Target: adults, 18-plus. Agency: Dancer Fitzgerald Sample, New York.

Isaly Inc. □ Klondike ice cream bars will



A LOT OF PROGRAMS CLAIM THEY'RE #1

BUT THE FACT IS of the following top syndicated programs "Woman to Woman" with Pat Mitchell is the undisputed champion when it comes to delivering women 18-49.* Not only that, since it debuted in September, "Woman to Woman" has doubled its line-up from 50 to 100 stations and has demonstrated tremendous growth with consistent increases in rating and share during each survey period.

% of Total Women	Women 18-49
WOMAN TO WOMAN	62%
Love Connection	56%
Dance Fever	56%
Entertainment Tonight	53%
PM Magazine	48%
People's Court	45%
Donahue	43%
Family Feud	43%
Wheel of Fortune	43%
Break Away	42%
Hour Magazine	38%
Tic Tac Dough	34%
Merv Griffin	30%
Joker's Wild	30%

Call your GWT Sales Representative today.
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 Los Angeles (213) 460-5831
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*NSI Nov. '83 ROSP Report.
 Subject to qualifications available upon request.

be promoted in campaign beginning April 16 and running through August of this year. Spots will air in 25 markets in daytime, early fringe and prime access. Target: women, 25-54. Agency: William B. Doner, Baltimore.

Glidden Paints □ Two-week campaign is set to begin April 30 in 100 markets. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Ciba Geigy □ Agricultural chemicals will be advertised in five markets, beginning in late April and in May for about nine weeks. Commercials will run in all dayparts on gardening shows. Target: adults, 18-plus. Agency: Dancer Fitzgerald Sample, New York.

RADIO ONLY

Northwestern Bell □ Campaign for telephone service begins in early April for six weeks in 14 markets, including Minneapolis and Des Moines, Iowa. Commercials will run in early morning through early evening. Target: adults, 25-54. Agency: Bozell & Jacobs, Minneapolis.

Honey Baked Hams □ Two-week flight will promote ham products in seven markets in West, beginning in early April. Commercials will run in all dayparts.

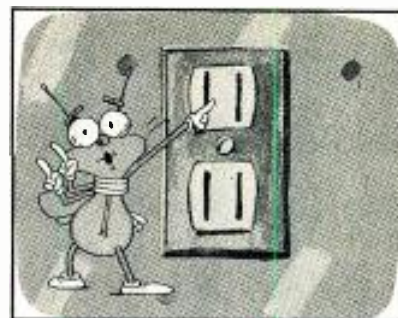
Target: adults, 25-54. Agency: Western International Media, Los Angeles.

British Caledonian Airways □ Air service will be promoted in flights in five markets, beginning May 12 for six weeks. Commercials will run in all dayparts. Target: men, 25-54. Agency: Winus-Brandon Advertising, Bellaire, Tex.

RADIO AND TV

Domino's Pizza □ Restaurant chain will launch spot radio flight in six markets and spot TV effort in 20 markets, starting in mid-April for eight weeks. Commercials will be run in all dayparts on radio and television. Target: adults, 18-34. Agency: Howard Swink Advertising, Marion, Ohio.

Missouri Division of Tourism □ "Wake Up to Missouri" campaign, highlighting statewide tourist attractions, will begin April 15 on radio for six weeks, and on TV May 1 for four weeks. Radio commercials will air in 15 markets surrounding and including those in Missouri; television activity will air in 14 markets, excluding Missouri. Radio spots will air in morning and evening drive times. TV spots will air in early and late fringe and prime time. Target: adults, 25-54, and young families. Agency: Kenrick Advertising, St. Louis.



Lightning Louie. When the Alabama Power Co. commissioned a cartoon "spokesperson for safety," little did it realize how popular Louie the Lightning Bug would become. The cartoon campaign that debuted in Alabama markets last September, is now going to be used as commercials and PSAs by power companies in cities including Hartford, Conn., Colorado Springs and Pensacola, Fla. Nickelodeon, the children's cable programer, has also approached the power company to run the spots as PSAs. The favorable response has prompted the company to expand its character's reach via posters, coloring books, stickers and T-shirts. Louie currently appears in three spots emphasizing safety, and plans call for a campaign to teach children about electricity.

In Alabama, the spots air on Saturday morning, in after-school programming and during early prime time. They are targeted to children, 4-11. Louie was created by Cargill, Wilson & Acree Inc./Advertising, Atlanta.

ANTONELLI MEDIA TRAINING CENTER, INC.

Martin Antonelli
announces the first school
devoted solely to developing
all the skills necessary
for successful careers in
television time-sales.



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We welcome inquiries from both individuals and companies.

Rep Report

WATL-TV Atlanta: To Katz Independent Television from Seltel.

□

WLBT(TV) Jackson and WLBW(TV) Meridian, both Mississippi: To Katz Television Continental from Blair Television.

□

WJAS(AM)-WSHH-FM Pittsburgh: To Major Market Radio Sales from Blair Radio.

□

WGAC(AM) Augusta, Ga.: To Weiss & Powell from Roslin.

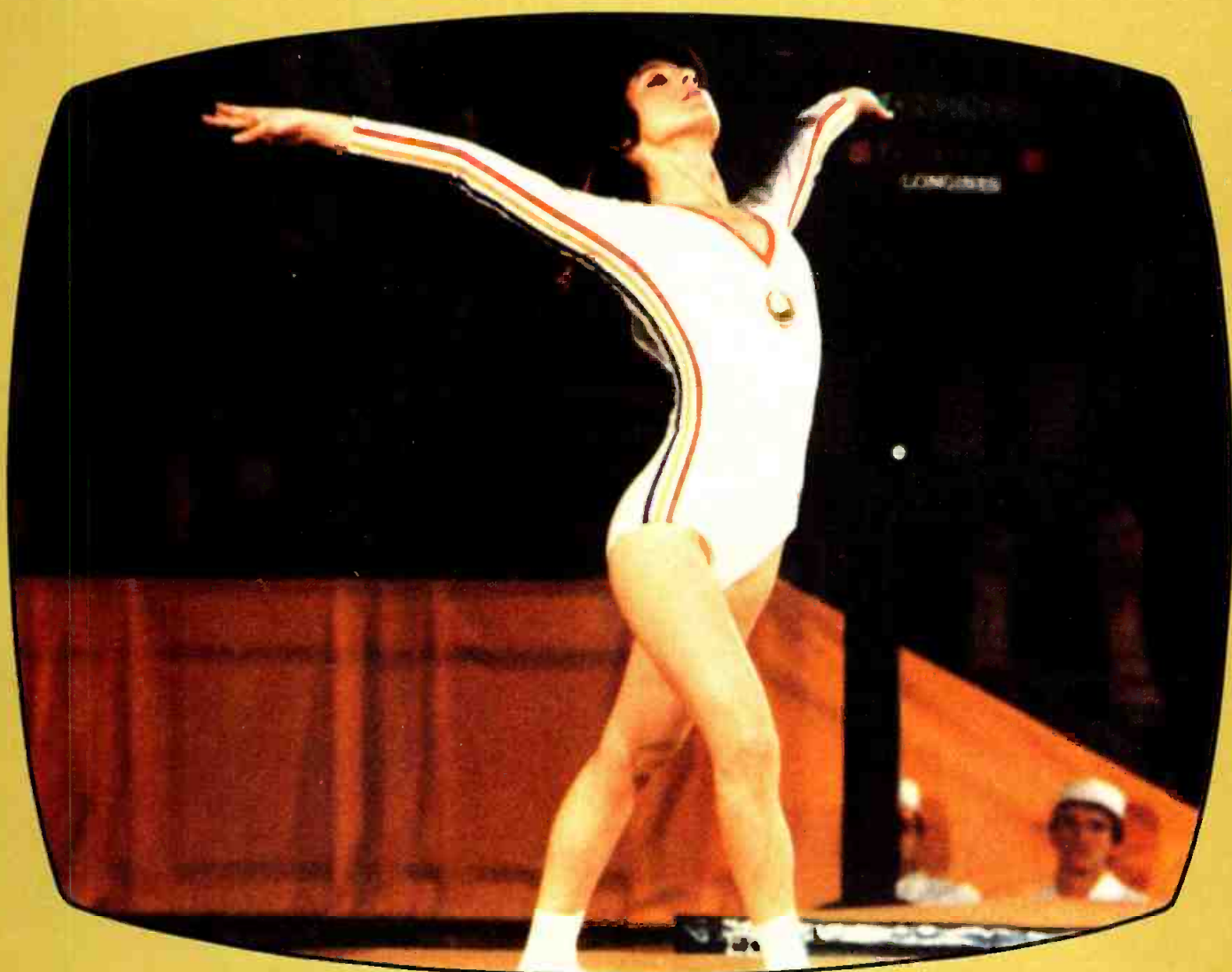
□

New business. Christal Co. has picked up national representation of *The Wall Street Journal Report*—brief business and financial news reports delivered to stations via satellite. Service, which was formerly represented by Eastman, is said to bill over \$3 million annually.

□

Rep move. Caballero Spanish Media has relocated its headquarters to: 18 East 53d Street, 10th floor, New York 10022; (212) 223-6410.

The story of a champion.
Her stunning victory. Her personal defeat. Her courageous comeback.



NADIA

She burst like a meteor onto the international gymnastics scene and captured the hearts of millions. This is the story behind a sports legend and the man who coached her to perfection and lost her to fame.

Tribune Entertainment Company proudly presents the world premiere of "NADIA," a major television event. Filmed on location in Yugoslavia, this stirring 2-hour motion picture will be available on a cash-sale basis prior to the 1984 Summer Olympics.

Already sold in New York, Los Angeles, Chicago, San Francisco, Cleveland, Minne-

apolis, Atlanta, Tampa, Denver, Portland OR, New Orleans, Buffalo, Oklahoma City and Jacksonville. "NADIA" is destined to be an Olympic winner this summer. Call now to see if "NADIA" is available in your market.

In New York call Dick Moran at (212) 557-7800. In Chicago call Jim Smith at (312) 222-4412. They'll help you get your station "Programmed for Success."



TRIBUNE
ENTERTAINMENT
Company

A subsidiary of Tribune Broadcasting Company

Ad confab

"Cable America: Too Big and Too Important To Ignore." That's the theme of the 1984 Cabletelevision Advertising Bureau's annual conference, a two-day gathering that begins in New York tomorrow (March 27). Day one will feature two concurrent session tracks, one focusing on building, equipping and motivating a productive ad sales team and the second devoted to key management issues. The second day's events will feature a number of leading advertising executives discussing new marketing and advertising strategies they are developing for cable.

Tuesday's activity will kick off with a discussion among major MSO executives of how advertising sales can become a primary source of revenue for the cable industry. Executives participating in that session will include Roger Turner, president, Colony Communications; Craig Magher, vice president/treasurer, Metrovision; Art Dwyer, senior vice president, operations, Cox Cable, and Tom Willett, vice president, marketing, Continental Cablevision.

Tuesday's luncheon speaker is Burt Stan-iar, president and chief operating officer of Group W Cable. His address will focus on that same subject, and is entitled "Getting Advertising into Cable's Mainstream: View from the Top."

Issue-oriented sessions scheduled for Tuesday include one on cable interconnects, and one entitled, "Can Cable Break Media Buying Traditions?" Other sessions will examine on the role of the cable representative (how it relates to that of a broadcast rep) and promotional and merchandising techniques for cable.

On Wednesday three prominent executives representing the cable, agency and advertiser viewpoints will discuss where the responsibilities lie in developing cable advertising to its maximum potential. The three scheduled to appear are Terrence Elkes, president and chief executive officer, Viacom; Tom Clark, president, BBDO, and Charles B. Fruit, vice president, corporate media, Anheuser-Busch.

CAB has also put together for the first time a *Firing Line* format where the audience, led by moderator Bill Lynn, media director, Coca-Cola, will be encouraged to ask a panel of agency executives, in the words of a CAB brochure, "a lot of tough client-type questions" on issues such as network audience erosion, VCR impact, viability of cable programming and research. The panelists include Allen Banks, executive vice president, media director, Dancer Fitzgerald Sample; Greg Blaine, vice president, director of new communications technologies, Foote, Cone & Belding; Ave Butensky, president, Ed Libov Associates; Phil Guarancio, senior vice president, director of media management, Benton & Bowles, and Herb Maneloveg, Maneloveg Media Marketing Services.

Burt Manning, chairman, chief executive officer, J. Walter Thompson, will address a

general session on the potential of cable's longer form and creative opportunities, in light of the current split 30-second controversy.

Wednesday's luncheon speaker will be Ira C. Herbert, executive vice president, Coca-Cola Co., who will describe his company's plans to utilize new technologies.

Other Wednesday sessions will address how to factor cable into the media mix, creativity on cable and an overview of how advertisers are getting involved in cable programming.

Moving up on Long Island

John Tatta, president of Cablevision Systems Corp. since 1982, has been named chairman and chief executive officer, replacing Charles Dolan, who remains the general partner in all of the company's oper-



Tatta



Bell

ating partnerships. Succeeding Tatta as president and chief operating officer is William Bell Jr., who has been executive vice president of the MSO since 1982.

Tatta, a 20-year cable veteran, helped Dolan found the company and is former vice president of Manhattan Cable, where he supervised construction and operation of the system.

Before joining Cablevision in 1978, Bell was assistant treasurer at General Instrument Corp. "Nothing is going to change," said Tatta as far as Dolan's role in the company is concerned. "He'll still be involved in every major decision."

CCI campaign on the way

"This year, Wendy's got all America—or at least some politicians—asking the same question: 'Where's the beef?'" Council for Cable Information Chairman Daniel Ritchie told members of the Washington Metropolitan Cable Club last week at their monthly luncheon. "Well, CCI is going to show America where the beef is in cable."

Ritchie, who is also chairman and chief executive officer of Westinghouse Broadcasting & Cable Inc., said CCI's \$6-million advertising campaign to improve the perception of cable television among consumers, developed by McCann-Erickson, has been approved by the CCI board, but confirmed the campaign's four-market test has

been postponed until September and its launch, until January 1985.

The delay was caused by the failure of McCann-Erickson's first campaign to impress consumers in preliminary testing of the CCI board. "The first campaign was good, but not good enough," said Ritchie. "We sent them back to the drawing board."

Apparently wishing to introduce the campaign at some point with a splash, Ritchie declined to describe it, but discussed how the campaign would change consumers' opinions of cable. "If [consumers] think that TV speaks to an anonymous mass audience, we're going to show them that cable speaks to individuals with specific interests," he said. "If they think that TV speaks to a passive lumpen proletariat, we're going to show them that cable speaks to an active, discriminating audience. If they think that TV demands that they adjust their life to the tyranny of its schedule, we're going to show them that cable offers selectivity—the chance to be informed and entertained on their terms."

To counter negative press about cable, he said, CCI has hired the public relation firm of Manning, Selvage & Lee. "I believe we can help educate journalists, particularly those working in the mass print media, about the realities of the cable business," he said.

Cable to tell its story

The National Cable Forum, a consortium of 11 national cable programming services, last Wednesday (March 21) announced its participation in the semiannual tour for television critics in Phoenix June 1-3. Representatives of the networks will show and discuss their programming with television critics from newspapers in the U.S. and Canada at the Arizona Biltmore hotel. Member of the newly formed consortium: Arts & Entertainment, CBN Cable Network, the Disney Channel, ESPN, Group W, HBO, Lifetime, Showtime/TMC, Turner Broadcasting, USA Cable Network and Warner Amex Satellite Entertainment Co. The cable services participated in the press tours in 1982 and 1983 under the sponsorship of Women in Cable. Under the Forum's sponsorship, the cable event will be expanded from one to three days of screenings, news conferences and question-and-answer sessions.

CNN goes overseas

Ted Turner, chairman of Turner Broadcasting System flew to Moscow last week to meet with CNN bureau staffers there and high-level Soviet broadcasting officials. Before he left, Turner told those attending an Overseas Press Club luncheon in New York that he was taking "no concrete proposals" to the Soviets, but expressed the hope that CNN and Soviet television can develop a regular exchange of programming, perhaps in

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TELEVISION. Cablecasting.

the form of two weekly programs highlighting the major news events in each country. Turner said it was his intention to take CNN live to European countries. "The biggest problem is getting them to allow us to come in," said Turner, noting that Canada has already refused to allow the program in via an authorized cable service because the network does not produce the minimum amount of Canadian-originated programming required for authorized services. He said about three-quarters of the world's population has access to CNN either in the U.S. or via the Armed Forces Network, which carries an 11-hour daily CNN feed.

After Moscow, Turner was to fly to Japan to participate in the launching of CNN on Tokyo's cable system and a service that brings English-language programming to apartments, hotels and embassies in that city.

New lodger

Showtime will replace HBO as the satellite-delivered entertainment service transmitted to 350 Holiday Inns across the country, effective July 1. Holiday Inns, which supplies satellite-delivered programming (free of charge to lodgers) through Hi Net Communications Inc., has turned to Showtime after a four-and-a-half-year alliance with HBO. The hotel chain will pay an estimated \$3 per room per month license fee for Showtime, said to be less than the fee for HBO.

Hi Net expects to expand its satellite-delivered programming to most Holiday Inn units nationwide by year's end. Over the course of the new five-year deal with Show-

time, it expects to pay roughly \$25 million in license fees. Hi Net also supplies ESPN and provides video conferencing services. Showtime is also carried by hotels and motels in the Ramada, Sheraton, Days Inn, Howard Johnson's and Travelodge chains as well as various independent motels. HBO is offered by Marriott, Hyatt and La Quinta hotels.

Oak probe

The Securities and Exchange Commission is investigating Oak Industries, officials of the San Diego-based cable and satellite equipment manufacturer confirmed last week. The SEC probe, which began last year, reportedly concerns Oak's purchase of nearly \$3 million worth of designer services and furniture from a company owned by the wife of Oak Chairman Everitt Carter, as well as a \$100-million debenture offering in 1982 that preceded public announcement of technical problems with an Oak cable converter. Reports of the investigation surfaced in a March 18 *San Diego Union* article which said that the SEC had interviewed former Oak employees and subpoenaed documents from the company.

Reassurance

The National Cable Television Association has asked the FCC to reaffirm that regional Bell operating companies must offer customer premises equipment, enhanced and cellular services only through separate subsidiaries. The NCTA-filing came in response to BOC requests that the separate subsidiary requirement be reconsidered.

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MARINOFF



"Film will always play a central role in production...."

Stan Marinoff is president of NATPE International and director of Broadcast Operations. WISN, Milwaukee, Wisconsin. His television career has embraced producing and directing, as well as serving as program director.

"In terms of a look and quality, some jobs cry out for film. Like the *Hello, Milwaukee* promotions we produce, a series of promotional spots for the city and our station. They just wouldn't have the same feeling if they had originated on video tape. It's the visual difference between a taped show like *Three's Company* and a filmed show like *Dynasty*. Each show would change radically if it were to originate on the other medium. Even someone who knows nothing about production can see the difference. Film will always play a central role in production, because there are some things, some techniques, you can do only with film.

"In the Central Time Zone (USA), the 10:30 p.m. slot is very lucrative. So stations run their best programming during this period. Over the years, the programs which have done best in this

slot are filmed shows—*M*A*S*H*, *The Mary Tyler Moore Show*, *Quincy*. I don't think it's a coincidence. Film production is an important element in the general quality of these shows. Producers know this, and, on some level, so does the audience. There's an aura about a filmed show. And not just shows. The reason so many commercials are on film is for production and quality reasons.

"Looking to the year A.D. 2000 and beyond, cable and video cassettes and home video will all make significant use of film. As long as motion pictures are shown on television, there will be a use for film. I simply don't see the networks producing their made-for-television movies on tape. They've already tried... unsuccessfully.

"Today there's a scarcity of network programming, and pricing that's too high. So you're going to see better local coverage in the future. Narrow casting, local program development, and local production—these are the trends of the future.

"NATPE is going to be doing a lot to help improve local programming. We're having a second conference to deal with that subject. When NATPE was born, many years ago, it was for local programming. But as time and technologies changed, the group began to deal with national and international

issues. Now we're getting back to grass roots, problems of low-power stations, things like that.

"The role of the TV programmers must change. They can no longer be programmers *per se*. They have to begin developing concepts independent of network-syndicated programs. With cable, 110-115 TV channels, where's all that programming going to come from? That's the challenge of the '80s."

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**Eastman film:
Images from
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Monday Memo

A radio ratings commentary from Thomas Birch, Birch Radio Inc., Coral Springs, Fla.

Expanding the limits of radio ratings through microcomputers

In this Orwellian milestone year of 1984, many broadcasters and researchers have been reflecting on the major changes that are ahead in radio audience measurement. Questions are being asked about the impact of the microcomputer. Will the future of radio be locked up in machines? Will books become obsolete? Will the buyers and sellers of radio be replaced by computers? What about the measurement technologies? Are there any breakthroughs on the horizon that can increase accuracy and speed of reporting? Can microcomputer technologies be applied to the measurement of radio? How will the movement toward continuous measurement of radio audiences affect the sales environment? And how will audience reporting techniques adjust to ever-increasing fragmentation?

Weighty issues, indeed. But for those of us in the field of audience measurement, the next five years are clearly in focus, and I'd like to share some of my observations.

The microcomputer is one of the most important innovations in the history of media research, and its usage will proliferate. Already the radio rating services are actively committed to applying microcomputer technology to the delivery and analysis of radio rating information. While the systems now on the market differ in their scope and capabilities, users can look forward to exciting new offerings in the months and years ahead. The technology is here. Innovations will continue to be added.

Microcomputers provide users capabilities previously unavailable through mainframe hookups when the "clock is running" throughout the access period. With a micro, users can "fish" for information—spending as much time as necessary to find the solutions to problems—(or the keys to opportunities)—without needlessly running up the bill.

The removal of cost inhibitions to the analysis and utilization of rating data will allow programmers to sharpen their understanding of the audience and give sales people tools for planning truly effective client presentations.

To be without a micro in 1984 will be a severe limitation, particularly in the medium and major markets. Stations with micros will get information more quickly, prepare more effective sales presentations and be the first on the street with them.

While computers won't replace books in the near-term, look for increasing reliance on data via micro in the future. It's all there: speed, power, cost-efficiency and convenience. You'll be able to down-load information instantly, rather than waiting days for the mailman to show up with the books. And



Thomas C. Birch is president of Birch Radio Inc., the media audience research firm headquartered in Coral Springs, Fla., that he founded in 1978. Prior to that, he held programing positions with a number of radio groups including Storz, McLendon, Hefel and LIN.

once the information is in the machine, you can print it all out or select what you need and leave the rest on file.

The microcomputer may also affect measurement techniques. We are now evaluating the utilization of microcomputer-based stations for field interviewers. Using micros, the interviewers could be guided through the interview with the computer software controlling just about everything except the speech of the interviewer.

What would these capabilities mean to you, the user? It would help improve accuracy and reliability of the estimates by imposing even greater controls on the process than those now possible manually. It would improve call-letter crediting by assisting interviewers in probing for more detailed slogan and facility information, while reducing or eliminating the need for remote-point editing. It would virtually eliminate the time lapse between completion of field interviewing and delivery of the finished estimates.

The information having been entered, edited and partially processed at the point of the interview, several time-consuming and error-prone steps in the production process are eliminated. This means overnight ratings could be transmitted to users who have communications capabilities on their micros. You could call up information current through the previous night and analyze the results. Sports broadcasters could gauge the impact of a major game. Programers could see how well a special program or promotion fared. New stations or formats could be tracked on an almost daily basis.

More frequent measurement and rapid dissemination of rating data may affect the sales environment as well. Birch Radio Monthly Trend Reports are becoming increasingly important to local and national

advertisers, and Arbitron's new Arbitrend service is likely to further increase agency awareness of the need for more frequent reporting.

We believe that monthly numbers are valuable tools for agencies to use as complements to the regularly scheduled quarterly reports. We do not believe, however, that two- or three-month rolling averages should be used for basic planning and buying except in markets where major format changes have occurred. Monthly estimates are most valuable to station programers for adjustments in day-to-day operational tactics and to agency buyers for "tilting and tweaking" purposes in the station selection process. Used in this manner, monthly estimates properly contribute to better programing and more accurate spot placement.

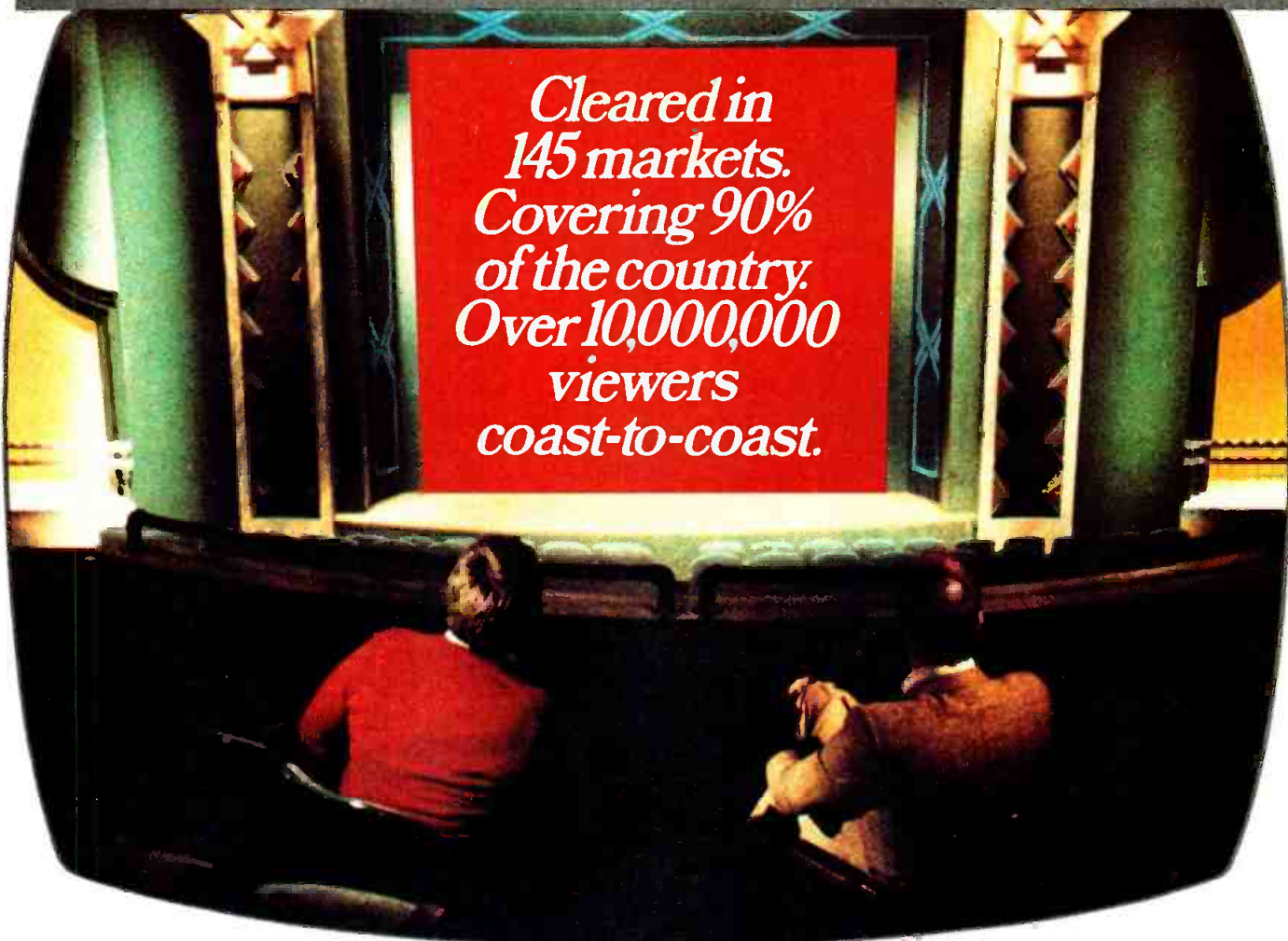
If broadcasters position monthly or rolling-average rating data as background or supporting information while continuing reliance on the standard, published quarterly reports for rate determination, it is unlikely that agencies will alter their current approach to buying radio. If broadcasters emphasize the monthly numbers, agencies will follow suit—and a spate of major changes will then become more probable. Flights could shorten. Negotiations would be more likely to focus on the latest shifts in audience size. Sadly, radio might become even more difficult for agencies to buy. Broadcasters hold the key to the future of the buyer/seller relationship with agencies in markets under continuous measurement.

Radio provides advertisers with a smorgasbord of targeting opportunities, and qualitative descriptors of the audience help emphasize the differences in station audiences. In many major markets, more than a dozen stations are within decimal points of one another in the all-important 25-54 demographic. How can a buyer decide which stations to choose, when rates and quantitative demographic data are all equal?

The answer lies in revaluing the audience deliveries based either on available qualitative or product usage data. We have suggested to our broadcast clients that audience purchasing power can be estimated through simple extrapolations based on audience estimates in the printed quarterly summary reports. For example, a station reaching 25% of the heavy beer drinkers (those consuming eight or more glasses, cans or bottles) might be reaching an audience with aggregate weekly expenditures of \$20,000,000 or more on beer. Another station in the same market with the same *quantitative* audience profile may actually be delivering half as many heavy beer drinkers.

This will go down as the year of the microcomputer. More stations will purchase micros in the first half of 1984 than in all previous years combined. Rating technology will continue to improve, and increased computerization will play a vital role. ■

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Datebook

This week

March 26—*International Television Association, Chicago chapter*, seminar on video production systems, "From Idea to Image." Allstate Insurance Co.'s television production facility, Northbrook, Ill. Information: (312) 858-2800.

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—*New York Cable Club* luncheon. Speaker: Kathryn Creech, Council for Cable Information. Gallagher's Steak House, New York.

March 27—*Women in Cable, Washington chapter*, meeting. Speakers: C-SPAN president Brian Lamb and producer Carrie Collins. Ramada Renaissance hotel, Washington.

■ Indicates new or revised listing

March 27-28—*Cabletelevision Advertising Bureau* third 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: Don DeKoker, (203) 852-0500.

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

■ **March 28**—*Women in Cable* meeting. Speaker: Paul Kagan, Kagan Associates, Carmel, Calif. Colony Square, Atlanta.

March 28-30—*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 28-31—*National Association of Black Owned Broadcasters* eighth annual spring broadcast management conference. Marriott's Hilton Head Resort, Hilton Head, S.C.

March 29—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Joseph M. Cohen, president, Madison Square Garden Network, on "Television and Sports in New York." Copacabana, New York.

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. Information: Betty Jane Reed, NBC, (212) 664-5301.

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 Programmers*. Information: Joan Gudgel, NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003; (202) 544-7272.

April

April 1—Deadline for entries in *National Cable Television Association's* National Awards. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington, 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* in 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 2—*New York chapter, National Academy of Television Arts and Sciences*, drop-in dinner. Guest: Joe Franklin, New York radio and TV personality for last 18 years on WOR-TV and WOR(AM). Copacabana, New York.

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

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

April 3-4—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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—*New York chapter, National Academy of*

Major Meetings

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, including National Cable Programming Conference. 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. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—*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. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

■ **Jan. 30-Feb. 1, 1985**—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

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

■ **March 7-9, 1985**—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.



Here Are The Facts!

ALREADY SOLD!*

STATION	MARKET
WNEW	NEW YORK
KTTV	LOS ANGELES
WGN	CHICAGO
WLVI	BOSTON
WDCA	WASHINGTON, D.C.
KNBN	DALLAS

KRIV	HOUSTON
WPGH	PITTSBURGH
WPLG	MIAMI
WANX	ATLANTA
KDVR	DENVER
KTXL	SACRAMENTO
KPDX	PORTLAND
KPHO	PHOENIX
WXIX	CINCINNATI
WVTV	MILWAUKEE

KSHB	KANSAS CITY
WOFL	ORLANDO
WGNO	NEW ORLEANS
KAUT	OKLAHOMA CITY
KGSW	ALBUQUERQUE
WNFT	JACKSONVILLE
WHEC	ROCHESTER, NY
KVVU	LAS VEGAS

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The Facts of Life



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Television Arts and Sciences, drop-in luncheon. Speaker: Uriel Savir, Israeli press counsel in New York, on "Problems in Press Coverage of the Middle East Conflict." Copacabana, New York.

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 Tarikoff, 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 Society "Minority Jobs Fair." Viacom Conference City, New York.

April 6—Federal Trade Commission symposium, "Advertising by Health Care Professionals in the '80's." FTC, Washington.

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 6-8—UPI Broadcasters of Florida annual convention and awards banquet, held in conjunction with **Radio-Television News Directors Association** region 14. Holiday Inn-International Drive, Orlando, Fla.

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—Radio-Television News Directors Association region one meeting. Four Seasons Olympic hotel, Seattle, Wash.

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 8-12—Electronic Industries Association annual spring conference. J.W. Marriott hotel, Washington.

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 9—American Women in Radio and Television** seminar on broadcast hiring trends. Burson-Marsteller, New York. Information: Ellen Bedell, (212) 221-8181.

■ **April 10—American Public Radio Network** annual affiliates meeting. Crystal City Hyatt Regency, Arlington, Va.

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

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

April 10-11—Alabama Cable Television Association spring meeting. Madison hotel, Montgomery, Ala.

■ **April 11—Telecommunications Research and Ac-**

tion Center first "Public Interest Telecommunications Dinner." Speaker: Dr. Everett Parker, former director of Office of Communication, United Church of Christ. Capital Hilton, Washington.

April 11—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office, on press blackout during Grenada invasion. Copacabana, New York.

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 14—Deadline for entries in **New Jersey Press Association** 37th annual awards competition. Information: Tim Benford, 1464 Whippoorwill Way, Mountain-side, N.J., 07092; (201) 232-6701.

April 16—Women in Communications Matrix Awards luncheon. Speaker: Katharine Graham, Washington Post Co. Waldorf-Astoria, New York.

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 17—Southern California Cable Association luncheon. Speaker: Jack Clifford, Colony Communications. Los Angeles Airport Hilton. Information: (213) 684-7024.

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. Speakers include Erwin Krasnow, of Verner, Lipfert, Bernhardt & McPherson, Washington

law firm, and Kentucky Governor Martha Layne Collins. 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 21—Caucus for Producers, Writers and Directors symposium in cooperation with **UCLA** on policies and personnel of cable industry. UCLA, Los Angeles.

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 (Marche 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 25—Caucus for Producers, Writers & Directors second general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 26—Presentation of second annual Lowell Thomas Award, honoring Walter Cronkite, sponsored by **Marist College**, Poughkeepsie, N.Y., Helmsley Palace, New York.

April 26—New York chapter, Women in Cable, meeting. Viacom Conference Center, New York.

■ **April 26—United Nations press correspondents/American Women in Radio and Television, New York chapter**, discussion of "Women in the Media—The Gender Gap." UN, New York. Information: Ellen Bedell, (212) 221-8181.

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 27-28—Kentucky CATV Association spring meeting. Drawbridge Inn, Fort Mitchell, Ky.

■ **April 27-29—Society of Professional Journalists, Sigma Delta Chi**, region two conference, "The News Today: Is That the Way It Is?" Speakers include Edward Joyce, president, CBS News, and Ed Fouhy, Washington bureau chief, ABC News. J.W. Marriott, Washington.

April 28—Radio-Television News Directors Association region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D. Information: (202) 737-8657.

April 28—Radio-Television News Directors Association region 12 meeting with Syracuse University. Syracuse, N.Y. Information: (202) 737-8657.

■ **April 28-29—National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law** workshop, "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," held prior to National Association of Broadcasters convention. Imperial Palace hotel, Las Vegas.

■ **April 29—Maximum Service Telecasters** membership meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas.

April 29-May 1—"Communication in the 80's: Major Broadcasting and Telecommunications Issues," conference sponsored by **University of Calgary, Communication Studies**, Calgary, Alberta.

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

■ **April 30—Maximum Service Telecasters** engineering breakfast, during National Association of Broadcasters' convention. Las Vegas Hilton hotel, Las Vegas.

Errata

In March 19 story on new Pepsi-Cola ad campaign, **publisher of Beverage Digest** should have been identified as **Jesse Meyers**.

□

Components of \$408,000 sale of KMXL(FM) Logan, Utah, incorrectly reported in Feb. 27 issue, **were: \$75,000 cash, assumption of \$253,000 in liabilities and \$80,000 seller's note**. Station was bought two years ago for \$325,000, not \$338,000 as reported.

□

Affiliated Broadcasting Inc. filed petition for reconsideration of new AM grant at Folsom, Calif., not application for new AM as reported in March 12 issue. **CP for Folsom station on 1030 khz is held by El Dorado Broadcasting**.

□

Broadcast interests of Alan Gerry do not include part ownership of WTVU-TV (CP) Utica, N.Y., or applicants for new TV's at Ithaca and Jamestown, both New York, as reported in "Changing Hands," March 19.

Archie Bunker's Place

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ALREADY SOLD!*

STATION	MARKET
WNEW	NEW YORK
KTV	LOS ANGELES
WGN	CHICAGO
WLVI	BOSTON
WTTG	WASHINGTON, D.C.
KTXA	DALLAS
KRIV	HOUSTON
WPGH	PITTSBURGH
WBFS	MIAMI

WFBT	MINNEAPOLIS
WANX	ATLANTA
KDVR	DENVER
KTXL	SACRAMENTO
KPDX	PORTLAND
KPHO	PHOENIX
WXIX	CINCINNATI
KSHB	KANSAS CITY
WOFL	ORLANDO
WGNO	NEW ORLEANS
WHNS	GREENVILLE-ASHVILLE, SPARTANBURG

KOCO	OKLAHOMA CITY
KGSW	ALBUQUERQUE
KMPH	FRESNO
WNFT	JACKSONVILLE
WHEC	ROCHESTER, NY
WLTN	COLUMBIA, SC
KVVU	LAS VEGAS
WMTV	MADISON
WJCL	SAVANNAH
WLTZ	COLUMBUS, GA

And More To Follow!

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. Information: (202) 737-8657.

May 5—*Radio-Television News Directors Association* region 14 meeting with UPI. Colonial Square, Atlanta. Information: (202) 737-8657.

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—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

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*. Helmstey Palace, New York.

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

May 12—*Radio-Television News Directors Association* region 12 meeting with Pennsylvania AP Broadcasters. Lancaster, Pa. Information: (202) 737-8657.

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

May 14—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

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 20-26—*Banff Television Festival* fifth annual conference. Banff Springs hotel, Canada.

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

May 21—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

■ **May 22**—*New York chapter, Women in Cable*. meeting. Viacom Conference 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.

Stay Tuned

A professional's guide to the intermedia week (March 26-April 1)

Network television □ PBS: (check local times) *Les Troyens* (two-part opera), Wednesday 8-12:30 p.m. ABC: *Samson and Delilah* (movie), Sunday 9-11 p.m. NBC: *People Are Funny* (pilot), Saturday 9-9:30 p.m. CBS: *The American Parade**, Tuesday 8-9 p.m.; *Terrible Joe Moran* (theater special), Tuesday 9-11 p.m.; *Democratic Presidential Debate*, Wednesday 8-9 p.m.; *Wizard of Oz* (1939), Friday 8-10 p.m.; *Anne Murray's Winter Carnival... From Quebec*, Friday 10-11 p.m.

Cable □ WTBS: *Cousteau/Amazon: Journey to a Thousand Rivers, part I* (three-part special series), Wednesday 8:05-10:05 p.m.

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

*indicates a premiere episode

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.



Down on clears

EDITOR: Yes sir, I actually heard it some years ago. "This is WTAM, Cleveland's Community Station." 50,000 watts of power playing the same records and giving the same news as WEOL in Elyria, just 25 miles down the road. "This is WLW, the Nation's Station, the 50,000-watt voice of the Cincinnati Bengals," playing the same records, giving the same news, and broadcasting the same Bengals and Reds as WHIO in Dayton, just 35 miles up the road.

In the early days, there were only 600 stations. Powerful clear channels were created so rural people could get radio programs. We now have 10,000 stations. Network programs are on TV. All radio stations broadcast the same thing....the same records, same national news with each one giving local news. The same games—football, baseball, basketball. Technology and TV have made all radio stations local, regardless of power. Residents of Chillicothe don't listen to WLW for the local school bus report. Yet we cling to the 1930 system of clears, regionals and locals so that people in Peoria can hear the same record on WLW in Cincinnati that is being played on WMBD right there in Peoria.

The real reason is not programs. In blunt words, it's the rate card. 50,000 watts gets more money than the 1,000-watt station 20 miles down the road.

We have tolerated an intolerable situation for 25 years. Technological developments make the old, worn-out and out-moded systems ludicrous. Every local area deserves full-time service in this electronic age. The daytime station is "horse and buggy." It does not reflect well on either the FCC or Congress. There is one crying need, one overriding solution. Every neighborhood area

should have, *must* have full-time electronic service—and we better start with radio which is 25 years overdue.—*Fred A. Palmer, president, WATH(AM)-WXTQ(FM) Athens, Ohio.*

Fan mail

EDITOR: The format of BROADCASTING's editorial page describes Tim Wirth's proposed access legislation (taking 2% of all cable revenues for access programming) as a "boondoggle." I disagree with the assessment of Wirth and his progressive legislation.

Applauds access

EDITOR: The Feb. 20 item on BROADCASTING's editorial page describes Tim Wirth's proposed access legislation (taking 2% of all cable revenues for access programming) as a "boondoggle." I disagree with the assessment of Wirth and his progressive legislation.

Unlike the editors of BROADCASTING, many TV professionals strongly believe in the kind of nonprofit local programming *not* displayed on your front cover. The broadcasting and cable industry has consistently displayed contempt for the public's rights to determine what kind of programming it needs, and the public's right to create it. Goldwater's legislation reducing public access requirements is more to their liking. But for those of us who got our start in public access, and those of us who realize the unique public service access provides, Wirth's legislation is a bold step in the right direction.—*Robert Farago, assistant news producer, Good News, WTBS(TV) Atlanta.*

Harris All-Solid-State SX Transmitters

Bring Back Your AM Listeners!

Contrary to what you may have heard, your "average" listener has a better-than-average knack for finding stations with a quality, transparent sound—even on a crowded dial. The lower your sound quality, the higher your audience tune-out.

Bring back those listeners with a Harris SX Series all-solid-state AM transmitter. Harris' exclusive Polyphase PDM modulation system provides a *discernible difference in sound...* a crisp transparency that virtually eliminates listener fatigue and compares with the best FM has to offer. The specs will show you why. On the SX-5, for example, Intermodulation Distortion (IMD) is less than 1%!

SX Series transmitters (available in 1, 2.5 and 5 kW) also offer diagnostic capability through a microprocessor-based, pushbutton information center. You get instant readings on vital parameters.

Solid-state design means you'll save up to 46% more power than with other transmitters currently in use. That's a plus you'll see immediately in lower power bills.

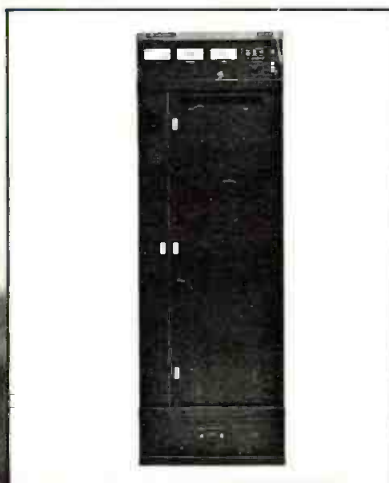
And Harris has designed the SX Series transmitters for optimum AM Stereo performance. Strict AM Stereo compatibility was a major design goal right from the start—not an add-on or an after-thought.

Make the investment in quality sound that can build and hold your listening audience. For more information on Harris SX Series AM transmitters, contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.



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See Harris SX Transmitters at NAB '84.



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news team has just won its 15th
consecutive ratings sweep
...going back five years. Stick
with a winner!

Chicago's Number One News

WBBM-TV CHICAGO 

CBS

*Audience information based on NSI Chicago Metered
Overnights, Monday through Sunday, Feb. 2-Feb.
23, 1984 and Arbitron Chicago Metered Overnights,
Monday through Sunday, Feb. 1-Feb. 28, 1984.
Subject to qualifications available upon request.

Broadcasting Mar 26

Vol. 106 No. 13

Dingell declines to intervene; NAB's hopes now with FCC

The National Association of Broadcasters' attempt to bypass the House Telecommunications Subcommittee (and its chairman, Democrat Tim Wirth of Colorado) and deal directly with the parent Energy and Commerce Committee (and its chairman, Democrat John Dingell of Michigan) was buried without ceremony last week. NAB President Eddie Fritts and Executive Vice President John Summers met briefly with Dingell last Thursday (March 22) to be told that he would not interfere with the subcommittee process, which continues to move toward creation of a broadcast deregulation bill, perhaps as early as this week.

The NAB sought Dingell's intervention two weeks ago (BROADCASTING, March 12) after concluding that the draft bill emerging from Wirth's subcommittee was "more regulatory than deregulatory," and having abandoned hope of improving it.

"We're more or less in limbo," Fritts said after the meeting with Dingell, adding that NAB has stepped away from the process and is now on the sidelines monitoring the situation.

The game plan now, as some see it, is that the subcommittee—containing at least one NAB ally, Representative Tom Tauke (R-Iowa)—will try to agree on a draft bill, including an EEO provision, and then try to "sell" that package back to NAB. No one was giving odds on the success of such a maneuver; NAB's posture was to be aloof, if watchful, in its attitude toward the Hill's

legislative efforts while accelerating its dealings with the FCC and its anticipated deregulation of television, which is expected to surface this summer.

Fritts said he would be surprised if the final Hill product is something broadcasters can live with. (NAB has contended all along that it can kill an unsuitable bill.) "Our members are telling us enough is enough. We've told our congressional allies that there is strong industry opposition and that our position has hardened," he said. "We're available for offers but are not actively negotiating."

The meeting last week among subcommittee members was described as "positive" by Chairman Wirth. "We're back at work," said Tauke, with the plan to come up with the best proposal possible and take it to the industry. In light of what has occurred, however, Tauke says it is "essential" to set up new procedural guidelines.

For the moment Tauke is preparing to offer some language changes in the draft. For example, he is planning to address the question of including a sunset provision for television quantification. And the subcommittee decided to broach the subject of including EEO language in the bill. Previously, discussions on that subject had been the sole province of NAB and Representative Mickey Leland (D-Tex.).

TOP OF THE WEEK

Goldwater asks Fowler to put off fin-syn for two years

Letter from 15 senators urges chairman to take no action; it says request is in keeping with wishes of Reagan

The controversy over the future, if any, of the FCC's financial interest/syndication rules, dormant since the end of last year, is showing signs of renewed and vigorous life. Some 15 senators, led by Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, and Pete Wilson (R-Calif.), last week wrote to FCC Chairman Mark Fowler to urge that the commission take "no further action" on the issue for another two years.

The letter, delivered to Fowler on Friday, is the response of a number of senators who support the rules to the fact that the private parties involved—the Hollywood producers and independent television stations, supporters of the rules, and the networks, which want them repealed—were unable to reach an accommodation on the issue by March 15. That was the date by which some members of the Senate had said in November that legislative activity on the issue would resume if negotiations had failed because one

side had acted in "bad faith."

The letter makes no charge of bad faith. Instead, it says, "With the March 15 date having passed, and because any further progress towards a private agreement is clearly not possible at this time, we are writing to ask that the commission take no further action to amend, modify, or repeal FISR for an additional two years." In that time, the letter

adds, the commission and Congress can continue to monitor competitive developments in the television industry. And that "forbearance," it pointedly reminds Fowler, "would be in keeping with the President's support for a two-year delay to allow for further study of the marketplace."

President Reagan's surprise call for a two-year moratorium, delivered to the Senate Commerce Committee in November, as it was considering legislation to enforce a delay on the commission (BROADCASTING, Nov. 7, 1983), contributed to the pressure that persuaded Fowler to back away from what seemed a stubborn determination to call up the rules for action, and to lead the commission in their repeal. The commission seemed certain to permit the networks to regain the right to negotiate for as much of the financial interest in a program as the market would allow, as well as to reenter a major share of the \$800-million syndication market. Both sides in the dispute had taken the matter to friends in Congress as well as the White House, and while those favoring retention of the rules won every legislative test of strength, no one wanted to participate in a



Goldwater



Fowler

final up-or-down vote. As a result, friends and foes of the rules in the Senate prevailed on Fowler, in November, to agree to a six-month moratorium to give the parties a chance to work out a compromise (BROADCASTING, Nov. 21, 1983).

The commission—under the terms of the agreement Fowler reached with members of the Senate in November—would be free to resume consideration of the financial interest/syndication rules issue on May 10. But Senators Goldwater and Wilson and their allies in the Senate—at least 15, including Majority Whip Ted Stevens (R-Alaska)—indicated they did not expect that to happen. Their letter notes that they “appreciate the efforts” the commission has made to work with Congress on the financial interest/syndication rules issue and “other important and complex issues of mutual interest.” That was a reference at least to the commission’s willingness to back down on a key issue involving implementation of the breakup of AT&T after Congress made clear its opposition.

If the commission were to begin to move on the issue, Senate sources said, it was likely Congress would move swiftly to block it. One official predicted that Senator Wilson, for one, would bring the matter directly to the floor by attaching an amendment calling for a moratorium directly to a bill awaiting action. “The Congress won’t allow May 10 to go by without” a formal understanding being reached with the commission on the matter. Members of the House were not asked to sign the letter—at least in part, according to one source, because Fowler was regarded as more likely to respond to the Republican-controlled Senate than to members of the Democratic House. But opposition to repeal of the rules has been at least as intense in the House as in the Senate. Representative Henry Waxman (D-Calif.) has introduced a bill that would prohibit commission action for five years. But the networks are not without powerful friends. Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, has favored repeal of the rules.

The parties in the dispute began meeting in December in an effort to reach a compromise. After a few meetings, ABC and NBC dropped out of the talks, giving them up as fruitless. But CBS, represented by Thomas Wyman, chairman of the board, and Lew Wasserman, chairman of MCA Inc., continued to meet, and both sides reported progress as each made concessions. But those talks finally petered out in February.

It was not clear last week how the networks would respond to the Goldwater-Wilson letter. But, in dropping out of the talks, in January, ABC and NBC indicated a readiness to accept a moratorium. ABC had said it was willing to suspend its lobbying on the issue for the remainder of 1984, “contingent upon a like commitment from the other side.” NBC said that, in view of the fixed positions of the various elements involved in the controversy, it believes there is “no alternative but a suspension of efforts to achieve repeal of the financial interest and syndication rules for a reasonable period of time.” CBS did not endorse a moratorium. A spokesman said, “We’d like this resolved.” □

Simon vs. Fowler at FCC meeting

Executive director of TRAC says chairman ignores public and should be removed; others are critical of commission’s minority position

The FCC—and particularly its chairman—came under attack at a special en banc meeting last week. As expected, representatives of minority and public interest groups criticized commission actions they didn’t like, and encouraged the FCC to behave the way they would prefer. And Sam Simon, executive director of the Telecommunications Research and Action Center, walked out of the meeting room after a brief presentation—without giving the commissioners an opportunity to respond—just as he had tipped the press beforehand he would.

Before Simon and several apparent supporters walked, he contended that the FCC had been ignoring public interest groups. Simon said that if TRAC had the resources, it would ask the courts to disqualify Fowler from several key proceedings. “Your [Fowler’s] ideological bent has become a theologi-

vantes, representing the Hispanic National Bar Association, recommended the FCC try to recruit more Hispanics for career positions, extend its equal employment opportunity guidelines to nonmedia services, and take steps to insure that potential minority applicants receive earlier notice of application opportunities than they do now.

Cervantes also said his association “vigorously” opposed efforts to elevate nonminority women to the preference level of minorities, an eventuality that would “dilute” the minority preference. Cervantes added that his group did not like to see Hispanics portrayed solely as “hoodlums and domestics” on TV. He said his group was not requesting the commission to set up stereotyping guidelines, but would like it to “acknowledge the problem.”

Commissioner Mimi Dawson took issue with Cervantes’s contention that minorities were more deserving of a preference than women.

In yet another presentation, Pluria Marshall, chairman of the National Black Media



Simon

cal cause. You cannot be persuaded, you cannot be reasoned with and you should not in all fairness be permitted to continue in this charade of pretending to execute the duties of your office to faithfully uphold the law of the land,” Simon said.

“Having tried to make my point, I choose not to waste any more of my time. Nothing that I can say today, as nothing that has been presented previously, will make any difference. You just don’t care,” Simon said.

After the meeting, Chairman Mark Fowler said the commission would continue to hold en banc meetings, which are scheduled periodically to permit parties to air their grievances and say anything they like. Fowler said the intent of the en banc meeting was to create a dialogue. “The fact that he [Simon] chose to walk out is most unfortunate...because it undercuts the reason for having the proceeding,” Fowler said.

Fowler also said the commissioners approached each issue on its own merits. “We [the FCC and TRAC] might disagree, but that doesn’t mean we haven’t considered their argument; we have,” he said.

In a separate presentation, Charles Cer-

Coalition, said he, too, was concerned about what he alleged to be the commission’s “consistent preference for the rights of licensees over the rights of minorities” and its “failure, repeatedly, to even read and consider paper we file before you.”

Marshall also said he was “appalled” that the FCC, in its Docket 80-90 proceeding, was proposing higher priority for first local service than for minority service, a proposal that would all but guarantee that a “nonminority clever enough to use a small suburban town as the city of license will receive preference over a minority who intends to serve the major city,” he said.

In another docket, he said, the commission has proposed to permit incumbents with Class A FM’s to move to Class C’s, leaving minorities to fight over the abandoned Class A. “By awarding the 99% white group of incumbent FM operators an exclusive first pick of the 80-90 assignments, the commission has proposed an abrupt about-face from the eligibility approach used in the AM clear channel proceeding in 1980,” Marshall said.

Among other things, Marshall recommended that the FCC, in cooperation with

the Internal Revenue Service, consider permitting broadcasters to take a tax deduction for the value of air time they donate to non-profit organizations—thereby creating an incentive for running more PSA's; consider using paper hearings, rather than lotteries, to award low-power television and multichannel multipoint distribution service licenses in the largest markets, where most minorities live; refuse to adopt a preference for white females unless it "does not eat into the preference for racial minorities," and eliminate financial qualifications and broadcast experience from comparative hearings, items Marshall said "do little more than register the effects of past discrimination."

Marshall also said the advertising industry was the "worst culprit of all" in the minority station marketplace. "Discrimination by advertisers against black media makes it extremely difficult for these stations to compete effectively," he said. "I recognize that the commission does not have regulatory jurisdiction over the advertising business. However, you do have jurisdiction to conduct research on the impact of any marketplace-distorting factor on the industry you do regulate."

Allen Hammond, representing the National Conference of Black Lawyers, said that group appreciated all the commission—particularly Commissioner Henry Rivera—had done to encourage minority ownership. The commission's EEO effort, however, is still critical, he said. "We believe this should not be weakened." □

Intelsat's added income plan

Colino wants to sell extra transponder time to broadcasting and cable customers

Listed on the extensive agenda of the International Telecommunications Satellite Organization's board of governors meeting in Washington last week was a proposal aimed at moving Intelsat vigorously into the business of transmitting video services. The organization's new director general, Richard Colino, who is backing the introduction of a host of new enterprises, proposed the use of currently unused transponder capacity on six satellites for pre-emptible video services, for both television and cable television.

Colino's detailed recommendation to the board, made available to BROADCASTING by a nonIntelsat source, notes that Intelsat now offers international video services on an occasional-use and leased-use basis. Those services, the proposal adds, have "stimulated extensive and rapid growth" in the use of the capacity on satellites on major routes. But, it adds, demand has outpaced supply, with the result that revenue has been lost because of "service denials."

To tap what Colino regards as a "potentially significant unmet demand" for television and cable television services, the proposal calls for the use of unused transponder capacity on other than primary or major-path satellites. Those listed in the proposal are located at 332.5 degrees east, 179 degrees

east, 338.5 degrees east, 307 degrees east and 359 degrees east. Those satellites "can be utilized to meet these needs, thereby generating additional revenues without disruption or diversion of services on primary major-path satellites," the proposal says.

The proposal, which was to be acted on by the board of governors before its meeting adjourned on Friday, appears to reflect a change in Intelsat's pricing policy. Its present practice is to average costs among member countries, but Colino's proposal calls for offering the new international video services to reflect market value—or, as the proposal expresses it, "at rates reflecting the value of a wide range of combinations of basic video service parameters." The proposal notes that approach recognizes the technical distinctions within and between satellites, "which result in different value assessments" by users of the system depending on their respective needs.

"This approach," the proposal adds, "departs from the traditional approach of selling predetermined packages of power and bandwidth and thus moves away from the traditional practice of defining a 'basic service unit' for charging purposes." It says such an approach is needed if Intelsat "is to be responsive to the rapid development of the international video distribution services," since "it is not possible at this early stage of development to accurately define basic unit or standard video distribution services."

The proposal lists six parameters that were considered in devising suggested prices: type of satellite, type of transponder, type of connectivity, type of video channel, bandwidth and power. A factor tending to hold prices down is that the services to be offered on the six satellites would be pre-emptible "in the highly unlikely event of an outage affecting service on primary or major-path satellites." The proposed broadcast and cable television services would be offered on a full-time lease basis for a five-year term, or on an occasional-use basis. However, capacity would not be reserved for occasional use, and customers for that service would pay a higher rate than would those for full-time use for comparable periods of time.

The proposed annual rate for full-time television services on the Intelsat V satellite located at the five locations, employing a global beam transponder, is \$1.5 million. The occasional-use rate would be \$22 each minute. The new video services on IV-A satellites are substantially lower, in part because those satellites are expected to reach "end-of-life shortly." The proposal notes that those leasing transponder capacity on a IV would be obliged to shift to the new satellites before the expiration of their five-year leases. The proposal says the charges in all cases would not be expected to divert business from the existing system but, rather, to stimulate new business.

Before going to work on the action proposals submitted by the staff, the board of

Takeover rumors at Disney

The good news for Disney Productions Inc. is that its latest film, "Splash," is doing great at the box office—it set a company weekend record of \$6.5 million and grossed \$14.9 million in the 10 days following its March 9 release. The uncertain news is that, also on March 9, Roy E. Disney, son of Roy O. Disney and nephew of Walt Disney, the company's co-founders, resigned from the board of directors, two weeks after his reelection. Some doubted the official explanation that he left for "personal reasons" and speculate that he resigned to begin a takeover of the company. Roy E. had been a vice president at Disney, but resigned in 1976, reportedly after losing a power struggle with Walt Disney's son-in-law, Ronald W. Miller, who is now president and chief operating officer.

The next uncertain news came one week later, when The News Corp. Ltd., the Australian-based media conglomerate headed by Rupert Murdoch, was also cast as a buyer, turning its attention to Disney now that its struggle to take over Warner Communications Inc. ended unsuccessfully (see page 59).

As a Disney spokesman was busy denying takeover rumors, the Burbank-based entertainment company, which owns the Disney Channel, was negotiating with banks to triple its line of credit to \$1.3 billion. According to the company, the additional credit would be for "general corporate purposes" but Dennis S. Rosenberg, an analyst at Oppenheimer & Co., indicated that Disney Productions could also use such a fund in the event of a takeover attempt, either to buy its adversary out or to make acquisitions that would make the company less attractive.

All the preceding, including the good news, has led to increased trading activity in Disney stock and an increase in its price from 50½, where it closed on March 6, to 63¾, where it closed last Friday. Daily trading volume for those 12 days averaged 784,483, well above the 158,475 shares traded daily in February. Daily volume exceeded 1 million from last Tuesday (March 20) through Friday. One industry executive noted that the stock (two-thirds owned by institutions) had been trading as high as \$84 last spring, before declining to \$47 by December (it had dropped 11½ on Nov. 10, 1983, when the company announced its fourth-quarter earnings). She concluded: "When a stock price gets that low, something is bound to happen."

Anxious over multiple ownership

Members of the Congressional Black and Hispanic Caucuses warned FCC Chairman Mark Fowler in a letter last week not to relax the commission's multiple ownership rules. The CBC and CHC decided to write Fowler after the FCC began lobbying members on the issue ("Closed Circuit," March 19). "We believe the commission should postpone review of the multiple ownership rules until it has had an opportunity to evaluate more fully the ramifications of eliminating or liberalizing the rule," the letter said. If the FCC eliminates the rules, the CBC and CHC threatened to forge ahead with legislation now pending in the House (H.R. 4120) to prevent the FCC from touching the rules for five years. "Should the commission attempt to eliminate the rule completely, or modify it extensively as to undermine the commission's historic policy of diversity of ownership, we will necessarily insist on expedited consideration of legislation on this issue," the letter said.

They criticized the commission's decision to examine the rules because it claims there is "an adequate degree of diverse ownership." And the letter scoffed at the commission's contention that modification of the rules would benefit minorities. That, the letter said, "is naive or rooted in bad faith." The CBC and CHC are also concerned about the FCC's plans to relax its attribution rules, which are used to determine when an entity owns a media property.

directors approved an extensive realignment and reallocation of functions within the organization that, Intelsat said, "is an acknowledgement of the changing international telecommunications environment." The changes, which were recommended by Colino, resulted in the creation of a deputy director general for finance and staff support services to centralize the administrative and financial activities, as well as a deputy director general for business planning and external relations to centralize all strategic and business planning and informational activities. The deputy directorate for operations and development was left essentially unchanged. But three new directorates were established: strategic policy formulation, management and information systems and administration.

Within days of that reorganization, Intelsat suffered a loss in the death of H. William Wood, who had been deputy director general for operations and development. Wood, who was 63, was a former Navy officer who had joined the Communications Satellite Corp. in 1965 and played a key role in the development of Intelsat. He became an official of that organization in 1977. □

News Council to fold

After 11 years, watchdog group calls it quits; cites lack of cooperation from the press

The National News Council, the New York-based media watchdog that failed to gain anything close to full cooperation from the press during its 11 years of existence, voted last Thursday (March 22) to cease operations by the end of the month, or soon thereafter, and to formally dissolve itself by no later than July. The vote (for either suspension or dissolution) was 9-3, with Chairman Lucy Benson not voting and two members absent.

The council also decided that all of its files and its remaining fiscal 1984 funding will be donated to the University of Minne-

sota, whose school of journalism, said NNC President Richard Salant, has been active in promoting the concept of news councils. "They will try to figure out a way to bring it back" in a workable form, said Salant.

Offering a post mortem, Salant said the news council concept was a "very valid idea whose time has not yet come." It was not accepted by many news organizations (CBS, Gannett and Capital Cities being three notable exceptions), he suggested, for fear it "would do more harm than good."

One of the council's more powerful adversaries was the *New York Times*, which opposed the organization from its founding in 1973. At that time, recalled a recent *Times* article, the paper's publisher, Arthur Ochs Sulzberger, characterized the council as a "form of voluntary regulation in the name of enhancing press freedom," adding that the



Salant

Times would not participate in or cooperate with NNC investigations.

But the *Times* was not the council's only harsh critic. The American Society of Newspaper Publishers, recalled Salant, "called us a bunch of busybodies without anything better to do."

And while Salant acknowledged NNC was not very effective given the lack of support from the media, he insisted that given a

chance, a similar organization would do more good than harm. "Our ultimate goal was to vindicate and maintain the free press provisions of the Constitution. You can't do that if the public lacks confidence in the press." Under such circumstances, he said, "freedoms will be eroded."

At this point, it is unclear how much of the council's budget will be left over to give to the University of Minnesota. The council's budget generally runs between \$330,000 and \$340,000 a year. A spokesman indicated the costs of closing up shop (including severance pay for the seven staff members) were not yet known.

NNC investigated 242 complaints over the years, of which 82 were found to be "warranted." The complaints included 78 made against the television networks, while 68 involved newspapers.

The nonprofit group's budget was raised from donations from corporations (25%), media organizations (29%), foundations (42%) and individuals (4%).

As for the next move of Salant, one-time president of CBS News and later vice chairman of NBC, he said: "I haven't decided. I'm going home to think. It's about time. I should have done it sooner." □

Networks run into polling problems

Illinois enforces ban on electioneering within 100 feet of polling places; networks manage to get figures, wait until polls close to announce them

To viewers at home, the networks' reports of their exit polling during the Illinois primary last week seemed as authoritative as ever, and the networks had no reason to take anything back. But there were signs that reports of the states' determination to put a crimp in the polling in an effort to prevent early projections of results may have some validity.

Heads of polling units at ABC, CBS and NBC all reported scattered efforts by authorities in some counties to enforce a ban on electioneering within 100 feet of polling places. ABC's Jeff Alderman, who reported the most serious problems, said that in some cases an interviewer was moved back into a parking lot and thus was unable to reach exiting voters in the prescribed rotation.

However, no one complained that the efforts to apply the law against poll takers affected their efforts. Alderman said that when poll takers were unable to interview departing viewers in the desired frequency, "an alternative methodology" was developed. "We went to a quota system, getting X number in a certain length of time." Alderman, Lorrie Epstein of NBC and Warren Mitofsky of CBS said the actual results proved out the accuracy of their exit polling. However, Alderman said that if the efforts to restrict the actions of poll takers keeps up, "we could have trouble."

Chicago Tribune columnist Mike Royko apparently had no effect. In his own cam-

paign against exit polling, Royko, in three separate columns, urged his readers to lie to the pollsters who interviewed them. The only possible effect was noted by Epstein. She said "the refusal rate was somewhat higher than usual." She also reported that a woman pollster at one polling place had been "harassed" by a man who indicated he was a Royko fan. The poll taker eventually called on police for protection.

Mitovsky would not allow his poll takers to be intimidated. He had determined ahead of time that the Illinois Board of Elections, which has jurisdiction over such matters, had not issued a ruling regarding the implementation of the 100-foot ban, which does not refer to exit polling. Accordingly, when reports came in of CBS poll takers being forced back to a 100-foot perimeter, he called the county attorneys involved to complain. In all cases, he said, the attempts at enforcement stopped.

Actually, only three states have laws specifically barring exit polling. But, according to a survey by the Committee for the Study of the American Electorate, more than 20 interpret laws and guidelines restricting electioneering within a particular distance of polling places as applying to exit polling. Illinois is one of the states with guidelines that could be considered applicable. Florida has a law banning virtually everyone but voters from an area within 300 feet of a polling place, and it caused networks trouble in scattered areas of the state during the primary two weeks ago. Indeed, CBS, with the memory of the problems it ran into there in 1982, did not even bother to try to conduct exit polls.

Meanwhile, the networks and other media are gearing up for the Connecticut primary tomorrow (March 27). Connecticut bans electioneering within 75 feet of polling places, and, according to the Committee for the Study of the American Electorate, it interprets that law as applying to exit polling.

The irony of the interest in whether states will attempt to interfere with exit polling is that the networks last week did not "call" the Illinois primary before the polls closed. □

Geller would end cable fee cap

He calls NCTA report alleging overcharging by cities 'flimflam'

Charging that the FCC's ceiling on cable franchise fees "is beyond the [FCC's] statutory authority and unlawful," a public interest group and the former head of the National Telecommunications and Information Administration last week called on the FCC to eliminate that cap.

The nine-page petition, seeking action on a five-year-old petition for rulemaking on the validity of the cap that has been gathering dust at the FCC, was filed by the Telecommunications Research and Action Center; Henry Geller, the former NTIA head and FCC general counsel, and Donna Lampert,



Geller

an associate of Geller's at the Washington Center for Public Policy Research of Duke University.

According to Geller, the joint petition was a reaction to a survey by the National Cable Television Association that suggested that 8% of the franchising municipalities were charging franchise fees in excess of those allowed by FCC rules (BROADCASTING, March 12). The survey was a "flimflam," to which the House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and the FCC were parties, designed to put pressure on the cities in their compromise negotiations with cable on pending cable deregulation legislation (H.R. 4103).

According to Geller, the joint petition may soon be moot, however. A provision of H.R. 4103 would set a franchise fee limit of 5%, superseding the FCC's rules. If the bill were to become law, he said, the petition would no longer be "germane." And in a speech at a cable seminar sponsored by the Annenberg Schools of Communications last Friday, Geller said prospects for the bill were good. According to Capitol Hill sources, he said, representatives of NCTA and the National League of Cities were expected to reach agreement on the bill at a meeting scheduled last Saturday (March 24) that would go a long way toward insuring its passage. Going into the meeting, he said, the two parties had reportedly agreed on new language for the controversial "changed circumstances" and franchising provisions. The only sticking point was basic rate regulation.

Geller warned that the cities should take care that gains made in their current negotiations are not lost in conference with the Senate. The Senate version of the legislation (S. 66) "is a bummer," he said. Senate Commerce Committee Chairman Robert Packwood (R-Ore.) and Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), the principal sponsors of S. 66, "sold out to the cable industry."

The franchise fee rules, which were established in 1972 to prevent municipalities from imposing onerous fees on cable operators as a cost of doing business within the municipalities' boundaries, set a limit of 3% of gross revenues that, with a waiver, may be raised to 5%. To win the waiver, municipalities and the franchised cable operators must convince the FCC that the fees will be used

by the municipalities for cable regulation.

In 1972, the petition said, the Supreme Court affirmed by a 5-4 vote the FCC's power to require cable operators to originate local programming. But Chief Justice Warren Burger, in a concurring statement, said the origination requirement "strains the outer limits" of the FCC jurisdiction. (The FCC subsequently dropped the origination requirement.)

"The [FCC's] fee limitation is a step beyond the 'outer limits,'" the petition said. "The [FCC] just barely has the authority to require cable to contribute to program diversity by originating." With its cap on franchise fees, it said, the FCC "is seeking to protect and secure the contribution that cable can make to diversity by preventing the cities from 'over-taxing' cable. Whether or not this step is good policy, it is beyond the agency's reach." The franchise fee cap is based on the "misconception that the [FCC] has plenary 'public interest' jurisdiction over cable, akin to that of broadcasting," it said.

The petition also said that the 3% and 5% ceilings are arbitrary. The FCC presumes, it said, without any evidence, that every fee in excess of the caps "threatens the financial viability of the system. Upon what basis does the [FCC] make this assumption, particularly when local circumstances can vary so widely as it acknowledges? The subscribers may be perfectly willing to pay the additional cost, or the cable operator may absorb part or all of it, making it less profitable but in no way jeopardizing its viability."

In its on-going re-evaluation of its cable rules, the petition said, the FCC has been inconsistent. At the urging of the cable industry, it dropped most of its franchising rules and many of its carriage rules, it said, yet the FCC retains the franchise fee ceiling. "The reason why, we regret to say, appears obvious on this record: The commission simply wishes to protect the cable industry."

The petitioners concluded by saying that they don't advocate "unduly high" franchise fees. "But the balance to be struck here is a matter dependent upon local conditions and one that should be adjusted over time in the localities—not by FCC fiat stemming from speculation and assumption." □

Supreme court stands with broadcasters on unit rates

But two court decisions on libel go against the news media

The Supreme Court last week struck a blow for broadcasters concerned about states imposing their own lowest-unit rate requirement for political advertising. It affirmed, without hearing oral argument and without issuing a written opinion, an appeals court decision overturning a Texas law that went beyond the lowest-unit-rate requirements

Clarifying ad substantiation

James Miller III, chairman of the Federal Trade Commission, last week unveiled a proposed policy revision to enforce advertising substantiation by rifle rather than shotgun. In a speech before the American Association of Advertising Agencies in Washington, Miller proposed that the agency stop requiring industries as a whole to submit substantiation for advertising claims. Instead, he proposed that the agency require substantiation only from firms whose advertising the commission has some reason to doubt.

Under the proposal, the FTC would continue to require that advertisers have a "reasonable" basis for their claims before claims are disseminated. The proposal also would set standards for the degree of substantiation that would be considered appropriate. "Where advertising expressly claims a particular level of support, that is the level the commission will expect the advertiser to possess," Miller said. "The same thing applies when an advertisement implies to reasonable consumers that the firm possesses a particular level of support. In its discussion of compliance matters, the commission has never formally indicated the principle's relevance for findings of liability. The policy statement makes clear that firms are liable for the level of substantiation consumers reasonably expect from express or implied claims."

When it is not clear what level of substantiation consumers expect an advertiser to possess, the commission will determine the amount of substantiation to be required by considering the type of claim, the type of product, the costs of developing substantiation and the amount of substantiation experts in the field would believe appropriate for the claim, he said. "This standard is admittedly vague and highly dependent upon the circumstances surrounding individual cases," he added. "But as desirable as more precise guidance would be, I see no way with current knowledge to provide detailed criteria covering all possible claims. The commission must continue to exercise reason when confronted with situations in which consumer expectations of the level of substantiation are unknown."

Miller emphasized that the policy statement recognized that in deciding how much substantiation to require, the commission should take into account the risks of suppressing truthful claims. "This follows from the common-sense notion that in setting the level of substantiation, two different kinds of mistakes can be made: requiring too little substantiation, thus allowing false claims to be made, and requiring too much substantiation, thereby chilling the dissemination of useful information. Either mistake can have serious consequences for consumers."

Miller said he had "circulated" the proposed policy statement to his fellow commissioners last week, and hoped the commission would endorse it soon.

that were written into federal law in 1971.

Although the court issued a summary decision, the issue had evidently caused considerable discussion within the court. In December, the court asked the Justice Department to comment on the question (BROADCASTING, Dec. 12, 1983). And three of the nine justices—William Rehnquist, John Paul Stevens and Sandra Day O'Connor—said they would have heard oral argument in the case.

The federal statute limits the lowest-unit-rate requirement to candidates within 45 days of a primary and 60 days of a general election. But the Texas law, adopted in 1975, applied to political issue advertising, as well as candidate advertising, throughout the year. It was challenged by KVUE-TV Austin and Central Texas Broadcasting, which said the law caused financial hardship.

A U.S. district court rejected the complaint. But the U.S. Court of Appeals for the Fifth Circuit last July held that the federal law pre-empted the states' authority to regulate political broadcast rates. The appeals court also said the Texas law "conflicts directly with the federal statute in important ways," and "imposes a considerably heavier burden on broadcasters" than does the federal statute. What's more, the court said the

state law runs contrary to congressional goals in lengthening rather than shortening political campaigns and in encouraging increased rather than less campaign spending.

Texas, in seeking Supreme Court review, defended the law as one designed "to promote an informed electorate by increasing public exposure of political candidates and issues." And since state and local elections are held throughout the year, the legislature "accordingly provided for the lowest unit charge of all such advertising." Texas was supported in its appeal to the Supreme Court by a number of groups, including the National Conference of State Legislatures, which argued that the appeals court decision "raises the fundamental question of whether it is constitutional for the federal government to preclude a state from controlling and improving its own political process."

If the decision on the Texas law was welcomed by broadcasters, the Supreme Court issued two others, in libel cases, that were a blow to the media generally. In neither did it reach the merits of the case, but the effect of both decisions is to make it easier for those complaining of being defamed to sue an offending publication or broadcaster in courts convenient to the person filing suit.

In one, in which actress Shirley Jones is

suing a *National Enquirer* editor and reporter, as well as the publication, for \$20 million, the court ruled, 9-0, that plaintiffs in such cases may sue in their home state and not be required to sue in the state where the defendant is based. In the Jones case, that means the actress may sue in California, rather than in Florida where the *Enquirer* is based. In the other case, the court, again by a 9-0 margin, held that those suing a national publication may seek out the state most favorable to their cause. The case involves an \$80-million suit against *Hustler Magazine*.

Both opinions were written by Justice William Rehnquist. And in both, the court rejected the argument that the First Amendment protects the media from plaintiffs who seek courts convenient to them. "We reject categorically the suggestion that invisible radiations from the First Amendment may defeat jurisdiction otherwise proper under the due process clause," Rehnquist wrote in a footnote in the *Hustler* opinion.

The *Enquirer* decision means that reporters and editors who are defendants in libel cases may be forced to travel considerable distances to defend themselves. (There was no dispute as to whether the newspaper, as a corporation, could be required to respond to a libel suit in a distant jurisdiction.) Some print and broadcast organizations had held that such a decision would impose a "chill" on reporting. But Rehnquist said that the First Amendment guarantee of a free press was not involved. Those who prepared the allegedly libelous material, he wrote, must be prepared to answer the Jones suit in California.

The story at issue, which appeared on Oct. 9, 1979, reported that Jones's husband, producer Marty Ingels, "terrorized his staff, cheated stars, outraged advertisers and scandalized Hollywood," and that Jones was so upset as a result that, "by 3 o'clock in the afternoon, she's a crying drunk." Rehnquist said those involved in preparing the story knew it "would have a potentially devastating impact" on the actress and that "the brunt of that injury would be felt [by Jones] in the state in which she lives and works and in which *The National Enquirer* has its largest circulation." Some 600,000 copies are sold weekly in the state. Accordingly, Rehnquist added, they must expect to be haled into court there "to answer for the truth of the statements made in their article."

In the *Hustler* case, the court held that Kathy Keeton, an executive with the rival *Penthouse* magazine, is free to sue in New Hampshire, the last state where the statute of limitations had not run out on the cartoon, picture and story that accused Keeton's common-law husband, *Penthouse* publisher Robert Guccione, of infecting her with venereal disease. The offending material was published in 1975 and 1976. A U.S. district court and a U.S. court of appeals had ruled against Keeton on the jurisdiction issue, contending that the due process clause of the 14th Amendment forbade application of New Hampshire's six-year statute of limitations. Broadcasters and publishers supported that ruling; they expressed concern they would be exposed to litigation and heavy

damages if plaintiffs in libel suits could pick states most hospitable to their suit.

Rehnquist, however, held that Keeton's "successful search for a state with a lengthy statute of limitations is no different from the litigation strategy of countless plaintiffs who seek a forum with favorable substantive or procedural rules or sympathetic local populations." And he said *Hustler's* circulation of 10,000 to 15,000 in New Hampshire provides sufficient legal grounds for a libel suit there based on the contents of the magazine. *Hustler*, Rehnquist said, is "a national publication aimed at a nationwide audience."

There is no unfairness in calling it to answer for the contents of that publication wherever a substantial number of copies are regularly sold and distributed."

In another action last week, the court turned down a request from Universal City Studios and Walt Disney Studios for a new hearing in the Sony Betamax case. The court, by a 5-4 decision in January, held that the use of home video recorders to tape copyrighted material as it was being telecast did not violate federal copyright law—a decision that was a major setback for Hollywood program producers. □

won against Sally Hawkins, WILM(AM) Wilmington, Del.

William Rollins, WEGO(AM)-WPEG(FM) Concord, N.C., from district six (North Carolina and South Carolina), beat his challengers, Terry Freitag, WHNC(AM) Henderson, N.C., and William McElveen, WNOK-AM-FM Columbia, S.C..

Incumbent John Dille III from district 10 (Indiana), WTRC(AM)-WYEZ(FM) Elkhart, Ind., became an automatic winner during the run-off election when he received more than 50% of the vote. In district eight (Louisiana and Mississippi), Ray Saadi, KHOM(AM) Houma, La., defeated Howard Cole. WHOC(AM) Philadelphia, Miss. The seat for the 12th district (Missouri and Kansas) was picked up by John David, KFSB(AM)-KDBQ-FM Joplin, Mo., who beat Robert Templeton, KAYS(AM) Hays, Kan.

Wayne Phillips, WJJK(AM)-WBIZ(FM) Eau Claire, Wis., lost his bid for the district 14 seat (Iowa and western Wisconsin) to incumbent Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa.

Perhaps the closest race was in the 18th district (southern Texas), where incumbent Dick Oppenheimer, KIXL(AM)-KHFI-FM Austin, Tex., defeated former radio board member, Dick Osburn, KYKS(FM) Lufkin, Tex., reportedly by one vote. Roy Mapel, KIML(AM) Gillette, Wyo., won in district 20 (Montana, Idaho and Wyoming, where he beat Raymond McLean, KZLS(FM) Billings, Mont. Incumbent Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., who was re-elected to represent district 22 (Arizona, Nevada, Utah and New Mexico), ran against Bill Smith, KOOL-AM-FM Phoenix. □

Incumbents fare well in NAB elections

A majority of the incumbents running for re-election to the National Association of Broadcasters' radio and television boards last week managed to hold onto their seats despite some reportedly close contests. Three incumbents (two of whom were on the radio board) were defeated.

Four of the six incumbents on the radio board were re-elected and eight new members chosen. On the television side, where 12 candidates were vying for the six-at-large seats, four incumbents held their own. Each member serves a two-year term, effective June 18.

The two radio board incumbents who lost their seats were Willie Davis, KACE(FM) Los Angeles, from district 24 (southern California, Hawaii, Guam and American Samoa), and Douglas Stephens, KDEN(AM) Denver, representing district 16 (Colorado and Nebraska). Davis lost his seat to Robert Fox, KVEN(AM) Ventura, Calif., in what was characterized as one of the tightest races. Stephens was defeated by Ray Lockhart, KOGA-AM-FM Ogallala, Neb.

TV board member William Faber, Media General, Tampa, Fla., was the other incumbent to lose his bid for re-election.

New TV board members are Gregory Stone, WSOC-TV Charlotte, N.C., and Wallace Dunlap, Westinghouse Broadcasting, Washington. Incumbents Bill Bengston,

KOAM-TV Pittsburg, Kan.; James Dowdle, Tribune Broadcasting, Chicago; Crawford Rice, Gaylord Broadcasting, Dallas, and William Turner, KCAU-TV Sioux City, Iowa, were re-elected to the TV board.

The nominees who lost their bids to be seated on the TV board were: Evans Nord, KELO-TV Sioux Falls, S.D.; James Smith, Landmark Communications, Las Vegas; James Smith, KRON-TV San Francisco; Cyril Vetter, WRBT(TV) Baton Rouge, La., and Walter Windsor, WFTV(TV) Orlando, Fla.

On the radio side, William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., defeated Walter Maxwell (reportedly 121 to 71), WGHQ(AM) Kingston, N.Y., for the district two seat (New York and New Jersey). In the fourth district (Delaware, District of Columbia, Maryland and Virginia), J. William Poole, WFLS-AM-FM Fredericksburg, Va.,



Bengston



David



Dille



Dowdle



Dunlap



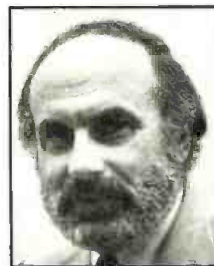
Fox



Mapel



Olson



Oppenheimer



O'Shaughnessy



Poole



Rice



Rollins



Shoblom



Stone



Turner

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- April 9  **Special report: Satellites.** Ten years after the first geostationary communications satellite took its position above the equator, BROADCASTING assesses the state of the art. With a look back at yesterday's profits and pioneers, a look around at today's ever-expanding telecommunications horizon and a look ahead to the satellite universe of the year 2001.
- April 16  **Top 100 companies** in electronic communications. Financial year review of the top 100 companies involved in broadcasting, cable, programing, manufacturing and elsewhere in the Fifth Estate.
- April 23  **Pre-MIP.** An advance report on the international television program market held each year in Cannes. Plus the **Pre-NAB.** Getting ready, getting set and . . .
- April 30  **NAB . . .** going on the 62d annual convention—in Las Vegas, April 29-May 2. Complete advance of the four days of workshops and sessions, and a complete list of exhibitors for the industry's largest equipment show.
- May 7  **Post-NAB.** Saturation coverage of the industry's annual taking on of new information and new gear at the premiere convention of the Fifth Estate. The next best thing to being there.
- May 14  **Post-post-NAB.** Gavel-to-gavel report on the technical side of the NAB convention, featuring a by-the-experts-themselves appraisal of the state of the equipment art.
- June 4  **NCTA.** As the year's largest cable television convention gets under way, this year in Las Vegas, BROADCASTING will present a day-by-day agenda and a complete list of all the companies that will be exhibiting both hardware and software.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

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- 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

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CBS INC. CHAIRMAN AND CHIEF EXECUTIVE OFFICER THOMAS H. WYMAN



In terms of top management stability and longevity, CBS for years was in a class by itself. Essentially, it was William S. Paley as chairman and Frank Stanton as president and a passing parade of lesser executives in group and divisional posts. Then began a long and arduous process to find the person who would lead CBS into the second generation. Chapter I of Book IV of that search ended on June 2, 1980, when Thomas Hunt Wyman—who had made corporate marks at Polaroid and Green Giant and Pillsbury—was named president and chief executive officer of CBS Inc. Chapter II began on April 20, 1983, when Wyman succeeded Paley as chairman of the board. ¶ Earlier this month, BROADCASTING editors sat down with Wyman to review CBS progress under his stewardship and to solicit his views on a number of issues facing that company and the industry at large. The result was a revealing portrait not only of CBS's new ship of state but also of the man on the bridge.

High sights, low visibility

How fast is the pace of change at CBS, away from the traditional businesses and toward the new ones?

It depends on your view of what change is. My view is that it's not very rapid. It's more an amplification of the businesses we're already in. If you take a broad view of our business as the reporting of information and creation and distribution of entertainment—and if you see the ownership of distribution techniques as important, but not central to, the real business that we are in, then you have a

somewhat lesser view of radical changes.

On the other hand, we are doing some things that are quite new and quite different—videotex not being the most dramatic example of this, but the most recent. That involves mainly the mobilization of distribution techniques and a certain amount of information purveyance—not too much entertainment, probably—but it's quite different.

But I would characterize our lives as 80% building upon and elaborating the businesses we are in and 15% or 20% bringing in

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some additional businesses.

How is the company doing right now?

We are having a first quarter that we think we'll be pleased to report upon in April. Earnings will be comfortably in excess of \$1 per share, up from 60 cents a year ago—and opposed to the 70 cents or so that most analysts had anticipated. As you know better than anyone, the network and station businesses are both in pretty good shape at the moment—more than pretty good shape. And it's no secret that something has happened in the music business over the last year. The momentum that we saw in the second half of last year is being sustained. It is an incredible time for the music business. Things come and go, but this cycle is up, and it's very, very strong. Publishing, in many ways, has had just as strong a year in terms of financial performance as any of our groups, and that continues nicely. The Columbia Group is right on plan for the first quarter.

All in all, I'm delighted to answer the question.

What about Wall Street? There was a period when it was very skeptical of CBS's performance. That seems to have changed now. Is that your reading of the situation?

I think that's probably correct. We read the analysts' reports and in general they are far more understanding about what our basic strategies are. I think that, on a relative basis, we seem to be viewed favorably.

In general, we're not uncomfortable with where we sit in terms of the six or eight people who are really qualified to evaluate us.

Several things are coming together at the same time. Network shares are declining. Cable is fragmenting the audience. Inflation has slowed down. And analysts seem to have two questions. One, how can you estimate that revenues can increase on an annual basis, given those factors, and, two, how can you continue to control costs?

I think we are just warming up to the question of controlling costs. That is the question. It would be irresponsible for us to program our broadcast business on the basis of expecting revenues to increase on a 14% or 15% basis over the next few years, and that as a consequence of that expectation, it could be bearable if costs increase 12%, 13% or 14%.

I don't think the first assumption is appropriate, and the second, as a consequence, is totally unacceptable. We are—as I think everyone understands—deeply engaged in the kind of introspection, on the one hand, and activity, on the other, to examine as rigorously as possible every kind of relationship: the numbers of people required to do things, what you can afford to pay, what are your activities and functions, where the markets are moving, where and at what cost various kinds of creative product can be produced, and what latitude you have in terms of moving your mix to optimize—or, put another way, to reduce costs without product sacrifice—the mix of the program schedule, and offering a balanced, varying schedule that is consistent with the quality that has put us where we are today. Day, night, early, late, sports, news—clearly, we cannot give up any of the leverage that flows from that kind of performance differential. But we put at risk the benefits of our position if we accept as automatic and irreversible a cost evolution that is in continuing double digits.

That is the number-one priority: managing costs in a context of maintaining product quality.

This is not just a broadcast group priority?

Oh, absolutely not. The most dramatic example of the wisdom, the desirability, the effectiveness of cost control really took place—under a little duress, to be sure—in the records group two years ago. The success of 1983 was created in 1982. We did some fairly dramatic things: We closed two of our four plants, shut nearly half of our branches and let go more than 2,000 employees. Now, for 1983, we have had a very major increase, from an on-the-floor year in 1982 to an unbelievably successful year. Volume was up, but the volume changes did not remotely explain the essentially five times increase

of the records business. The volume was up 8% but the profits were up over 400%.

Now, I wouldn't want to subtract Michael Jackson from the success of '83, but the lesson that we really had a chance to demonstrate is that the mission of cost control applies not only to the broadcast group but also to the rest of CBS.

So you say that conserving costs is a principal priority. What about new ventures?

The nice thing about priorities is that they're not mutually exclusive. You can order them in some hierarchical arrangement. We have created in the last couple of years three substantial ventures: CBS/Fox, which is up and running and performing very well; Tri-Star, with Columbia Pictures and HBO, whose first films will be on the market in April and May, and the CBS-IBM-Sears videotex venture, which was just announced.

Why did we make the CBS/Fox venture?

One, we didn't think there was a way to get started in the home video business without a film library and Fox had a considerable one. Two, Fox had a video business, with a substantial, successful operating, production and manufacturing, sales, marketing and distribution organization. And, three, we made the judgment, which turns out to be reasonably sound, that the VCR area was going to do some important things, beginning from a base of just theatrical films and broadening into other product which CBS was positioned to supply—access, for example, to music video or news division product like Walter Cronkite narrating World War II. That's what we got and that's what we have maintained.

As new ventures develop, how do you see your revenues shifting from your mainline businesses? How do you anticipate revenues downline?

If you're asking for a percentage, pie chart description for 1990, I don't have one that I can give you. But I can tell you that the broadcasting business as we know it today—radio, television, stations, network—is going to remain far and away the largest area, the heart of this company. The growth potential there is as substantial as in the new media. Since those are businesses we know well, there is every reason to focus our attention on them.

In the music business, we'll always have a risk of moving up and down. It's not too often that we have an artist who sells 30 million albums—that's a characteristic of the business. But the appetite for music is clearly timeless, and our success is going to be measured by our ability to move on the front edge of taste and to maintain our reputation and distribution capability that attracts the kinds of artists who put you there.

And there's the definition question. How do you classify video music? Is it part of CBS/Fox? Is it part of broadcasting? Our artists will be operating in cassettes, in pay cable and in nonpay cable and creating network specials as well as the same kinds of concerts they do now.

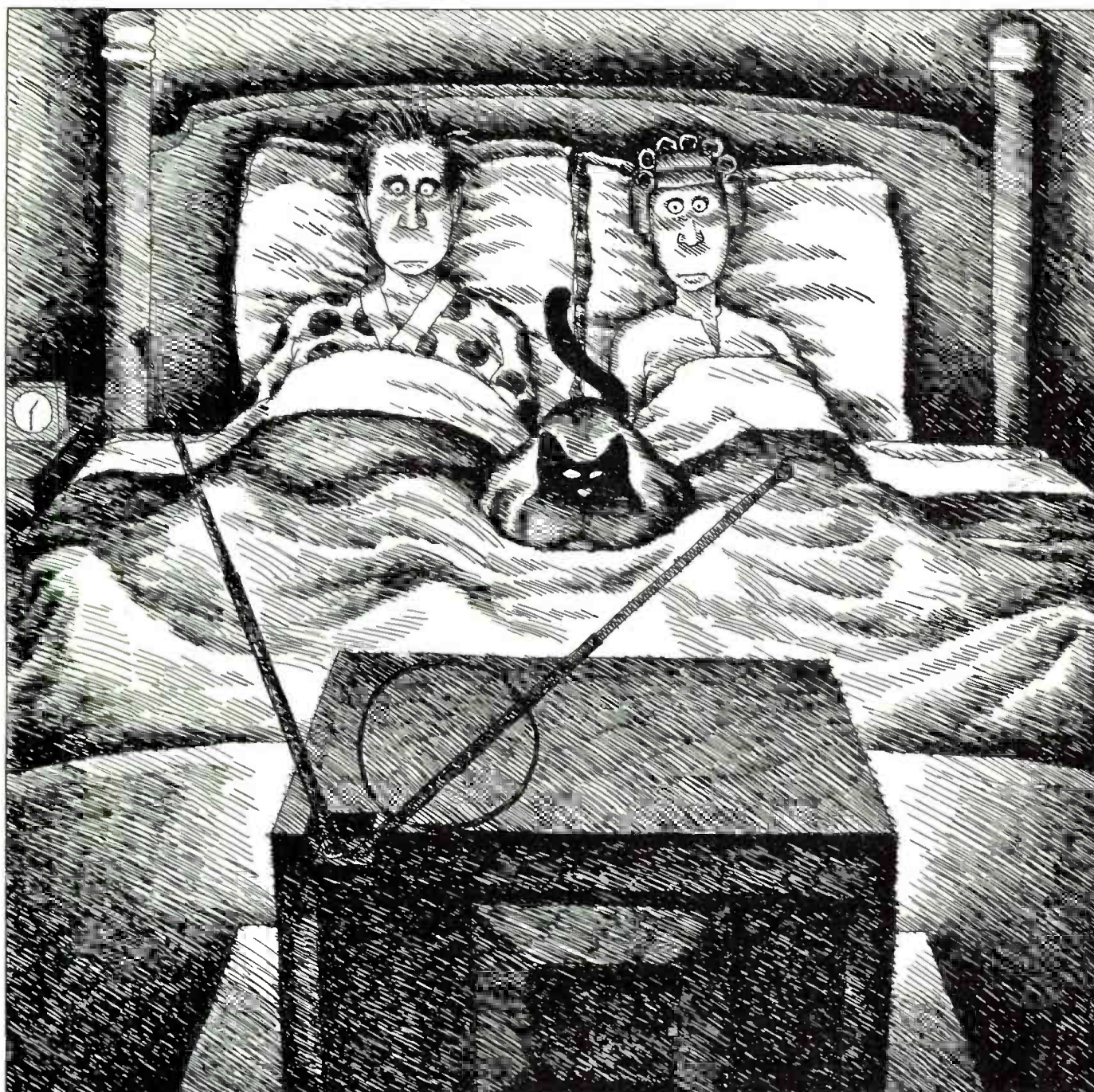
I think in the mid-90's, videotex will be a major force in our lives: the way we transact business, have access to information, and educate and entertain ourselves, partially, and the way that we reinforce the whole communication process.

By combining the technology of IBM, the retailing and marketing capability of Sears and the programming expertise of CBS, we will be able to design a system that is superlative in quality.

But are we drawing pie charts that suggest that the future of this company depends upon having videotex represent perhaps 35% of our business that far away? No.

If you look down the road, at the way the new media are developing, you can construct a scenario that there may be, in five or 10 years, a half-dozen or a dozen major program suppliers creating product for an equal number of media—DBS, MDS, cable, over-the-air broadcasting—all competing for the same product. CBS, in the past, has been primarily a user of product—a buyer of product—and with the exception of news and, I guess, sports, is not a producer of this product.

If we were to look down the road to 1990 or beyond, do you think



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that CBS is more likely to be one of those major producers of product?

Well, we're now touching on the financial interest-syndication discussions, and the answer is: I hope that we are not forced to become a major internal producer of product.

Let me tell you why.

It's possible that we may be driven to being more of a producer than we would like to be. For something like the news, nobody else is ever going to do that for us. But this question relates to entertainment.

The driving consideration is: Where do you find the creativity and creative skills to package materials that will offer variety, wit, humor, drama, et cetera, on a sustained basis in a schedule that responds to a variety of public tastes?

The more you move inside, the more you are obliged to have people under your own roof delivering that variety of material, the more you are risking a certain sameness, a certain narrowing of the offerings as opposed to reaching out wherever you can to find new ideas of substance and stimulating, in some cases financing, those new sources of ideas and potential product.

What we should be looking for is a far broader base of external supply. Take the earlier question you raised about cost. One of the ways that we can exercise some discipline is to be close enough to the activity in the field. We find it very instructive to be in made-for-television films and to be making some of those ourselves.

I think there's no question that all three networks would love to be producing some series, but I think there's a very big difference between producing one or two as opposed to evolving as a major supplier of in-house or series production.

Would that response apply to CBS/Fox as well?

Absolutely.

But I would have thought CBS/Fox would like to create a lot of product for sale to other ventures. Not so much series product as movies and pay cable product.

CBS/Fox may cause movies or other material to be produced, and each partner may supply product, but I don't see CBS/Fox developing as a substantial production entity in and of itself.

How about Tri-Star Pictures?

That's something else altogether. Tri-Star is a major studio and will be a producer of all kinds of film materials and, in time, television materials. The situation is complicated slightly by the financial interest rules.

Well, may we turn to that subject? And let me ask first why CBS took the lead in the effort to repeal the financial interest rules. What did it mean to you?

This company didn't believe there was a requirement for those rules in the beginning. It was a major moment in this company's history, obviously, when the FCC imposed the rules in 1970. As we have watched the industry take a quite different shape, and major competitive forces emerged which were not governed by the same rules, we decided that the timing was appropriate to pursue relief. And, I think that has been one of the attractive traditions of this company: that sense of leadership and responsibility. And it appeared at the Justice Department, and the Commerce Department and at the FCC that the time had come for reconsideration.

Well, it has now come to a point that Hollywood has achieved an apparent victory. Do you think such an outcome will hurt CBS?

I think you have to be a little careful. There is no question that they have a victory if victory is described as the deferral of repeal. And it's serious to the extent that we are denied access to the syndication



Wyman being interviewed in his 35th floor office at CBS headquarters

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#3	KILO	10.5	#3	KRDO-FM	11.4

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market, and participation in the financial interest potential; to that extent it's serious.

Everyone overestimated how much of the much-discussed \$800 million annual syndication revenues the networks might share in. It is my personal view that if we had a combined objective of one day having \$150 million of the \$800 million, that would have been ambitious.

What is much more important is the damage of being denied the potential of having additional sourcing possibilities. With all the distribution techniques that are before us, the story is product. You cannot just replay the same product in different windows. The same material finally runs out of interest.

Can you share with us the terms you were able to reach during your negotiations with Lew Wasserman of MCA?

Our proposals involved several major concessions in the interest of creating a period of time, until 1990, in which we could demonstrate the merits of being able to participate in very limited ownership on the creative side. We were prepared to give up syndication across the board. We were prepared to limit ownership of any individual program to 27½% and of the entire prime time schedule to 27½%, responding completely to the question of whether we would control material in ways that would affect the independents. Clearly, at 27½% you don't control anything.

Also, any in-house production counted 100% toward the 27½%. For the studios, limiting in-house production was a very important consideration because in-house production was something they were not enthusiastic about.

Did they accept that percentage?

Yes.

But this is where we parted from the other two networks. ABC and NBC were not prepared to accept a reduction in the latter years of the current consent decree—call it the ABC consent decree—that provided for five hours of in-house production. We agreed that we would put a cap on that at three-and-a-half-hours on in-house production. That clearly was of great interest to the studios.

If you start from a broadly held view that the financial interest-syndication rules are inappropriate, our willingness to set aside a six-year period under these terms seemed to us to be responsive to Congress's request that we endeavor to work something out.

Where we fell out with Hollywood was on a series of suggestions as to how financial interest would be defined. And we found those limiting in ways that, having conceded A, B and C, we saw virtually no revenue accruing by the time all the priorities of various people's interests were enumerated. Equally important, the narrow financial interest which Hollywood defined would have relegated us to a completely passive management role.

Are you encouraged at all that discussions can resume in any way?

Well, if the pre-condition of reconvening is that we negotiate more, which implies additional concessions, the answer is no. We've described the limits of the conditions we could accept.

We put all our cards on the table. It would be unfair to our shareholders to give away more for a relatively minor advantage.

But we were interested in going as far as we did because we thought we could prove to lots of people, including some people in Washington, that the public interest might very well be served if we had access to the different arrangements suggested.

Did the experience with the financial interest issue impress you at all in terms of the intensity with which the networks are disliked in Washington?

Yes.

Why do you think that condition exists?

I think it has to do with the business we are in. From Washington's point of view, our news division is a point of greater tangency than many others.

I think the research that was generated following the Grenada

invasion was a pretty large bulletin board, and a sobering one.

We have been insufficiently attentive to the Washington community. Not in a lobbying sense—I think we've been persuasive and generally effective in terms of making a case on a variety of subjects.

We are endeavoring to spend more time in Washington, not so much to convince people otherwise about us, but to understand that human equation better and to try to be responsive to it to the degree we can—to explain a little bit of the nature of what we can and can't do in terms of reporting the news. But we realize there are a lot of people we are interested in trying to see who have indicated they have a lot of things they want to say to us. And I can't believe that it won't be in our interest to take some of that questioning more directly.

Can you anticipate any actions you might want to take to meet the criticism?

I believe I can anticipate that we will not alter our standards in the news division. But there are some serious questions that the news division is examining on its own responsibility. How we cover the primaries, how we make use of exit interviews and how early forecasts are made. I can promise you these questions are under very thoughtful review. Those decisions will not be taken in response to heat but rather to decide what is right in terms of living up to our responsibilities.

Are you considering, or would you like to be able to make another attempt at, establishing a successful satellite-delivered cable service?

As you know, we're involved in a serious look with Comsat at DBS, in addition to our own three-year-old DBS grant from the FCC. We have set aside a period until July to see in what combination we might think regarding a partnership in that area. The distribution capabilities are clear. But there are a large number of unresolved matters. Such as: the product differentiation possibilities, the cost, the economics, how large we have to be, who are your competitors, and how we pass our own test of doing only those things that we can do better than anybody else, what kinds of partners would we have to be associated with to meet that criteria, and how to calibrate an investment requirement of \$600 million or \$800 million with the risks of bringing enough new to the American public so there would be enough business to pay the bills.

I think it will be three or four months before we have a decision. We've talked to a lot of interesting people but it's a very complicated subject.

You are talking of DBS here. What about a service delivered to cable systems?

When I think about cable systems, I think about packaging materials and delivering them through cable systems. I think about, for example, a Bruce Springsteen concert, or I can imagine a series of six or eight one-hour programs with major CBS artists, or any artists, that we produce as a cable offering, which can also be a videocassette or disk offering with overseas sales. I see it more in the area of multiple distribution of products over which we have particular control and an ability to produce. Sports may fall in that category.

But I don't see us offering full service.

The futurists, the DBS aficionados, say that the future will see a CBS network in the sky, delivered directly to the home, and without affiliates in between. Do you see that as a possible scenario?

I've seen some of the same futurist bulletins but we haven't written any of them. I think the people who have that view underestimate very substantially the mix of local and national participation in two senses. One, offering a program that has a very substantial component of both, the local news being in much demand. And the whole business of how you produce the best possible mix, plus advertising that is local as well as the large national schedules. We do not see how you could replace all that efficiently, just because you can physically deliver the programming, assuming you had it all. Two,



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with DBS's technological capabilities you could even regionalize or localize. But how do you put it all together? How do you get the local supermarkets to advertise?

The current affiliate system works pretty well. We don't believe that replacing it will produce substantial advantages.

It has a disadvantage for you. You can't program whenever you'd like to, and you can't clear 100%, and you have to share compensation with affiliates.

Of course. But the proof of the pudding is that when we do have really first-class material that has important, large public appeal, the clearance problem disappears. We have the best kind of leverage: We have the resources to produce better material than affiliates.

Now, would we like to have all the hours that we're legislated out of at the moment? We'd like to have some of them, but probably not all of them. We would like to have another half hour for news.

Do you believe that? I mean, are you a fan of the hour-long early evening news?

We've all seen that MacNeil and Lehrer have not had a totally easy time of it, but their resources are not the resources that are at our disposal. We could fill that second half hour as well as we fill the



first. However, we've surrendered on that subject in terms of any Washington initiative that would permit us to program the hour news; there's nothing going on to make it happen in the foreseeable future.

There's another Washington policy question I'd like to ask you. What about seven-seven-seven, the initiative to change the multiple ownership rules? If it goes, what will you do then?

They are two quite separate questions. First, I think the rules should be changed. If the reasons for the rules ever made sense, they no longer pertain. The principal argument against the networks being able to acquire more stations is that somehow the networks have become too powerful.

Maybe we have a view that's very different from everyone else's, but we don't see any correlation between the number of stations you own and what's on the network. It is an obvious fact that the three major networks, because they've been in the business for a very long time, have acquired major stations, but they're operated very autonomously. They are essentially affiliates. Interestingly, the clearance situation with O&O's is not any different than it is with affiliates. So I don't understand the case as to what would happen if the right to own additional stations existed.

Now, to answer your second question, it is no secret that stations have become a little more expensive. We've looked at parts of the country where station ownership is prospective. Without exception, we've discovered that our ideas are not original and that the same

cities have attracted the attention of other people—including, most particularly, people other than the other two networks.

I would be very timid about entering the full-scale price-bidding market for stations. And I think the idea, for example, of our buying six or eight stations is absurd. There isn't enough money to buy six or eight stations.

Just for any of the networks to acquire a limited number of stations will require luck, planning and timing. And by limited, I could just as well say one or two stations.

It seems to me that's the perspective. I don't say that to relax anybody in Washington who's thinking about the seven-seven-seven rule. I think it's a matter of economic reality.

What about cable systems? How much further might you get into that business?

We have an operation in Texas and it has been interesting to be a small participant in the cable ownership business. If we go back to the criteria of things that you think you can do better or that you could bring more to, I don't believe there is any reason to believe we can be a better cable operator than a lot of people running systems today. You should not get confused by thinking that because it looks like broadcasting, it is broadcasting.

One of the questions that one runs into in the corridors of this building has to do with your plans to name a successor as president of the company. Are you prepared to tell us who that might be?

No, but I'm prepared to answer your question. I made an announcement in several locations, including a broadcast group management meeting, and I've said in all these forums that I have no plans to name a president. There has been no advancement of the plans I did or did not have a year ago. And the reason for that is that we have four very capable group presidents who, in the aggregate, form, with several members of the corporate staff, our management team. That is the way this company is run, and I do not want to take any of those people out of what they are doing, because they're fully engaged, very successfully, and I also don't want to get one person further away from those four businesses. And that is a categorical, absolute, complete statement.

Does it have any time frame on it?

There is no time frame on it.

So anybody who might be anxious for that spot can remain anxious.

No, anybody who remotely sees themselves as a candidate for that job has understood that that job is not going to be available for some time—an indeterminate amount of time. And later, rather than sooner, for sure.

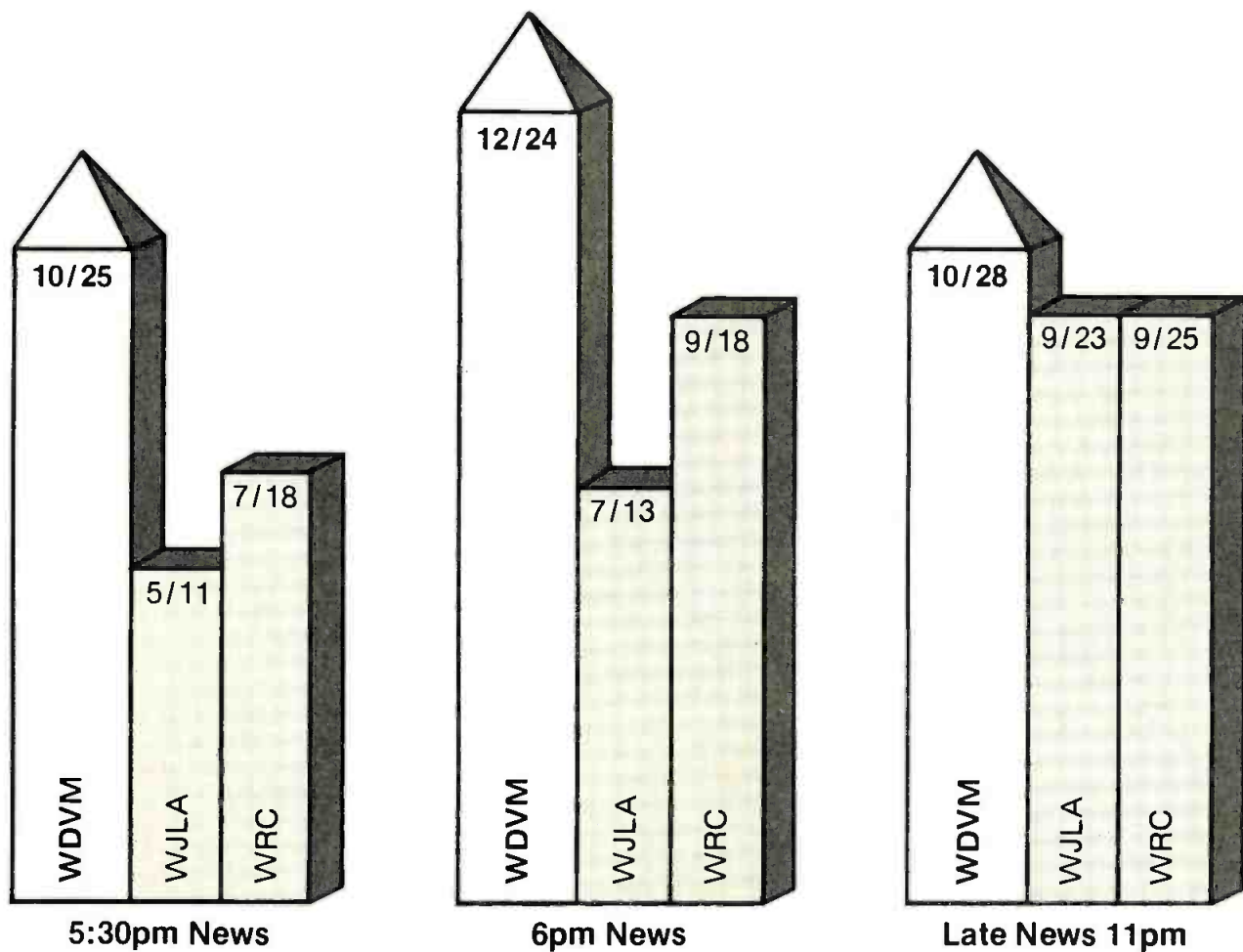
What about Bill Paley's role in the company. I notice he's here today and is available to advise you here every day. Does that mean that the more things have changed, the more they have stayed the same? Or let me put it this way: Is he still looking over your shoulder and does he have anything to do with running the company?

Mr. Paley has 55 years of experience with this company and I welcome his advice, but he is not involved in the company's ongoing operations.

We'd like to ask a question about you. I would not say that you have been remote as the chief executive officer, but your management style is not legion outside this company. The question is, how do you run the company, and what sort of leadership role do you anticipate taking in the industry at large?

I was conscious of a number of differences between this industry and the places where I've been in former lives. Clearly, one of the potential differences, and one of my apprehensions, was the requirement of this business to be somewhat more visible—I hesitate to say flamboyant. In the grocery business, one of the businesses in which I worked formerly, there are not a large number of people who are

THERE'S A MONUMENTAL DIFFERENCE IN WASHINGTON



NIELSEN February numbers show WDVM-TV is the most preferred news station in Washington. It's a clean sweep for Eyewitness News. The winner at 12noon, 5, 6 and 11pm.

WDVM TV
WASHINGTON DC

EYEWITNESS NEWS
THE ONE TO WATCH.

Source: February 84/NSI
Monday-Friday Averages

Represented Nationally by MMT Sales, Inc.



household names, or who appear in the pages of *Women's Wear Daily* or other fashion-setting publications.

That just isn't who I am. I have a belief that great companies are managed by a number of people who have a sense of doing that together. I think that the further down you can take that conviction and the manifestation of that control the better. The cliché is that the sense of participation is absolutely critical. I think it's in a linear relationship to the success of that enterprise. There is no requirement that I can see that effective leadership of this enterprise depends on visibility.

I think that on Washington matters—such as financial interest and syndication, or election coverage—that we can and should be up front and visible and I am prepared to be.

On the second chapter of financial interest and syndication, I felt that the only way to develop a solution was to take the initiative to go to Mr. Wasserman. A kind of visibility fell out of that process, but I think that's as it should be.

But I'm more interested in running the company here. I'd rather be spending time with the heads of advertising agencies, going to affiliate meetings, talking to CBS people. That's how I choose to spend my time.

How does today's CBS compare with yesterday's?

I think there are two things that are quite different about this company today.

One is that businesses within CBS used to be organized and managed quite separately. But they no longer are, for two reasons. One, they're doing a lot of business with each other because the

world is changing. The publishing group wants the broadcast group to help them put production values into telecourses that accompany school textbooks. That brings some people together. CBS/Fox wants to build a Walter Cronkite narrative series on cassettes. That has broadened everyone's views. If you don't know about what the other people are doing over there in another business it's not as much fun as knowing and working with them.

The second thing is a little harder to get at because we get institutionally and personally self-conscious in talking about it. You really want to have people understand what they're doing, understand where they've been, be proud of the products they've produced, feel that they have a right to scream in pain if they're offended by something the company does.

And there's the question, not of how you give people the *sense* that you care about what they're doing, what they think, what their questions and suggestions are, but that you really *do* care. And supervisors—I've had a couple of fairly senior people who left this company because, although they were pretty good performers on their own merits, the people who worked for them were unhappy.

I think that over the next 10 years the companies that do not find the ways to wrestle with that people equation are going to be losers.

When I was at Green Giant, it was very easy to talk that way because in the valley of Le Sueur, Minn., there are no cynics who had no use for such homespun philosophy. But it is every bit as important in the city. Different parts of this company are moving at different speeds, but I think we have a little traction in this regard. Over time, that's going to make more difference than the decision of whatever else we're doing. ■

Programming

'Wheel of Fortune' gathers speed in Nielsen sweeps

In some markets where game show competes against traditionally top-ranked 'Family Feud,' 'Wheel' has become front runner; still, 'Feud' remains top-ranked where not pitted against 'Wheel'

The contest for the top-rated syndicated program heated up during the November Nielsen sweeps, with upstart *Wheel of Fortune* continuing to make inroads into top-ranked *Family Feud* in those markets where the shows air head-to-head. In the November 1983 sweeps period, *Feud* and *Wheel* were, respectively, the number-one and number-two ranked syndicated programs. In the recent February sweeps, however, a look at those markets where the two shows play against each other in syndication shows that *Wheel* has jumped ahead of *Feud* in several major markets where it had been introduced since the November 1983 sweeps period. And in other markets where *Feud* and *Wheel* were head-to-head last November, *Wheel* has either overtaken *Feud* or widened its previous margin of victory.

But in markets where *Feud* does not play opposite *Wheel*, the top-rated Goodson-Todman's *Family Feud* does noticeably better, and in some cases has even increased its ratings over the previous sweeps period.

Among the top 10 markets, Washington is an example where *Wheel* has overtaken *Feud*

in the prime time access period since the last sweeps in November 1983, and has increased substantially the station's share for the period since the February sweeps a year ago.

On WDVM-TV Washington, *Wheel* earned a 13/24 in the Nielsen February sweeps, compared to an 8/15 in the November 1983 sweeps and a 5/9 in the February 1983 sweeps, when WDVM-TV carried *Lie Detector* at 7:30 p.m. In contrast, *Feud* has steadily lost shares since November 1983 on WRC-TV Washington. In the most recent sweeps period, it fell behind *Wheel* with a 7/13 compared to a 10/19 in last November's sweeps, and—before *Wheel*'s debut in that market—a 10/19 in February 1983.

In Philadelphia, *Wheel* dominated the 7:30 p.m. access slot on WPVI-TV with a 23/36, up from a 19/32 last November, and an 8/13 in the February 1983 sweeps when WPVI-TV carried *Lie Detector*. In contrast, *Feud* on WCAU-TV tied last year's February Nielsen sweeps with KYW-TV's *People's Court*—both scored 14/22. *Feud* on WCAU-TV then slipped to a 13 share in the November 1983 sweeps after *Wheel* was introduced, and finally to a 10 share in the most recent February sweeps.

The winning margins increased for *Wheel* in Dallas as well when it hit an 18/31 in the February sweeps compared to a 14/26 last November and an 8/14 in February 1983

when the *Feud* station, KXAS-TV, carried *Entertainment Tonight* at 6:30 p.m. *Feud* on KDFW-TV, on the other hand, has seen its share fall from a 30 in last year's February sweeps, to a 21 in November and then a 19 in the most recent Nielsen sweeps.

The Chicago Arbitron sweeps also showed improvement for *Wheel*. In the 6:30 p.m. access period on WLS-TV, *Wheel* hit a 14/23, up from an 8/14 last November and a 7/12 in February 1983 when the station programmed local news. *Feud*, on WMAQ-TV, saw its share erode from a steady 23 in February and November of last year to a 17 share in the recent February sweeps, pulling up behind *The Jeffersons*' 13/22 on independent WGN-TV and *Three's Company*'s 12/19 on WFLD-TV.

One market where the rating margins between *Feud* and *Wheel* both increased their rating and share points by an equal amount between last November and the most recent February sweeps was Baltimore. In Nielsen, *Wheel* rose from a 13/23 last November on WMAR-TV at 7 p.m. to a 14/25, while *Feud* on WBAL-TV increased an equal amount, from 11/20 last November to 12/22 this past February.

But in St. Louis, where *Feud* and *Wheel* play against each other at 6:30 p.m., *Wheel* on KSDK-TV took the lead in the most recent Nielsen sweeps with a 16/26, compared to a 14/24 for *Feud* on KMOX-TV. In February

1983, *Feud* recorded a 16/28 Nielsen compared to an 11/18 last November on KSDK-TV which was carrying *Entertainment Tonight* in that time period.

And in Kansas City, where *Wheel* and *Feud* go against each other at 6:30 p.m., *Wheel* came in just behind *Feud* by two share points. *Wheel* on KMBC-TV scored a 12/22 compared to *Feud* on KCTV(TV) which recorded a 13/24 in the February sweeps. However, that was the first sweeps period for *Wheel* in that market. Last November, KCTV won by a wider margin when *Feud*'s 17/32 outperformed *PM Magazine* on KMBC-TV with an 8/16.

The Milwaukee Arbitron also shows a share decline for *Feud* against *Wheel*. In the February Arbitron sweeps, *Wheel* scored a 17/30 on WITI-TV at 6:30 p.m., up from a 14/25 last November and a 9/16 in February 1983 when WITI-TV carried *Entertainment Tonight* in that period. *Feud*, carried on WTMJ-TV, had a 12/21 in the most recent February sweeps, compared to a 12/22 last November and a 17/30 in the preceding February.

During the November 1983 sweeps,

Wheel beat *Feud* in 13 of the 17 markets where the shows competed head-to-head. Those markets were Baltimore; Charleston, S.C.; Columbus, Ohio; Dallas; Greenville-Spartanburg, S.C.-Asheville, N.C.; Milwaukee; Mobile, Ala.; Orlando, Fla.; Philadelphia; Phoenix; Sacramento, Calif., and South Bend, Ind. *Wheel* again surpassed *Feud* in those markets, on top of Chicago, Philadelphia and Washington, as mentioned above.

Jack Kelley, vice president, off-network sales, Viacom, reported that 70% of *Feud* stations in the top 35 markets that play directly against *Wheel* have renewed the program for a fifth season. (Viacom only had 30% renewals going into NATPE.) "We're very bullish about the fact that we have several more years of life left and Viacom is 1000% behind the show," he said. Kelley pointed out that over 90% of the Nielsen books of the top-50 markets are in, and that *Feud* is ranked either number one or number two in 64% of those markets. "That's not bad news," he emphasized.

Al Jerome, president of the NBC Television Stations, which all carry *Family Feud*

in syndication, acknowledged that "*Wheel* has been an effective game show," but added, "I'm certainly not willing to conclude that *Feud* is not going to come back—it's a little too early to tell." Jerome also said he thought *Feud* had lost ground in Chicago and Washington—two of the markets where NBC owns television stations—for different reasons. In Chicago, he explained, competitor WLS-TV dropped a portion of its local news to program *Wheel* and thus NBC-owned WMAQ-TV lost "an opportunity to counterprogram." In Washington, however, Jerome said it looked more as though *Wheel* had simply cut into *Feud*. He also noted that when *Wheel* premieres in New York, it goes against *Feud*'s strongest market, where it's lately been averaging 27 shares in the Nielsen books.

King World will introduce *Wheel* in New York within the next week on WCBS-TV at 7:30 p.m., replacing *2 on the Town*, the in-house production that has been canceled. On March 5, *Wheel* will go on the air in Los Angeles on independent KCOP(TV), which will air it opposite the three network newscasts. At present, the show is carried in about 105 markets. □

Post-NATPE program marketplace

177 out of 300-plus shows presented at February market still show signs of life

NATPE International has issued a list of 177 programs that are still considered prospects for a start this year. The total compares to 161 in 1983, 167 in 1982, 235 in 1981 and 149 in 1980.

Excluded are a dozen recently issued feature film packages, as well as titles offered

by small companies that did not take exhibit space on the Moscone Center floor or in a local hotel at NATPE.

At the 21st annual market in San Francisco, last Feb. 9-14, NATPE counted more than 300 programs offered by 205 distributors. Of those titles still in the running, a breakdown by category reveals that, once again, information (including news and magazines) and variety (including music and music video) are the leading categories, with

32 entries each, followed by drama with 27 new entries. There are 18 documentaries compared to nine last year; 15 game shows (10 last year); 11 children's shows (same as last year); 10 comedies (three in 1983); 10 instructional (11 last year); 10 sports (13 last year); eight talk (six last year), and four docudramas (the same as 1983).

One asterisk denotes a show offered on a barter basis, two asterisks mean the show is a cash-plus-barter deal.

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
The Accident	1 1-hr	doc.	Euramco	Clips	1/2-hr strip	variety	King World
Action Makes 2	5 1/2-hours	sports	Pennzoil Film	Connections	10 1-hr	doc	Lionheart
All-New \$100,000 Name				Cornelia Connelly	8 1-hr	drama	Tribune Ent.
That Tune	1/2-hr strip	game	Sandy Frank	Cornucopia	5 90-sec	info	DWJ Associates
American Health	24 1/2-hrs	info	Syndicast	Dance Class With Annabel	4 1/2-hrs	instruct	TWS-TV Sales
America's Choice*	26 1/2-hrs	info	All American TV	The Dance Show	13 1-Star	variety	All American TV
America's Greatest Kids	1/2-hrs	info	Dan Robinson	Daps	52 1/2-hrs	drama	Euramco
Amor Gitano	194 1-hr	drama	Radio Caracas TV	Days Of Infamy	27 1-hr	drama	Radio Caracas TV
The Antiques Detective	52 2-min.	info	Ivanhoe	Dazzle Dancin'	13 1/2-hrs	variety	Four Star
Anything for Money	1/2-hr strip	game	Paramount TV	Dick Clark Presents Rock			
Baker Street Boys	8 1/2-hrs	drama	Fremantle	'n Roll Years	1 2-hr	variety	On The Air
Being Your Best**	90 1/2-hrs	info	20th Century-Fox TV	Divorce Court	160 1/2-hrs	docudrama	Blair Entertainment
Bergerac	29 1-hr	drama	Lionheart	Don Kirschner's Crazy			
Bienvenida Esperanza	70 1-hr	drama	Radio Caracas TV	Nights	26 1-hr	variety	MGM/UA
Big East Basketball	25 games	sports	Metrosports	Dr. Deke, The Pet Vet	52 2-min	instruct.	Ivanhoe
Bill Burrud's Animal Action				Dr. Wayne Dyer Talks to			
Adventure	1/2-hr strip	doc	American TV Dist.	America	175 1/2-hrs	talk	Firestone Programs
Bizarre	100 1/2-hrs	comedy	Viacom	Dreams of Gold	6 1/2-hrs	sports	One Pass Media
Bobby Vinton Show*	13 1-hr	variety	Worldvision	El Show de Lopez	39 1-hr	comedy	Radio Caracas TV
Body Machine	26 1/2-hrs	doc	Goldcrest Films	Essence*	26 1/2-hrs	info	Essence TV
Braun & Company	200 1-hr	info	Multimedia	Eureka Stockade	4 1-hr	drama	Telepictures
Britannica Films				Every Second Counts	1/2-hr strip	game	Group W Prod.
Phenomenal World	22 1/2-hrs	doc	Silverbach-Lazarus	The Everyday Gourmet	52 2-min	instruct.	Ivanhoe
Bubbles Beach	26 1/2-hrs	comedy	American Pacifica	Explore	13 1-hr	doc	Silverbach-Lazarus
The Bubbles	52 5-min.	children	Goldcrest Films	The Explorers	14 1-hr	doc	Acama Films
Call of The West	52 1/2-hrs	drama	Acama Films	Fame	24 1-hr	drama	MGM/UA
Card Sharks	260 1/2-hrs	game	Firestone Program	Families In Conflict	30 1/2-hr	talk	Silverbach-Lazarus
Carson's Comedy Classics	1/2-hrs	comedy	Columbia	Fantacias Musicales	7 1-hr	children	Radio Caracas TV
A Case in Point	120 1/2-hrs	info	20th Century-Fox TV	Far Pavilions	6 1-hr	drama	Goldcrest Films
Celebrate America	3 1-hr	info	All American TV	Female Of The Species*	24 1/2-hrs	info	Embassy
Celebrity Bullseye	195 1/2-hrs	game	Colbert TV Sales	Fighting Sticks	2 40-min	doc	Western-World
Celebrity Quiz	65 30-sec.	game	Sherry Grant	Fit And Female	52 2-min	info	Ivanhoe
Century: Story Of Our Time	39 1/2-hrs	info	WW Entertainment	Flash Frame	26 1/2-hrs	game	Centerpoint
Charles Dickens Classics	60-min	children	20th Century-Fox TV	FM-TV '84	26 1-hr	variety	On The Air
Cheerleaders Show	26 1/2-hrs	variety	American TV Dist.	Follow Fun	52 30-sec	info	Sherry Grant
Chrysler College Bowl	26 1/2-hrs	game	Lorimar	Fortunate Few	1/2-hr strip	drama	Lorimar

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
From Hawaii With Love	1 2-hr	variety	Lexington	Moore Report, The	6 1-hr	doc	Fox/Lorber
The Gallivants	5 ½-hrs	children	Mediastore	Music Magazine*	½-hr strip	variety	Music Magazine
Gardening in America	52 ½-hrs	instruct	Blanchard Prods.	National Lampoon	½-hr strip	comedy	Golden West
Gary Deeb on TV	39 ½-hrs	talk	Multimedia	New Business	26 ½-hrs	info	American TV Dist.
Gastank	6 50-min.	variety	Goldcrest Films	New High Rollers	½-hr strip	game	Orion
The Glumps	26 6-min	children	Mediacast TV	New Let's Make A Deal	½-hr strip	game	Telepictures
Golden Globe Awards	1 2-hr	variety	Syndicast	New York Hot Tracks*	26 90-mins	variety	Golden West
Golden Link*	8 ½-hrs	sports	Lexington	Notre Dame Football '84	11 games	sports	Metrosports
The Good Life*	52 ½-hrs	info	Columbia, K&E	On Location	52 ½-hrs	info	Baron Enterprises
Grand Old Country	26 ½-hrs	variety	Acama Films	On the Square	26 ½-hrs	info	Vitt Media
Great American Garden Tips	260 2-min	instruct	Television Synd.	On Stage America*	26 2-hrs	variety	Metromedia
Great Independent Basketball	20 games	sports	Metrosports	Other Views, Other Voices	26 ½-hrs	info	Centerpoint
Greats of the Game*	13 ½-hrs	sports	DFS Program	Outlook	52 2-mins	info	Syndicast
Grover's TV Diner	26 ½-hrs	comedy	All American TV	Pathfinders	13 1-hrs	drama	Excel Telemedia
Growing Up Healthy	52 2-min	info	Ivanhoe	Paul Ryan Show	½-hr strip	talk	Cannon
Growing Young*	½-hr strip	info	PSS/Donnelly	The Peppercorns	26 ½-hrs	variety	Centerpoint
Guilty or Innocent	52 ½-hrs	game	Genesis	Prescription For Your Health	60 30-secs	info	Program Marketing
Hitler and His Generals	6 1-hr	drama	Golden West	A Private View	8 ½-hrs	variety	TSW-TV Sales
Hollywood Hooligans	26 ½-hrs	children	Columbia	Proudly Presents	120 ½-hrs	talk	Acama Films
Honeymoon Weekend	26 ½-hrs	comedy	American Pacifica	Puttin' On the Hits	26 ½-hrs	game	MCA TV
HOT*	½-hr strip	variety	Group W Prods.	Reel to Reel	13 ½-hrs	info	Dabar Productions
How We Learned to Ski	6 ½-hrs	instruct	Goldcrest Films	Return to Eden	6 1-hr	drama	Worldvision
Interacter	65 1-min	game	Colbert TV Sales	Riding High	6 ½-hrs	children	Western World
In Touch with Sally Jessy Raphael	½-hr strip	talk	Multimedia	Risking It All	26 ½-hrs	docudrama	Western World
It Isn't Easy	2 1-hr	doc	Western World	Rituals	260 ½-hrs	drama	Telepictures
Jacques Cousteau Amazon Series*	3 2-hr	doc	Turner	Rock 'n America*	21 1-hr	variety	Centerpoint
Jeopardy	½-hr strip	game	King World	Rock Palace*	13 1-hr	variety	Lexington
The Jesse Owens Story*	4 1-hr	drama	Paramount TV	Rock Show	26 ½-hrs	variety	Entervision
Jimmy Dean Country Beat	39 ½-hrs	variety	Television Synd.	Rocky Joe	65 ½-hrs	children	Almi TV
Killer	3 1-hr	drama	Fremantle	Rovers	24 ½-hrs	variety	Blair Entertainment
Lifestyles of the Rich and Famous*	26 1-hr	info	TV Program Ent.	Rush	13 1-hr	drama	Western World
The Littlest Hobo	96 ½-hrs	children	Telepictures	RUSH Network	156 ½-hrs	comedy	Blair Entertainment
Living Tomorrow	58 ½-hrs	info	Western World	Secrets of the Coast	7 ½-hrs	doc	TSW-TV Sales
Local Program Network	weekly 1-hr	info	LPN Distribution	Sentimental Journey	3 1-hr	variety	Centerpoint
Long Search, The	13 1-hr	doc	Lionheart	Shogun Warriors	130 ½-hrs	children	Acama Films
Magnificent Music Machine*	26 ½-hrs	game	20 Century-Fox TV	Sizzle	26 ½-hrs	variety	Centerpoint
Major Mars	65 ½-hrs	comedy	Orion	The Songmakers	6 ½-hrs	variety	TSW-TV Sales
Make It Easy In Your Kitchen	66 22-sec	instruct	Program Marketing	Stan Brock's Expedition	26 ½-hrs	docudrama	Metromedia
Malcolm Douglas Adventures	13 1-hr	doc	Euramco	Staying Healthy	26 ½-hrs	instruct	Madison Intl.
Marisela	71 1-hr	drama	Radio Caracas TV	Story of an African Farm	6 ½-hrs	drama	Western World
Mike Douglas Presents	3 1-hr	variety	Centerpoint	The Super Chargers	13 ½-hrs	sports	Mediacast TV
Money Minutes	52 2-mins	info	Ivanhoe	Super Country Superstars	3 1-hr	variety	Acama Films
				A Talent for Murder	1 90-min	drama	Centerpoint
				Tales from the Darkside	23 ½-hrs	drama	Lexington
				Tax Tips	60 22-secs	info	DFS
				Terrorvision	156 9-mins	drama	Excel Telemedia

Behind the scenes

CBS's *60 Minutes* explored the world of syndicated programming in a story broadcast March 19 on the 21st annual NATPE conference which took place last month in San Francisco. The report featured many familiar names, including syndicator Sandy Frank; Lucille Salhany of Taft Broadcasting; MCA executives Al Rush, Don Menchel and Shelly Schwab; Dick Robertson of Telepictures, and David Henderson of Outlet Broadcasting, plus snippets from both old and new programs being offered.

Correspondent Morley Safer in his introduction described the show as a "billion-dollar flea market... even the huge Moscone Center, soon to be the site of the Democratic convention, is too small to contain all the past, present and future schlock--and quality programs--that will be bought, sold and traded here." As part of the report, *60 Minutes* cameras trailed Salhany and Jim

Johnson, program director at KFTY-TV Santa Rosa, Calif., as they shopped the suites at the Fairmont and Moscone Center floor for new programs.

60 Minutes also captured the square-off regarding the pros and cons of cash-plus-barter programming debated by Telepictures' Robertson and Outlet's Henderson, with Henderson protesting that cash-plus-barter programming has cut into station profits by taking away station inventory.

The *60 Minutes* story also followed Sandy Frank behind-the-scenes as he made attempts to pitch his new show, *The New \$100,000 Name That Tune*. In one scene Safer interviews Frank, who tells him NATPE is "outright trench warfare this year. It's kill or be killed, and when I go out there to get an order, I go for the jugular..."



Sandy Frank (I) on the job



Programming on parade



Morley Safer

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*A C Nielsen, Dec. 1982, Advertising Awareness Study





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They produced local literacy close-ups. They highlighted community literacy efforts on their news and public affairs programs. They broadcast public service announcements and co-sponsored local literacy drives. They broadcast a toll-free literacy hot-line.

Inspired by our program and the efforts of these stations, thousands of new volunteers came forward to work as literacy tutors. Thousands more found the courage to ask for help. Capital Cities is proud our report could be a catalyst for so many people with something to give.

By helping those in need, we affirmed television's extraordinary power to stir the best in all of us.

Capital Cities Television Productions

4100 City Line Avenue • Philadelphia, PA • (215) 878-9700

WNEW-TV New York, NY	KOVR-TV Sacramento, CA	WTOO-TV Birmingham, AL	WATE-TV Knoxville, TN	WRCB-TV Chattanooga, TN	KTNV-TV Las Vegas, NV	KSNF-TV Joplin, MO	KERO-TV Bakersfield, CA	KFBB-TV Great Falls, MT
KTTV Los Angeles, CA	WTHR-TV Indianapolis, IN	WMC-TV Memphis, TN	WTOL-TV Toledo, OH	WNDU-TV South Bend, IN	WRAU-TV Peoria, IL	KRGV-TV Weslaco, TX	WVVA-TV Bluefield, WV	KYEL-TV Yuma, AZ
WGN-TV Chicago, IL	WBAL-TV Baltimore, MD	WTVD Durham, NC	WEAR-TV Pensacola, FL	WLEX-TV Lexington, KY	KOAA-TV Pueblo, CO	KAUZ-TV Wichita Falls, TX	WVII-TV Bangor, ME	KYCU-TV Cheyenne, WY
WPVI-TV Philadelphia, PA	WTNH-TV New Haven, CT	KOKH-TV Oklahoma City, OK	KOAT-TV Albuquerque, NM	KTVV-TV Austin, TX	WMTV Madison, WI	KEZI-TV Eugene, OR	KHQA-TV Quincy, IL	KTWO-TV Casper, WY
KRON-TV San Francisco, CA	KPTV Portland, OR	KUTV Salt Lake City, UT	WPTV W. Palm Beach, FL	KYT Springfield, MO	KADN-TV Lafayette, LA	KCRL-TV Reno, NV	WALB-TV Albany, GA	KVIQ Eureka, CA
WSBK-TV Boston, MA	KTSP-TV Phoenix, AZ	WJAR-TV Providence, RI	KFSN-TV Fresno, CA	KVOA-TV Tucson, AZ	KADN-TV Lafayette, LA	KOMU-TV Columbia, MO	KOBI-TV Medford, OR	KEYC-TV Mankato, MN
WDIV-TV Detroit, MI	KFMB-TV San Diego, CA	KSAT-TV San Antonio, TX	WJXT Jacksonville, FL	KHAS-TV Hastings, NE	WRDW-TV Augusta, GA	WAEQ-TV Wausau, WI	WPDE-TV Florence, SC	WBBJ-TV Jackson, TN
WJLA-TV Washington, DC	WCPO-TV Cincinnati, OH	WAVY-TV Portsmouth, VA	WLRE-TV Green Bay, WI	WFIE-TV Evansville, IN	WJCL-TV Savannah, GA	WCTV Tallahassee, FL	WUTR-TV Utica, NY	WHSV-TV Harrisonburg, VA
KXAS-TV Dallas, TX	WBKO-TV Bowling Green, KY	WSAZ-TV Huntington, WV	WSET-TV Lynchburg, VA	WAFB-TV Baton Rouge, LA	WTVQ Rockford, IL	WTPV Steubenville, OH	KIFI-TV Idaho Falls, ID	WHIZ-TV Zanesville, OH
WEWS-TV Cleveland, OH	WZTV Nashville, TN	WLYH-TV Lancaster, PA	WHCC-TV Rochester, NY	WOWL-TV Florence, AL	WTOV-TV Steubenville, OH	WEAU-TV Eau Claire, WI	KOTA-TV Rapid City, SD	KNOP-TV North Platte, NE
KTRK-TV Houston, TX	WISN-TV Milwaukee, WI	WTEN-TV Albany, NY	WHO-TV Des Moines, IA	WOLO-TV Columbia, SC	WCIV-TV Boise, ID	KTRV Boise, ID	WTVY Dothan, AL	KXGN-TV Glendive, MT
WTAE-TV Pittsburgh, PA	KSHB-TV Kansas City, MO	WGHP-TV High Point, NC	KMTV Omaha, NE	WKBN-TV Youngstown, OH	WBBH-TV Ft. Myers, FL	KCAU-TV Sioux City, IA	WMDT-TV Salisbury, MD	KFTY-TV Santa Rosa, CA
WTVJ Miami, FL	WFTV Orlando, FL	WKEF-TV Dayton, OH	KREM-TV Spokane, WA	WPTA-TV Fort Wayne, IN	KNOE-TV Monroe, LA	KCBD-TV Lubbock, TX	KOUS-TV Billings, MT	WCEE-TV Kell, IL
KING-TV Seattle, WA	WCCB-TV Charlotte, NC	WNEM-TV Flint, MI	WAND-TV Decatur, IL	WCAX-TV Burlington, VT	WLTZ Columbus, GA	WICU-TV Erie, PA	WJHG-TV Panama City, FL	
WTCN-TV Minneapolis, MN	WGNO-TV New Orleans, LA	KOKI-TV Tulsa, OK	WHBF-TV Rock Island, IL	WCTI-TV New Bern, NC	KSBY-TV San Luis Obispo, CA	WMAZ-TV Macon, GA	WTOK-TV Meridian, MS	
WAGA-TV Atlanta, GA	WKBW-TV Buffalo, NY	WWTB-TV Richmond, VA	KFVS-TV Cape Girardeau, MO	WKTU-TV Waco, TX	WICZ-TV Binghamton, NY	KRCR-TV Redding, CA	KCMT Alexandria, MN	
WFTS-TV Tampa, FL	WCMH-TV Columbus, OH	WTVH Syracuse, NY	KCRG-TV Cedar Rapids, IA	KELO-TV Sioux Falls, SD	KFDA-TV Amarillo, TX	KIMT Mason City, IA	KTEN Ada, OK	
KPLR-TV St. Louis, MO	WYFF-TV Greenville, SC	KTHV Little Rock, AR	KITV Honolulu, HI	WJIM-TV Lansing, MI	WDIO-TV Duluth, MN	KSNT Topeka, KA	KAIT-TV Jonesboro, AR	
KWGN-TV Denver, CO	WXMI-TV Grand Rapids, MI	KSNW-TV Wichita, KA	WJAC-TV Johnstown, PA	KTHI-TV Fargo, ND	WTHI-TV Terre Haute, IN	KFYR-TV Bismarck, ND	KTVG Helena, MT	

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
That's Life	1/2-hr strip	Info	Blair Entertainment	Barbara Mandrell & The Mandrell Sisters	23 1-hr	variety	Syndicast
This Is Me	52 1/2-hrs	children	Ivanhoe	Best Of Groucho	130 1/2-hrs	game	WW Entertainment
This Week in Hockey	20 1/2-hrs	sports	World Events	Branded	48 1/2-hrs	drama	Leo A. Gutman
This Week's Music	1/2-hr strip	variety	Viacom	The Chisolms	6 1-hr	drama	All American TV
This Year in Country Music	52 1/2-hrs	variety	Jim Owens	Co-Ed	52 1/2-hrs	info	Scholastic Prods.
Three in the Wild	3 1-hr	doc	Fremantle	Dukes Of Hazzard	165 1/2-hrs	comedy	Warner Bros. TV
Together Again	130 1/2-hrs	drama	Western World	Dynasty	118 1-hr or 236 1/2-hrs	drama	Metromedia
Too Close for Comfort	26 1/2-hrs	comedy	D.L. Taffner Ltd.	The Facts Of Life	153 1/2-hrs	comedy	Embassy
Top 40 Videos	1/2-hr strip	variety	Columbia	Fall Guy	111 1-hr	drama	20th Century-Fox TV
The Tripods	13 1/2-hrs	drama	Fremantle	Fat Albert And The Cosby Kids	93 1/2-hrs	children	Group W Prod.
Two Per Cent	8 1/2-hrs	drama	Fremantle	Fox Hollywood Theatre	8 2-hr	drama	20th Century-Fox TV
UCLA Football '84	11 games	sports	Metrosports	Fox Mystery Theatre	13 90-min	drama	20th Century-Fox TV
US Festival	6 1-hr	variety	Centerpoint	The Greatest American Hero	42 1-hr	comedy/drama	Lexington
Vantage Point	1/2-hr strip	info	LPN Distribution	Gumby	26 1/2-hrs	children	Ziv
Voyage of Charles Darwin	7 1-hr	docudrama	Lionheart	Heathcliff	13 1/2-hrs	children	Lexington
Wards of the Street	1 1-hr	doc	King World	Hennessy	96 1/2-hrs	comedy	Leo A. Gutman
Wine Programme	6 1/2-hrs	info	Goldcrest Films	Hill Street Blues	138 1-hr	drama	Victory Television
Women of the World	13 1/2-hrs	doc	Goldcrest Films	Kids' Writes	17 1/2-hrs	children	Fremantle
Wonderful World of Adventure	26 1/2-hrs	doc	Acama Films	Little House On The Prairie	3 2-hr	drama	Worldvision
The World	26 1/2-hrs	instruct	Acama Films	Loving	1/2-hr strip	drama	Fremantle
The World in Flames	32-hr and 690-min	doc	Euramco	Magnum	129 1-hr	drama	MCA TV
Yan Can Wok	130 1-min	instruct	Mediacast TV	Mr. Wizard's World	26 1/2-hrs	children	Fremantle
Your Choice for the Film Awards	1 2-hr	variety	On The Air	Mystery Movies	124 90-min & 2-hr	drama	MCA TV
Off-Network series				Plasticman	130 1/2-hrs	children	Arlington
Title	No. Episodes— Length	Category	Distributor	Saturday Night Specials	8 90-min	comedy	Fox/Lorber
All New Popeye	65 1/2-hrs	children	King Features	Scenes From A Marriage	6 1-hr	drama	Almi Television
Archie Bunker's Place	97 1/2-hrs	comedy	Embassy	Smurfs	80 1/2-hrs	children	TV Program Ent.
Austin City Limits Specials 2 3-hr and 3 90-min		variety	Fremantle	Too Close For Comfort	63 1/2-hrs	comedy	D.L. Taffner, Ltd.
				Trapper John, M.D.	154 1-hr	drama	20th Century-Fox TV
				Voyagers*	20 1-hr	drama	MCA TV
				You Can't Do That On TV	52 1/2-hrs	children	Fremantle



Leahy and Kehrl

CBS celebrates Washington past and present

CBS-TV, proud as punch over its upcoming eight-hour mini-series, *George Washington*, brought much of the cast and many of the responsible executives to Washington last week for a preview and celebration in tandem with General Motors, sole sponsor (at \$10 million-\$12 million) of the April 8, 10 and 11 event. The CBS contingent was led by Thomas Leahy, executive vice president of the broadcast group, GM's by Vice Chairman Howard H. Kehrl. Among the attending dignitaries (as they appear in the pictures below): Barry Bostwick, who plays the title role; Patty Duke Astin, playing Martha Washington; Walter Cronkite; Secretary of Defense Caspar Weinberger; FCC Commissioner James Quello; CBS-TV President Tony Malara; actress Laraine Stephens and her husband, producer David Gerber; Alan Levin, executive vice president, and B. Donald (Bud) Grant, president, both of CBS Entertainment, and Linda Fernandez.



Bostwick, Astin and Cronkite



Weinberger



Quello and Malara



Stephens and Gerber

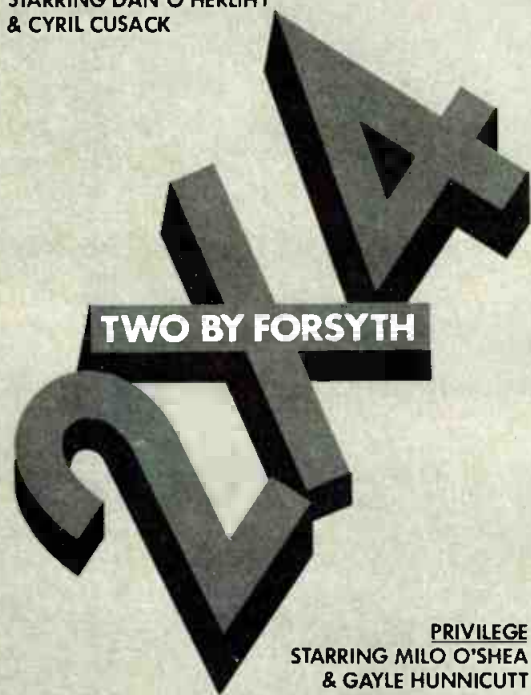


Levin, Grant and Fernandez

Mobil Showcase Network presents a Season of Stars

TWO SHORT STORIES
BY FREDERICK FORSYTH

A CAREFUL MAN
STARRING DAN O'HERLIHY
& CYRIL CUSACK



PRIVILEGE
STARRING MILO O'SHEA
& GAYLE HUNNICUTT

A ONE-HOUR DRAMATIC PRESENTATION
WEDNESDAY, MARCH 28
HOST: FREDERICK FORSYTH
CHECK LOCAL LISTINGS FOR TIME AND CHANNEL

John Mortimer's

A Voyage Round My Father

Starring
Laurence Olivier and Alan Bates

A 90-minute presentation
Thursday, April 19
Host: Peter Ustinov
Check local listings for time and channel

International
Emmy Award Winner

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Chermayeff & Geismar Associates

**Mobil
Showcase
Network**

Active indies

Independent television stations put up a strong fight in at least two of the metered markets during the February Nielsen and Arbitron rating sweeps (BROADCASTING March 12). What follows are two metered markets—Philadelphia and Detroit—where at least one of the independent stations outperformed the local affiliates in the early fringe, evening news or prime access periods:

Philadelphia

Nielsen numbers in the 5-6 p.m. local news period show that independent WTAF-TV tied or surpassed CBS-owned WCAU-TV and NBC affiliate KYW-TV. At 5-5:30 WTAF-TV carries *What's Happenin'* and scored a 9/17 in Nielsen and a 7/14 in Arbitron. Between 5:30 and 6, WTAF-TV airs *Laverne & Shirley*, and recorded a 10/18 in Nielsen and an 8/15 in Arbitron. WPHL-TV for the hour programs *Little House on the Prairie*, and scored a 5/10 Nielsen and a 5/9 Arbitron.

Those compare to local news on WCAU-TV which recorded a 9/17 Nielsen and an 8/16 Arbitron. And KYW-TV had a 5/10 in Nielsen and a 5/9 in Arbitron for its local news hour. (WPVI-TV won the period far and away with over 30 shares in both services).

The two independent stations also beat out KYW-TV and WCAU-TV in both services during the third half-hour of local news from 6-6:30. During that period, WTAF-TV programs *Happy Days*, and earned an 11/19 Nielsen and a 9/16 Arbitron, while WPHL-TV with *Barney Miller* recorded a 7/11 Nielsen and a 5/9 Arbitron. In local news, KYW-TV had a 5/9 Nielsen and a 5/8 Arbitron, while WCAU-TV had a 9/16 in both services. WPVI-TV maintained the lead with a 33 share in Nielsen and a 42 share in Arbitron.

When all three affiliates have their network news feeds between 6:30 and 7, WTAF-TV runs *M*A*S*H* and scores a 12/19 Nielsen and a 11/18 Arbitron, while WPHL-TV programs *The Jeffersons* and racks up a 9/15 Nielsen and a 7/11 Arbitron.

At 7-7:30, when all five stations in the market run syndicated programming, WTAF-TV runs a second half-hour of *M*A*S*H* episodes and scores even higher—a 12/20 in both Nielsen and Arbitron. WPHL-TV has *Three's Company* and scores an 8/14 Nielsen and a 7/11 Arbitron.

Detroit

Of the two independents in the Detroit market, WKBD-TV won 5-8 against the market's other independent, WXON(TV) and ranked second behind WXYZ-TV beating the other affiliates and non affiliates in the market.

At 5, WKBD-TV carries *Mork and Mindy* and earned a 7/15 Nielsen and a 9/18 Arbitron, and at 5:30-6, WKBD-TV airs *Laverne & Shirley* and scored an 11/21 Nielsen and a 12/21 Arbitron. During the hour, WXON(TV) carries *Buck Rogers*, which averaged a 7/14 in Nielsen and a 6/10 in Arbitron.

At 6, WKBD-TV runs *Happy Days Again* and earned an 11/21 Nielsen and a 13/21 Arbitron, while at 6:30-7 it runs *WKRP in Cincinnati*, and recorded a 12/22 Nielsen and a 14/22 Arbitron. From 6 to 7, WXON(TV) programs *B.J. and Lobo*, and recorded an average 6/10 in Nielsen and a 6/9 for the first half hour and 7/11 for the second half-hour in Arbitron.

From 7-7:30, WKBD-TV runs *M*A*S*H* and garnered a 14/23 Nielsen and a 13/20 Arbitron, while at 7:30-8 it airs *Three's Company* and picked up a 14/21 Nielsen and a 15/21 Arbitron. WXON-TV carries *Vegas* during the hour, and averages a 4/7 Nielsen and a 5/8 Arbitron. □



Reliving flight #90. On an unusually snowy day in January 1982, 74 passengers enroute to Tampa, Fla., perished in the icy waters of the Potomac river in Washington, when Air Florida flight #90 crashed after takeoff. At 9 p.m. NYT on April 1, NBC will recreate that tragedy when it telecasts *Flight #90: Disaster on the Potomac*. Billed as a "recreation of the human drama surrounding the crash and the incredible heroism of those involved" in the rescue of the five survivors, the two hour made-for-TV movie intercuts actual news footage of the accident with staged dramatizations of events leading to the accident. The dramatizations are based on the official National Transportation Safety Board report, NBC said.

At a press conference held by NBC in Washington last week to promote the film were (l-r): Roger Olian, a Washington sheet-metal worker who jumped into the frigid water to rescue the victims, and Nikki Felch, one of the five survivors, who said they thought the film accurately recounted their experiences. They were joined at the meeting by actor Richard Masur, who plays Olian, and Barry Schiff, an airline pilot who served as the film's technical adviser.

ABC comes away with a win

ABC-TV moved into the winner's column in the prime time ratings for the week ended March 18, taking it with a Nielsen rating/share average of 16.8/27, three-tenths of a rating point better than CBS-TV's 16.5/26 and two rating points ahead of NBC-TV's 14.8/24.

ABC won the week even though it won only two nights, while CBS

won three and NBC two. ABC did it by winning big on the nights it did win and coming close—less than a rating point out of first place—on two of the nights it lost. ABC took Wednesday and Saturday. CBS took Thursday, Friday and Sunday and NBC took Monday and Tuesday nights.

Rank □ Show □ Network □ Rating/Share

1.	Dynasty	ABC	24.6/38
2.	Dallas	CBS	24.4/39
3.	Magnum, P.I.	CBS	23.6/37
4.	60 Minutes	CBS	23.5/38
5.	A-Team	NBC	22.9/33
6.	People's Choice Awards	CBS	22.3/35
7.	Hotel	ABC	22.0/38
8.	TV's Bloopers and Practical Jokes	NBC	21.6/32
9.	Falcon Crest	CBS	21.0/37
10.	Why Me	NBC	20.8/32
11.	Second Sight: A Love Story	CBS	20.6/33
12.	Dean Martin Celebrity Roast	NBC	19.9/31
13.	Absence of Malice	ABC	19.4/32
14.	Scarecrow & Mrs. King	CBS	19.2/26
15.	Love Boat	ABC	19.0/32
16.	Alice	CBS	18.6/28
17.	Hardcastle & McCormick	ABC	18.5/28
18.	Facts of Life	NBC	18.5/28
19.	Her Life As a Man	NBC	18.3/29
20.	Hill Street Blues	NBC	18.2/30
21.	Matt Houston	ABC	17.6/31
22.	Webster	ABC	17.4/28
23.	Hart to Hart	ABC	17.3/29

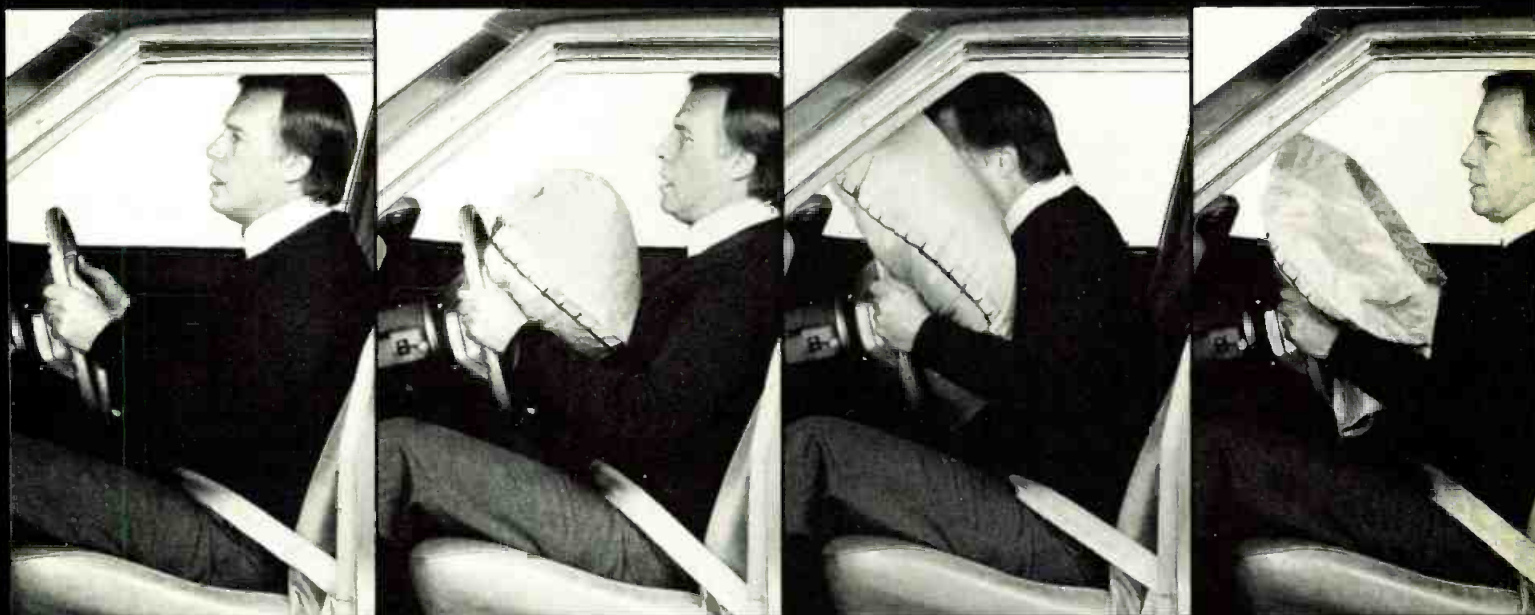
Rank □ Show □ Network □ Rating/Share

24.	Fall Guy	ABC	16.9/27
25.	Family Ties	NBC	16.9/26
26.	Gimme A Break	NBC	16.8/27
27.	Trapper John, M.D.	CBS	16.7/28
28.	Knight Rider	NBC	16.7/25
29.	Diff'rent Strokes	NBC	16.5/29
30.	Silver Spoons	NBC	16.5/28
31.	Polypus, Bleeps & Blunders	ABC	16.3/24
32.	Cheers	NBC	16.0/24
33.	Fantasy Island	ABC	15.6/29
34.	Scarecrow Mrs. King	CBS	15.6/23
35.	Suzanne Pleshette Show	CBS	15.4/24
36.	Night Court	NBC	15.4/24
37.	T.J. Hooker	ABC	15.1/26
38.	Three's Company	ABC	15.1/22
39.	Benson	ABC	15.0/25
40.	Aftermath	CBS	15.0/22
41.	a.k.a. Pablo	ABC	14.9/21
42.	Lottery	ABC	14.7/22
43.	St. Elsewhere	NBC	14.6/25
44.	Domestic Life	NBC	14.6/22
45.	Murder Me, Murder You	CBS	14.5/26
46.	Newhart	CBS	14.4/22
47.	Blue Thunder	ABC	14.3/23

Rank □ Show □ Network □ Rating/Share

48.	Automan	ABC	14.2/21
49.	Mississippi	CBS	13.9/20
50.	Mama's Family	NBC	13.7/23
51.	Oh Madeline	ABC	13.6/20
52.	Master	NBC	13.4/22
53.	The Border	NBC	13.4/21
54.	Ripley's Believe It or Not	ABC	12.7/21
55.	Lynda Carter Special	CBS	12.6/21
56.	20/20	ABC	12.1/20
57.	Buffalo Bill	NBC	12.1/18
58.	One Day At A Time	CBS	11.8/19
59.	Mama Malone	CBS	11.3/17
60.	Emerald Point, N.A.S.	CBS	10.6/17
61.	Yellow Rose	NBC	9.6/17
62.	Decision '84	NBC	9.3/16
63.	Chu Chu & Philly Flash	CBS	9.3/15
64.	Whiz Kids	CBS	8.8/16
65.	Two Marriages	ABC	8.6/14
66.	Legmen	NBC	7.7/12
67.	New Show	NBC	6.3/11
68.	First Camera	NBC	6.2/10
69.	LaRouche Political	NBC	4.9/9

THIS COULD SAVE YOUR LIFE. BUT YOU CAN'T HAVE IT.



Today people died who shouldn't have. People who would have been saved by air bags.

In an accident, air bags automatically provide a cushioning buffer between you and the car. They protect occupants' necks, heads and faces from flying glass and other debris. They're most effective in front and front-angle collisions, the deadliest kinds of crashes.

Today you can't have this protection. Except for a few luxury imports, cars with air bags are not available.

The auto industry has opposed air bags for years. They claim they would cost twice what the government's independent experts have testified. And they say car buyers don't want

to pay for the extra protection air bags provide.

We think they're wrong.

In the property and casualty insurance industry, we've studied air bags for a long time. Experts tell us they would prevent thousands of deaths a year, and eliminate hundreds of thousands of serious injuries.

How much would air bags actually cost? As standard equipment, they would add about three percent to the price of the average automobile. It sounds like a bargain, and it is.

Right now in Washington, Secretary of Transportation Elizabeth H. Dole is reviewing possible safety requirements for all new cars. And most car companies are trying to keep air bags right where they are

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Bates predicts slight rise in C-P-M

Agency's analysis of past 10 years shows media costs quickly following increases in consumer price index, but not so quickly following when it goes down

Ted Bates Advertising, New York, says media costs are slow to respond when inflation rates decline but quicker to react when inflation is on the rise.

Bates offers details in a report on "Media Cost-Per-Thousand Trends: 1975-84," the latest in a long series of annual trend analyses by the agency.

Although inflation as measured by the Consumer Price Index (CPI) dropped from 11% in 1980-81 to 6% in 1982, the report concludes, the first real drops in media costs-per-thousand (C-P-M) did not occur until 1983—and were still higher than the inflation rate, which by then was down to 3%. This year, with signs that inflation is inching up again, Bates expects that media costs will, too. But its projections anticipate "only moderate" C-P-M increases.

The report, by Bates's media information and analysis division, tracks cost efficiencies (C-P-M's) and advertising expenditures for nine media elements for the decade from 1975 through 1984. Unlike the agency's previous trend studies, it does not track trends in unit costs and audiences; officials say that with so many changes in the media universe in recent years—the explosion in the number of radio networks, for one example—such trend numbers have been "too artificial."

In 1983, when C-P-M increases began to respond to the decline in the inflation rate, the report says, "most media increases were of a single-digit nature with the exception of only two media—network radio and newspapers, which experienced a 10% increase."

"Daytime network television experienced one of the lowest increases in C-P-M (5%) while spot television saw a slightly higher rise (8%). Evening network television saw a sharp decline from its excessive 1982 C-P-M increase [of 24%] to a more moderate 7%. Magazines and outdoor both rose 6%. Outdoor's 6% rise was the first single-digit increase for the medium in several years. Finally, national supplements had one of the lowest C-P-M increases at 5%."

For 1984, the report notes that the Conference Board anticipates a 6% rise in the CPI, double the 1983 rate. Media C-P-M's in general will probably follow suit, the report continues but adds that "these increases should only be moderate."

"While media costs were slow to react to a decline in the inflation rate," the analysis observes, "this does not appear to be the case when an increase in the inflation rate is predicted."

Advertisers viewing 1984 in a more positive light could take the position that with

inflation expected to increase substantially, inflationary-adjusted 'real' C-P-M increases should be moderate or nonexistent."

Specifically, the study expects that network radio and spot radio should maintain their 1983 rates of increase at 10% and 7%, respectively; that daytime network TV should come in at an increase of 8% and evening network television at a slightly higher 11% increase; that magazines and supplements should both increase slightly to about 7%,

with newspapers declining slightly to 7% and outdoor up modestly to 8%.

The analysis doesn't buy the widespread belief that the Olympics and election-year campaigning will send TV media costs up. "These two factors combined might have some effect on network costs," the report says, "but the effect, if any, should be minimal. In fact, when examining the effect the Olympics and the elections have had on media costs in the past, no apparent or consistent trend emerges."

As in earlier analyses, Bates characterizes 1976-79 as "boom years" when "there was

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	145	157	153
1981	218	203	162	163	173	163	155	155	173	169
1982	238	251	176	181	191	183	164	166	191	179
1983	250	269	190	193	210	192	176	182	202	185
1984 (est.)	270	298	208	206	225	205	188	200	219	196

Average Yearly Percent Increase in C-P-M

Category	1976-79	80-81	1982	1983	1984*
Daytime network TV	+17	+9	+9	+5	+8
Evening network TV	+14	+10	+24	+7	+11
Spot TV	+10	+6	+9	+8	+9
Network radio	+8	+8	+7	+10	+10
Spot radio	+8	+7	+6	+7	+7
Magazines	+7	+9	+11	+6	+7
Supplements	+8	+10	+12	+5	+7
Newspapers	+9	+9	+10	+10	+7
Posters	+9	+10	+10	+6	+8
CPI	+8	+11	+6	+3	+6

* projection

National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers	Supplements	Net Radio	Outdoor
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	120	115
1977	150	136	148	132	132	132	132
1978	172	161	177	139	148	148	140
1979	199	177	200	160	160	160	161
1980	222	201	215	177	185	185	165
1981	242	230	241	204	215	215	190
1982	269	269	253	221	235	235	211
1983	303	297	287	242	254	254	236

Tables report trends in index form with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-84 based on increases in 50 showing. CPMS are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. CPI is based on increases in yearly average rather than December to December. Figures for 1984 are Ted Bates's estimates.

generally a dramatic increase in C-P-M's across all media, especially among the television elements analyzed." In 1980-81, the report continues, "the rate of the media C-P-M increases abated somewhat...specifically in the all-important television area, even though the annual inflation rate increases in the 1980-81 period averaged 11% yearly." Bates found it "gratifying that none of the media elements' C-P-M increases in this inflationary period exceeded the CPI level [11%]."

Then, in 1982, the CPI's rate of increase dropped to 6%, the report notes, but the C-P-M percentage increases remained pretty much what they were in 1980-81--except for prime time television which showed an "alarming" 24% rise. "Thus," the report continues, "with inflationary pressure subsiding and the media C-P-M increases holding fast, or increasing substantially in the case of prime time, the spread between media C-P-M and

CPI increases widened substantially."

The report also looks at trends in advertising volume and finds that growth there has exceeded the growth in the gross national product (GNP) in every year but one since 1976, "and is expected to continue to do so in 1984." (The one exception was 1977, when both advertising volume and GNP grew by 12%.) In 1982, advertising volume grew 10% to the GNP's 4%, "the most dramatic difference between the two measures in the decade [and] perhaps indicative of the sluggish economy of 1982."

In 1983 advertising volume increased by 13% while the GNP growth rate doubled to 8%, and this year Bates estimates ad volume will rise by 14% and GNP by 10%. The report notes that advertising volume as a percentage of GNP has increased steadily since 1975, reaching 2.27% last year and projected to 2.36% in 1984--"levels that have not been seen since the '60's." □



'Single' has more beef than the Big Mac or Whopper... Wendy's kind of people never ask, "Where's the beef?"

A DFS spokesman said T-shirts, buttons, underwear and other articles have appeared all over the country with the line and with likenesses of the three women who appear in the spot. (The "WTB" line is now a registered trademark.)

Bob Reed points out that Clara Peller, the over-80 former manicurist who voices the line, has become an instant celebrity. There are Clara Peller fan clubs all over the country and she has been invited to appear on dozens of TV talk shows.

Reed says that after the completion of the second four-week flight this week, the results will be discussed and evaluated and a decision made on how to proceed.

The TV commercial was produced by Sedelmaier Productions in Chicago. Cliff Freeman of DFS wrote the copy. The agency producer was Susan Scherl and the agency art director was Donna Weinheim. Did Dancer anticipate the phenomenon that would emerge from the beef commercial? According to Freeman, who wrote the copy, "Not at all; we all thought it was a good commercial, but no one could predict its wide acceptance." □

Wendy's kind of commercial

In the two-and-a-half months since "Where's the beef?" was first uttered by a little old lady, the hamburger chain's sales have skyrocketed

Wendy's International and its national agency, Dancer Fitzgerald Sample, New York, have no beef at all about their "Where's the beef?" television commercials.

In fact, Wendy's and DFS are exultant. The phrase has become a national craze, gripping the country like an epidemic and showing no immediate signs of losing its virulence after 11 weeks on the air. "Where's the beef?" has been spread by word of mouth in offices and restaurants and by politicians and comedians and may well go down in the annals of advertising lore along with "I wonder where the yellow went," "You can be sure if it's Westinghouse," and, back 40 years, "Lucky Strike green has gone to war."

What pleases Wendy's and DFS is that "Where's the Beef?" is much more than a pungent rejoinder. It seems to be a catalyst for sales. According to Bob Reed, senior vice president and management supervisor at DFS, the "beef" commercial has helped business at Wendy's 2,600 hamburger restaurants. Reports from restaurant managers on January and February sales, he said, show that business has improved markedly. In addition, Reed added, ongoing tracking studies that DFS conducts for Wendy's point to improved acceptance of the Wendy single hamburger over the past five or six weeks.

Reed noted that originally Wendy's "big beef" commercial was scheduled to run for only four weeks starting Jan. 9. The commercials' popularity led to another four-week flight with a second spot using the same catch phrase. That flight ends this week. For January-February of 1983, Wendy's had no investment in television; this year the tab for the two months will be in the \$15-\$20 million range. The spearhead is prime time advertising on the three networks, supplemented by local and national television in more than 100 markets.

The "Where's the beef?" catch phrase re-

ceived one of its earliest and most potent boosts a few weeks after the commercial's initial exposure when President Reagan called the astronauts circling in space. The President mentioned that "Nancy wants to know, 'where's the beef?'"

Walter Mondale used the line in a nationally telecast debate as a retort to Gary Hart, and Mondale supporters appropriated the phrase as an unofficial campaign slogan ("Ad Vantage," March 19). Two weeks ago Johnny Carson used the line as the basis of his monologue. The phrase has been used at college sports events, in church sermons and in comic strips and political cartoons, according to DFS.

The commercial focuses on three elderly women who have bought hamburgers (not Wendy's) with large, fluffy buns but little meat. They complain about it at an unmanned service counter and one character keeps calling to the back, "Where's the beef?" A voice-over announcer says, "At Wendy's, the hamburger we modestly call a



"Where's the beef?"

Stock Index

	Closing Wed March 21	Closing Wed March 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
BROADCASTING							
N ABC	54 3/8	54 3/8			10	1,595	
N Capital Cities	139 3/4	132	+ 7	3/4 +	5.87	16	1,873
N CBS	69 1/8	69 7/8	-	3/4 -	1.07	11	2,051
N Cox	42 1/2	41 1/2	+ 1	+ 2.40	15	1,203	
A Gross Telecast	69	62	+ 7	+ 11.29	15	55	
O Gulf Broadcasting	7 7/8	7 1/4	+	5/8 +	4.92		
O LIN	19 1/8	18 1/2	+	5/8 +	3.37	18	401
O Malrite Commun.	8 1/2	8 3/4	-	1/4 -	2.85	7	72
N Metromedia	37 5/8	36	+ 1	5/8 +	4.51	32	1,052
O Orion Broadcast	1/16	1/16			0	7	
O Price Commun.	7	6	+ 1	+ 16.66	0	23	
O Scripps-Howard	26 1/4	25 3/4	+	1/2 +	1.94	15	271
N Storer	32	32 1/2	-	1/2 -	1.53	19	525
O SunGroup Inc.	6 3/4	6 1/2	+	1/4 +	3.84	3	5
N Taft	57	54 1/4	+ 2	3/4 +	5.06	14	518
O United Television	12 7/8	12 7/8			18	143	

BROADCASTING WITH OTHER MAJOR INTERESTS									
A Adams Russell	18 1/8	17 3/4	+	3/8	+	2.11	16	109	
A Affiliated Pubs.	40	40					15	324	
N American Family	16 3/4	16 3/4					9	274	
O Assoc. Commun.	11 1/2	10 3/4	+	3/4	+	6.97	0	55	
N A.H. Belo	37 1/4	36 3/8	+	7/8	+	2.40	11	425	
N John Blair	29 7/8	27 1/2	+	2 3/8	+	8.63	13	236	
N Chris-Craft	27 5/8	26 3/8	+	1 1/4	+	4.73	33	175	
N Cowles	28 3/8	28 1/4	+	1/8	+	.44	27	113	
N Gannett Co.	36 3/4	34	+	2 3/4	+	8.08	23	4,411	
N General Tire	34 1/8	32 5/8	+	1 1/2	+	4.59	12	733	
O Gray Commun.	55	58	-	3	-	5.17	12	27	
N Harte-Hanks	22 7/8	23	-	1/8	-	.54	14	502	
N Insilco Corp.	16	16 3/8	-	3/8	-	2.29	8	271	
N Jefferson-Pilot	39 3/4	38 5/8	+	1 1/8	+	2.91	9	845	
O Josephson Intl.	11 1/2	11 3/4	-	1/4	-	2.12	8	57	
N Knight-Ridder	24 1/2	21 7/8	+	2 5/8	+	12.00	14	1,602	
N Lee Enterprises	22 1/8	20 1/2	+	1 5/8	+	7.92	13	297	
N Liberty	21 3/8	21 7/8	-	1/2	-	2.28	12	214	
N McGraw-Hill	37 1/8	38 3/8	-	1 1/4	-	3.25	15	1,860	
A Media General	53	52 1/4	+	3/4	+	1.43	10	369	
N Meredith	42 3/8	41 1/4	+	1 1/8	+	2.72	12	399	
O Multimedia	32 3/4	30 3/4	+	2	+	6.50	15	545	
A New York Times	24	23 1/8	+	7/8	+	3.78	6	937	
O Park Commun.	19 1/2	19	+	1/2	+	2.63	16	179	
A Post Corp.	60 5/8	60 3/4	-	1/8	-	.20	22	111	
N Rollins	19 3/8	19 3/8	-				24	502	
N Schering-Plough	35 3/4	36 1/8	-	3/8	-	1.03	11	1,805	
T Selkirk	13 3/4	13 7/8	-	1/8	-	.90	30	112	
O Stauffer Commun.	52	51	+	1	+	1.96	13	52	
A Tech Operations	39	38 1/2	+	1/2	+	1.29	17	36	
N Times Mirror	36 1/2	34 1/2	+	2	+	5.79	14	5,013	
N Tribune	26 3/4	25 5/8	+	1 1/8	+	4.39	12	1,096	
O Turner Bcstg.	25	24 3/4	+	1/4	+	1.01	71	510	
A Washington Post	63	61 1/4	+	1 3/4	+	2.85	14	893	
N Wometco	44 3/4	44 5/8	+	1/8	+	.28	27	634	

			SERVICE								
O BBDO Inc.	35	3/4	35	1/4	+	1/2	+	1.41	12	229	
O Compact Video	4	1/8	4		+	1/8	+	3.12	19	16	
N Comsat	25	5/8	26		-	3/8	-	1.44	9	461	
O Doyle Dane B.	17	3/4	17	1/4	+	1/2	+	2.89	14	108	
N Foote Cone & B	45	1/4	45	7/8	-	5/8	-	1.36	12	131	
O Grey Advertising	111		111						9	66	
N Interpublic Group	27	5/8	27	1/4	+	3/8	+	1.37	6	295	
N JWT Group	33		32	7/8	+	1/8	+	.38	12	195	
A MovieLab	7	1/8	6	7/8	+	1/4	+	3.63	7	12	
O A.C. Nielsen	29		29	1/4	-	1/4	-	.85	13	651	
O Ogilvy & Mather	46	3/4	45	1/4	+	1	1/2	+	3.31	14	210
O Sat. Syn Syst.	9		9						19	51	
O Telemation	6		6	1/2	-	1/2	-	7.69	6	7	
O TPC Commun	1		1	1/8	-	1/8	-	11.11	1	2	
A Unifil Video.	8	1/4	8	1/8	+	1/8	+	1.53	12	18	
N Western Union	26	1/8	25	1/8	+	1	+	3.98	12	628	

	Closing Wed March 21	Closing Wed March 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	5	4 1/8	+	7/8 +	21.21	26 29
N Coca-Cola.	54 7/8	53 1/2	+ 1	3/8 +	2.57	13 7,471
N Disney.	63 3/8	57 5/8	+ 5	3/4 +	9.97	23 2,191
N Dow Jones & Co.	36 1/2	37	-	1/2 -	1.35	20 2,339
O Four Star	5 3/4	5 3/4				6 5
N Gulf + Western	31 1/8	29 3/8	+ 1	3/4 +	5.95	9 2,407
O Robert Haiml	1 3/8	1 1/4	+	1/4 +	10.00	28 23
O Lorimar	23 1/4	23 1/2	-	1/4 -	1.06	13 119
N MCA	39 1/4	35 3/4	+ 3	1/2 +	9.79	12 1,892
N MGM/UA Ent.	15 1/2	14	+ 1	1/2 +	10.71	27 770
N Orion	9	10 7/8	- 1	7/8 -	17.24	10 84
O Reeves Commun.	8	8				13 99
O Telepictures.	13 1/2	12 7/8	+	5/8 +	4.85	22 88
O Video Corp.	12 1/4	12	+	1/4 +	2.08	22 20
N Warner	22 3/4	24 1/4	- 1	1/2 -	6.18	3 1,488
A Wrather	44 1/2	41 1/4	+ 3	1/4 +	7.87	48 99

CABLE							
A Acton Corp.	8 3/4	8 1/4	+	1/2 +	6.06	30	49
O AEL	27 1/2	27		1/2 +	1.85	21	56
O AM Cable TV	3	2 7/8	+	1/8 +	4.34	15	11
N American Express	31	29 3/8	+ 1	5/8 +	5.53	12	6,598
N Anixter Brothers	20 1/2	21 3/8	-	7/8 -	4.09	28	373
O Burnup & Sims	6 5/8	6 7/8	-	1/4 -	3.63	7	59
O Cardiff Commun.	1 1/8	1 1/8				113	5
O Comcast	19	17 1/4	+ 1	3/4 +	10.14	18	156
N Gen. Instrument	24 7/8	23 3/4	+ 1	1/8 +	4.73	18	783
N Heritage Commun.	16 1/4	15 1/8	+ 1	1/8 +	7.43	33	120
T Maclean Hunter X	17 3/4	17 1/2	+	1/4 +	1.42	25	654
A Pico Products	9	7 3/8	+ 1	5/8 +	22.03	29	25
O Rogers	7 1/2	7 1/8	+	3/8 +	5.26	9	165
O TCA Cable TV	11 3/4	11 3/4				24	78
O Tele-Commun.	17	17 5/8	-	5/8 -	3.54	17	732
N Time Inc.	41 7/8	39 1/8	+ 2	3/4 +	7.02	16	2,459
O Tocom	2 1/4	2 1/4				2	18
N United Cable TV	27 1/2	27 1/4	+	1/4 +	.91	18	303
N Viacom	27 1/4	26 3/4	+	1/2 +	1.86	16	349

ELECTRONICS/MANUFACTURING									
N Arvin Industries	25 1/8	22 1/4	+ 2	7/8 +	12.92	10	189		
O C-Cor Electronics	9 3/4	10	-	1/4 -	2.50	9	34		
O Cable TV Indus.	3 1/2	3 1/4	+ 1/4	+ 1/4 +	7.69	18	11		
A Cetec	8	8 5/8	-	5/8 -	7.24	15	18		
O Chyron	15 1/2	15 1/2				22	95		
A Cohu	7 5/8	7 1/2	+	1/8 +	1.66	17	13		
N Conrac	16 3/8	16 1/2	-	1/8 -	.75	14	100		
N Eastman Kodak	66 1/8	68 1/4	- 2	1/8 -	3.11	17	10,948		
O Elec Mis & Comm.	8 3/4	9 3/4	- 1	-	10.25	27	25		
N General Electric	52 3/4	52 1/8	+	5/8 +	1.19	12	23,959		
O Geotek-Telemet	1 1/4	1 3/8	-	1/8 -	9.09	18	4		
N Harris Corp.	29 1/8	29 3/8	-	1/4 -	.85	16	1,150		
N M/A Com. Inc.	15	14 5/8	+	3/8 +	2.56	50	647		
O Microdyne.	8 7/8	7 7/8	+ 1	+	12.69	29	41		
N 3M	75 3/8	75 3/4	-	3/8 -	.49	13	8,847		
N Motorola	114 7/8	113 7/8	+ 1	+	.87	18	4,511		
N N.A. Phillips	67 3/4	69 1/2	- 1	3/4 -	2.51	10	972		
N Oak Industries	4 1/2	4 7/8	-	3/8 -	7.69	1	74		
A Orrox Corp..	4 3/8	4 3/4	-	3/8 -	7.89	4	10		
N RCA	31	30 1/8	+	7/8 +	2.90	15	2,532		
N Rockwell Intl.	25 5/8	24 1/2	+ 1	1/8 +	4.59	10	3,959		
A RSC Industries	5 7/8	6	-	1/8 -	2.08	73	20		
N Sci-Atlanta	10	11 1/2	- 1	1/2 -	13.04	500	239		
N Signal Cos.	28 1/8	26 5/8	+ 1	1/2 +	5.63	28	247		
N Sony Corp.	16 1/8	16 3/8	-	1/4 -	1.52	29	3,723		
N Tektronix	58 1/4	58 1/2	-	1/4 -	.42	23	1,116		
A Texscan	13 5/8	13 5/8				15	86		
N Varian Assoc..	41 3/4	42 3/4	- 1	-	2.33	21	894		
N Westinghouse	47 3/4	47	+	3/4 +	1.59	9	4,181		
N Zenith	28 5/8	28 1/4	+	3/8 +	1.32	12	627		
Standard & Poor's 400	179.18	177.17		+ 2.01	+		1.13		

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express. Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for

the previous 12 months as published by Standard & Pools or as obtained by Broadcastings own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable.

The end of the Warner-Murdoch war

Warner buys back 5.5 million shares for \$172 million; both sides drop litigation

The seven-month entanglement between Warner Communications and The News Corp. Ltd., the international media conglomerate controlled by Rupert Murdoch, has come to an apparent end. Both companies announced on Saturday, March 17, that Warner reclaimed 5,570,000 shares of its stock (7.2% of the outstanding shares) previously held by The News Corp. for \$172 million. The buy-back and an agreement by TNC not to "acquire any voting securities, solicit proxies or seek to control or influence" Warner for 10 years put to rest questions of whether TNC would try to take control of the New York-based media and entertainment conglomerate, questions raised when the accumulation of Warner shares by TNC began in Early October, 1983.

The \$31 per share TNC got for its Warner stock is well above the \$23 to \$24 the stock is currently trading for. That differential has brought forth at least one shareholder suit, filed against Warner, which claims the company should offer all current shareholders the same deal offered TNC. Howard Squadron, partner in the New York law firm that has been long-time counsel to Murdoch and TNC, said another Warner shareholder's suit, filed in Delaware, also seeks court action against the buy-back. That suit reportedly suggests TNC, in its recent battles against Warner management, claimed to represent other Warner shareholders, a claim violated by concluding a separate deal with Warner management, headed by Stephen J. Ross.

The Saturday announcement also said that all litigation between Warner and TNC had ceased and that the latter would receive an additional \$8 million to cover expenses, mostly legal, it had incurred. To help pay the \$172 million, Warner once again linked up with a company a fraction of its size, New York-based Chris-Craft Corp. The television group owner, headed by Herbert J. Siegel, chairman and president, first appeared in the Warner-TNC spotlight when Warner and Chris-Craft announced an exchange of stock—15% of Warner stock for a 3% share in Chris-Craft's majority ownership of six TV stations (BROADCASTING, Jan. 9). That stock swap created a serious problem for any attempt TNC might have made to acquire control of Warner, for the latter, now a principal owner of broadcast properties, could not be controlled by a foreigner, such as the Australian Murdoch, without violating FCC rules.

TNC's subsequent attempts to prevent the stock swap proved unsuccessful first as a Delaware judge refused to issue a temporary

injunction barring the exchange (BROADCASTING, Jan. 16), then when, earlier this month, the FCC said the swap violated no rules as long as Warner's 50%-owned subsidiary, MSO Warner-Amex, disposed of any cable systems located within the signal

contours of the Chris-Craft stations (BROADCASTING, March 12).

Murdoch said in the most recent announcement that TNC decided to sell its Warner holdings back to the issuing company because: "We saw no expeditious resolution to the conflict," which included other lawsuits.

To finance the \$172-million buy-back,

Bottom Line

CapCities repurchase. Capital Cities Communications, New York-based station group owner, publisher and MSO, will purchase up to 500,000 shares of its own common stock from time to time at prevailing market prices. Stock will be retained as treasury stock and will be used for employee stock option plan and other corporate purposes. Capital Cities recently concluded acquisition of another 280,000 shares of its own stock, authorized last December. Company at present has 12,840,000 shares outstanding.

□

FCC conditions. Citing deficient equal employment opportunity programs, FCC has imposed reporting conditions on renewals of KDHL-AM-FM Faribault, Minn.; KAU-TV Victoria, Tex.; KLBK-TV Lubbock, Tex.; WKVY-FM Vicksburg, Miss., and WWS(FM) Germantown, Tenn. It also is requiring Centennial Wireless Inc.'s KADE(AM) and KBCO-FM Boulder, Colo., to submit EEO goals and timetables.

□

Gross move. Gross Telecasting, Lansing, Mich.-based group owner, has postponed scheduled shareholders meeting from April 24 to May 15. Gross recently sold, subject to FCC approval, WJIM-TV Lansing and WKBT(TV) La Crosse, Wis., to group headed by former CBS president, John D. Backe, for \$48 million ("In Brief," Jan. 30). Delay is in part to allow preparation of proxy materials on sale. Gross chairman and founder, Harold F. Gross, said board of directors would consider what to do with remainder of company assets which include WJIM-AM-FM Lansing, "considerable real property" and other investments, following approval of TV's sale by FCC. Possibilities for company's next step are open, according to chairman, and include purchase of additional broadcast properties or, on the other hand, sale of Lansing AM-FM and liquidation of company.

□

Paper cut. American Broadcasting Companies Inc. and McGraw-Hill Inc. reached agreement to sell jointly owned Falls Paper Mill Inc. in all-cash transaction to Kopparbergs Bergslags AB. ABC acquired 50% interest in paper mill when it bought Chilton Co. in 1981. Buyer is Falun, Sweden-based forest products company which manufactures various wood, pulp and paper products.

□

Malrite up. Malrite Communications Group Inc., publicly traded, Cleveland-based group owner of four TV's, six AM's and seven FM's, reported revenue of \$46,900,000 for year ending Dec. 31, 1983, 35% increase over 1982. Net income for company, which completed initial stock offering Jan. 20, increased 16% to \$5,100,000, or 73 cents per share.

□

K-R preview. Knight-Ridder Newspapers Inc. expects first-quarter earnings to be up more than 30%, according to chairman and chief executive officer, Alvah H. Chapman Jr., who spoke to meeting of security analysts in New York. President of Miami-based publisher, MSO and group owner of five TV's, James K. Batten, said at same meeting that "jury is still out" on results of Viewtron, company's videotex system that began operating in south Florida last October. Batten reiterated earlier company statements that plans to introduce service in 17 other major cities would not be implemented until Florida system showed "significantly positive" results.

□

Cable numbers. Comcast Corp., cable MSO, recorded year-end revenue of \$84,437,000, increase of 34% over 1982. Net income increased 38% to \$9,025,000 or \$1.16 per share.

□

S-A results. Scientific-Atlanta reported revenue of \$95,110,000, for fiscal year's second quarter which ended Dec. 31, 1983, 30% increase over last fiscal year's second quarter. Net income for period increased from \$186,000 to \$2,503,000. Earnings per share was 15 cents.

Warner will borrow \$100 million, raising the remainder through a special stock issue. Chris-Craft, which has acquired Warner stock beyond its initial 15%, is expected to purchase most of the special issue, raising Chris-Craft's holdings to between 25% and 29%, depending on how much of the new issue is bought by other Warner shareholders. Chris-Craft has filed papers with the FCC, saying it does not intend to acquire a majority of Warner, and Geoffrey Holmes, a Warner vice president, said that representation of Chris-Craft on the Warner board was not "part of the deal." Chris-Craft executive vice president, Lawrence R. Barnett, when asked whether the company would seek membership replied, "not yet."

The end result of the recent events is that an outside party will own a controlling interest in Warner though one the company regards as "friendlier" than TNC.

The \$100 million Warner will have to borrow will not put its credit rating in jeopardy, according to Noreen Williams, assistant vice president of industrial ratings at Standard & Poor's, which has three times within the past year downgraded that rating, the last time in October. She said the company's debt peaked in September, but added that "for every step forward there has been a step backward here or there."

For its part, The News Corp. has made a \$40-million or 31% gain on its \$130-million investment, ostensibly subject to short-term capital gains tax, since the money has already changed hands. Some suggest, however, that all along, TNC was after Warner's programing riches—its movie studio film library, its television production division and its cable programing interests, particularly its interest in the Showtime/Movie Channel partnership (Murdoch made an unsuccessful bid to buy Showtime last August). Whether TNC's need for that programing source was pressing during its December-through-February battles with Warner and Chris-Craft is unclear, considering that the year-and-a-half delay of TNC's proposed DBS service, Skyband Inc., was decided before those battles began (BROADCASTING, Nov. 14, 1983).

Speculation that TNC will continue to hunt for programing sources helped cause fluctuations in the stock prices of at least two studios last week, MGM/UA and Disney, leading one executive at a Hollywood studio to remark: "With the investment bankers of the world concocting grand schemes and making proposals to Murdoch, who knows what will happen." □

Westwood One goes public; buys audio channels on Satcom

Westwood One, the radio program producer/syndicator based in Culver City, Calif., filed a prospectus with the Securities and Exchange Commission for a million-share stock offering on Friday, March 16. If approved, the first public offering by the privately held company is expected in mid-April through Hambrick & Quist of San Francisco, Westwood One President Norman Pattiz told BROADCASTING. "I can't



On the dotted line. Present at the signing of the Westwood One-RCA satellite pact were (l-r) Harold W. Rice, RCA Americom vice president/audio services; Jerry Kaplan, RCA manager/technical programs; Norman Pattiz, Westwood One president, and Arthur Levine, Westwood One executive vice president, chief financial officer.

really comment on why we're doing what we're doing," Pattiz said, noting legal restrictions imposed during the SEC's review. The prospectus says the company expects to raise \$13 million to \$15 million, based on a share price of between \$13 and \$15. Pattiz estimated the firm's billings at more than \$10 million in 1983. The company produces 28 barter programs and employs about 100 people.

In another development, Westwood announced it has signed a \$6.7-million multiyear lease with RCA for four digital audio channels on Satcom I-R, the satellite used by ABC, CBS, RKO and NBC for radio network program distribution. RCA will begin providing uplink services to Westwood from New York prior to the opening of a new Los Angeles uplink scheduled for July. According to Pattiz, the arrangement will make Westwood programs available to an estimated 2,600 downlink-equipped radio stations and allow for the firm to sell its excess transponder capacity to other independent producers.

"We've started doing a lot of [radio] simulcasts with HBO and MTV and Showtime," Pattiz pointed out. "We're doing a lot more live shows than we have in the past. With more stations able to receive Satcom I-R and the possibility of our converting some of our disk programs to satellite distribution, the economies of this [arrangement] are something we had to look at. Even though it doesn't affect a major part of the programs that we're currently distributing, we will now have access to the one satellite that everybody in radio seems to be looking at."

He said that Westwood had been unable to get a commitment from any other Satcom I-R users for purchase of their excess channel capacity. "It was time to assure our access," he said. Pattiz said he expects the new Los Angeles uplink to be used heavily this summer for distribution of Spanish-language radio coverage of the Olympics, which is being originated by Westwood One. □

Union, ABC, CBS near settlement

Networks and Writers Guild closer to agreement, except for CBS group in Los Angeles

Writers Guild of America negotiations for a new three-year contract with ABC and CBS (BROADCASTING, March 19) have moved to the stage of ratification by the membership, except for the CBS unit in Los Angeles.

That unit, consisting of about 80 members employed in national promotional posts or news writing jobs at the network's KNX(AM) Los Angeles and KNXT(TV) Los Angeles, refused to accept the proposals submitted to ABC union members throughout the country and CBS members in the East. WGA, acting on behalf of its Los Angeles members at CBS, filed for decertification with the National Labor Relations Board, which would sever these members from the union.

A spokesman for WGA in Los Angeles said the unit wanted to break away from the union and negotiate for itself. He estimated the decertification process would take two to three months.

An issue in contention at CBS (but not at ABC) was CBS's insistence on provisions that would give it the right to hire temporary employees for an indefinite period; would enable the company to employ nonmembers of WGA for graphic arts work and would enable it to assign local correspondents and anchors to write for one another. West Coast CBS members of WGA were reported to be ready to strike rather than relent on these issues.

A guild source indicated that Los Angeles members are expected to continue to work under the old contract which expired on March 2 pending a determination by the National Labor Relations Board on the decertification petition. □

Media General sues Tanner for \$230 million

In midst of grand jury investigation of barter company, company owner accuses Tanner executives of fraud

Media General, the Richmond, Va.-based communications conglomerate, has filed suits against William B. Tanner, former chief of a barter company bearing his name—and two of his associates—seeking more than \$230 million in damages.

In a complaint filed in U.S. District Court for the Western District of Tennessee, Media General—which bought the William B. Tanner Co. (now called Media General Broadcast Services Inc.) in 1982 for more than \$40 million—alleged that Tanner, former company president; Earl J. Funk, former senior vice president and treasurer, and Louis R. Lucas, former vice president and general counsel, had made a variety of fraudulent claims to persuade Media General to buy the company. Media General further alleged that the threesome, whom it had kept on the payroll after the purchase, continued to engage in “fraudulent and unlawful acts” after the purchase. As a result of that behavior, Media General had been “injured in its business and property,” it said.

In a separate complaint filed in Chancery Court for Shelby County, Tenn., Media General charged that Tanner also had violated a 10-year employment contract (under which Media General had agreed to keep Tanner on as company president at \$400,000 a year, plus a variety of benefits), alleging fraud and the misappropriation of company funds.

FBI agents raided the Tanner Co.’s Memphis headquarters last August, amid allegations that the company had been handing out kickbacks to clients and that Tanner had been engaging in a variety of scams to divert millions in company funds from official books and into his own pockets (BROADCASTING, Aug. 22, 1983). A grand jury has been investigating the charges since January.

Media General launched its own investigation shortly after the FBI raid. Tanner, Funk and Lucas all were granted leaves of absence from the company shortly thereafter. Media General subsequently changed the name of the company and installed a new management team (BROADCASTING, Dec. 12, 1984).

Tanner said Media General’s charges against him were “totally untrue, slanderous and, in short, outright lies.” Lucas said he thought it would be “inappropriate” to comment at this time. “I’m a lawyer, and I don’t comment on a matter that’s pending in court,” Lucas said. Funk could not be reached for comment.

In the first complaint, Media General al-

leged that Tanner, Funk and Lucas had underreported the company’s liabilities and exaggerated its assets. Among other things, Media General said, books of account for the company did not “fully and fairly” reflect the transactions of the company, since many transactions shown as legitimate commissions on sales were in fact bribes and kickbacks. Also contrary to representation, the company, at the time of purchase, was the subject of a federal investigation, Media General said.

According to the complaint, Tanner, Funk and Lucas continued to engage in fraudulent and unlawful acts after the purchase. Media General charged that the three, for instance, had converted company assets for personal benefit and continued the bribery and kickback schemes.

After the FBI search, Media General alleged that Tanner destroyed documents and asked company employees to destroy others; had two secretaries “fabricate” back-dated documents purporting to be relevant to the FBI search; had other documents removed from company warehouses and had some files destroyed, all “for the purposes of secreting and/or destroying documents encompassed within the scope of the search warrant and/or which subsequently would come within the breadth of the government’s in-



Tanner

vestigation.”

Media General also alleged that Tanner had violated the law in using “electronic devices in the phones throughout the company which enabled Tanner to intercept surreptitiously any phone conversation within the company and any conversation in a room in which a company intercom was located.”

In the second complaint, Media General said it “terminated” Tanner’s employment contract last Monday (March 19). It alleged that Tanner, among other things, “deliberately falsified and encouraged and allowed to be falsified, records and reports of the company so that Tanner and other employees could receive reimbursements for expenses which were not incurred.”

It further alleged Tanner had diverted

company funds to pay bribes and kickbacks to various parties; disguised or caused others to disguise those payments as legitimate business expenses; misappropriated company funds to purchase slot machines for his personal use and profit; misappropriated company funds to purchase a limited partnership interest in property; misappropriated company funds to cover his personal expenses in the sale of the stock of the company to Media General, and had two of his children paid as company employees “although they essentially performed no duties for the company.”

James Linen, Media General Broadcast Services president, said the litigation should have no impact on the company’s current business relationships with broadcasters and vendors. □

Schools argue case against NCAA

Oklahoma and Georgia tell Supreme Court that they should be able to negotiate individual television contracts

The Universities of Oklahoma and Georgia, two of the country’s powerhouse football schools, have made what could be the final assault on the rules of the National Collegiate Athletic Association that control the television rights to member colleges’ football games. A U.S. District Court and a U.S. Court of Appeals have both held that the rules violate the Sherman Antitrust Act, and last week counsel for the schools urged the Supreme Court to affirm those opinions. Interest in colleges would increase locally, as schools negotiate their own television contracts and built up local followings, and the institutions would earn more money, said Andy Coats, who is also the mayor of Oklahoma City.

The NCAA’s last-ditch defense of the “co-operative” arrangement under which NCAA has negotiated contracts with CBS, ABC and Turner Broadcasting System for \$281 million was conducted by attorney Frank Easterbrook. His principal argument was that NCAA lacks “market power,” the test for an antitrust law violation he says should be applied, since it cannot control prices by limiting the number of games telecast. “Market power is the ability to raise prices,” he said. “There is no way the NCAA can charge monopoly prices by reducing the number of games on television. The only people who pay money are the advertisers, and they pay only for the viewers delivered.”

Coats, however, said the contracts reflecting NCAA rules are a “classic violation of the Sherman Act.” The lower courts, he noted, found that the effect of the NCAA contracts is “to fix prices of all games—to limit the availability of product in order to drive

up prices. The lower courts found that without the limitation on product, there would be many more games, local and regional." Coats also expressed the belief that colleges negotiating their own contracts would receive more revenue than at present. And those extra revenues, he said, would be used to support other sports.

And the U.S. Solicitor General, Rex Lee, who entered the case on the side of Oklahoma and Georgia, supported the lower courts' finding that the NCAA contracts had the effect of driving up the prices for the games. But he indicated some Justice Department disagreement with the manner in which the lower courts decided the case. He said they "should have stopped" at declaring the contracts were illegal under the rule of reason; they should not have gone on to hold that it was a *per se* violation of the antitrust law also.

At stake in the trial are the four-year contracts, extending through 1985, that the NCAA has signed with ABC and CBS, at \$131.8 million each. Under the contracts, each network allows 82 different teams to appear over a two-year period, with no school appearing more than six times. And each televises at least 35 NCAA games nationally or regionally. Colleges included in the NCAA package are barred from negotiating additional appearances on television—a restriction that is galling to colleges like Oklahoma and Georgia that could command substantial sums for rights to their television games. Turner's two-year contract, under which it paid \$18 million, ran out last season.

NCAA contracts generate revenues that are apportioned among all members, the weak and the strong. Easterbrook said the contracts earn the fees they do not because they restrict the number of games aired on television but because they offer "the most attractive" contests. He compared the NCAA agreements with the networks with the agreements networks reach with producers of entertainment programs. He said the right given to CBS to air *Dallas* makes the program more attractive to viewers and to

advertisers.

But Coats said colleges should be as free to market television rights to their football games as they are to sell rights to their basketball games. The NCAA governs the televising only of post-season basketball play. "Look at other sports," he said. "Professional football regionalizes. You can't buy a ticket. That's what would happen here." He said the attention television would focus on local schools would make the schools attractive to local high school football players. "They would want to be on television in their home towns."

However, one problem one justice appeared to see in connection with the argument to declare the NCAA rules illegal is the

precedent that might be set. The NCAA has argued that "almost every successful professional sport [that] has pooled and sold TV rights as a package to one or more networks" would be affected. And the first court decision in the case—by U.S. Judge Juan Burciaga in Albuquerque, N.M., in September 1982 (BROADCASTING, Sept. 30, 1982)—raised in the minds of some observers a question as to the effect of that opinion on the legality of the NCAA awarding television rights to college basketball playoffs. And Justice Byron White told Coats he or some other lawyer might be before the Supreme Court in some future case defending some other pooling arrangement. □

Trouble in space

Satellite trade show operator and satellite trade association sue each other over overlapping Las Vegas conventions

Two trade shows promoting satellite television earth stations and related products were held in Las Vegas last week, testimony not only to the vigor of the industry but to the inability of the organizations sponsoring the rival shows to agree on a method of joining forces. Nor was the conflict in dates the only manifestation of bad feeling: The rivals are suing each other in U.S. District Court in Washington.

Norval M. (Rick) Schneringer and Satellite Television Technology Inc., of Oklahoma City, which he heads, fired first—a \$41-million suit, based principally on a libel charge. He filed it against the Society for Private and Commercial Earth Stations, currently based in Washington, and two of its officers, Peter J. Dalton, of KLM Electronics, president, and Richard L. (Rick) Brown, who resigned last week as vice president (when a general manager was hired) but who remains as general counsel. In return, SPACE and Brown countersued for a total of \$5 million, with SPACE charg-

ing breach of contract and, with Brown, abuse of process.

The litigation grows out of efforts to end the rivalry between STTI and SPACE.

Last November, at a SPACE-sponsored trade show in Orlando, Fla., officials of the two organizations talked of a joint operation under which STTI, whose business is trade shows, would conduct the shows with the assistance of SPACE, a trade association that promotes both residential and commercial satellite earth station technology and products. The immediate concern was that both organizations had scheduled trade shows in Las Vegas in March—SPACE's, at the MGM Grand Hotel, on March 8-10, and STTI, at the Riviera Hotel, on March 20-22.

On those points, there is no disagreement. The litigation flows from a dispute over the reasons that the Orlando talks failed. SPACE, last December, distributed letters to members of the satellite earth station industry alleging that Schneringer had "reneged" on an agreement the two sides had reached in Orlando. Under the alleged agreement, STTI and SPACE would hold four joint shows a year, the first in Las Vegas in March.

Schneringer, who is seeking compensatory and punitive damages, maintains in his suit that the charge of reneging was made "falsely and with reckless disregard of the truth." He also contends that the statements were "libelous *per se*" in that they injured him in his profession and "disparaged and degraded" STTI's "goodwill, prestige, assets and standing in the business community." Schneringer says he had simply "agreed to consider" a proposal made by SPACE and that he later decided the terms were "improper." He also says he made a counterproposal that SPACE rejected and that he turned down as "unacceptable" a subsequent offer made by SPACE. At that point, he says, talks ceased.

Besides the charges that Schneringer was defamed and that STTI was the victim of an "injurious falsehood," the suit alleges that the statements at issue and the conduct of the defendants were designed to interfere with STTI's present or prospective business relationships. SPACE rescheduled its trade show for March 18-20, at Caesars Palace, and Schneringer's suit contends that SPACE "deliberately" picked a date "overlapping"

Marti update. Radio Marti may not be launched for six months—even though the hope is that it will be able to start sooner, Charles Wick, director of the United States Information Agency, said at a hearing before the House Appropriations Subcommittee last week.

Wick also said the agency didn't know what to recommend if Cuba begins jamming U.S. AM radio stations when Radio Marti is launched. There are "discussions" going on in government about what the best response would be, Wick said. But his agency can only "do our best and as faithfully as possible" follow the letter of law authorizing Radio Marti, he said.

Wick added that the agency's Voice of America has leased office space and identified 43 candidates for the 48 staff positions it wants to fill before launching Radio Marti. After the hearing, a USIA spokesman said a major reason for any delay is security checks the agency runs on potential candidates. "I'm sure you can imagine that [Cuban President Fidel] Castro would just love to infiltrate this organization," he said.

Wick also revealed that the agency would soon make available a report on its blacklist of about 100 persons—including CBS's Walter Cronkite and ABC's David Brinkley—allegedly considered to be persona non grata as agency-sponsored speakers abroad (BROADCASTING, Feb. 20). The report, Wick said, would make the list seem "a lot less onerous than what seems to be implied."

According to Wick, some names were apparently put on the list because they were too busy to make speaking engagements, or had let it be known they weren't interested in participating. "Some of those people may have been turned down because of political bias, but not too many," he said.

Wick also said he would not support a blacklist; that would be "unAmerican," he said.

The USIA is seeking \$885.4 million for fiscal 1985, a \$213.2 million increase over the \$672.2 million budgeted for fiscal 1984.

STTI's to make it "impractical" for registrants to attend both shows. Schneringer also alleged that the \$550 preregistration fee SPACE charged—\$100 less than STTI's—was from \$200 to \$1,250 less than SPACE normally charges, and was designed "deliberately" to induce trade members to attend the SPACE show. (Schneringer, on the opening day of STTI's show, said it was "full up" with 290 booths, but that STTI would have sold 350. "We're losing quite a number.")

SPACE, in its response and countersuit, does not say why it chose the March 18-20 date. But it says it had canceled its contract with the MGM Grand Hotel on Nov. 18, after Dalton, "with Schneringer's prior consent," had announced on Nov. 4 the alleged agreement to hold a joint show. Among its affirmative defenses, SPACE maintains that "the allegedly libelous statements were true." It also says they were "expressions of opinion and therefore could not cause any legally cognizable injury" and were "fair comments on a matter of public concern."

SPACE, in its counterclaim, seeks \$1 million for breach of contract; it says, and Schneringer denies, that SPACE and STTI entered into a contract on Nov. 4, 1983. In the alternative, it is seeking \$500,000 for "unjust enrichment"—a reference to the charge that exhibitors and others made commitments to attend the STTI show because they understood it would be a joint STTI-SPACE production—or \$1 million in compensatory damages and \$2 million punitive for "fraudulent misrepresentation." SPACE and Brown also seek to recover \$1 million for abuse of process—they contend that STTI filed its complaint for the purpose of causing Brown to stop advising SPACE to hold trade shows, and to persuade SPACE to stop holding them—and \$1 million in punitive damages.

Brown's resignation as vice president, which was announced at a banquet at the SPACE trade show while he was in Washington, came as a surprise. He helped establish the organization in March 1980 and has been the dominant figure in the organization since then. However, he is expected to continue to exercise influence as general counsel. But the day-to-day operations of the organization will be taken over by Charles Hewitt, who has headed trade associations in the past and whose most recent position was as assistant to the president of Fairchild Industries.

Whatever the outcome of the suit and the countersuit, Schneringer has whatever satisfaction comes from having lifted the name of SPACE, at least in Washington and at least temporarily. District of Columbia officials ruled that SPACE gave up its right to the name when, through what a SPACE spokesman said was an "oversight," it failed to file annual reports with the District government for two consecutive years. Schneringer be-

Aural power limitation erased. Over the Mass Media Bureau's protest, the FCC has voted to permit television broadcasters to cut back their aural power to whatever level they desire. Under current rules, TV stations must operate with aural power of from 10% to 20% of their visual power; they also are required to notify the FCC of the aural power they will use. At an FCC meeting, the Mass Media Bureau recommended that the limits be set at 8% to 22% of visual power, reflecting tolerances now permitted. The bureau argued that a station's fringe viewers—those primarily living in rural areas—could suffer if a station reduced its aural power below levels that could be heard at distances. The bureau pointed out that a station lowering its aural power—in the interests of economy, for example—would still be protected to the Grade B contour of its visual signal, thus precluding possible low-power operations that might otherwise serve the viewers deprived of a signal. The commission majority voted to retain the current upper aural power limit. But it decided to make the setting of the lower aural limit a marketplace decision. The general argument appeared to be that market incentives—that is, a broadcaster's desire to retain as many viewers as possible for ratings—would discourage undue lowering of power.

came aware of that in January and reserved the name for his own use.

SPACE lawyers contend the organization has a right to the name in common law, and have gone to court to make that argument. For the present, the organization will go by a new name in Washington—Satellite Television Industry Association. It remains SPACE elsewhere in the country. And it is expected, in any case, to move its headquarters soon from Washington to nearby northern Virginia. □

Review board grants new AM despite drug allegations

It agrees with original decision of ALJ that charges by ex-employees were not enough to give station to competing applicants

In a split decision, the FCC Review Board has affirmed the grant of a new AM radio station at Dillon, Colo., to Dillon Broadcasting Co., denying the competing applications of Alan K. Levin and Summit Radio Inc.

One issue in the initial proceeding was whether Dillon's 100% stockholder, Robin Theobald, had been engaged in the illegal use of narcotics, and, if so, what effect that should have on Theobald's qualifications to be a commission licensee.

Three former employees had testified that they had seen Theobald, former general manager and 50% owner of KLGT(FM) Breckenridge, Colo., use cocaine at the station. Theobald denied the specific allegations, but acknowledged having used cocaine—on one occasion only—at home with friends and claimed he frequently inhaled nasal decon-

gestants at the station.

In his initial decision, Administrative Law Judge Joseph Chachkin sided with Theobald on the cocaine issue, noting that the witnesses against him were disgruntled former employees. He also noted that the "bullet-like" device allegedly used by Theobald to inhale cocaine could have been a medicinal inhaler. Chachkin also said that Theobald's local residence, past broadcast experience, involvement in local civic activities—and a more efficient proposal for use of the frequency—tipped the scales in his favor. Levin appealed, urging that Dillon be disqualified or at least assessed a dispositive comparative demerit for Theobald's alleged misconduct.

The Review Board majority agreed that the alleged drug use should not have been a factor. The board majority, for starters, noted that the charges against Theobald had not been resolved in a court of "competent jurisdiction." Moreover, it added, even if a court had found Theobald guilty—or if the board itself credited the charges—that still would not automatically destroy Theobald's qualifications to be a commission licensee. "Commission policy would still require us to predict or forecast from the past violations whether the applicant can be relied to comply with FCC regulatory laws and policies in its broadcast operations," the board said. "Under these circumstances, the few alleged violations of drug laws, even if true, have no predictive value as to prospective compliance with the commission's rules and policies because they are overbalanced by a [Theobald's] four-year history of broadcast operations without any demonstrated violations of the Communications Act, commission's rules or policies."

In a dissenting statement, board member Norman Blumenthal accused the majority of taking a "powder" and attempting to bring the bottom line of its decision into accord with what it is speculating the FCC will say in its pending proceeding aimed at narrowing its oversight of character issues. "The majority's abjuration in advance of the consummation of the character inquiry smacks too much of trying to 'get with the program,' even before the curtain is raised," Blumenthal said.

"If the violation of any laws should be of concern to the commission in passing upon licensee qualifications, it is especially those relating to psychoactive drugs," he said. "If Congress intended any purpose in the selective licensing of the spectrum it was to as-

More relief. The FCC last week announced that it was sending out presunrise authorizations to the 184 daytimers operating on Canadian Class I-A clear channels. The notices, according to the FCC, spell out the powers the daytimers can use and how long they will be able to operate before sunrise. Stations need only tell the FCC of their plans to operate presunrise and state how they will accomplish any power reduction necessary. Stations may start presunrise operations as soon as the necessary letters are returned to the commission. Stations may decline to operate presunrise, or with lower power than that authorized, if desired, the FCC said.

sure that television and radio stations did not fall into the hands of just such persons as drug offenders. In an era of deregulation when federal oversight is decreasing and reliance on licensees is increasing, our initial scrutiny should be heightened for exactly these reasons." □

Earth station bills introduced in Congress

Senate version would allow home earth station owners to pick up scrambled signals, House version both scrambled and unscrambled; copyright fees to be established for program compensation

Legislation was introduced in the House and Senate (H.R. 5176 and S. 2437) last week to permit individuals to pick up television signals off satellites. The bills are a boost for the earth station industry, which has been in a quandary because the legality of taking signals from satellites is unclear under present laws.

The Senate legislation would permit home viewers to pick up unscrambled signals, but the House bill goes one step further and allows viewers to pick up scrambled signals as well. Unlike the Senate measure, the House bill calls for the establishment of a copyright fee system to be administered by the FCC.

Senator Barry Goldwater (R-Ariz.), who offered the Senate bill, said it only reaffirms present law and preserves the right of dish antenna owners to pick up and view programs transmitted by satellite for noncommercial purposes.

Goldwater said: "The Communications Act of 1934 is silent on the question of non-commercial home reception of unscrambled satellite programming. Some argument has recently been raised, however, to challenge the right of the individual earth station owners to view these programs on the ground that section 605 of the Communications Act may prohibit the reception and use of satellite broadcasts. I reject this argument as being entirely wrong."

Goldwater's bill, unlike the legislation in

the House, does not address the pickup of scrambled signals and it prohibits the sale of so-called "black boxes" used to unscramble signals. The senator also noted that there is a "reasonable case" to be made for the establishment of a copyright fee structure. However, he felt it was an issue that could be examined later. No hearings have been scheduled and it is uncertain if he will actively pursue the legislation.

In the House, Representatives Albert Gore (D-Tenn.), Billy Tauzin (D-La.) and Charles Rose (D-N.C.) introduced H.R. 5176. Tauzin and Rose, in a live telecast to members of the Society for Private and Commercial Earth Stations (SPACE) during its annual trade show in Las Vegas last week, announced their plans to introduce the legislation.

Goldwater made a similar telecast, and a statement from Gore was carried on videotape during the show. Although the House bill permits reception of both scrambled and unscrambled signals, viewers receiving scrambled signals would either have to compensate copyright holders or turn to the FCC to set the rates.

It is a proposal that has stirred up opposition from major copyright holders. "Direct broadcast satellite programming is now available to those willing to pay a fair price," said Jack Valenti, president of the Motion Picture Association of America. "These bills, well intentioned as I am sure they are, will only serve the interests of those who wish to obtain satellite programming for free or at a low government-set rate. They will also retard, perhaps fatally, the DBS entrepreneurs now trying to enter the marketplace."

According to H.R. 5176, "no person shall manufacture, import, distribute, sell or lease equipment intended for the unauthorized reception and decoding of encrypted satellite television programming by persons not complying with rates, terms and conditions established by agreement or by the commission."

If viewers were unable to reach agreement with the programmers, they could file a petition with the FCC to set the "rates, terms and conditions for such viewing rights." The commission would be required to consider a number of factors when setting the rates, including the cost of the programming and its distribution, and the cost of the equipment for reception.

Otherwise agreements would be worked

out between viewers and the programmers. The agreements would be filed with the commission and placed on public notice. Any objections to certification of the agreement could then be filed and left to the FCC to determine the outcome. The bill would also permit parties who feel there has been a breach of the agreement to seek relief in a U.S. District Court. Fines of up to \$25,000 for the first offense and \$50,000 for any subsequent offense are included in the legislation.

"To make satellite services a regulated utility is ridiculous," said one source familiar with the controversy surrounding the legislation. "I see the bills as killing off the emerging DBS industry," he said. □

FCC closes in on docket 83-114

Powers says commission is likely to take another look at proceeding to clean house on technical rules

The FCC is expected to take a fresh stab at its wide-ranging proceeding (Docket 83-114) to weed out the technical rules. So said Robert Powers, FCC chief scientist, at an Energy, Telecommunications and Electrical Association conference in Houston.

And Powers made clear that few of those rules are sacrosanct. Powers noted that FCC technical regulations are intended to increase the use of spectrum. But those same regulations can stultify, he said. "We are now questioning whether many of our standards go too far toward stifling innovation rather than fostering it," he said.

One thrust of Docket 83-114 is to remove barriers to the entry of new technologies, Powers said. "If the commission had relaxed or eliminated some of its technical standards 10 years ago, consumers would long since have been enjoying the benefits of teletext, captioning, stereo sound for TV and AM stereo," he said.

Powers said he thought regulating the technical quality of transmissions, and interoperability can be unnecessary where competition exists. "Competitive pressures among providers of entertainment programming over cable, multipoint distribution systems, and soon those using direct broadcast satellites, seem to me to provide sufficient incentives to maintain high standards of quality," he said. "The exquisitely detailed NTSC standard, designed to insure both quality and interoperability for TV broadcasting, is probably no longer a necessary part of the FCC's rules," he said.

"With 180 million TV receivers in operation there is little concern that broadcasters will employ an incompatible technique, requiring consumers to replace their TV's overnight."

Without the NTSC standard, he added, many improvements could be made without "exhaustive" rulemakings. "While some resist the deletion of transmission quality and interoperability standards, I believe that the American public deserves the earliest opportunity to make choices," he said. □

Sideband "splitting" OK'd The FCC has proposed to permit broadcasters to use narrow-band techniques for remote pickup operations. Under one option, the FCC proposed to permit the "splitting" of remote pickup channels to create more. Under another option, it proposed to permit use of amplitude compandered sideband (ACSB)—or any other technology—as long as adjacent channel interference is avoided. In a speech before representatives of state broadcasting associations gathered in Washington, James McKinney, FCC Mass Media Bureau chief, said the major reason the commission was proposing to permit the use of amplitude compandered sideband technology is to increase spectrum efficiency. "Present technology permits at least five ACSB channels to be placed into the spectrum occupied by one FM channel," McKinney said. "This efficiency will obviously relieve much of the overcrowding now experienced, such that its introduction into the service should not be delayed any further. Emphasis must be placed, however, on the fact that the notice is not only to allow the use of ACSB, but is deregulating the service to allow any modulation techniques consistent with the requirements of controlling adjacent channel interference. This action should create the proper incentive to industry to develop even more efficient techniques and technologies," McKinney said.

The televised future of USIA

Agency unveils compressed digital video technique for two-way transmissions over Worldnet which is able to beam signals to Eastern Europe

For the U.S. Information Agency, television is the wave of the future. And not only does the agency believe it is—"on the leading edge of satellite technology"—as Al Snyder, director of its television and film service, put it last week, it wants to put that word out.

Last Monday (March 19), USIA, in cooperation with the Communications Satellite Corp., launched, with some ceremony, a project of programming beamed to London using a new compressed digital video technique. The project included two-way video that demonstrates the feasibility of world leaders conferring by satellite television. On Tuesday, Snyder addressed a Newsmaker breakfast at the National Press Club to publicize USIA's growing activity in television, particularly its developing Worldnet, the global network launched in November. And later that morning, Snyder and Charles Z. Wick, USIA director, carried the same message to Capitol Hill at a House Appropriations Committee hearing on the agency's proposed budget for fiscal 1985. The administration is seeking \$22.7 million for Worldnet in the coming fiscal year, some \$17 million more than is being spent on the enterprise in the current fiscal year.

Much of the information regarding Worldnet—which is designed to link Washington with U.S. embassies in 40 countries by the end of 1985—has already been presented (BROADCASTING, Feb. 6). It will enable the foreign press, as well as officials of foreign countries, to question American officials in Washington and around the world. It will also permit USIA to broadcast background information and reports of fast-breaking news to the embassies abroad and to television stations prepared to receive the signal directly.

But one new element revealed by Snyder is that the satellite system already in place is capable of beaming television signals into Eastern Europe, including the Soviet Union. Until last week, USIA referred only to Western Europe, Latin America, Africa, the Pacific region and the Mediterranean area as the parts of the globe to be covered by Worldnet. But Snyder said, "The technology [for transmitting television to Eastern Europe] is there for those who know how to harness it. The intention is to broadcast television into the Soviet Union, but there is no timetable."

Later, in response to questions, Snyder issued a statement stressing that he was not referring to direct-to-home television. He said the satellite that would be used is the European Communications Satellite ECS 1, whose signal reaches Eastern Europe, but he

said USIA is considering its use only as part of the Worldnet system of "closed circuit broadcasting" to U.S. embassies and SIS posts abroad. Technically, those signals are available to anyone with the necessary receiving antennas. In any event, Snyder said the broadcasting "is done in accordance with local law and international conventions, and with the cooperation of local telecommunications authorities."

Snyder clearly was enthusiastic about the developments in the television service. He noted that former Secretary of State Henry Kissinger appeared on a Worldnet program beamed to Latin America following the release of the report by the commission on that part of the world that he headed. "Kissinger reached 100 million viewers," Snyder said, adding, "We're ahead of the BBC; its world



Snyder

TV program is a year away. We're on the leading edge of satellite technology, ahead of everyone in satellite television."

Among the plans for improving Worldnet is the location of satellite earth stations at the embassies. Snyder said USIA is discussing that matter with the foreign governments. At present, the signals are transmitted to earth stations in Europe, then by cable and microwave to the embassies.

The Comsat/USIA demonstration of transmitting programming by compressed digital/video techniques ran for two hours daily for five days last week, at USIA's television and film service headquarters in Washington. Wick, Dr. Joseph Charyk, chairman of the board of Comsat, and Sir Oliver Wright, British ambassador to the U.S., attended the start of the demonstration and talked by two-way video with Charles Price, U.S. ambassador to the Court of St. James's, and Anthony Booth, managing director of British Telecom International, who were in a studio in London.

The system, which employed a small (2.4 meter) mobile earth station supplied by Comsat, did not transmit a perfect signal. Static impaired the sound, and the picture broke down on occasion. But the demonstration indicated the potential for transmitting

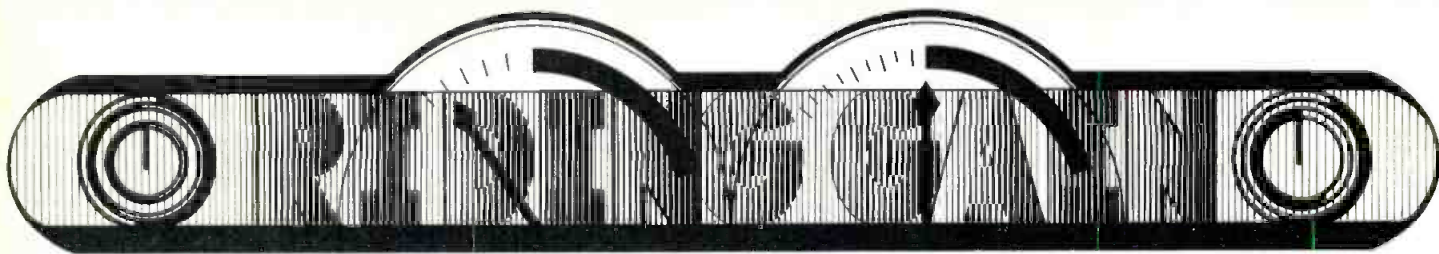
cultural and public affairs programming overseas. "This offer from Comsat gives us an opportunity to explore a mixture of live programming options which could offer new depth and variety to our overseas communication effort," said Wick.

The advantage of the compressed digital video system is that it permits the transmission of far more television signals by satellite than the present system. A Comsat spokesperson said the system in use in the USIA test consists of a 1.544 megabit per second compressed signal, and that 1,000 of them could be transmitted on the radio bandwidth now required for 54 analog video signals, the most that can be accommodated by the 27-transponder Intelsat V satellites. The price paid for the compression is that the pictures transmitted are not broadcast quality. However, USIA says the system will enable it to offer a variety of educational and cultural programs abroad at rates less than those available using the Worldnet technology.

Hardware isn't all that is on the minds of USIA officials when they talk of television. Snyder, at the Newsmaker breakfast, talked of software, too. "We're developing programming for the international market," he said. He noted that USIA has opened a sales office in London, and has included funds in the 1985 budget for an office in Hong Kong. It was also "an active participant in the past year in the television marketplaces" in Cannes and Milan. "We're looking for the opportunity to reach mass audiences in television."

Snyder said USIA goes into production with foreign networks, such as Japan's NHK, as partners. The reason, he said, is to avoid putting "the U.S. government stamp" on the television programming. There is also a close relationship with the private sector. Some *Fortune* 500 companies produce films on science which are translated into a video piece and incorporated in USIA's monthly *Science World*. (A USIA spokesperson said later it will take a piece from a private company only if it is news. "We won't use a marketing piece," she said.) Some of the material USIA distributes is hard news—the satellite file is presented weekly. And Snyder hopes to expand USIA's television news operations. The proposed budget would provide for news bureaus in Washington, New York and Los Angeles.

But if USIA is keen on television, it is because the world is, he indicated, increasingly keen on television—and not only in that part of the world considered developed. He noted that there was a nine-fold increase—from 1.1 million in 1975 to 10.2 million in 1982—in the number of television sets sold in Africa. And throughout South and East Asia, the number of sets has increased over the same time span from 57 million to 115.4 million. All of which makes for a tempting market for an information service. □



Arbitrends arbitration

The Arbitron Radio Advisory Council's first 1984 meeting with Arbitron officials convenes tomorrow (March 27) at the Hyatt Regency hotel in Chicago where the first demonstration of the company's controversial Arbitrends system will take place. Arbitrends is a new computer-delivered service offering regular quarterly reports and monthly ratings—the latter based on three-month rolling averages of six basic dayparts and four demographics (persons, 12-plus; men, 18-plus; women, 18-plus, and teenagers) updated every 28 days—which Arbitron will initially launch in 23 measured markets this May.

The system came under sharp attack by council members during the last advisory council meeting in December resulting in a resolution calling for its cancellation because the monthly portion of the service was alleged to have "the potential of causing severe market confusion" ("Riding Gain," Dec. 19, 1983). Council members are concerned that any fluctuations in ratings on a month-to-month basis will cause havoc for local stations trying to set ad rates for advertisers and agency buyers. Nevertheless, Arbitron has stuck to its plan of providing computerized monthly data, and, according to Bill Livek, Arbitron's vice president of sales and marketing for radio, the company has received approximately 30 commitments for Arbitrends from stations in the 23 markets (markets that have been measured either three or four times per year).

Other topics on the council's agenda include a discussion of the reporting of station

February rebound

After a sluggish start (down 11% in January), network radio business has bounced back, with a 5.4% gain in advertising revenues during February to \$17,869,000. The data is based on financial information collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney.

call letter changes during survey periods.

Hardtimes

The suburban Los Angeles radio market recently lost two stations, with a third's fate hanging in the balance pending results of a last-ditch effort to raise operating capital.

On March 7, country format KZNS(FM) and co-owned top 40 KPRD(AM) Barstow, Calif., signed off the air after more than 30 years of broadcasting. Owners Milton Klein and Shayle Ray blamed low ratings and declining advertising revenues for the permanent shut-down. The pair, who acquired the stations in 1983, said they had been unable to find a buyer for the stations and were unable to pay employees beyond Jan. 31.

A third station owned by Klein/Ray Broadcasting, KPRO(AM) Riverside, Calif., received a 30-day reprieve just 11 minutes before its scheduled permanent sign-off at 6 p.m. on March 16. An unidentified investor contacted the station offering to meet KPRO's payroll until mid-April while the station owners negotiate for possible sources of new operating capital.

Not laughing

Wang Laboratories Inc., the Lowell, Mass.-based computer products manufacturer, has brought a \$10-million suit against Metromedia Inc. and its owned WASH-FM Washington, alleging that the station used, without authorization, the Wang trade name "together with strong sexual connotations" in on-air recordings purported to be advertisements for the computer company on March 16. The broadcasters are said to have been recorded by the top 40 rocker in a humorous fashion and, according to Wang staff attorney William A. Roberts's sworn affidavit, several station employees acknowledged to him that the advertisement was a "sham." A temporary injunction order restraining WASH-FM from airing the spots was granted by Judge Thomas Hogan of the U.S. District Court for the District of Columbia on March 17. A complaint was filed with the court on the same day by Wang attorney Robert F. Ruyak of the Washington law firm of Howrey & Simon, which alleged the conduct of WASH-FM has "resulted in injury to Wang's business reputation, loss of goodwill, and weakening, tarnishing and dilution of Wang's trademark and tradename."

Playback

ABC Rock Radio Network kicked off its first live *Supergroups* concert series with Duran Duran last Wednesday night (March 21) from New York's Madison Square Garden complex. The event, produced by DIR Broadcasting, was beamed via satellite to more than 100 stations. Upcoming live *Supergroups* concerts include Judas Priest from Long Beach, Calif., on May 5.

'Apple' achievers

Eleven top awards were presented by the New York Market Radio Broadcasters Association in its ninth annual Big Apple Radio competition.

The awards, in the form of a Steuben glass apple, are given to agencies or production companies for outstanding radio commercials. The winners:

New Sounds Inc. □ Patrolmen's Benevolent Association (local open/talk). **Rumrill-Hoyt Inc.** □ Martlet Importing Co. (national open/talk). **Ogilvy & Mather Partners** □ Steuben Glass (local musical). **Backer & Spielvogel** □ Miller Brewing (national musical). **Lawrence Weiner & Associates** □ Twice Around the Park and **New Sounds Inc.** □ Uniformed Firefighters Association (tied for local new advertisers). **Slater, Hanft, Martin Inc.** □ Muzak (national new advertisers). **Dancer Fitzgerald Sample** □ Breast Exam Center of Harlem (local public service). **N W Ayer** □ National Council of Alcoholism (national public service). **WGSM(AM)** Huntington, N.Y. □ ABM Computer Center (local station produced). **Ogilvy & Mather Partners** □ Friendship Dairies (local humorous). **Lord, Geller, Federico, Einstein** □ Callard & Bowser (national humorous).



Big Apple bunch. The New York Market Radio Broadcasters Association (NYMRAD) held its ninth annual Big Apple Radio Awards hosted by ABC's WPLJ(FM) New York at the city's Sheraton Center hotel. The event, which judges the best nationally and locally produced commercial spots and public service announcements that aired on New York radio stations between Sept. 1, 1982 and Nov. 1, 1983, attracted more than 700 radio and advertising industry executives. Among the ceremony's participants and winners were (l-r): Betsy Hucker of Lord, Geller, Federico, Einstein; Howard Stein of Backer & Spielvogel; Nancy C. Widmann, vice president and general manager of WCBS-FM New York and NYMRAD chairman; actor Gordon Jump (*WKRP in Cincinnati*) master of ceremonies; Joe Parish, vice president and general manager, WPLJ New York and event chairman; Anna Knipe of Dancer Fitzgerald Sample Inc.; Henrietta Creech of N W Ayer; Fred Siegel and Bruce Dundare of Slater, Hanft, Martin (list of winners at right).

How is this for a Bluff?

Claim "victory" when:

- Network station score is:

Kahn/Hazeltine = 6

Harris = 1

Magnavox = 0

Motorola = 0

- 150 Major Market Delco Dealers polled voted:
23 to 2 against Motorola single system radio.

(Obvious to any businessman that a single system radio cannot compete with radios that work with all systems.)

- Many Motorola stations might even make some of their listeners "sick to their stomachs" due to platform motion. Sony warned FCC, the public "will never accept or overlook" image motion.

Think we are bluffing? Call for cassette proof, . . . and a free air sick bag. Phone (516) 222-2221.

Want to win with the best AM Stereo system using advanced independent sideband technology (we will have shipped over 100 exciters when this reaches you) for less than \$300 a month? Kahn Communications, Inc., has just made an agreement with a huge Fortune 500 firm so we can now make this offer.



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New York approves single-cable request

Board of Estimate ruling allows firms to build franchises with new 550 mhz wire; cable firms say move will allow them to keep construction costs within their original estimates

New York City's Board of Estimate has approved, at the request of the cable franchisees there, an amendment to the franchise agreements allowing the cable operators to build single-cable residential systems instead of the previously required dual cable systems. Minimum channel capacity remains the same, however, for all of the systems—70 channels—which can be transmitted over a single wire using 550 mhz cable, currently being field tested by several manufacturers, including C-COR, Scientific-Atlanta and Jerrold.

The action was hailed by the companies building New York systems and city officials alike as one that will expedite construction

while making the systems more efficient without a proportionate cutback in service. "This allows them to save on capital costs and, perhaps more importantly, to save on maintenance costs throughout the life of the franchises," said the city's head cable administrator, Morris Tarshis.

Tarshis said that cable suppliers have told the city that field tests of the 550 mhz cable should be complete soon and that mass production of it may begin by the end of this year. "It's very possible," he said, that 550 mhz cable will be available "almost from the onset of construction" in New York. And if the manufacturers encounter delays in producing the cable, Tarshis said, the operators could begin their builds on time (at this point they are scheduled to start in October) with 450 mhz cable, and upgrade when 550 becomes available.

C-COR, S-A and Jerrold all indicated that they will be prepared to deliver 550 mhz hardware to New York operators in the fall. "Some 550 mhz cable is being delivered today," said Donald Pisarcik, vice president, sales and marketing, C-COR. "The limiting factor has been the amplifiers." Pisarcik said



Tarshis

his company has developed a hybrid amplifier that uses the higher frequencies that the additional channels in a 550 mhz system would occupy without a proportionate increase in noise levels and other distortions. "We're ready to gear up production," he said.

The New York franchisees were gratified by the city's action. "It's a significant development," said Richard Aurelio, who heads Warner Cable's efforts in Brooklyn and Queens. He said the 550 mhz technology gives operators an affordable method of providing cities with the minimum channel capacity they demand in a cost-effective manner. "It probably signals the end of the two cable system," he said, which "no cable company in its right mind would want to build." Dual systems, he said, were seen as "a solution to an expectation to channel capacity. But the make-ready costs and maintenance costs are higher," and the majority of the channels on the second cables of most dual systems are going unused due to the lack of programming. WA is waging a battle in two other cities (Dallas and Milwaukee) to get permission to operate single- instead of dual-cable systems, among other proposed cutbacks (BROADCASTING Jan. 16 et seq.).

Cablevision's chairman, John Tatta, described New York's action as "a fantastic and courageous decision." He said the action was essential "to get cable built in the urban areas."

Cox Cable's James O. Robbins, who is running the company's New York operations, said that the city's action "puts us right back where we were [in terms of costs] when we made our initial estimates. The passage of time has chewed up costs."

The Board of Estimate did not act on several ownership items put before it, but expects to do so during an April meeting. One

CARAVELLE BROADCAST GROUP of KINSTON

has acquired

WISP/WQDW

Kinston, North Carolina

for

\$1,800,000

from

Joyner Broadcasting Corporation

We are pleased to have served as broker
in this transaction.

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3/26/84

involves a proposal by the two franchisees in Staten Island to form a joint partnership to operate their two systems as one. The two franchisees are Cox and a Continental subsidiary, Vision Cable. Robbins said the two companies decided to join forces because it was felt that one system would be more "community responsive."

In Queens, Cox is also seeking to become a minority (49%) partner in franchisee Queens Inner Unity, a deal that Robbins said is contingent upon the ironing out of several

points with Inner Unity as well as the successful funding of the systems by way of a limited partnership that Cox is currently making efforts to put together. Although he wouldn't be specific, Robbins said that things were moving forward on both of those fronts and that he was "optimistic" that the deal with Inner Unity would be completed. Cox has been the managing agent and proposed system builder for Inner Unity. With minority partnership, said Robbins, "we'll have a 49% say in the deal." □

WXVQ(AM) Deland, Fla. □ Sold by WXVQ Inc. to D&C Broadcasting Inc. for \$425,000, comprising \$80,000 cash, \$60,000 noncompete agreement, \$149,000 promissory note held by seller and \$136,000 existing note assumed by buyer. **Seller** is owned by John Trenton (66⅔%) and Rudi Gresham (33⅓%), who have no other broadcast interests. **Buyer** is equally owned by David M. Stevenson and wife, Constance L., of Lafayette, Ind., who have no other broadcast interests. WXVQ is on 1490 khz with 1000 w day and 250 w night. **Broker:** Chapman & Associates.

WKBQ(AM) Garner, N.C. □ Sold by Edjoux Inc. to Christopher C. Maggio for \$300,000, comprising \$80,000 cash and \$220,000 note. **Seller** is owned by Edward Paul, retired, and family, who have no other broadcast interests. **Buyer** is Chesapeake, Va., owner of soft drink vending machine company. He has no other broadcast interests. WKBQ is 1 kw daytimer on 1000 khz. **Broker:** Chapman Associates.

WDHP(FM) Presque Isle, Me. □ Sold by Carrie L. Linthicum, bankruptcy trustee, to Van Buren TV Cable Co. for assumption of \$215,000 previous debt, assumption of real estate taxes and other consideration. **Seller** was appointed by court on Jan. 27. when WDHP and other station of previous licensee. Northern Broadcasting Co., WFST(AM) Caribou, Me., both went silent ("For the Record," Feb. 27). **Buyer** is equally owned by Clarence B. Dow Jr., Henry E. Hebert and Philip G. Plourde. They also own cable sys-

Changing Hands

PROPOSED

WEEX(AM)-WQQQ(FM) Easton, Pa. □ Sold by Easton Publishing Co. to Donald Wilks, Michael Schwartz and James T. Shea for \$3 million. **Seller** is headed by Pennsylvania attorney George P. Coffin Jr. and is liquidating assets before dissolving. It formerly published *The Express* (Easton, Pa.) and other newspapers. *The Express* was sold to Thompson Newspaper Inc. in January. Easton has no other broadcast interests. **Buyers**, Wilks and Schwartz (40% each) and Shea (20%), also recently sold, subject to FCC approval, WKRZ-AM-FM Wilkes-Barre, Pa., for \$5 million ("Changing Hands," Feb. 27). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They also recently bought, subject to FCC approval, WSNE-FM Taunton, Mass., for \$3.6 million ("Changing Hands," Jan. 30). They are also 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," Nov. 14, 1983) and also of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). WEEX is on 1230 khz with 1 kw day and 250 w night. WQQQ is on 99.9 mhz with 50 kw and antenna 450 feet above average terrain.

WLYK(FM) Milford, Ohio □ Sold by Beautiful Island Broadcasting Co. Inc. to Cincinnati Broadcasting Corp. for \$850,000, comprising \$800,000 cash and \$50,000 note. Price includes \$75,000 noncompete agreement. **Seller** is Perry J. Samuels, president and general manager of WLYK, who will remain as consultant after sale. Samuels also owns KLCL-AM-FM Lake Charles, La. **Buyer** is Ohio company 100% owned by Richard L. Hallberg Jr., who is president. Hallberg is vice president and one of two principal owners of Automotive International, a company selling rustproofing and aftermarket products. He has no other broadcast interests. WLYK is on 107.1 mhz with 3 kw and antenna 300 ft above average terrain.

WASP(AM) Brownsville, Pa. □ Sold by Brownsville Radio Inc. to The Humes Broadcasting Corp. for \$625,000, comprising \$175,000 cash and \$450,000 note. **Seller** is owned by D.C. Loughry, who also owns WFRB-AM-FM Frostburg, Md. **Buyer** is owned by James J. Humes (75%) and brother, John L. Humes (25%). James Humes is former Bethany College professor and will become president and general manager of WASP.

Brother is senior research chemist at N.J.-based Merck & Co. They have no other broadcast interests. WASP is on 1130 khz with 5 kw day and 1 kw critical hours.

KSKS(AM) Conroe, Tex. □ Sold by Montgomery Metro Inc. to Sweeney Broadcasting Co. for \$450,000, comprising \$100,000 cash, assumption of \$138,000 note and \$212,000 note. **Seller** is owned by Thomas E. Spellman and wife, E. Jean (33⅓% jointly); A. Boyd Kelly and wife, Joan (33⅓% jointly), and Dean L. Sadler (33⅓%). Boyd Kelly also is 43% owner of KKDA-FM Dallas and KKDA(AM) Grand Prairie (Dallas), Tex. Spellmans and Sadler have no other broadcast interests. **Buyer** is owned by George B. Sweeney Jr., Houston-based business and financial consultant. He has no other broadcast interests. KSKS is 250 w daytimer on 1140 khz. **Broker:** Lester Kamin.

November 28, 1983

NBC Radio

has completed the acquisition of the assets of radio station

WJIB

Boston, Mass.

from

General Electric Broadcasting Co., Inc.

The undersigned assisted

General Electric Broadcasting Co., Inc. in this transaction.

**THE
TED HEPBURN
COMPANY** Cincinnati

tem serving Van Buren, Me., and have controlling interest in systems serving 11 other Maine communities. WDHP is on 96.9 mhz with 100 kw and antenna 500 feet above average terrain.

KIDA-FM Ida Grove, Iowa □ Sold by The B.F. Broadcasting Inc. to Buena Vista College for \$200,000 cash. **Seller** is owned by Paul A. Green and Richard L. Peterson (37.5% each) and Warren V. Nelson (25%), who have no other broadcast interests. **Buyer** is private liberal arts college at Storm Lake, Iowa. It is headed by Edgar E. Mack, chairman, and Dr. Keith Briscoe, president. Briscoe is also director of Iowa Public Television. He has no other broadcast interests. KIDA will be operated as commercial station. KIDA-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include: WDLK(AM) Dadeville, Ala.; WFAN-AM-FM Stonington, Conn. ("Changing Hands," March 19); WNRK(AM) Newark, Del.; WJBF(TV) Augusta, Ga.; WTVJ(TV) Miami ("Top of the Week," Sept. 26, 1983); KKSI(AM) Mount Pleasant, Iowa ("Changing Hands," March 19); WJRL(AM) Calhoun City, Miss.; WBIX(FM) Goose Creek, S.C.; KCLF(AM) Cleburne, Tex., and KGUL(AM) Port Lavaca, Tex. ("Changing Hands," March 19).

CABLE

Cable system serving La Grange, Crestwood, Orchard Grass Hills (all Ken-

tucky) □ Sold by Oldham County Cable Television to ACT 2. **Buyer** is limited partnership formed by Daniels & Associates Inc. and Integrated Resources Inc. Daniels, based in Denver and headed by Bill Daniels, is nation's 26th largest MSO, operating total of 28 systems with 237,000 subscribers in 12 states. It will operate Kentucky system. Integrated is New York-based marketer of partnerships. Thirty-five-channel Kentucky system, to be renamed Oldham County Cablevision, will be assigned staff from contiguous system in Clark County, Ind. It operates 150 miles of plant, passing 5,860 homes

2,700 basic subscribers.

□ Prices of two suburban Birmingham, Ala., systems bought by American Television and Communications ("Changing Hands," Feb. 27) have been disclosed. Cable Systems South, serving Concorde and unincorporated areas of Jefferson County (all Alabama), sold for \$406,000. Cable Systems of Alabama, serving Bessemer, Brighton, Lipscomb, Roosevelt City, parts of Birmingham and parts of unincorporated Jefferson County (all Alabama), sold for \$6,419,000.

NBC reorders its executives

After Mulholland resignation, his duties are being assumed by Timothy, Walsh and Butler

NBC announced its management reorganization last week, in the wake of the sudden resignation of Robert Mulholland, the company's president and chief operating officer, the previous week (BROADCASTING, March 19).

Under the new structure, no one will replace Mulholland per se, and both his titles have been put on the shelf for the time being. His divisional responsibilities, and those of vice chairman, Irwin Segelstein, have been divided among Grant Tinker, NBC chairman, and three executives already at high levels of NBC management—group executive vice presidents Raymond J. Timothy



Timothy



Walsh

and Robert S. Walsh, and Robert C. Butler, the company's chief financial officer, who now also becomes group executive vice president.

Mulholland's resignation, according to network sources, resulted from his steadily deteriorating relationship with Tinker. The breaking point appeared to be Tinker's hiring of Lawrence Grossman as president of NBC News, without consulting Mulholland, who was responsible for the department.

Before the reshuffling of assignments, Segelstein had six departments reporting to him, most of which were reassigned to Butler, with the exception of corporate communications, which now reports directly to Tinker. However, high-level sources at the network insist that Segelstein is not on the way out and that his role within the company is not being lessened. In fact, one source said, "he may be even closer, perhaps, as adviser and counselor to Grant [Tinker]," as a result of the reorganization. Segelstein is being positioned, the source said, to assume the role held for so many years by David C. Adams, a former vice chairman of the network, who (with minimum visibility) operated as an adviser to the top man. "That's what Grant wants Irwin to be," said the source. "It's not a lesser role and he's not on the way out. This is a way of getting him more involved in the projects that Tinker



Butler



Segelstein

Mondays Are Bad Enough Without Emergency Meetings

If you've ever had a Monday morning meeting to tell your staff that your station's not "on the block," you should be talking to Rounsaville at the NAB.

Your inquiry to us concerning your station's marketability is always handled in the strictest confidentiality.

We only mention your station on a one-to-one basis to select prospects after we get the go-ahead from you. With Rounsaville, your station is never indiscriminately "mass-marketed."

It's the best way to protect your investment. And help you avoid an emergency staff meeting.

After all, you've got enough emergencies to deal with on Mondays.

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wants him involved in."

Tinker has refused all comment on the Mulholland resignation and the resulting reorganization, perhaps an indication of the extent to which the relationship between the two men had soured. Tinker attended an owned-stations division meeting in Scottsdale, Ariz., during the early part of last week and did not elaborate beyond a tersely worded press announcement issued last Monday (March 19) detailing the realignment of duties, according to sources at the meeting. (The meeting itself was a strategy session among the vice president and general managers of the five owned television stations and network officials.)

As to why Tinker opted to redistribute various management functions instead of simply appointing a successor to Mulholland, a network spokesman said that "all the permutations were considered, and he thought this one was the best." Though the intent was not to duplicate the structures of the other two networks, the spokesman said NBC's reorganization "is not unlike the others" and it appears to be working for them.

The news division, which Larry Grossman will officially take over on April 30, and which previously reported to Mulholland, will, under the new plan, report directly to Tinker.

Timothy retains management responsibility for the television network and the entertainment division and acquires responsibility for the department of business affairs. Operations and technical services, which had been under Timothy's view, are now the responsibility of Butler, who also takes over the law, personnel and labor relations departments, as well as corporate planning and research, all from Segelstein. He retains responsibility for the finance department.

Robert Walsh retains responsibility for the owned stations division and radio, and adds sports and NBC Enterprises, which sells product overseas and to the home video market and is involved in other activities, such as merchandising. □

Fundraising, Congress on minds of public television stations

The "legislative front" as well as new developments in private sector fund-raising activities for the Public Broadcasting Service will dominate discussion at public television's 1984 annual meeting. The four-day conference convenes March 28 in Arlington, Va., and combines the membership meetings of PBS and the National Association of Public Television Stations.

More than 300 people—slightly less than last year's number—are expected to attend the meeting, which was moved up from its normal June date to coincide with public broadcasting's reauthorization hearings in Congress this year. NAPTS and PBS members will have the opportunity to meet with Congress on new authorizing legislation and funding that will project federal support through the end of this decade.

Following that vein, the meeting's speakers list includes Senator Robert Packwood (R-Ore.), chairman of the Senate Com-



New news. At a breakfast "opening," last Wednesday (March 21), John W. Kluge, chairman and president of Metromedia Inc., cut the ribbon on the company's brand new newsroom at WTTG-TV Washington. In his remarks, Bob Bennett (r), senior vice president, Metromedia Television (and former general manager for WTTG-TV 1966-69), said he hoped the new facility would "illustrate Metromedia's commitment to news." The facility, replete with wall-to-wall carpeting and a technical operating center (TOC) which can record eight satellite feeds simultaneously, cost approximately \$500,000. Surrounding Kluge were (l-r): Kevin O'Brien, vice president and general manager of WTTG-TV; Bennett, and Betty Endicott, vice president, news, WTTG-TV.

merce, Science and Transportation Committee, and Representative John Dingell (D-Mich.), chairman of the House Energy and

Commerce Committee—which both oversee public broadcasting legislation. In addition, a House Telecommunications Subcommittee

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

CONVENTION COMMITTEE □ With only five weeks left before the National Association of Broadcasters holds its annual convention (April 29-May 2) in Las Vegas, this committee and the NAB staff are busily working to put it all together. Except for a few loose ends, much of the program is complete. The convention, which carries the theme, "You've Got What it Takes," is expected to attract more than 30,000.

According to the committee's co-chairmen, William Turner, KCAU-TV Sioux City, Iowa, and Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark. (who are vice chairmen of NAB's TV and



Turner



Snider

radio boards, respectively), NAB has developed an "outstanding agenda," with "stimulating and meaningful workshops that not only educate, but inform."

On Sunday, April 29, the convention opens with a "state of the industry" address by NAB President Eddie Fritts. Later, he will present NAB's Distinguished Service Award to retired ABC Vice Chairman Elton Rule.

Immediately after that presentation, NAB will launch a national voter awareness campaign, hoping to encourage broadcasters to play a bigger role in the electoral process. The campaign kickoff will feature a multimedia show, produced by TM Productions and accompanied by a live performance of the U.S. Marine Corp. band, and a filmed message from President Reagan. Reagan will address the convention once again, on Tuesday, May 1, via a live satellite feed from Washington.

The voter awareness campaign will continue to be emphasized throughout the convention: Many panel sessions will be devoted to related issues including political advertising, exit polling and debates.

The establishment of a Minority Television Programming Exhibition is a new item on the convention schedule this year. Viewing rooms have been set up to screen programs produced by minorities for general or special market television audiences.

Broadcast engineers can look forward to an expanded engineering conference which begins the day before the convention officially opens, Saturday, April 28, and runs through Wednesday, May 2.

A number of legal "how-to sessions" are scheduled Tuesday, May 1, and more than 15 panel sessions will be devoted to issues related to television. Some of the topics slated to be discussed are deregulation, children's programming, the future of the new technologies and marketing the news.

Radio broadcasters, Snider says, can look forward to hearing from CBS News correspondent Charles Osgood, who will speak at the radio luncheon Tuesday, May 1. He noted there is a full slate of "nuts and bolts" workshops on the agenda for radio broadcasters: new technologies, political advertising, AM stereo, in-house sales training and a daytimers' forum.

An even heavier agenda is planned by NAB's government relations department. More than 30 congressmen and senators are scheduled to participate in an array of panel sessions on deregulation, copyright, must-carry and other legislative topics. Conventioneers can also attend a "one-on-one" with Jim McKinney, chief of the FCC's Mass Media Bureau.

FCC Chairman Mark Fowler is the Wednesday, May 2, luncheon speaker, and singer/songwriter Paul Anka will perform after Fowler's speech.

Also from the FCC, Commissioners Jim Quello, Mimi Dawson, Henry Rivera and Dennis Patrick will participate in a panel discussion with NAB executive vice president for government relations, John Summers.

Convention committee members, in addition to Snider and Turner, are: Charles Cooper, Charisma Communications Group, Columbus, Miss.; Jim Dowdle, Tribune Broadcasting, Chicago; William Dunaway, WTHR Indianapolis; William Hansen, Harris Enterprises Inc., Joliet, Ill.; Robert Hilker, Suburban Radio Group, Belmont, N.C.; Charles Jones, WSRZ(FM) Sarasota, Fla.; Peter Kizer, Evening News Association, Detroit; Michael McCormick, WTMJ-TV Milwaukee; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Mark Smith, Landmark Broadcasting, Las Vegas, and J.A. Fisher, Ampex Corp., Redwood City, Calif.

reauthorization hearing, chaired by Representative Timothy E. Wirth (D-Colo.), (which is scheduled for March 29), will be televised live in the conference meeting room.

At the same time, public broadcasting officials are hopeful of announcing the approval of "enhanced underwriting" on public television. The FCC is expected to circulate a document before March 27 that would incorporate recommendations made by the Temporary Commission on Alternative Financing for Public Telecommunications last year. It would permit public broadcasters to identify supporters by using brand names, trade names, slogans and brief institutional-type messages ("Closed Circuit," March 12).

Public broadcasting members will also focus their attention on private sector fundraising, PBS programming, a status report on PBS's National Narrowcast Service (a nationwide Instructional Television Fixed Service) and new PBS ventures. Included in the last will be a demonstration on March 29 by Merrill Lynch & Co. of its computerized Financial Services System. Merrill Lynch and PBS are now in the second stage of development of a nationwide data delivery service, slated to begin in 1985. □

Tower trouble

Ice storms in Maine took a heavy toll last Tuesday (March 20) as numerous broadcast towers caked with as much as six inches of ice either collapsed or, with rising temperatures, showered chunks of ice onto transmitter buildings below. At 8:57 a.m., WVII-TV Bangor's 750-foot tower collapsed under the weight of a thick coating of ice. The station's old tower was still standing (the fallen one having been erected in 1980), and a little over seven hours later, the station was back on the air at reduced power, with approximately 70% coverage. When the station gets FCC approval to broadcast at full power, it will reach about 95% of its original coverage area.

A little over an hour later, at 10:06, WABI-TV Bangor's 560-foot mountain-top tower collapsed—striking two fuel drums and spilling 2,500 gallons of oil—putting both WABI-TV and co-owned WBGW(FM) off the air. WBGW was able to go back on the air the next day with about 50% coverage by attaching an antenna to a piece of the fallen tower placed on top of the transmitter building. WABI-TV, which remains off the air awaiting the arrival of a temporary tower, was hoping to be up and running by last Saturday, (March 24), according to program director Towle Tompkins.

Personnel at both stations praised fellow Maine broadcasters, who responded to the catastrophes with offers of help. According to WVII-TV general manager Barbara Cyr, she received calls from "almost every station in the state offering manpower and equipment."

In Portland, Me., WGME-TV and co-owned WGAN-FM were temporarily off the air when water leaked into the transmitter and ice knocked its reflector dish out of focus. Non-commercial WCBB(TV) Augusta, Me., was forced off the air for several hours when

chunks of ice, one the "size of a basketball," crashed through the roof of the transmitter building.

And finally, in Kansas, which has also been suffering through snow and ice storms, KLDH(TV) Topeka, Kan., lost its tower to the ice March 18, and, according to a spokesman, could be back on the air in about 10 days if a portable tower can be found. □

LPTV West convenes in Anaheim, Calif.

Exhibit floor, presentations by FCC officials highlight conference

About 600 registrants are expected to gather at the Disneyland hotel in Anaheim, Calif., Tuesday and Wednesday (March 27-28) for LPTV West '84, a low-power television conference and exhibition sponsored by the National Institute for Low-Power Television. The event had been rescheduled after postponement last January.

"Our major focus is two fold," said NILPTV spokesman Andrew Wallerstein. "Our sessions will deal with the nuts-and-bolts of putting these stations on the air. The other purpose is getting programmers and syndicators interested in low-power. We think that they will find that there are LPTV stations interested in what they have to offer."

John Reilly, director of the institute estimates that about 270 low-power stations are now on the air, with more expected to sign-on by year end.

The LPTV West exhibition hall will be open from 11 a.m. to 3:30 p.m. both days. Wallerstein expects 35 to 40 companies, including 15 program producers or syndicators, to be on hand.

Two FCC officials who oversee LPTV license processing will make presentations during the conference. Video Services Division Chief Roy Stewart and Low-Power Branch Chief Barbara Kriesman will participate in a forum 11 a.m. Tuesday and a separate FCC forum at 5 p.m. the same day. More than 30 other sessions, on topics ranging from financing to programming to advertising and engineering, will be conducted beginning at 9 a.m. both Tuesday and Wednesday.

New to this year at the conference this year will be an LPTV programing festival, with awards for excellence being given in nine program categories at a reception Tuesday evening. Winning programs will be screened throughout the convention. □

Fifty-year retrospective

Formation of the Golden Jubilee Commission on Telecommunications has been announced. Incorporated as a nonprofit organization under District of Columbia law, it will (1) commemorate the role of telecommunications in fostering the economic, social and political welfare of the nation in the last half century, and (2) celebrate the 50th anniversary of the Communications Act of 1934 and the creation that year of the FCC.

Executive director of the Jubilee Commission is Max D. Paglin, formerly general counsel and later executive director of the FCC. Until undertaking this present assignment, Paglin was Washington counsel of the New York law firm of Weil, Gotshal & Manges.

With the support of private funding and through a coordinated series of studies, publications, symposia and panel sessions, the Jubilee Commission will create a permanent and integrated record of the development of telecommunications technologies and their impact on society; the history of telecommunications regulation in the past 50 years; a present-day evaluation of telecommunications and current regulatory policy, and a compilation of insights and predictions about the future in those areas.

The Jubilee Commission activities will be directed by a board of trustees of persons in

telecommunications, representing industry, the professions, government, public groups and academia. Day-to-day operations of the Jubilee Commission will be supervised by Paglin, assisted by a staff of professionals as well as advisory and steering committees made up of representatives from various facets of the telecommunications industry.

It is also contemplated that the Jubilee Committee will be the nucleus for a subsequent National Institute on Telecommunications. NIT would carry forward, on a continuing and permanent basis, the work of the Jubilee Commission and would, through the aforementioned conference and publications resources, provide a permanent structure for promoting the preservation and study of the past, as well as establishing a forum for the effective exchange of views between government and the private sector in the development of telecommunications and policy. □



Debate in Chicago. Broadcasters took advantage of the recent FCC decision permitting them to sponsor as well as report political debates without incurring equal-time obligations (BROADCASTING, March 19), when they helped organize a debate between the remaining Democratic presidential candidates last week (above, l-r: Walter Mondale, Senator Gary Hart and Rev. Jesse Jackson). Two stations, WBBM-TV and WMAQ-TV both Chicago, which had originally planned to schedule separate debates, carried the event that was held at Chicago's Westin hotel and sponsored by the Chicago Bar Association. It was aired live March 18, two days before the Illinois primary. WBBM-TV was the site of the first televised presidential debates between John F. Kennedy and Richard Nixon in 1960. According to WBBM-TV spokeswoman, Joan Zucker, Nielson ratings for the debate showed a 18.2/26 for WBBM-TV (a CBS affiliate), and 10.1/15 for WMAQ-TV (an NBC affiliate).

Panelists for the debate were (below, l-r): reporters Ron Majers, WMAQ-TV; Walter Jacobson, WBBM-TV; D. Michael Cheers, *Jet* magazine; Carol Marin, WMAQ-TV, and Mike Flannery, WBBM-TV. Thomas Z. Hayward Jr., president of the Chicago Bar Association.



As compiled by BROADCASTING, March 12 through March 16, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz.—kilohertz. kw.—kilowatts. m.—meters. mhz.—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—noncommercial.

New stations

Applications

AM's

- **Robertsdale, Ala.**—Opal Carol Coley seeks 1000 khz. 1 kw-D. Address: Rt. 2, Box 168D, Atmore, Ala. 36502. Principal has no other broadcast interests. Filed March 6.
- **Bridgeport, Conn.**—B. Preston Gilmore seeks 1450 khz. 1 kw-D. 250 w-N. Address: 79 Baldwin Ave., Waterbury, Conn. 06706. Counsel: Nixon, Hargrave, Devans & Doyle (Washington). App. is mutually exclusive with WNAB(AM) Bridgeport, Conn. Principal is general manager of WATR(AM)-WWYZ(FM) Waterbury, Conn., which are owned by his wife. Filed March 14.
- **Stamford, Conn.**—Harold K. McCombs Jr. seeks 1400 khz. 1 kw-D. 250 w-N. Address: 6202 Avalon Drive, Bethesda, Md. 20816. App. is mutually exclusive with WSTC(AM) Stamford. Principal has no other broadcast interests. Filed March 14.
- **Saint Augustine Beach, Fla.**—Radio San Augustin Radio Inc. seeks 1300 khz. 500 w-D. Address: 99 Apapho Ave., Saint Augustine Beach, Fla. 32084. Counsel: Keith & Smithwick (North Carolina). Applicant also owns co-located WKMM(FM). It is owned by James E. Martin Jr. (78%) and William C. Keating and wife, Michelle T. (22%). Martin has interest in permittee for new FM at Andrews, S.C., and in app.'s for new FM's at Florida City, Springfield and Micapony, all Florida; Irmo, S.C., and Las Vegas. Keating is former program director at WJAX-AM-FM Jacksonville, Fla. Filed March 5.
- **Cambridge, Mass.**—Christian Broadcasting Co. seeks 740 khz. 250 w-N. Address: 87 Locust St., Bedford, Mass. 02155. Applicant is corporation of 15 stockholders headed by Rev. Earl W. Jackson, president (63%). Jackson has no other broadcast interests. Application is mutually exclusive with WCAS(AM) Cambridge, Mass. Applicant is requesting facilities of WCAS. Filed March 2.
- **Springville, N.Y.**—Clancy & Stork Communications Inc. seeks 1330 khz. 1 kw-D. 1 kw-N. Address: 30 Main St., Dundee, N.Y. 14837. Applicant is equally owned by Donald L. Stork and John C. Clancy. Stork (51%) and Clancy (49%) also own WFLR-AM-FM Dundee, N.Y. With their wives they also own 75% of WSCM(AM)-WITE(FM)(CP) Cobleskill, N.Y. Filed March 1.
- **Salina, Utah**—Salina Broadcasting Co. seeks 1490 khz. 1 kw-D. 250 w-N. Address: 7 Los Arlos Plaza, Springerville, Ariz. 85938. Applicant is owned by Susan K. Jindra (90%) and Robert D. Zellmer (10%). Jindra and husband, Joseph E., own 20% of KRZV(AM) Springerville-Eager, Ariz., and permittee for co-located FM; and 20% of KWNK(AM) Norton, Kan., and applicant for co-located FM. Zellmer owns 10% of KRZV(AM) and is applicant for new co-located FM. Filed March 2.
- **Sumner, Wash.**—Lloyd C. Hannah seeks 1560 khz. 500 w-D. Address: 4223 No. Vassault, Tacoma, Wash. 98407. App. is for frequency vacated by cancellation of license of KFWY(AM). Principal is also applicant for new AM at Oak Harbor, Wash. Filed March 5.

FM's

- **Birmingham, Calif.**—Family Stations Inc. seeks 89.5 mhz, 10 kw. HAAT: 672 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Applicant is nonprofit, nonstock corporation headed by Harold Camping, president. It is also licensee of seven FM's and two AM's and has 23 app.'s pending. Filed March 1.
- **Bakersfield, Calif.**—Kern Communications Co. seeks 107.1 mhz, 3 kw. HAAT: 300 ft. Address: 6900-12 Seapines Drive, Bakersfield, Calif. 93309. Applicant is owned by Catherine M. Swajian Abemathy, who has no other broadcast interests. Filed Feb. 29.
- **Fresno, Calif.**—Family Stations Inc. seeks 90.3 mhz, 1.43 kw. HAAT: 1,884 ft. Applicant has also filed app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 1.
- **Santa Margarita, Calif.**—Stephen E. Urbani seeks 106.3 mhz, 95 w. HAAT: 1,441 ft. Address: 1641 Garden St., San Luis Obispo, Calif. 93401. Urbani is broadcast consultant for various radio stations in area, and has 50% interest in pending TV trans app. for San Luis Obispo. Filed March 12.
- **Arcadia, Fla.**—Family Stations Inc. seeks 89.1 mhz, 100 kw. HAAT: 327 ft. Applicant has also filed app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 1.
- **Marianna, Fla.**—Marianna Educational Broadcasting Foundation seeks 91.1 mhz, 383 w. HAAT: 140 ft. Address: P.O. Box 838, Marianna, Fla. 32446. Counsel: Putbrese & Hunsaker (Virginia). Applicant is charitable trust headed by trustees including Edward E. Finch, Florida state trooper. Filed March 1.
- **Palm City, Fla.**—National Christian Network Inc. seeks 89.9 mhz, 100 kw-U. HAAT: 180 ft. National Christian Network is also applicant for new noncommercial FM at Fort Myers, Fla. (see above). Filed March 9.
- **Vero Beach, Fla.**—Patricia L. Bellairs seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 51 Monroe St. #1600, Rockville, Md. 20850. Applicant's father, Malcolm K. Bellairs, is president and a director of Katy Communications Inc., which is licensee of WIVS(AM) Crystal Lake and WXR(AM) Woodstock, both Illinois. Jerrald M. Bellairs, brother of applicant, is president, director and 50% stockholder of Sunshine Broadcasting Inc., which is app. for CP for new FM at Fort Myers Villas, Fla. Brother's wife, Vivian M. Bellairs, owns remaining 50% stock in Sunshine. Richard J. Bellairs, also brother of applicant, is app. for CP for new FM at Bonita Springs, Fla. Filed March 7.
- **Vero Beach, Fla.**—Central Communications Inc. seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 2020 San Juan Ave., Vero Beach, Fla. 32961-0614. Applicant is corporation headed by Central Assembly of God (100%). It has no other broadcast interests. Filed March 8.
- **Vero Beach, Fla.**—Family Radio South Inc. seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 2420 N.E. 48th Court, Lighthouse Point, Fla. 33064. Applicant is corporation owned by William N. Udell, president (46%), and wife, Jayne Ellen (18%), and their daughters, Allison Gaye (Udell) Blind (18%) and Lynn Louise (Udell) Bradley (18%). William Udell owns 100% outstanding stock of Northern Indiana Broadcasters Inc., licensee of WIMS(AM) Michigan City, Ind. Northern owns 100% outstanding stock of Maple City Broadcasting Corp., licensee of WKAM(AM)-WZOW(FM) Goshen, Ind. Northern has app.'s for new LPTV's on channels 2, 9 and 68 at Naples, Fla., and for ch. 54 at Michigan City, Ind. Maple City has app. for new LPTV on ch. 12 at Goshen, Ind. Filed March 9.
- **Vero Beach, Fla.**—Florida Coastal Broadcasting Inc. seeks 101.7 mhz, 2.65 kw. HAAT: 321 ft. Address: 2580 SW 15th Court, Fort Lauderdale, Fla. 33121. Applicant is corporation headed by Sally Smalley DiLucente, president (75% VS), and Michael Y. Harada (25% VS). Wayne DiLucente, husband of Sally DiLucente, is chief engineer for WAXY(FM) Fort Lauderdale, Fla. Filed March 9.
- **Vero Beach, Fla.**—Indian River Broadcast Group seeks 101.7 mhz, 3 kw. HAAT: 328 ft. Address: 355 Capri Rd., Cocoa Beach, Fla. 32931. Applicant is general partnership of Mara Leyva Stone (50%) and Kathleen F. Lynch (50%). Lynch is general partner and 10% stockholder of The Commonwealth Broadcast Group, which is app. for new FM in Boston. Stone has no other broadcast interests. Filed March 8.

- **Vero Beach, Fla.**—Oceanaire Broadcasting Corp. seeks 101.7 mhz, 3 kw. HAAT: 328 ft. Address: 885 Bowline Drive, Vero Beach, Fla. 32963. Applicant is corporation owned by Vanessa J. Lesesne, president (30%); Joseph A. Johnson (30%); Ray L. Sherwood (30%), and Natalie B. Sheehan (10%). Lesesne is on board of Roth Broadcasting Corp., which owns and operates WIRA(AM)-WOV(FM) Fort Pierce, Fla. She will resign her Roth positions prior to commencement of broadcasting by Oceanaire. Sherwood is president and 90% stockholder of St. Lucie Radio Corp., which is applicant for new AM at Port St. Lucie, Fla. Sherwood is chief operator of WRIT(FM) Stuart, Fla., and WOVS, WIRA and *WQSC(FM), all Fort Pierce, Fla., on a part-time contract basis. Filed March 9.
- **Vero Beach, Fla.**—Gloria Siegel and Elisa Molina seek 101.7 mhz, 1.8 kw. HAAT: 422 ft. Address: 14501 Atrium Way #214, Minnetonka, Minn. 55345. Applicant is joint venture between Siegel (50%) and Molina (50%). A. Michael Siegel, son of Gloria Siegel, holds CP for new FM at Spokane, Wash. Filed March 9.
- **Vero Beach, Fla.**—B.F.J. Timm seeks 101.7 mhz, 1.21 kw. HAAT: 499 ft. Address: P.O. Box 1874, Tallahassee, Fla. 32302-1874. Applicant is 100% stockholder of WANM Inc., which is licensee of WANM(AM) Tallahassee, Fla., and applicant for new FM channels 292 (Panama City, Fla.) and 254 (Key West, Fla.); 100% stockholder of WDMG Inc., which is licensee of WDMG(AM) and WRBN(FM), both Douglas, Fla.; 100% stockholder of WRBN Inc., which is licensee of WRBN-AM-FM Warner Robins, Ga.; 100% stockholder of Televiewers Inc., which operates cable systems at Douglas, Broxton and Nichols, all Georgia, is applicant for new LPTV and holds 100% of stock of WBOM Inc., which is licensee of WVOJ(AM) Jacksonville, Fla.; majority stockholder of Tallahassee Broadcasting Co., which is licensee of WGLF(FM) Tallahassee and owns 100% of stock of Sterling Communications Corp., which is licensee of WSGL(FM) Naples, Fla.; and is individual applicant for five new MMDs. Timm's wife, Beth L. Timm, is board member of WANM Inc., WDMG Inc., WRBN Inc. and WBOM Inc. Their daughter, Jan B. Timm, is minority stockholder of Tallahassee Broadcasting Co. and board member of WDMG Inc., WBOM Inc., WRBN Inc. and Sterling Communications Corp. Their son, Bruce B. Timm, is minority stockholder of Tallahassee Broadcasting Co. and board member of Sterling Communications Corp. Filed March 8.
- **Vero Beach, Fla.**—VHF Associates seeks 101.7 mhz, 2.57 kw. HAAT: 328 ft. Address: 107 Spring Lake Court #202, Vero Beach, Fla. 32962. Applicant is limited partnership of Debra Anscombe, general partner (40%); her mother, Bethune Anscombe, limited partner (10%); and Claire J. Prager, limited partner (50%). Prager has CP for LPTV at Virginia Beach, Fla. Alfred E. Anscombe, husband of Bethune Anscombe, and James E. Greeley, husband of Prager, have interest in app.'s for new AM's at Thonotosassa and Lake Mary, both Fla. James Greeley has interest in CP for LPTV's at Roanoke and Virginia Beach, both Va. Filed March 9.
- **Vero Beach, Fla.**—Vero Beach Broadcasters seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 118 Charlton St., Jesup, Ga. 31545. Applicant is general partnership of Elizabeth W. Greene (75%) and Minnie P. Moore (25%). They have no other broadcast interests. Filed March 8.
- **Vero Beach, Fla.**—Vero Beach Broadcasting Group seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 4320 35th Ave., Vero Beach, Fla. 32960. Applicant is general partnership of Joe N. Idlette Jr. (60%) and Claude Anderson (40%). Joann Anderson, wife of Claude Anderson, is majority stockholder in Washington Television Inc., which is app. for CP for new TV on ch. 14 in Washington. Filed March 9.
- **Vero Beach, Fla.**—Vero Beach FM Co. seeks 101.7 mhz, 3 kw. HAAT: 300 ft. Address: 45 Fisher Ave., East Longmeadow, Mass. 01028. Applicant is general partnership of Donald L. Wilks (35%), Michael E. Schwartz (35%), James T. Shea Jr. (10%), Albert J. Makkay (10%) and John A. Zanzarella (10%). They have interest in licensee of WIXY East Longmeadow and WAQY(FM) Springfield, both Mass. (Schwartz 50%, Wilks 50%); licensee of WZFM(FM) Briarcliff Manor, N.Y. (Schwartz 45%, Wilks 45%, Shea 5%, Makkay 5%); licensee of WOSC(AM)-WKFM(FM) Fulton, N.Y. (Wilks 37.5%, Schwartz 37.5%, Makkay 25%); licensee of WKZZ-AM-FM Wilkes-Barre, Pa. (Schwartz 40%, Wilks 40%, Shea 20%), and licensee of WSNE(FM) Taunton, Mass. (Wilks 24.5%, Schwartz 24.5%). Filed March 8.

■ **Vero Beach, Fla.**—Vero Beach Radio Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 7020 Woodbridge Circle, Boca Raton, Fla. 33434. Applicant is corporation owned by Harry and Helen Reiner (25% each), husband and wife, and Simon and Marilyn Goldman (25% each), husband and wife. They have interest in licensee of WTTB(AM) Vero Beach, Fla. (Harry Reiner 20%, Helen Reiner 2.8%, Simon Goldman 10%, Marilyn Goldman 10%). Harry Reiner has 20% interest in licensee of WLBE(AM) Leesburg, Fla. The Goldmans have interest in CP for new TV at Brunswick, Ga. Samuel Goldman has 80% interest in licensee of WJTN(AM)-WWSE(FM) Jamestown, N.Y.; WLKK(AM)-WLWU(FM) Erie, Pa.; WYMT(AM) Burlington, Vt.; WSYB(AM)-WRUT(FM) Rutland, Vt., and WUWU(FM) Wethersfield Township, N.Y. Filed March 9.

■ **Vero Beach, Fla.**—Verocom Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 7255, Baltimore, Md. 21218-0255. Applicant is corporation owned by Alex A. Nolfi, president (51%), and Dr. James Frenkil (49%). They have no other broadcast interests. Filed March 8.

■ **Vero Beach, Fla.**—Women Broadcasters of Florida seeks 101.7 mhz, 3 kw, HAAT: 328 ft. Address: 3926 Versailles Drive, Tampa, Fla. 33614. Applicant is general partnership of Suzanne M. Berkman (50%) and Roberta Berkman (50%), sisters-in-law, Monroe Berkman, husband of Suzanne, and Stephen Berkman, husband of Roberta, each own 1½% of outstanding common stock of Associated Communications Corp., licensee of WPGR(AM) and WSNL-FM, both Philadelphia; WPIT-AM-FM Pittsburgh; WTYM(AM) Tampa, Fla.; WNYS-AM-FM Buffalo, N.Y.; WPXN(AM)-WPXY-FM Rochester, N.Y., and WSTV(AM)-WRKY(FM) Steubenville, Ohio. Filed March 9.

■ ***Augusta, Ga.**—Family Stations Inc. seeks 89.1 mhz, 2kw-U, HAAT: 1,475 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit Calif.-based corporation promoting religious programming and headed by Harold Camping. It is licensee of eight FM's and two AM's, assignee of FM and applicant for two TV's and 24 other noncommercial FM's, including Cincinnati (see below). Filed March 9.

■ **Waimea, Hawaii**—Janus Inc. seeks 99.1 mhz, 100 kw, HAAT: 488 ft. Address: 1662 Willowmont Ave., San Jose, Calif. 95124. Applicant is owned by Richard A. Bowers (34%), Margaret M. Rohrer and Janis Muller (33% each). All three also have app. for new AM at Waimea, Hawaii. Thomas F. Muller, husband of Janis, has interests, along with Bowers, in app.'s for new AM's at Hialeah and Pine Hills, both Florida, and Marina, Calif. Both have interest, along with Raymond E. Rohrer, husband of Margaret, for new AM at Grover City, Calif. Filed March 2.

■ ***Somerset, Ky.**—Somerset Educational Broadcasting Foundation seeks 90.5 mhz, 15 kw-U, HAAT: 590 ft. Address: 2034 N. Highway 39, Somerset, Ky. 42501. Applicant is nonprofit educational charitable trust headed by trustees, including David Carr, pastor. It has no other broadcast interests. Filed March 8.

■ ***Fitchburg, Mass.**—Fitchburg State College seeks 91.3 mhz, 100 w, HAAT: minus 134 ft. Address: 160 Pearl St., Fitchburg, Mass. 01420. Applicant is four-year state college, headed by Dr. Vincent J. Mara, president. Filed March 5.

■ **Orchard, Neb.**—Jerrell E. Kautz seeks 105.3 mhz, 100 kw, HAAT: 525 ft. Address: 4521 25th St., Columbus, Neb. 68601. Kautz has app.'s pending for new UHF TV in McCook, Neb.; new FM in Downs, Kan.; new FM in Hill City, Kan., and is building new AM at Imperial, Neb. He also owns 40% of KZMC Inc., which operates KZMC-FM McCook, Neb. Kautz' wife, Kathy, is app. for new FM at Imperial, Neb., and has no other broadcast interests. Filed March 12.

■ ***Syracuse, N.Y.**—Family Stations Inc. seeks 90.3 mhz, 900 w, HAAT: 162 ft. Applicant has also filed app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 1.

■ **Wellsville, N.Y.**—Herman B. Hogsed seeks 93.5 mhz, 1.5 kw, HAAT: 393.6 ft. Address: 5201 Atlantic Blvd. #49, Jacksonville, Fla. 32207. Hogsed is chief operator with WAIV-FM and WOKV-AM, both Jacksonville, Fla. Filed March 12.

■ ***Wilson, N.C.**—Family Stations Inc. seeks 90.5 mhz, 5 kw, HAAT: 281 ft. Applicant has also filed other app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed Feb. 29.

■ ***Cincinnati**—Family Stations Inc. seeks 90.1 mhz, 5.7 kw-U, HAAT: 383 ft. Also applicant for new noncommercial FM at Augusta, Ga. Filed March 9.

■ **Alva, Okla.**—Drain Broadcasting Co. seeks 94.3 mhz, 900 w, HAAT: 526 ft. Address: 6231 1-40 West #205, Amarillo, Tex. 79106. Applicant is partnership of Sharon C. Blevins Drain (51%) and husband, George W. Drain (49%). They have no other broadcast interests. Filed March 9.

■ **Alva, Okla.**—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 East Albert Parkway, McAlester, Okla. 74502. Applicant is corporation owned by Brian A. Dodge, president (20%), Nelson (Chico) Morales (40%), Marrian Akley (20%) and Timothy Aaron Big Pond (20%). Dodge and Morales are principals in pending FM app. for ch. 228A Harwichport, Mass. Dodge also has 15% stock in Masterpiece Communications, licensee of WVRs(FM) Waterbury, Conn. Dodge's mother, Etta M. Dodge, is director in Harwichport, Mass.. FM app. Filed March 12.

■ ***Frederick, Okla.**—Southwest Christian Media Inc. seeks 91.5 mhz, 100 kw, HAAT: 506. Address: 1309 South Main St., Frederick, Okla. 73542. Applicant is headed by Richard Melvin Hazel, president. Filed March 5.

■ **[CP] Healdton, Okla.**—TAP Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1005 Rockford Rd., Ardmore, Okla. 73401. Applicant is owned by Ashley D. Parrish (51%) and husband, Thomas W. (49%). TAP is currently app. for LPTV CP on ch. 51 Muskogee, Okla. Richard C. Parrish, brother of Thomas W. Parrish, and wife, Linda, each own 50% stock in Parrish Broadcasting System Inc., licensee of KMUS(AM) Muskogee, Okla. Linda Parrish also owns 50% stock in Trail of Tears Communications Inc., permittee of KRLQ(FM) Muskogee, Okla. Filed March 9.

■ **McAlester, Okla.**—Megacom Broadcasting seeks 104.9 mhz, 1.45 kw, HAAT: 454 ft. Address: 1st & Carl Albert Parkway, McAlester, Okla. 74501. Applicant is owned by Randy Dunn, pres. (80%), Anthony Ashmore (15%) and Mark Emmons. They have no other broadcast interests. Filed March 9.

■ **McAlester, Okla.**—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Also applicant for new FM at Alva, Okla. (see above). Filed March 9.

■ ***Erie, Pa.**—Family Stations Inc. seeks 88.1 mhz, 10 kw, HAAT: 658 ft. Applicant has also filed other app.'s for new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 2.

■ ***Lancaster, Pa.**—Spanish American Civic Association for Equality seeks 91.3 mhz, 80.04 w, HAAT 125.25 ft. Address: 545 Pershing Ave., Lancaster, Pa. 17602. Applicant is nonprofit educational institution. Adele Valentine is chairman. It has no other broadcast interests. Filed March 9.

■ **Saluda, S.C.**—Saluda Broadcasters seeks 92.1 mhz, 2.45 kw, HAAT: 328 ft. Address: Route 3 Box 677, Saluda, S.C. 29138. Applicant is limited partnership of Joyce C. Smith, general partner (51% O, 100% VS) and Don Smith, limited partner (49% O). They have no other broadcast interests. Filed March 13.

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

■ **San Angelo, Tex.**—Earshot Broadcasting Inc. seeks 98.7 mhz, 92.6 kw, HAAT: 1,290 ft. Applicant is owned by James Gregory Thomas, president (49%) and Sylvia Price Thomas, vice president (51%). They have no other broadcast interests. Filed March 8.

■ **Appomattox, Va.**—Calvin Wayne Campbell seeks 102.7 mhz, 17 kw, HAAT: 776 ft. Address: Rt. 1 Box 225, Forest, Va. 24551. He has no other broadcast interests. Filed March 12.

■ **Newcastle, Wyo.**—Thomas A. Voss Enterprises Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 481 Newcastle, Wyo. 82701. Applicant has no other broadcast interests. Filed Feb. 29.

TV's

■ **McCook, Neb.**—Jerrell E. Kautz seeks ch. 16; ERP: 1,000 kw vis., 200 kw aur.; HAAT: 586 ft. Address: 4521 25th St., Columbus, Neb. 68601-0000. Principal is proprietorship wholly owned by Kautz. Kautz also owns 40% of KZMC Inc., licensee of KZMC-FM McCook, Neb.; holds CP for new AM at Imperial, Neb., and is app. for new FM's at Hill City, Kan.; Downs, Kan., and Orchard, Neb. Filed March 12.

■ **Hamilton, Ohio**—Miami Valley Radiotelevision seeks ch. 25; ERP: 26.3 kw vis., 2.63 kw aur.; HAAT: 417.25 ft. Address: 1591 Boyle Rd., Hamilton, Ohio 45013-1899. Applicant is owned by Richard L. Plessinger Sr., who has no other broadcast interests. Filed March 8.

Ownership changes

Applications

■ **WDLK(AM) Dadeville, Ala.** (1450 khz, 250 kw-U)—Seeks transfer of control of Fidelity Broadcasting Inc. from Barry Ingram (30% before; none after) and Joseph E. Marshall (40% before; none after) to Frank L. Pearson (30% before; 90% after) and Harlen H. Brown (none before; 10% after). No monetary consideration involved. Brown is station's general manager. Filed March 14.

■ **WFAN-AM-FM Stonington, Conn.** (102.3 mhz, 3 kw, HAAT: 260 ft.)—Seeks assignment of license from Mystic Stonington Broadcasting Corp. to Shoreline Communications Inc. for \$825,000, including \$800,000 cash. Seller is majority owned by Danny C. Lennon. He is also 50% owner of WASY(AM) Gorham, Me. Buyer is owned by David J. Quinn and wife, Barbara A. (33⅓% jointly); their son, David J. Quinn, and William P. Egan (33⅓% each). Edward and Barbara Quinn are also applicants for new FM at Chatham, Mass. David Quinn is general manager of WNLC(AM)-WTYD(FM) New London, Conn. Egan is partner in Boston-based venture capital firm, Burr, Egan & Deleage. Filed March 8.

■ **WNRK(AM) Newark, Del.** (1260 khz, 1 kw-D)—Seeks involuntary assignment of license from Cook Broadcasting Inc. to Alfred R. Campagnone, receiver. Assignor is owned by William S. Cook and wife, Judith W. Neither have other broadcast interests. Assignee was appointed by Court of Chancery for New Castle County, Delaware (case no. 7386), after assignor defaulted on \$425,000 loan from Heller-Oak Communications Finance Corp. Filed March 6.

■ **WJBF(TV) Augusta, Ga.** (ABC, ch. 6, 100 kw vis., 20 kw aur., HAAT: 1,370 ft.) and WTVM(TV) Columbus (ABC, ch. 9, 284 kw vis., 52.5 kw vis., HAAT: 1,650 ft.), both Georgia; KGVO(AM) (1290 khz, 5 kw-U) and KCAP-AM-FM Helena (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz, 3 kw), both Montana, and WAPA-TV San Juan, P.R. (ch. 4, 53.7 kw vis., 8.1 kw aur., HAAT: 2,865 ft.)—Seeks transfer of control of Western Broadcasting Co. from certain shareholders (100% before; none after) to SFN Companies Inc. for \$116 million cash, subject to adjustments. (see "Top of the Week," Jan. 16). Filed March 9.

■ **WTVJ(TV) Miami (CBS, ch. 4, 100 kw vis., 20 kw aur., HAAT: 950 ft.): WZZM—TV Grand Rapids, Mich.** (ABC, ch. 13, 295 kw vis., 63 kw aur., HAAT: 1,000 ft.); WWHT(TV) Newark, N.J. (ch. 68, 55 kw vis., 11 kw aur. (CP: 2,667 kw vis., 266 kw aur.) HAAT: 968 ft.); WSNL-TV Smithtown, N.Y. (ch. 67, 1,280 kw vis., 208 kw aur., HAAT: 440 ft.); WLOS-TV Asheville, N.C. (Greenville, S.C.) (ABC, ch. 13, 170 kw vis., 19.6 kw aur., HAAT: 2,804 ft.) and KVOS-TV Bellingham, Wash. (CBS, ch. 12, 229 kw vis., 45.7 kw aur., HAAT: 1,370 ft.)—Seeks assignment of license from Wometco Enterprises Inc. to Wometco Broadcast Acquisition Corp. for estimated \$400 million. Sale is part of \$842 million dollar leveraged buyout of Wometco Enterprises, which also owns cable systems and soft drink bottling company (see "Top of the Week," Sept. 26, 1983). Filed Nov. 29, 1983.

■ **KIDA-FM Ida Grove, Iowa** (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from The B.F. Broad-

casting Inc. to Buena Vista College for \$200,000 cash. Seller is owned by Paul A. Green and Richard L. Peterson (37.5% each) and Warren V. Nelson (25%), who have no other broadcast interests. Buyer is private liberal arts college at Storm Lake, Iowa. It is headed by Edgar E. Mack, chairman, and Dr. Keith Briscoe, president. Briscoe is also director of Iowa Public Television. He has no other broadcast interests. KIDA-FM will be operated as commercial station. Filed March 13.

■ **KKSI(AM)** Mount Pleasant, Iowa (1130 khz, 250 w-D)—Seeks assignment of license from B.C.S.T. Co. of Iowa Inc. to KILJ AM Inc. Ltd. for \$210,000, comprising \$135,000 already advanced to seller and \$60,000 cash. Seller is owned by Edward R. Carney Jr., president and general manager, and eight others. None have other broadcast interests. Buyer is owned by Paul L. Dennison and wife, Joyce E. They also own co-located KILJ(FM) and KCOG(AM)-KMGO(FM) Centerville, Iowa. Filed March 13.

■ **WTIX(AM)** New Orleans and **KOMA(AM)** Oklahoma City (WTIX: 690 khz, 10 kw-D, 5 kw-N; KOMA: 1520 khz, 50 kw-U)—Seeks assignment of license from Storz Broadcasting Co. to Price Communications Corp. for \$6 million, comprising \$750,000 cash, \$4,500,000 by wire transfer of federal funds and \$750,000 note. Seller is corporation solely owned by Robert H. Storz, father of Todd Storz, deceased, radio pioneer who helped develop top 40 radio format. It is licensee of four other AM's: **KXOK** St. Louis; **WDGY** Minneapolis; **WQAM** Miami, and **WHB** Kansas City, Mo. Buyer is actually United Radio Corp. c/o publicly held Price Communications Corp. All United stock is owned by Republic Broadcasting and voted by Robert Price. Price has interest in **WOWO(AM)** Fort Wayne, Ind.; **KIOI(FM)** San Francisco, and **WIRK-AM-FM** West Palm Beach, Fla.; is permittee for new AM at College Park, Ga., and is applicant for new AM at Annandale, Va. Filed March 14.

■ **WDHP(FM)** Presque Isle, Me. (96.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Carrie L. Linthicum, bankruptcy trustee, to Van Buren TV Cable Co. for assumption of \$215,000 previous debt, assumption of real estate taxes and other consideration. Seller was appointed by court on Jan. 27, when **WDHP** and other station of previous licensee, Northern Broadcasting Co., **WFST(AM)** Caribou, Me., both went silent ("For the Record," Feb. 27). Buyer is equally owned by Clarence B. Dow Jr., Henry E. Hebert and Philip G. Plourde. They also own cable system serving Van Buren, Me., and have controlling interest in systems serving 11 other Maine communities. Filed March 9.

■ **WJRL(AM)** Calhoun City, Miss. (1530 khz, 250 w-D)—Seeks assignment of license from Calhoun County Broadcasting Co. to Roger H. Miller and wife, Ramona J., for \$75,000, including \$15,000 cash and \$60,000 note. Seller is owned by Jesse R. Williams, who has no other broadcast interests. Buyers have no other broadcast interests.

■ **WLYK(FM)** Milford, Ohio (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Beautiful Island Broadcasting Co. Inc. to Cincinnati Broadcasting Corp. for \$850,000, comprising \$800,000 cash and \$50,000 note. Price includes \$75,000 noncompetit agreement. Seller is owned by Perry J. Samuels, president and general manager of WLYK, who will remain as consultant after sale. Samuels also owns **KLCL-AM-FM** Lake Charles, La. Buyer is Ohio company formed by Richard L. Hallberg Jr. and Robert J. DeLuca and 100% owned by Hallberg, who is president. DeLuca is vice president of Cincinnati Broadcasting, but did not invest. Hallberg is vice president and one of two principal owners of Automotive International, company selling rustproofing and aftermarket products. He has no other broadcast interests. DeLuca will be general manager of WLYK, and has no other broadcast interests. Filed March 14.

■ **WASP(AM)** Brownsville, Pa. (1130 khz, 5 kw-D, 1 kw-CH)—Seeks assignment of license from Brownsville Radio Inc. to The Humes Broadcasting Corp. for \$625,000, comprising \$175,000 cash and \$450,000 note. Seller is owned by D.C. Loughry, who also owns **WFRB-AM-FM** Frostburg, Md. Buyer is owned by James J. Humes (75%) and brother, John L. Humes (25%). James Humes is former Bethany College professor and will become president and general manager of WASP. Brother is senior research chemist at N.J.-based Merck & Co. They have no other broadcast interests. Filed March 8.

■ **WEEX(AM)-WQQQ(FM)** Easton, Pa. (1230 khz, 1 kw-D, 250 w-N; FM: 99.9 mhz, 50 kw, HAAT: 450 ft.)—Seeks transfer of control of WEEX Inc. from Easton Publishing Co. (100% before; none after) to Donald Wilks, Michael Schwartz and James T. Shea (none before; 100% after) for \$3 million. Seller is headed by attorney George P. Coffin Jr., and is liquidating assets before dissolving. It formerly published *The Express* (Easton, Pa.) and other newspapers. *The Express* was sold to Thompson Newspaper Inc. in January. Easton has no other broadcast interests. Buyers, Wilks and Schwartz (40% each) and Shea (20%), also recently sold, subject to FCC approval, **WKRZ-AM-FM** Wilkes-Barre,

Pa., for \$5 million ("Changing Hands," Feb. 27). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They also recently bought, subject to FCC approval, **WSNE-FM** Taunton, Mass., for \$3.6 million ("Changing Hands," Jan. 30). They are also 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," Nov. 14, 1983) and also of recent buyer of **WOSC(AM)-WKFM(FM)** Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). Filed March 8.

■ **WBJX(FM)** Goose Creek, S.C. (94.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Sonrise Broadcasting Corp. to O'Grady Communications Inc. for \$192,500, comprising \$82,500 cash and \$110,000 note. Seller is owned by Samuel B. Roberts (65%), his wife, Sherree (10%), and G. Tommy Flack (25%). None have other broadcast interests. Buyer is owned by James F. O'Grady Jr. and family. It also owns **WGCA(AM)** Charleston, S.C. O'Grady is partner in station brokerage firm, Richter O'Grady Co. His son, Kevin J. O'Grady, who is also in firm, and Kevin's wife, Susan B., also have interest in app. for new FM at North Charleston, S.C. They will sell **WBJX(FM)** if app. is granted. Buyer petitioned FCC for—and was granted—dismissal of its recent app. to buy **WLWV(FM)** Monck's Corner, in order to purchase **WBJX**. Filed March 8.

■ **KCLE(AM)** Cleburne, Tex. (1120 khz, 250 w-D)—Seeks transfer of control of **KCLE** Inc. from **KCLE** Inc. (100% before; none after) to **KCLE** Inc. (none before; 100% after) for \$547,800. Seller is owned by Earle Fletcher and son, John Fletcher. They recently bought **KJNE-FM** Hillsboro, Tex. for \$300,000 ("Changing Hands," July 27, 1983). They also are 70% owners of **KOPY(AM)-KSDI(FM)** Alice, Tex. Buyer, owned by Richard C. Klement, also owns **KGAF(AM)** Gainesville and **KOGT(AM)** Orange, both Texas. Filed March 13.

■ **KSKS(AM)** Conroe, Tex. (1140 khz, 250 w-D)—Seeks assignment of license from Montgomery Metro Inc. to Sweeney Broadcasting Co. for \$450,000, comprising \$100,000 cash, assumption of \$138,000 note and \$212,000 note. Seller is owned by Thomas E. Spellman and wife, E. Jean (33⅓% jointly); A. Boyd Kelly and wife, Joan (33⅓% jointly), and Dean L. Sadler (33⅓%). Boyd Kelly also is 43% owner of **KKDA-FM** Dallas and **KKDA(AM)** Grand Prairie (Dallas), Tex. Spellmans and Sadler have no other broadcast interests. Buyer is owned by George B. Sweeney Jr., Houston-based business and financial consultant. He has no other broadcast interests. Filed March 13.

■ **KGUL(AM)** Port Lavaca, Tex. (1560 khz, 500 w-D)—Seeks assignment of license from Double "R" Radio Inc. to Flamingo Broadcasting for \$362,000 cash. Seller is equally owned by D. Ray Muse and Ronald L. Bailey. They bought **KGUL** three years ago ("Changing Hands," July 13, 1981) along with co-located **KAOC(FM)**, which they are keeping. Buyer is owned by Jerry G. Benavides, Corpus Christi-based businessman who owns mattress factory, nightclub, farms and other enterprises. He has no other broadcast interests.

Facilities changes

AM applications

Tendered

- **WMSG** (1050 khz) Oakland, Md.—Seeks CP to increase power to 1 kw. Ann. March 19.
- **KASM** (1150 khz) Albany, Minn.—Seeks CP to increase power to 2.5 kw. Ann. March 19.
- **WTWZ** (1150 khz) Clinton, Miss.—Seeks CP to change freq. to 1120 khz and power to 2.5 kw. Ann. March 14.
- **WKVL** (1550 khz) Clarksville, Tenn.—Seeks CP to increase day power to 2.5 kw. Ann. March 14.

Accepted

- **KISK** (1550 khz) Reno, Nev.—Seeks MP to change TL. Ann. March 20.

FM applications

Tendered

- *New (88.1 mhz) Bradenton, Fla.—Seeks mod. of CP (BPH-830527AA) to change freq. to 89.1 mhz; change TL; change HAAT to 505 ft., and make changes in ant. sys. Ann. March 20.
- *WCCV (91.7 mhz) Cartersville, Ga.—Seeks CP to change ERP to 0.91 kw; change HAAT to 537 ft., and make changes in ant. sys. Ann. March 14.

■ **KWKS** (105.5 mhz) Winfield, Kan.—Seeks CP to change TL; change HAAT to 396.1 ft., and make changes in ant. sys. Ann. March 20.

■ ***KLSE-FM** (91.7 mhz) Rochester, Minn.—Seeks CP to change TL; change HAAT to 1,133 ft.; change ERP to 60 kw, and make changes in ant. sys. Ann. March 20.

Accepted

- ***KSCU** (103.3 mhz) Santa Clara, Calif.—Seeks CP to make changes in ant. sys. Ann. March 15.
- **KHAY** (100.7 mhz) Ventura, Calif.—Seeks CP to install aux. sys. Ann. March 14.
- **WDDD-FM** (107.3 mhz) Marion, Ill.—Seeks CP to install aux. sys.; change HAAT to 418 ft., and change ERP to 4.0 kw. Ann. March 14.
- **WENS** (97.1 mhz) Shelbyville, Ind.—Seeks CP to change TL and change HAAT to 774 ft. Ann. March 19.
- **WRSL-FM** (95.9 mhz) Stanford, Ky.—Seeks CP to increase power to 1520 khz. Ann. March 20.
- **WFMK** (99.1 mhz) East Lansing, Mich.—Seeks CP to change TL; ERP to 28 kw, and change HAAT to 182.9 ft. Ann. March 20.
- **WFCA** (107.9 mhz) Ackerman, Miss.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 614 ft., and change TL. Ann. March 19.

■ **WAKH** (105.7 mhz) McComb, Miss.—Seeks CP to change HAAT to 984 ft. Ann. March 14.

■ **KITT** (96.3 mhz) Las Vegas—Seeks mod. of CP (BPH-790529AH) to change ERP to 100 kw and HAAT to 1,175 ft. Ann. March 14.

■ **WCBS-FM** (101.1 mhz) New York—Seeks CP to change ERP to 6.8 kw and HAAT to 1,353 ft. Ann. March 20.

■ ***KLCC** (89.7 mhz) Eugene, Ore.—Seeks CP to change ERP to 86.24 kw. Ann. March 14.

■ ***KBOO** (90.7 mhz) Portland, Ore.—Seeks mod. of CP (BPH-830811AE) to change HAAT to 911 ft. and increase trans. output power. Ann. March 14.

■ **WKJB-FM** (99.1 mhz) Mayaguez, P.R.—Seeks CP to change ERP to 25 kw. Ann. March 15.

■ **WFID** (95.7 mhz) Rio Piedras, P.R.—Seeks CP to change TL; change HAAT to 1,994 ft., and make changes in ant. sys. Ann. March 15.

■ **WKIR** (104.1 mhz) Jackson, Tenn.—Seeks mod. of CP (BPH-830415AK) to change ERP to 100 kw; change HAAT to 672 ft., and make changes in ant. sys. Ann. March 14.

■ **WEZR** (106.7 mhz) Manassas, Va.—Seeks CP to install aux. sys. Ann. March 15.

■ **KTRJ** (95.9 mhz) Ephrata, Wash.—Seeks CP to change ERP to 1.4 kw and HAAT to 460 ft. Ann. March 14.

■ **KISW** (99.9 mhz) Seattle—Seeks mod. of CP to change HAAT to 1,148.5 ft. and make changes in ant. sys. Ann. March 15.

■ ***WXPR** (91.7 mhz) Rhinelander, Wis.—Seeks CP to change ERP to 82 kw. Ann. March 14.

TV applications

Tendered

- **KTBY** (ch. 4) Anchorage—Seeks MP to change ERP to 20 kw vis. and 4 kw aur. and install new transmitter. Ann. March 15.

Accepted

- **WJXT** (ch. 4) Jacksonville, Fla.—Seeks CP to change HAAT to 1,180 ft.; change TL, and make changes in ant. sys. Ann. March 20.
- **WTLV** (ch. 12) Jacksonville, Fla.—Seeks CP to change HAAT to 1,170 ft.; change TL, and make changes in ant. sys. Ann. March 20.
- **KLJB** (ch. 18) Davenport, Iowa.—Seeks MP to change ERP to 1070 kw vis. and 107 kw aur.; change HAAT to 1,350 ft., and change TL. Ann. March 20.
- **WGRZ-TV** (ch. 2) Buffalo, N.Y.—Seeks CP to install ant. Ann. March 15.
- **KCVT** (ch. 30) Shawnee, Okla.—Seeks MP to change ERP to 800 kw vis. and 80 kw aur.; change HAAT to 860 ft., and change TL. Ann. March 20.

AM actions

- **WBHP** (1230 khz) Huntsville, Ala.—Granted app. for CP to make changes in ant. sys. Action March 12.
- **KBBI** (1250 khz) Homer, Alaska—Returned app. for CP to change freq. to 890 khz and make changes in ant. sys.

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Action March 14.

- KXQR (790 khz) Clovis, Calif.—Granted app. for CP to change hrs. of operation to unl. by adding night service with 2.5 kw; install DA-2, and make changes in ant. sys. Action Sept. 7.
- WJCM (960 khz) Sebring, Fla.—Granted app. for CP to change hrs. of operation to unl. by adding night service with 1 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Action March 13.
- KIPO (570 khz) Lihue, Hawaii—Granted app. for CP to change freq. to 570 khz; change TL, and make changes in ant. sys. Action Mar 7.
- WFBM (1110 khz) Noblesville, Ind.—Granted app. for mod. of lic. to change SL. Action March 12.
- KSIM (1400 khz) Sikeston, Mo.—Granted app. for direct measurement of ant. power. Action March 13.
- WGOS (1070 khz) High Point, N.C.—Granted app. for CP to change TL. MEA. Action March 8.
- KTJS (1420 khz) Hobart, Okla.—Granted app. for mod. of CP to make changes in ant. sys. Action March 12.
- WDEB (1500 khz) Jamestown, Tenn.—Returned app. for CP to change freq. to 820 khz. Action March 14.
- KIPR (1260 khz) Huntington, Tex.—Granted app. for CP to change city of license to Huntington, Tex.; change power to 500 watts, and change TL. Action March 8.

FM actions

- KZLA-FM (93.9 mhz) Los Angeles—Granted app. for CP to change TL. Action March 12.
- KADX (92.1 mhz) Castle Rock, Colo.—Granted app. for CP to change TL; change HAAT to 789.6 ft., and change ERP to 0.450 kw. Action March 8.
- WRKT-FM (104.1 mhz) Cocoa Beach, Fla.—Granted app. for mod. of CP (BPH-821021AG) to change HAAT to 1,598 ft. and make changes in ant. sys. Action March 13.
- WLVO (99.3 mhz) Mt. Zion, Ill.—Granted app. for mod. of CP (BPH-810313AD) to change TL; change ERP to 1.0 kw, and change HAAT to 480 ft. Action March 9.
- WAVV-FM (95.9 mhz) Vevay, Ind.—Granted app. for CP to change ERP to 1.0 kw; change HAAT to 480 ft., and change TL. Action March 12.

- KTR (101.7 mhz) Creston, Iowa—Granted app. for CP to change ERP to 1.6 kw; change HAAT to 400 ft., and change TL. Action March 9.
- KQID-FM (93.1 mhz) Alexandria, La.—Granted app. for CP install aux. ant. and transmitter at SL for emergency. Action March 8.
- KRXL (94.5 mhz) Kirksville, Mo.—Granted app. for CP to change ERP to 100 kw. and HAAT to 405 ft. Action Feb. 27.
- KTTS-FM (94.7 mhz) Springfield, Mo.—Returned app. for CP to change TL; change HAAT to 98.788 ft., and make changes in ant. sys. Action March 9.
- KTNC-FM (95.3 mhz) Falls City, Neb.—Returned app. for mod. of CP to change TL; change HAAT to 970 ft., and make changes in ant. sys. Action March 9.
- *WHCL-FM (88.7 mhz) Clinton, N.Y.—Granted app. for CP to increase ERP to 270 kw; change HAAT to 88 ft., and make changes in ant. sys. Action March 7.
- WRKZ (106.7 mhz) Hershey, Pa.—Granted app. for CP to change ERP to 47.3 kw and make changes in ant. sys. Action March 8.
- WTOX (102.3 mhz) St. Andrews, S.C.—Granted app. for mod. of CP (BPH-820125AG) to change ERP to 2.58 kw; change HAAT to 322 ft., and change TL. Action March 8.
- KLTD (99.3 mhz) Lampasas, Tex.—Granted app. for CP to change HAAT to 300 ft. Action March 8.
- KRSP-FM (103.5 mhz) Salt Lake City, Utah—Granted app. for CP to change HAAT to 1,106.4 ft. and ERP to 27.5 kw. Action March 7.
- *WUUV (91.3 mhz) Castleton, Vt.—Granted app. to increase ERP to 277 watts and change to horiz. polarization only. Action March 7.

TV actions

- KWWL (ch. 7) Waterloo, Iowa—Granted app. for MP (BPCT-831228KF) to change ERP to 262 kw vis. and 26.2 kw aur.; change HAAT to 1,122 ft., and make changes in ant. sys. Action March 12.
- KCHF (ch. 11) Santa Fe, N.M.—Granted app. for MP to change ERP to 85.7 kw vis. and 17.1 kw aur. and make changes in ant. sys. Action March 2.

Call letters

Applications

Call	Sought by
New FM's	
KPOA	Lahaina Broadcasting Co., Lahaina Maui, Hawaii
KCIX	Contemporary Media Corp., Garden City, Idaho
KFTZ	Eagle Rock Broadcasting, Idaho Falls, Idaho
KAJR	Andrew Vallejo, Yakima, Wash.
Existing AM	
WSMJ	WKVE Newberry Broadcasting, Inc., Cave City, Ky.
Existing FM's	
KVML-FM	KROG Crown Sierra Broadcasting Co., Sonoma, Calif.
WUVU	WFOY-FM Douglas D. and Marilyn Shull, St. Augustine, Fla.
KOSK	KBOE-FM Oskaloosa Broadcasting Co., Oskaloosa, Iowa
KDNT-FM	KDNG-FM Mel Wheeler Inc., Gainesville, Tex.
Existing TV	
WKBD	WKBD-TV WKBD Inc., Detroit

Grants

Call	Sought by
New AM	
KHWY	El Dorado Broadcasters, Folsom, Calif.
New FM's	
KSUA	Student Media Inc., College, Alaska
*WJIS	Sonlight Broadcasting Inc., Bradenton, Fla.
WPLC	Paul L. Crogan, Marathon, Fla.
New TV's	
WRGT-TV	Dayton Telecasting Inc., Dayton, Ohio
WIEC	Zeal Broadcasting, Ponce, P.R.
WJWN-TV	Jose Cordero and Nayda Nicolau de Colon, San Sebastian, P.R.
Existing AM's	
KNPA	KXTC Boise Area Radio Stations Inc., Nampa, Idaho
KSKR	KTX Big Mountain Broadcasting Co., Whetfish, Mont.
WKSD	WTND First Orangeburg Investment Corp., Orangeburg, S.C.
KXET	KVAR Texas Lotus Corp., San Antonio, Tex.
WVKV	WZTQ Milliken Investment Co., Hurricane, W.Va.
Existing FM's	
KADX	KRKY Gibson Broadcasting Co., Castle Rock, Colo.
KLCI	KOZQ Boise Area Radio Stations Inc., Caldwell, Idaho
WAGO	WXFM WLIF Inc., Elmwood Park, Ill.
KTOZ	KOSC-FM Ladco Communications Inc., Marshfield, Mo.
KMXT-FM	KPEF Capital Investments, Helena, Mont.
KPRT	KYOT KYOT Limited, Refugio, Tex.
WBTT	WLXP Hearst Corp., Milwaukee
KRQU	KIOP Rocky Mountain Radio Corp., Laramie, Wyo.
Existing TV's	
KCBS-TV	KNXT CBS Inc., Los Angeles
*WPBS	WGTV Georgia Public Telecommunications Comm., Athens, Ga.
KVCT	KXIX Victoria Communications Corp., Victoria, Tex.

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RADIO

HELP WANTED MANAGEMENT

Legal and Administrative Vice President - lawyer/executive to assist president of expanding group broadcast company. Requires experience in general, corporate and FCC legal matters and knowledge of broadcast business. Compensation commensurate with experience and ability. Send resume and salary requirements to Entercom, Two Bala Plaza, Suite 908, Bala Cynwyd, PA 19004. EOE.

WJFM Grand Rapids, has a rare opening for a local sales manager. Our present sales manager has been with us for over five years. We need an aggressive straight shooter with management and motivational skills. Attractive base salary, bonus and fringes. Send salary requirements, references and resume to David Myers, Station Manager, WJFM, 280 Ann St., NW, Grand Rapids, MI 49504. An equal opportunity employer.

GM to take charge. Good AM/FM operation. Good compensation. Resume with reference to S.A. Hassan, WILY/WRXX, PO Box 528, Centralia, IL 62801, or 618-532-1885, Mon., Tues., Wed.

General manager: successful small station in large Sunbelt market seeks an aggressive, sales-minded general manager. We are not a giant station. But we are solid, well respected and profitable. We're looking for a highly motivated GM to take charge of every phase of station operation with a view toward increasing our gross by 50% and net profit by 100% in the next two years. We offer \$40,000 to start plus an incentive based on performance. Reply in confidence. EOE. Box M-130.

Inspirational station in major Sunbelt community of the Southwest seeks qualified general manager. Solid spot sales background a must. Send resume and full particulars to: CCA, 876 N. Batavia, Orange, CA 92668. Attention: John Boyd. No telephone calls, please.

TV station general manager. If you are a highly successful radio station manager with a minimum of five years experience in a medium size market and have proven sales ability here is your chance to move into television management. New station serving Greenville, Texas, and surrounding area seeks a professional GM. Staff of twenty in place. News, programming, budgeting and administrative ability a must. Station affiliated with JPD and INN networks. Compensation package in the thirties. Send resume to Jim Runyan, Channel 18 TV, P.O. Box 837, Cumby, TX 75433. EOE. MF.

General manager. Experienced. Sales-oriented. Alaskan AM with FM-CP. Excellent opportunity. KGHX, 1028 Aurora Drive, Fairbanks, AK 99701. AA/EOE.

GM with high career goals. Successful broadcaster expanding and needs a winner for Texas FM in 400,000+ market. High income, good benefits, and long term opportunity for super dedicated pro. Box M-154.

Sales-oriented manager can convert Jackson, Tennessee's number one FM into higher sales. Must be interested in high income and recognition. Good people skills and a proven success record as sales or station manager essential. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for high billing essential. You will also handle key local accounts and work with regional and national agencies. Rush resume and salary requirements to Bill Glassman, President, WJHR, Inc., 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

WKWK, music of your life, is looking for a station manager. A heavy radio sales management and marketing background is a must, with experience in programming/promotion preferred. If you possess a winning attitude and personality along with strong leadership credentials, send resume to Rod Krol, General Manager, P.O. Box 6624, Wheeling, WV 26003. EOE.

Assistant director-telecommunications. Marketing director-WOSU stations. WOSU-AM-FM-TV of Ohio State University is seeking a marketing director to direct the advertising, promotion, public relations, publication and marketing strategies for WOSU stations. This individual supervises: contact between WOSU and the media, on air promotion for WOSU-AM and FM, and the monthly publication of AirFare magazine and advertising sales effort. This individual also develops print materials, administers budget, supervises staff, approves expenditures, conducts market research and attends meetings and community events. Candidates must have Bachelors degree in marketing or related field, or an equivalent combination of education and experience. Considerable experience in marketing, advertising, public relations, and sales is required. Master's degree & experience in public broadcasting preferred. Starting salary: \$28,200-31,680. Qualified candidates should apply by March 30, 1984, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. AA/EOE.

Shark disguised in GM suit. For contemporary class C in top 100 sunbelt. Career commitment with young, growing, domination-minded company. Qualifications: Fast track experience and greed. Box M-155.

Work hard/play hard. Immediate opening for self-motivated FM radio station manager in major Colorado ski resort area. Experience in sales, promotion and ability to deal with bottomline-oriented corporate management. Salary plus profit-oriented compensation plan negotiable. Send resume to Patsy O'Brien, Summit Broadcasting, P.O. Box 26540, San Diego, CA 92126

HELP WANTED SALES

WISQ - LaCrosse AC-FM needs experienced salesperson. Resume to 9360 US Hwy 16, Onalaska, WI 54650.

Reward yourself! If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Drawing account up to \$2,000 monthly to get you started. For full details, call Bob Manley, 806-372-2329.

Salesperson: WGFS Radio wants aggressive salesperson. Contact Dan Bohanan, 404-786-1430.

Move to Florida and don't waste time building from scratch! If you're the right person, we'll start you with a guaranteed list. You'll be selling our number 1 A/C station in a booming market. Agency work for one or more of our stations also a possibility. We're a growing Florida broadcast group looking for great people to grow with us. Call Garret Clancy, 305-461-0099.

General sales manager—50,000-watt news/information (talk, sports, farm). Demonstrable appropriate leadership skills and prior broadcast sales management experience a necessity. Send resume to: Talmage Thompson, WHO-Radio, 1801 Grand Avenue, Des Moines, IA 50308. EOE.

Lucrative sales position. Major radio research consultation firm seeks aggressive salesperson with sales management credentials. Confidentiality respected. Write Suite 62, 55 Sutter Street, San Francisco, CA 94104.

Small market sunbelt sales opportunity. Clear channel country station has just gone to 5,000 watts. Great coverage and sales potential. Join a top sales team. Live in a beautiful area with lakes and mountains. Resumes to: Tom Nichols, KWXL Radio, Box S, Glenwood, AR 71943.

Account executive. Experienced only. We need a closer that hustles, good list available, great opportunity. Southeastern growth market. Send resume to Box M-138.

Sell! Sell! Sell! If you can sell sell sell and love local radio, you have a future with us. Other stations in the works. Write Paul Sidney, President, WLNG AM/FM, Box 2000, Sag Harbor, NY 11963.

WNGS-FM, West Palm Beach, looking for account executive-local sales. Sandy Aiken, Sales Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE.

Large Midwestern group seeks experienced salesperson for strong medium market AM/FM. Emphasis on professional sales training and creative campaigns. 175,000 SMSA, limited local competition, excellent quality of life. Resume and statement of broadcast sales philosophy to Box M-148.

Virginia single market needs salesperson. \$200 week draw against 20% commission. Some travel allowance & insurance. Box M-157. EOE.

General sales manager. Must be an experienced leader to recruit, train, motivate and maintain an aggressive, dominant sales force for group owned central New York top-rated AM/FM. Handsome salary and excellent benefits for the right individual. Send Resume and personal requirements to Box M-159. EOE/MF.

Warm beautiful central Arkansas. Sales manager wanted for AM/FM, professional atmosphere. Self-motivated, promotionally minded. Group advancement opportunity. All resumes welcome. Box 56331, Little Rock, AR 72205.

HELP WANTED ANNOUNCERS

Experienced jocks wanted for pm drive and other on-air positions at new super A/C format FM station on tropical island of Guam, U.S.A. Send audition cassette and production samples to Guam Radio Services, Inc., 530 West O'Brien Drive, Agana, GU 96910. Gimmicks welcomed.

Well-rounded air person needed for announcing and production at #1 easy-listening WSRs. Mature and Mellow delivery. Attractive New England area. Modern facilities. Salary open. Reply only if you have 3 to 5 years experience in commercial radio. Tape and resume to Operations Manager, WSRs, West Side Station, Worcester, MA 01602. Women and minority applicants enthusiastically encouraged to apply at all Knight Quality stations.

Do you have management qualities in programming, and need a move up to express those qualities? We need someone who has those abilities to work side by side with our operations director. This person must also have above average talents in airwork, production, remotes, and client & community involvement. Minimum of three years commercial experience. The right person will receive above average compensation and benefits. We are a class C stereo country FM and class IV MOR/talk AM. Tape, resume, and references in first reply to Bob Belcher, Operations Director, KTTR/KZNN, P.O. Box 727, Rolla, MO 65401. Equal opportunity employer.

Urgent. Earn big \$\$\$ in NYC. Write today for qualification forms and details. Send a SASE plus \$2 for postage and handling to: CDC, 90-02B 43rd Ave., New York, NY 11373. No tapes, please.

WNGS-FM, West Palm Beach, looking for morning personality—soft rock/jazz format. Ross Block, Program Director, Box 669, West Palm Beach, FL 33402. EOE.

Bright, creative morning entertainer for A/C station. Rush tape/resume: Michael Adams, WAFB-FM, Box 2671, Baton Rouge, LA 70821. EOE.

Goodrock 107 has an opening for air talent/production pro combination. If you can inject creativity into spots and personality into a tight AOR format, send tape and resume: Rick Singer, WOOS, PO Box 9217, Canton, OH 44711.

HELP WANTED TECHNICAL

Birmingham's WMJJ has imminent opening for chief engineer. 100 KW, beautiful studios. Must be strong on audio, preventive maintenance, 4-track, STL. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

Assistant chief: rapidly expanding non-commercial fine arts network in southern California seeks a highly experienced RF engineer to install new and maintain existing transmitter plants, microwave links and satellite earth stations at various locations. Maintenance of studio and production equipment also required. Extensive travel—good benefits—top line equipment. Minimum 5 years recent FM maintenance experience required. Deadline: open. Send resume to Robin Romano, KUSC, POB 77093, Los Angeles, CA 90007

Louisville's WRKA (St. Matthews) has immediate opening for chief engineer. Impending power increase and frequency change. New studio construction this summer. Must be strong on audio, preventive maintenance. 4 track, STL, RPU, 2-way. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

Chief engineer for AM/FM in Rocky Mountains. Call Jim Fox, 208—233-1133.

HELP WANTED NEWS

Experienced news anchor for WALK AM/FM, Long Island's most powerful radio station. Strong news-gathering skills and desire to be important part of award-winning newsteam. Tapes and resumes to News Director, WALK AM/FM, P.O. Box 230, Patchogue, NY 11772. EOE.

One of the best three-person news departments in the Midwest has an opening for an aggressive reporter/anchor. Your writing skill and reporting ability are more important than long experience. Medium market, group owned. Resume to Box M-149.

Immediate opening: sports director. Hockey PBP and local sports coverage a must. Send salary requirements, tape and resume (no calls) to: Andy Witt, WTSO Radio, Box 8030, Madison, WI 53708. EOE.

Experienced news director for AM daytime. All news format. Send tape and resume to Ernie Winn, WNRS Radio, PO Box 8605, Ann Arbor, MI 48107. EOE.

Respected 3-person news department seeking experienced morning anchor. Two years experience, strong, mature voice, natural delivery, good reporting and writing skills. Send tape and resume to Don Voltz, WTRC, Box 699, Elkhart, IN 46515.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Rocky Mountain AM/FM seeks experienced program director for 100 KW AC FM. Air shift, light production. Tape and resume to Quin Morrison, KUAD-FM, Box 117, Windsor, CO 80550. EOE

Sunbelt program director. Morning entertainer. Production pro. Tape/resume to Bob Coker, KWKA, Box 869, Clovis, NM 88101.

Program directorship for the experienced air personality ready to move up in responsibility. Take-charge individual with initiative and business sense sought by Midwest small market combo. PBP talent a plus. Resume and salary requirements to Box M-97.

Program director. Immediate opening at WNLK, Norwalk, CT. Station is full service A/C in dynamic, suburban market, just 40 mi from NYC. We're looking for a mature, community-oriented individual with broad interests, great ideas and strong leadership and organizational skills. Position includes M-F air shift. EOE. Tape and resume to Mike Hanson, WNLK, Box 1350, Norwalk, CT 06852.

Beautiful Napa Valley, California, 45 miles from San Francisco, seeks a production person who can do a top air show. Half time writing and producing spots, other half on air. Send air check and sample of your own production. Send cassette to Tom Young, KVON Radio, P.O. Box 2250, Napa, CA 94558. EOE.

Major group broadcaster seeking talented, versatile program director. Knowledge of and experience with full service radio helpful but not necessary. Resume to Box M-134.

Production director for central Pennsylvania power-house stations, WKOK AM and 94 KX FM. Must assume full responsibility for commercial production with emphasis on quality control. Excellent voice, production skills and command of English language required. Send resume, sample of work and salary requirement to: Joseph A. McGranaghan, Executive Vice President, Sunbury Broadcasting Company, PO Box 1070, Sunbury, PA 17801. An equal opportunity employer, M/F.

Reopened. Radio production coordinator (chief announcer). Classical music-news, sports public station. Requires absolute minimum experience of five years board announcing, production, remotes, etc., with no less than three years experience hiring, instructing, assigning, supervising, and evaluating others doing this work. Successful applicant will have completed at least two full years of college; Bachelors degree preferred. Knowledge of classical music an asset. Starting salary \$18,000 annually, with generous benefits. Consideration will be given only to complete applications consisting of a cover letter, a resume with specific employment dates and job details, employer-supervisor references and their phone numbers, and a voice audition—preferably an air check—on cassette; received no later than April 13, 1984. Frank Roberts, KWSU/KFAE-FM, Murrow Center, Washington State University, Pullman, WA 99164-2530. 509 -335-6500.

If you're a jock or PD and your goal is major market, stop reading. But if you've already fought the Arbitron wars or don't want to, read on. Small-market country-music leader, East Coast near ocean resort, is looking for on-air PD. You'll report directly to owner who is hands-on GM, formerly major-market GM whose jocks and PD's are currently winning in biggest markets. Best audio with CRL and other goodies, Ampex equipped production. More stations later-management will be needed. Stay and grow. Experienced only—all formats. EEO/MF. Tape and resume to Bill Prettyman, WICO Radio, Box 909, Salisbury, MD 21801.

SITUATIONS WANTED MANAGEMENT

Sales manager for small markets seeks management or AE position for major market only. Box K-136.

Increased sales \$1,000,000. Unalloyed desire to win. Significant administrative skills plus program savvy needed in competitive environment. Bottom line orientation. On target budgets. Innovator. Leader. Box M-14.

General manager with 15 years experience, including announcer, news, sports, salesman, sales management, and general management. Worked in all size markets, including top ten. Management level for seven years. Sales and promotion oriented. Leader, motivator and results achiever. Format experience includes: MOR, Christian, Black, and CHR. 601—842-8108.

Seeking asst. mng't. pos. Former owner-mgr., DJ, PD, Prod., Sales, News - can do it all. Have taught broadcasting. Now managing full time AM-FM. Eager to relocate. 20+ yrs. exp. Prefer SE or Sunbelt. Box M-70.

Aggressive, creative, take charge, twenty year broadcaster seeking GM position in Northeast. Experienced in all departments; last twelve years as GSM recruiting, training, motivating, and selling-regional-local. Cost conscious, profit oriented, community involved. Any size market considered. Box M-76.

Veteran broadcaster will operate your station on a profit-loss basis. Especially interested in dual operations that are programming as 1. Will operate as country or gospel/religious outlet. 30 years management/broadcasting experience. Former multi-station owner & network executive. Call Ray, toll free, 800—327-2780; FL: 305—968-4100 collect. Prefer small to medium markets. Losing stations are a challenge!

GM, currently employed, major market, 21 years experience, seeking new opportunity at station or corporate level in broadcast or related media. Excellent administrator, leadership abilities, bottom line oriented. Box M-108.

Exceptional general manager with in-depth knowledge of radio covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Box M-117.

Do you have good people, good sales, good ratings, good facilities, long and short term goals for growth and profits? Need to be excellent, need strong leader to motivate your good people, good sales, good programming and promotion to excellence with market research, inventory control and sound business principles! I'm 42, with 23 years of broadcasting experience. I'm not interested in quick programming fixes, instant sales promotions, or turnaround situations. Write in confidence and sell me on why I should be your CEO or president and general manager. Serious investors only! Box M-135.

Successful PD top five market seeks GM slot for turnaround bid. My talk format gets 7's in highly competitive market. Would consider PD slot top 10 mkt. Box M-84.

Sales manager. Seeks general manager's position in small/medium market. 25 years sales experience. 10 years announcer—first phone. Good all around broadcaster that's community and sales oriented. Box M-136.

General manager/consultant. If you think your format is right but revenue is down, you need help. Guaranteed results in 120 days. Firm one year contract a must. Let's negotiate. Box M-161.

SITUATIONS WANTED SALES

Sales pro desires DE or PA location. Have sales manager's experience. Any format. Box M-137.

Former sales manager/announcer—1st phone. Seeks challenge as general manager. 25 yrs. sales experience, all fields. I'll make station a success. Both programing & billing, with no "3 B's." Box M-145.

SITUATIONS WANTED ANNOUNCERS

Billboard AOR personality of the year for small markets. Now ADP. Over 7 years experience. BSC. Mark Lapidus, 919—347-1836.

Versatile announcer with experience seeks to move up to medium market area. Will give 101%. Call 304—725-8525.

Eager, educated, experienced. Part-timer ready for full career opportunity. Trained and talented in announcing/production/copywriting. Call Tim Prchal, 815—459-7180.

New beginning: after hiatus in other media, ready for comeback. Mature MOR personality type. NY, NJ, CT. Box M-104.

Broadcast school grad. with 1st class FCC license. Experienced DJ, talented, flexible, hardworking, music knowledgeable (great bands era to current popular recordings). Audition tape available on request. Steve, 215—623-7498.

Seeking country home in the country, central or southern Wis. 32, single, exceptional voice, 1 year experience. 73rd market. Need two weeks notice. Pete, 217—629-8130.

Hardworking & dedicated young man seeking radio job in small market. Have FCC license. Call Walter, 414—421-7336.

Spots recorded, \$6 per read. Bill Kauffman, RD3, Box 570, Palmyra, PA 17078.

Mature announcer, strong on news and commercials, would like a position with an FM easy listening station, central or south Florida. Good references and tape on request. Box K-42.

Versatile young broadcaster, six months commercial experience, looking for small to medium market station where my diversity will help. Rob, 617—267-9876.

North Carolina announcer wants change. Six years in small market, rock, pop and country (prefer country). Also good on interviews, production, servicing & copy, some play by play. Dependable, hard worker. Box M-156.

SITUATIONS WANTED TECHNICAL

Engineer. 8 years experience, 2 as chief in East Coast major market AM/FM. Superior management and technical skills. First class license. Northern Calif. preferred, all considered. 415—550-8050.

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 and voice. Angelo, 212—338-8328, after 6 PM EST.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305—763-1686.

Sports. 16 yrs. experience. Excellent reporting, interview, commentary, talk show skills. PBP college, professional sports. Hard worker, award winner. Box M-103.

12 year pro, all facets. looking for news/sports director, play-by-play. Call 615—288-7581. Southeast only.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Energetic, creative, flexible, hardworking, dynamic co-operative team player dedicated to radio wants to program your station. Northeast, please. Box M-63.

There's got to be at least one radio station seeking distinctive, 1-of-a-kind personality who was there when the jazz age started in the roaring '20's, who knew personally many of the hepcats & their stories, & has collected their records through the years. A man who's seeking his "laffin' place" in retirement from the advertising rat race where can play his own records/tapes to help sell compatible goods/services. If interested, contact Ole Unkel Bob, 1512 Main St., Kansas City, MO 64108. 816—221-9600.

Warm voice, bright mind, sharp wit. 15 years experience, great people skills. Currently in television, seeking return to radio small/medium stable operations/program director position. Box 10005, Elmwood, CT 06110.

"\$ checks are in the mail!" If you haven't received yours yet, don't wait any longer. Write Box M-132. It'll be worth all 20¢.

TELEVISION

HELP WANTED MANAGEMENT

General Manager - Top group owned affiliate in South-east. Prefer three to five years experience. Must be experienced in budgeting/cost control with strength in sales, news and programming. EOE-M/F. Send resume to Box M-64.

Local Sales Manager - KENS-TV, the leading station in San Antonio - one of the fastest growing markets in the country - is looking for a local sales manager. Qualifications must include at least two years of local sales management in television and, in addition, some national experience is preferred, but not required. The ability to generate new business development and to lead and motivate local sales staff will also be key factors in the decision. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

ABC affiliate desires hands-on GSM for 166th all-UHF Mid-Atlantic mkt. Want strong leader who can teach by example. Main emphasis local sales. Excellent staff in place. Great pay, beautiful beach community. Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. 301—742-4747. EOE/M-F.

General manager. Small Oklahoma UHF TV station needs individual to serve as general manager. Will be responsible for overall station operation, including sale of advertising & program scheduling. Individual must have 2-3 years experience as a strong manager, with demonstrated sales ability. Prior TV or radio experience desirable, but not required. Excellent opportunity for self starter. Send resume, & recent salary history, to Box M-96. EOE. M/F/H/V.

Local sales manager. Ocala/Gainesville, Florida. New, aggressive independent, with strong programming and top notch production facility, seeking a television sales professional to supervise local/regional sales. Send resume to Michael Kerrigan, WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

Traffic coordinator. Top 10 Southwest market. Independent TV background helpful. Knowledge of order entry and log preparation on Bias system preferred. Please send resume to: Department D, 8950 Kirby Drive, Houston, TX 77054. EOE.

Promotion director for station in top 80 market rank who can develop own ideas and campaigns from start to finish with help of very professional associates. Initiative and experience in writing, editing and production is required. Energetic attitude a must. If you like positions that whet your creative talent, this could be a golden opportunity. Send resume to Box M-140. EOE.

Program director - aggressive Southeast network affiliate seeking program director experienced in administering station's program schedule, market and program research, budgeting and cost control. Send resume with references to Box M-151. EOE.

Director of engineering. New Hampshire Public Television seeks senior manager to oversee \$815,000 budget, staff of 23, three transmitters (one VHF, two UHF), statewide microwave network, heavily utilized mobile unit and studio facilities. NHPTV is heavily involved in production and post-production for itself and outside clients. Requires demonstrated technical ability and a minimum of ten years broadcast experience and five years administrative and supervisory experience in commercial or non-commercial television. Director is responsible for all capital purchases, long term planning, grant applications, and will help design new studio facilities scheduled for completion in 1986. NHPTV is a growing organization which has just completed a \$2.2 million capital refurbishment with another planned in 1985-86. Headquarters are located in Durham, on the New Hampshire seacoast, 65 miles north of Boston. Salary range: \$28,760-\$44,930, DOE. Send detailed resume to General Manager, NHPTV, Box 1100, Durham, NH 03824. Confidentiality will be honored. Deadline is April 23, 1984. AA/EOE.

General sales mgr. Hands-on manager in medium market, SW. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkts. within two yrs. Excellent salary and benefits with multi-employer. Send resume to P.O. Box 27206, Houston, TX 77027.

Public relations manager who understands publicity, promotion and station community presence. WGBY-TV, a division of the WGBH Educational Foundation, is looking for a person to join its first-rate management team who can walk on water and see the forest through the trees. Must be an excellent writer, and a proven manager with good marketing instincts. Creativity, vitality and the ability to say both yes and no to demands essential. It's a plum position with appropriate rewards. WGBY-TV is an equal opportunity employer. 44 Hampden Street, Springfield, MA 01103.

HELP WANTED SALES

WRCB-TV is seeking a sales representative who is a self-starter, good communicator, and tough competitor who wants to grow with WRCB-TV and the market. Experience in sales and/or advertising extremely helpful. Send resume to Dennis Siewert, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. 615—267-5412. An equal opportunity employer.

TV account executive - number one CBS affiliate has excellent opportunity - established account list in top growth market. Minimum two years' TV sales experience required. Send resume, career goals and salary history to General Sales Manager, WTVR-TV, 3301 West Broad, Richmond, VA 23230. EOE. No phone calls, please.

Experienced television salesperson with local, retail and independent sales experience. Ground floor opportunity with sign-on independent, managed by highly experienced broadcasters. Call Ed Perl, 504—525-3838. WNOL-TV, New Orleans.

HELP WANTED TECHNICAL

Rocky Mountain network affiliate needs chief engineer with transmitter and microwave experience. Some in-state travel required. Contact Station Manager, Phil Knight, 307—234-1111. P.O. Box 170, Casper, WY 82602. Equal opportunity employer.

TV maintenance engineer needed for major post production facility. Our expansion has created additional engineering positions. B.S. in electrical engineering or equivalent in trouble shooting broadcast equipment and a strong digital background required. Reply with resume to: George Slominski, Optimus Inc., 161 E. Grand, Chicago, IL 60611. 312—321-0880. EOE.

Chief engineer to design LPTV broadcast system, facilities. Supervise ground up transmission and studio facilities construction. Organization of eng. dept., budgeting, cost management, FCC regulations, and reporting. Remote production experience a plus. 5 years experience min. Send resume to Box M-99.

Maintenance engineers and portable satellite uplink engineer. Remote television experience necessary, strong maintenance skills required. Travel necessary. Send resume to Box M-120 by April 15.

Engineers—video, 1" VTR, maintenance: openings at our WTKK Washington, DC station and our WTLT Richmond, VA station. Family and Christian television atmosphere to work in. State of the art equipment. WTKK TV, Box 3150, Manassas, VA 22110. EOE.

TV maintenance supervisor. For installation and repair of studio, remote and transmitter equipment. Requires current FCC general class license and minimum of three years experience in electronic repair and troubleshooting of broadcast equipment. Salary commensurate with ability and experience. Apply: WFTS-TV 28, 4501 E. Columbus Drive, Tampa, FL 33605, or phone 813—623-5234.

Chief engineer. KSTS-TV48, San Jose, CA, independent in Silicon Valley. Applicant should be experienced in maintenance of VTRs, cameras and monitoring equipment. Transmitter experience not essential, but a plus. Send resume to John Rohrbach, General Manager, 2349 Bering Drive, San Jose, CA 95131.

Television engineer for KETC. Heavy emphasis on computer editing and post production techniques. Five years experience in television production. Bachelor's degree in communication or equivalent. Send resume by April 13, 1984, to: Television Engineer, P.O. Box 24130, St. Louis, MO 63130. EOE.

Washington, D.C. communications consulting firm has an immediate opening for two experienced engineers with radio, television, or cable backgrounds. Minimum of 3 years technical experience and college degree required. At least two years of television technical experience preferred. Good writing skills and attention to detail are essential for this position. Extensive travel is required. Excellent compensation and benefits. EOE/MF. Opportunity for advancement. Send resume and salary requirement to Box M-143.

TV operations engineer with 1 or 2 years of broadcast television experience. All Applicants must hold a valid FCC general class license. A good basic technical, theoretical background particularly in reference to the Federal Communications Commission transmission standards as they relate to video and audio signals. Please send resume and salary requirement to WNED-TV, Director of Engineering, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Technical operations manager. WXYZ-TV, the ABC owned station in Detroit, Michigan, is seeking an individual to assume technical managerial responsibilities which may include any segment of the broadcast day. Your background should include: strong production management skills, five to eight years television engineering experience with broad technical news oriented responsibilities. Five years experience in a major market a plus. A degree is preferred. If qualified, send resume and salary requirements (no calls) to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Rd., Southfield, MI 48037. Equal opportunity employer, M/F/H/V.

Tired of being a small fish in a big pond? Once-in-a-lifetime opportunity to become chief engineer for small market network affiliate. TV studio equipment and transmitter experience a must! Box M-158.

Assistant chief engineer for PBS station, New Mexico State University. Requires minimum three years experience in television broadcast engineering with emphasis on maintenance of major equipment and knowledge of digital theory, B.S. E.E.T. degree or degree in related field; or any equivalent combination of education and experience. Will maintain or supervise maintenance of station equipment; assist supervision and scheduling of technical personnel. Resume and three professional references postmarked by April 6, 1984 to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. An affirmative action/equal opportunity employer.

Assistant chief engineer for CBS affiliated UHF television station. 3-5 years TV transmitter and equipment maintenance plus some administrative experience. Resume to Jim Brady, Chief Engineer, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

HELP WANTED NEWS

Experienced producer. Solid news judgement, creative writing skills. Tape/resume: KHGI-TV, Box 220, Kearney, NE 68847.

Sports director. Great opportunity for radio sports director to make the switch to TV. Excellent opportunity for sports director who would like to settle down in progressive small market. Generous salary, profit sharing and pension plan. EOE. Resume to Box M-125.

Reporter who can handle ENG for Midwest medium market. Staff knows of search for vacancy. Experience needed. Resume/salary history to Box M-121. EOE.

Travel reporter - in the past year, our reporters have been to New Zealand, Egypt, London, Greece, Fiji, Hawaii, Singapore, and many other destinations. We need another top-flight reporter to travel and produce our nationally syndicated product. If you have strong news, feature, and story production skills, send your tape and resume to News Travel Network, 8925 Folsom Blvd., Suite S, Sacramento, CA 95826.

Ready to move up? Send tape/resume: Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Weathercaster for network affiliate, Southeast medium market. If you are well grounded in forecasting and have a unique style, we're interested. Send resume and tape to M.D. Smith IV, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Sports anchor - network affiliate station in medium Southwest market. No beginners. No readers. Two years minimum experience only. Seeking all-around sports enthusiast with aggressive, creative delivery, colorful, opinionated. Send resume to Box M-147. EOE.

Co-anchor/producer. Strong on-air delivery and sense of production needed. Send tape and resume to Dick Florea, WKJG-TV, 2633 W. State, Fort Wayne, IN 46808.

Anchor/producer for 6 and 10pm news with Florida ABC affiliate. If you have good news production and on-air skills, show strong news judgement and don't mind working in a small market, please send tape and resume to: News Director, WMBB-TV, Box 1340, Panama City FL 32401. EOE.

Consumer unit writer/producer for major market network affiliate. Previous experience essential. Journalist strong on enterprise, research, writing, and production. Equal opportunity employer. Resume and written listing of recent stories to Box M-150.

Anchor/reporter: looking for weekend anchor with good, personable communication skills. Two years experience. Also must have strong reporting skills and be an enterpriser. Send resume and tape to Carol Ruepel, News Director, KMTV, 10714 Mockingbird Dr. Omaha, NE 68127.

Experienced TV news person wanted. College background, proven professional skills in live remotes, camera, editing, complete knowledge of inter-workings and mechanics of major TV news operation, ability to deal effectively with employees, FCC general class license, valid driver's license with good driving record necessary. Qualified applicants for TV news remote coordinator send resume and tape to Jo Shilling, P.O. Box 9494, Seattle WA 98119. EOE.

Experienced producer needed for #1 late news on Midwest network affiliate. Resume to Box M-160. EOE/ MF.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Major Southwest production house needs a creative editor with CMX 340 hands-on experience. We do the shooting, and you'll be editing commercial, corporate, music, and broadcast productions. Digital effects and ADO experience helpful. Competitive salary plus benefits. Send resume to Box M-71.

We need a promotions manager who is creative, stable, skilled in production, knowledgeable of print media, co-op and the ability to keep us #1. We offer superb facilities and excellent benefits. Resume to Box M-106. EOE.

Nation's top rated local morning show needs co-host to complement two male anchors. College degree, on-air and field producing experience required. Send resume and tape to Operations Manager, WFMY-TV, Box TV2, Greensboro, NC. 27420.

Producer/reporter for The New Tech Times, national weekly high technology television series. Must have good on-air skills, minimum of two years as broadcast journalist, track record of fast paced reports which relay technical information into lay terms. Salary open. Send complete resume, salary history, and cover letter with videotape samples of work to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Avenue, Madison, WI 53706. Previous applicants need not apply. Women and minorities encouraged to apply. TNTT is an EOE.

Production manager. Immediate opening for a creative, organized self starter with a minimum of two (2) years management experience. Applicants should have a solid background in commercial production and directing with some writing abilities. Send resume to: Program Director, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. EOE.

Need immediately: extremely experienced editor for 1" post-production facility in Dallas Communications Complex. CMX, Grass Valley 300-3B switcher, and ADO experience a must. Top salary/benefits. Send resume and tape to Nick Riccelli, Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039.

Producer/director for America's 6th largest and most awarded radio production company now moving into TV. Fully equipped new facility. Ground floor career opportunity in independent commercial and programming operation. Exciting Virginia Beach lifestyle. Fully experienced (including computer editing), highly creative, hard working and client savvy applicants invited. If you're ready to take control of your future, want to make a national reputation, can creatively contribute from conception through post production and ready to join a winning team, send 3/4 or one inch tape of your hottest work with resume to Warren Miller, Studio Center, 200 West 22nd Street, Norfolk, VA 23517.

Community affairs director. A major market television station is seeking an aggressive and experienced community affairs director. Must have prior broadcast experience and be interested in community activities and problems. On air talent experience helpful. We're looking for a self-starter who can ingratiate him/herself into the fabric of a major market. Send resumes to Box M-142. EOE/MF.

University of Mississippi. Two positions available: multi-media specialist. Plan, write, and prepare television, film, and slide productions, operate equipment and coordinate services necessary to ensure completion. Required skills: operate 16mm film processor, ENG/FP television video cameras, television videotape editors, audio-visual equipment including slide/tape recorders. Producer-director. Plan, write, and prepare television programs; operate equipment and coordinate services as necessary to ensure completion. Responsibilities include development of program content, script writing, studio or location video tape recording, video tape editing, pre and post production activities as appropriate. Required skills: operate television video cameras, ENG/FP television video tape editors, and studio and remote TV equipment. Both positions require a Bachelor's degree in appropriate area, plus two years experience. Send resume and demo tape by April 27, 1984, to ensure consideration, to: Director, Communication and Resource Center, University of Mississippi, University, MS 38677. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Are you looking for a public affairs professional on your management team? University professor—with Ph. D. in political science, M.S. in journalism, and professional broadcast experience—seeks position as editorial/community affairs director. Available July 1st. Please reply to Box M-124.

Operations manager. Experienced in news, programming, sales, promotion, budgeting, community involvement, EEO and people. Currently employed & very successful. If you've got a problem, let's talk. Box M-162.

SITUATIONS WANTED SALES

Sales problems solved. Let my figures do the talking. Affiliate or independent. General sales manager. Box M-52.

SITUATIONS WANTED TECHNICAL

Presently electronics maintenance supervisor with large cable system. Seek responsible technical position in television, cable, or radio-TV combination. Prefer Wyoming, Montana, Northwest. Box M-98.

SITUATIONS WANTED NEWS

ENG photographer/editor/videotape operator seeks fulltime position. Call Charles Rakestraw. 615-272-4625.

Experienced and personable TV meteorologist seeking medium or large market. MS degree. Box M-23.

Financial editor. Recently hosted daily financial program in 5th market. Business background. Anchor experience. 415-856-6602.

Sportscaster with solid credentials and ability Would rather send tape and resume than elaborate. Box M 42.

Experienced broadcast news reporter looking to move to another television operation. Have 3 years reporting experience, and background in news and production. Call Robert, 618-684-5912.

Veteran sportscaster with degree in communications available immediately. Willing to relocate anywhere it justly rewarded for credibility, leadership, and versatility. P.O. Box 3, Unionville, CT 06085.

Meteorologist: (degree equivalency) currently employed, top rated station. 4 years. Looking for advancement. Long term. Confidential reply. Box M-114.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

Do drive and determination, solid reporting background, smarts and good news sense count? Yes? Then read on: top 20 market radio reporter/anchor/ND to TV news as reporter. Sincere communicator, quality on-camera. First class writing. Network references, resume and video available now! Will relocate. 303-321-3938, Brian.

Broadcast Meteorologist looking for long term position. Experienced, excellent communicator. If you want someone who can deliver, call me. Marc P. Maihot (Marc Ross). 207-856-6097.

Reporter - attractive & talented black female seeking position in small market. Can add special personality to your newscast! Will relocate. Roz, 212-625-0365.

Broadcast & print journalist: experienced writer/producer, assignment editor, reporter & photographer desires behind-the-scenes newsroom position. Other skills include: editing, videography & computer-aided research. Available immediately. Will relocate. Call Scott, 216-991-2225.

Reporter - innovative journalist with striking red hair seeks position in small/medium market. Will relocate Call Debbie. 301-922-8395.

TV sportscaster looking for solid commitment to sports. Ten year pro. Knowledgeable, informative and entertaining. Strong, enthusiastic delivery. Box M-139.

Versatile anchor, reporter, assignment editor. 12 years broadcast experience. Also accept sports anchor/reporter. Southeast only. Call 615-288-7581

Producer/assignment editor in major market seeks challenging newscast or projects producing. I have a solid background in national and local news operations. Medium to large market considered. Box M-144.

Aggressive, assertive, energetic: some comments from my bosses. I'll be the same for you. Broad TV reporting background, seeking field reporting position. Will relocate anywhere. Darcy Bonfils, 303-776-1424.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Talented, versatile technician seeks new challenge in TV. FCC general license & college experience. Will accept any entry level position. Willing to relocate. Have wheels—ready to go. Mike, 215-623-7498.

CMX editor/technical director. Great voice. dedicated. Looking for right challenge. Box M-141.

Young children's programing producer, director, and host. Have demo tape and resume. Experienced. 304-623-2864.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Columbia Journalism School seeks experienced journalists, eager to teach, for two faculty openings, fall 1984. One permanent; one a 1-year opening in Washington, international coverage. Equal opportunity employer. Write Prof. Judith Serrin, Appointments Committee, Columbia Journalism School, NYC 10027

Journalism/mass media - Assistant professor, tenure track, to teach journalism courses plus courses in one or more of the following areas: broadcast journalism, PR/advertising, graphics, photography or communications law. Applicants should hold a Ph. D. and have recent professional experience. MAs with extensive professional experience will be considered. Begins September, 1984. Mass media/speech - assistant professor, tenure track, to teach mass media courses in one or more of the following areas: broadcast news, announcing, PR/advertising, organizational communication or radio/TV, and to teach public speaking. Successful candidates will possess an earned doctorate and have some teaching and professional media experience. MAs with exceptional professional media experience will be considered. Begins September, 1984. Send a letter of application, resume, and three letters of recommendation or placement file to: Dr. David Briody, Department of Communications, The University of Tennessee at Martin, Martin, TN 38238. AA/EOE.

Chairperson, Department of Communication, Stephen F. Austin State University. Responsible for providing administrative and scholarly leadership to a growing, professionally oriented communications program in journalism, radio-television and speech. One-half time teaching required. Rank and salary based on qualifications and experience. Applicants must have an earned doctorate; demonstrated experience in teaching, research and administration. Professional media and/or performance experience highly desirable. Successful candidate must possess exceptional interpersonal skills and show capacity for working with faculty representing diverse interests. Five letters of recommendation required. Send application letter and resume by April 5, 1984, to Dr. W. Joseph Oliver, Chairman, Search Committee, Box 13048, SFA Station, Nacogdoches, TX 75962. AA/EOE.

Broadcasting: assistant or associate professor, tenure track. Ph.D. preferred; M.A. required. Proven teaching ability & professional experience a must. Teaching areas: broadcast news & other writing, production, on-air programing. Salary competitive. 9-month appointment; begin Fall, 1984. Send applications by 4-23-84 to Broadcast Search Committee, College of Journalism, University of South Carolina, Columbia, SC 29208. An AA/EOE.

Broadcast news. Assistant or associate professor to teach television news, including ENG. Minimum of M.A. and extensive broadcast experience. Review of applications begins April 20. Minimum nine-month salary is \$23,040. Send curriculum vitae and list of references to Dr. Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. OSU is an equal opportunity/affirmative action employer.

Assistant or associate professor of radio-TV to teach television production, broadcast news. Must be able to work with ENG equipment. Courses include video production, reporting, and broadcast news. Also will work with TV students in producing a 30-minute evening newscast (Mon.-Thurs.) aired over the local cablevision system. Ph.D. preferred. Strong media and teaching experience essential. The department, located 20 minutes from Kentucky's western waterland, has more than 340 majors and 20 graduate students. Rank, salary commensurate with qualifications. Position open beginning Fall, 1984. Application deadline: April 2, 1984, or until position filled. Send up-to-date resume, college transcript, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. AA/EOE.

Instructor of communication to teach radio-TV courses. Nine month tenure track requires MA with relevant teaching and professional experience. Courses include news and continuity writing, sales-management, social issues in broadcasting, two film production courses and some TV production. Close date: April 15. Send resume, letters and transcripts to: Jack Heather, Director, Radio-TV/Film, Fort Hays State University, 600 Park Street, Hays, KS 67601. 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.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Wanted: 5KW AM transmitter. Must be operational. Eastern U.S. preferred. 703-552-2252.

Wanted: 20 KW CCA FM transmitter, tuneable to 96.3. Good condition. 1970 vintage. Jerry Black, KZIN Radio, 406-434-5241.

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 Corp., 813-685-2938, TWX 810-876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

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/4OE. All are excellent; M. Cooper, 215-379-6585.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

RCA BTF-10E1 10KW transmitter, easily converted to 20KW. Mint condition, currently in service. Pending power increase and need space. Call Joe Warner, 919-977-6810.

Gates BC-5B (5KW) transmitter, currently operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919-723-4353.

Two Ediphor video projectors. Used-good condition. Sell/trade. Skip Blake, 619-461-1342.

VHF transmitters. RCA "F" line, like new. Available now. Ch. 4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404-324-1271.

Expert installation of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804-628-5315.

Cable or over air TV equipment for sale-virtually new! Package includes JVC camera, studio lighting package, 3 Sony 3/4" VCR's., edit controller, special effects generator, monitors, flexicaster, animation system, emergency power supply unit, mic mixer, cabinets, most everything needed to establish a mini studio. Package buy \$45,000. For information, write or call: Carter Roberson, The Fresno Bee, 1626 E Street, Fresno, CA 93786. 209-441-6235.

Transmitter replacement parts: thousands of new and used parts for older AM-FM-TV transmitters. Many unused tubes, sockets, transformers and other hard to get items. Call Wally Stringfellow, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

480 feet of ten-foot face galvanized tower. Sixteen thirty-foot sections, including tension rods and horizontal girts. Seven sections are already assembled. Very strong tower. Available immediately. Approximately 115,000 pounds. Call 504-536-1121, or write to: Susan Irvine, PO Drawer AJ, Reserve, LA 70084.

Tektronix answer system. Provides repeatable, automated video measurements for NTC7 amplitude and phase; FCC and RS170A timing; noise. Low hours, excellent condition. Chuck Smiley, Harris Broadcast, 217-222-8200.

Lapp base insulators - new - never out of crates. 4 - 9004; 3 - 9006. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218. 503-287-7303.

Adds ESP 150C still store including 1 drive (150 frames capacity). Two additional drives available. 201-444-2911.

Cetec 7000 automation system, with two audio files, logging and printer package, cartridge logging and encoding terminal. A-1 condition. Call Larry Logemann, 804-393-2501.

Channel #40 RCA UHF filterplexer model MI-19086-F-40 for sale. Make offer. Contact Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. 714-832-2950.

Quality used and new audio/video switching and distribution equipment. ADC 2104-10 with chroma keyer. Like new. \$4500. Omicron 1x8 audio/video distribution amplifiers, Omicron 10x1, 20x1 audio/video distribution switchers, Hitachi HR-200E 1" video tape recorder. New. \$45,000. Call S. English, 805-928-8620.

Ampex VPR-2B1 type c in lowboy studio console, with slo-mo, reverse and still, 2B-TBC. \$40,000. 617-244-6881, Mr. Boucher.

Fernseh KCP-40 25mm plumbicon color camera system including, Vinten Mark V head, Vinten OB dolly, 100' and 500' cables, Remote CCU, RTS intercom interface, Conrac SNA-9 monitor, Tektronix 528 waveform monitor, Sigma CSG-360 sync generator, CBS 8000 image enhancer, 84" Amco rack. \$10,500. 617-244-6881, Mr. Boucher.

Teleprompters: QTV VPS 100-4 script drive with camera, QTV VPS M-14 monitor/mirror and Vinten Digivision monitor/mirror. \$4,000. 617-244-6881, Mr. Boucher.

Conrac 6142 19" master color monitor. \$3,500. 617-244-6881, Mr. Boucher.

BTX synchronizer, model 4500, to sync multi-track audio with SMPTE video. \$3,000 617-244-6881, Mr. Boucher.

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.

RADIO PROGRAMING

Been scouring the country high and low for a solid, dependable radio news service to string from Washington? Look no further. We cover Capitol Hill and White House events and slant them right to your audience! Washington Spectrum, P.O. Box 56376, Washington, DC 20011. 301-498-6062.

Easy listening or nostalgia - over 30,000 selections to supplement your service. Abracadabra, 10801 Dorothy, Oklahoma City, OK 73132.

MISCELLANEOUS

WVHC - phone home. 25th anniversary dinner. Call Jeff, 516-489-8870, ASAP.

Commercial FM frequency search software: check for FM assignments anywhere!! Increase your station's power/find new allocations, under present or D80-90 rules. \$249 buys the software for your Apple II. Details: Kautz Engineering, 4521 25th Street, Columbus, NE 68601.

RADIO

Help Wanted Sales

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

Help Wanted Sales

GENERAL SALES MANAGER

WIRE Indianapolis, is looking for a sales professional with a proven track record of managing, motivating and leading a seasoned local sales staff to outstanding performance levels. The candidate should be a shirt-sleeve—take charge person with a results-oriented mentality and a talent for sales packaging and client promotions. Knowledge of research, marketing and inventory control is essential. Compensation package is one of the best in the industry. If you are one of the best and are interested in this unusual opportunity, send a resume and a written description of your sales philosophy to:

Jack Hobbs
Vice President/General Manager
4560 Knollton Road
Indianapolis, IN 46208

All replies held in strict confidence.
An equal opportunity employer.

SALESPeOPLE JOY 107 FM FT. LAUDERDALE-MIAMI AMATURO GROUP INC.

South Florida's leading adult station has several immediate sales positions. Candidates must have proven performance record on local level. This is for career-oriented people who have ability to grow. Written skills are basic. Compensation potential excellent. Letters and resumes only to: James Butler, General Manager, WWJF (Joy 107 FM), P.O. Box 5333, Ft. Lauderdale, FL 33310. Equal opportunity employer.

LUCRATIVE SALES POSITION

Major radio research consultation firm seeks aggressive salesperson with sales management credentials. Confidentiality respected. Write Suite 62, 55 Sutter Street, San Francisco, CA 94104.

Help Wanted Announcers

WCTC AM 1450

Congratulations to JACK ELLERY

Central Jersey's #1 morning personality for 21 years, on his move to a major market. WCTC is now accepting applications for this A/C-MOR personality position with one of America's top suburban stations. Send tapes & resumes in confidence to: Anthony V. Marano, V.P. & General Manager, WCTC, Box 100, Broadcast Center, New Brunswick, NJ 08903.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted News

WANTED: OUR NEXT SUCCESS STORY

Our last morning news host is now an advisor to a network O&O. The fellow before him is now KTAR's general manager. We need a new host who is capable of following that path. You'll need to be a seasoned professional who can operate within a tight format; sound and behave like an adult, and put the elements ahead of yourself.

If you think you're the person, send us a resume and tape (but don't call):

Bob Grossfeld
Operations Manager
KTAR Newsradio
301 West Osborn
Phoenix, AZ 85013

A Pulitzer Broadcasting Station
Equal Opportunity Employer

KTAR 620 AM

Help Wanted Management

EQUITY FOR GENERAL MANAGERS

Privately held Sunbelt broadcast group looking for general managers for top 50 markets. Candidates must have three years sales management experience with a working knowledge of National spot sales. Also, must have working understanding of programming, promotion and long term planning. Earn equity as part of your compensation package. Don't be reluctant to answer a blind ad—this is the opportunity you've been working towards. EOE/MF. Send complete resume to Box M-163.

RADIO GENERAL MANAGER

AM/FM combination. Upper Midwest group owner expanding. Must have solid sales management experience, proven leadership, and a knowledge of station operation. An equal opportunity employer. Send resume to Norman W. Williams, Executive Vice President, May Broadcasting Co., 10714 Mockingbird Drive, Omaha, NE 68127.

Help Wanted Management Continued

MANAGEMENT/ SALES RADIO

A southeastern based radio group is putting together an aggressive/management team. If you have a proven record in sales and want to move ahead in your career, consider these opportunities:

■ **DIRECTOR, RADIO** - Must have a minimum of 5 years experience in sales and management. Degree in broadcasting or equivalent helpful. Emphasis will be on sales but must have good overall business acumen for success. Responsible for up to five locations in various markets.

■ **GENERAL MANAGER** - five positions exist. Must have minimum of 3 years experience as sales manager with a strong sales background. Must be flexible on location.

We offer you the challenge and rewards for excellence. What can you offer us? EOE/MF. Submit resume, including salary history, to: **BOX M-29.**

GENERAL MANAGER

KTYD(FM) Santa Barbara, CA. Mature, sales and community oriented leader for adult AOR. Phone: Craig Kitchen, 805—967-4511, West Coast. Bob Liggett, 517—349-2040, East Coast. Liggett is an EOE.

Situations Wanted Announcers

TALK SHOW HOST

Major market talent. Young, articulate, and **CONSERVATIVE**. Issue oriented, strong interviewer.

MARK PENTRACK, 412—231-4388

Situations Wanted Management

GENERAL MANAGER

Now employed top 50, wants smaller market. Success record. Full experience as general manager and national/local sales manager, TV and radio. Box M-113.

TELEVISION
Help Wanted News

Newsroom Marketing Representative

Data Communications Corporation has an excellent Sales opportunity at our Sun Belt headquarters in Memphis, Tennessee.

We are looking for a highly motivated individual to market our Newsroom Automation System throughout the TV and Radio industry. Experience in broadcasting with emphasis on the television news operation is required. Professional selling skills and knowledge of computerization is preferred.

Our organization offers a base salary plus commission, travel expenses, excellent benefits and relocation package.

Send your resume along with a short letter telling us why you are interested in this career opportunity to:

Holly Jenkins
Data Communications Corporation
3000 Directors Row
Memphis, TN 38131



BROADCAST DIVISION
An equal opportunity employer

ASSOCIATE DIRECTOR NEWS AND PUBLIC AFFAIRS

You will significantly participate in instituting, reviewing and monitoring CPB-funded news and public affairs television programs and will be required to take a leading role in the development of new and imaginative approaches to news and public affairs programming in public television. You must have a Bachelor's degree or equivalent experience, a thorough knowledge of the television broadcasting business, minimum of 5 years experience in the news and public affairs area of television production with significant experience as a producer, executive producer, manager or other top-level position with a major production company, broadcasting organization, or related entity. We offer a salary ranging from \$43,125 to \$60,320 with an excellent benefits package. Position will be available in mid-June to early July; however, applications must be received before close of business April 11, 1984. Please direct responses to:

Ms. M.M. Collins/AD
Corporation for Public Broadcasting
1111 16th Street, NW
Washington, DC 20036



NEWS PRODUCER

Weekend news producer. Strong writer with good management skills needed. Significant news producing experience required. Send resumes to Dick Tuininga, Asst. News Director, WJBK-TV, Box 2000, Southfield, MI 48037. An equal opportunity employer.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Technical

ENG MAINTENANCE ENGINEER

A major VHF independent television station, located in Los Angeles, is actively seeking an ENG maintenance engineer to coordinate, repair, troubleshoot and maintenance of our news gathering technical systems.

Principal activities will include engineering maintenance of broadcast tape, and edit equipment including the BVU 200 & 800 Sony VTRs and editors, Ikegami HL-79 and Thompson 501 cameras and related technologies. Your experience in microwave and recording systems is highly preferred. The ability to work effectively with others is essential.

To investigate the superior salary and benefits program we offer in a progressive team spirited environment, please forward resume to:

TV Chief Engineer
P.O. Box 1856
Los Angeles, CA 90078
EOE M/F/H/VET

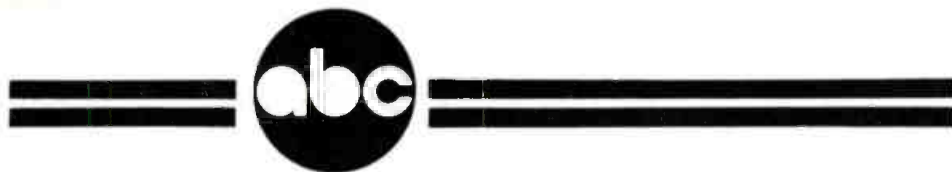
MAINTENANCE ENGINEER

Full service teleproduction facility seeking maintenance engineer. Minimum five years teleproduction facility maintenance required. Should be well-versed in 1" videotape repair, studio camera repair, and all aspects of R&D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215. 617-267-6400.

Help Wanted Management

ENGINEERING MANAGER

WFSB-TV, a Post-Newsweek Station, is looking for an engineering manager to be fully responsible for the technical facilities, technical staff and the technical on-air look of the station. Prior television engineering and managing experience required. Send resume to Susan Paulauskas, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An equal opportunity employer, M/F.



MANAGER TV NETWORK

We are seeking an experienced and highly skilled professional to manage the aggregate relationship between the Network and its affiliated stations. This individual will act as the primary liaison in this relationship, supervising the development of marketing strategies/presentations to effect maximum program distribution and train and supervise several subordinates.

Candidate must have a B.A. or B.S. degree, communications preferred, a master's a plus. Approximately ten years of relevant experience required. Knowledge of all facets of broadcasting: programming, research, sales, news, engineering and local station operations desirable. Previous managerial experience a must. Travel involved.

This is an opportunity for significant challenge and growth. Qualified individual should forward resume with salary history and requirements, in strict confidence, to: Personnel Department MJ, American Broadcasting Companies, Inc., 1345 Avenue of the Americas, New York, New York 10019

American Broadcasting Companies, Inc. 

Equal Opportunity Employer M/F/H/V



San Francisco's #1 T.V. Station Needs A First-String Writer

Our major market network owned T.V. station, KGO in San Francisco, has an excellent, growth-oriented opportunity on its staff for a self-directed **Sales Presentation Writer**.

Principal responsibilities will include all aspects of T.V. advertising, research, sales development, and presentation for commercial advertising time sales including all related areas: direct mail, related collateral and promotional materials. Thorough familiarity with computerized market research reports and analyses is helpful.

Your work history should include a strong agency background with experience in evaluating competitive media advertising. 3+ years of related writing experience is desired. A college degree is required. To investigate this select opportunity, please forward your resume along with salary requirements and an applicable, non-returnable sample of your work to:

**ROBERT EDENS
ABC-PERSONNEL**

**277 GOLDEN GATE AVE.
SAN FRANCISCO, CA 94102**

Equal Opportunity Employer M/F/H/V

No phone calls, please.

TELEVISION/PRODUCTION MAINTENANCE ENGINEER

Top 50 market station needs experienced maintenance engineer. Must be familiar with video tape machines, television cameras and ENG equipment. FCC general class license required. Competitive salary with excellent benefits. Send resume to: Denley Barnette, WBRE-TV Inc., 62 South Franklin Street, Wilkes-Barre, PA 18773. Equal opportunity employer.

TALK SHOW HOST

WBZ-TV, Boston, is looking for America's most dynamic talker!! After 4 years, our host is leaving and we want a person who can handle all kinds of topics, including heavy and controversial ones. This is Boston's number-one locally-produced talk show and number one in its time period, and we want to keep it there. Send tape and resume to Barry Schulman, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston MA 02134. Tape is required, and no phone calls please! WBZ-TV is an equal opportunity employer.

Psychology

HUMAN RESOURCES DIRECTOR

Top rated TV station requires highly trained, experienced human resources director, with documented skills in management training, consultation counselling and personnel administration. Broadcasting experience preferred. Please send vitae and salary requirements in confidence to WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 
An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others Continued**

**ART DIRECTOR
DALLAS/FORT WORTH
NBC AFFILIATE**

Minimum three years television experience, preferably in a top 50 market. Management experience desirable. A proven track record of creative design leadership. A working knowledge of TV graphic systems. A strong print portfolio required. This is a key position in need of a "team player" who knows how to get things done, and done right. Resume & salary requirements to: Dir. Adv. & Promotion, KXAS-TV, Fort Worth, TX 76101. NO PHONE INQUIRIES PLEASE! EOE, M/F.

Situations Wanted News

SPORTSCASTER

YOUNG, DYNAMIC, EXPERIENCED

National TV exp. Sports dir., top 35 mkt. Former athlete. PBP & color exp., entertaining & factual anchor, excellent writing & pkg. skills. Dave, 619-756-4501.

**SPORTS
ANCHOR-REPORTER**

seeks major market reporting or medium market anchor post. 6 yrs. experience TV/radio, top SW markets. Creative, colorful, aggressive, excellent references. Former pro baseball player with extensive knowledge/contacts. Major leagues (NBA, NFL, NHL), college. Box M-133.

For Sale Equipment

FOR SALE

Trailers for use as LPTV or television equipment and office complex



2 - 70 x 14 industrial trailers

A) Office trailer (furnished)

B) Equipment trailer with TV switching equipment, 1 film chain and slide projector, 4 1/2 VTR's and associated equipment.

AVAILABLE MARCH 19

Call: Fred Wuenschel, KSAF-TV, 505/473-2002
Or Write: P.O. Box 580, Santa Fe, NM 87501

Consultants

RESULTS!

Had enough of the Pop Psych 101, RAB pep talks, and other result-substitutes that pass for sales training but never seem to produce? All-markets, in-station training by radio professionals that works. Inquire on station letterhead to:

**Boston Broadcast Consultants
Box 1085
Boston, MA 02205
617-739-7454**

ALLIED FIELDS Help Wanted Management

**DIRECTOR OF
VISUAL
COMMUNICATIONS**

Major transportation company is seeking an individual to supervise operation of its visual communications unit. Successful applicant will have several years of on-air television experience, a working knowledge of the technical aspects of television and other visual com-

munications as well as the ability to manage and motivate others. Excellent wage package. Sun-belt location. Resumes should be sent to:

BOX M-164

before April 16, 1984. An AA/EOE.

Miscellaneous

STARTING A RADIO STATION?

Need recruitment? Training? Procedures for production, promotion, programming or research? Operational systems? Evaluation? I've helped broadcasters in this way for nine years—I can help you, too. GERBER Broadcast Planning & Mangmnt., 415-856-2323.

**LAW
OFFICE
SUBLET**

Two 12' x 15' lawyer's offices available May 1. Small, established law firm moving to newly decorated offices in quality Rosslyn building. Excellent views of Washington. Reserved garage parking. Evening/weekend AC. Secretarial work stations. Reception service and shared use of all office facilities and equipment, including communications/tax law library. Newly furnished or unfurnished. Prefer communications or other federal practice lawyers. 1-3 years. 202-861-0001.

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**

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Up to 500 openings every week. DJ's, News, PD's, eng. sales in Australia, Canada, U.S. All markets, & for beginners to experienced. Introductory offer: One week computer list \$8.00, or save \$38.05 for 7 consecutive wks. for \$17.95. A.C.A. job market has thousands of jobs yearly in 3 countries. **A.C.A. Job Market, 452 W. Dearborn St., Dept. B, Box 945, Englewood, FL 33533.**

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 DJ's, 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!**

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, April 11, 1984, from 3:30 to 6:00 p.m. at the Hyatt Regency Crystal City, 2799 Jefferson Davis Highway, Arlington, VA. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance/Audit, Governance, Membership, Programming and Technology/Distribution. The committee meetings will be held on Thursday, April 12, at the same location. For further information concerning these meetings, please contact the office of the Executive Secretariat, 202-822-2018.

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BROADCASTING'S
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Radio Programming

DAVE DIAMOND LTD PRESENTS POWER RADIO ©1984

A format conception. Guaranteed ratings from a proven professional. KHJ-KRLA-KIIS-KFRC-KFI. 712-732-5671/712-749-2115.

DAVE DIAMOND LTD PRESENTS ADULT RADIO ©1984

A format conception. Guaranteed ratings from a proven professional. KHJ-KRLA-KIIS-KFRC-KFI. 712-732-5671/712-749-2115.

Wanted to Buy Stations

I'LL BUY YOUR UNDER-PERFORMING AM OR FM!

Veteran broadcaster with solid net worth looking for properties in top 100 markets. Leveraged buyout. Up to \$50,000 down. Balance over 15-20 years at 9% Balloon OK. Prefer xmtr real estate. Include revenue/cash flow data with reply. Strictest confidence. Respond to Box M-131.

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Owner/operator buying 1st property. \$250,000 cash on hand for down. Seeking attractive terms on balance. Minor turnaround with dominant signals OK. Ready to move quickly. Box M-152.

For Sale Stations

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MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1953
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Encino, California 91436
Area Code 213 986-3201



Wilkins and Associates Media Brokers

VA	AM	\$188,000	55%
MO	FM	\$375,000	15%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
LA	AM	\$500,000	20%
NC	AM	\$20,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
OR	AM	\$35,000	downpayment
MO	FM	\$50,000	downpayment
SC		\$7,500	downpayment

South 10KW AM station
South 5KW Gospel station
Florida Class C FM

P.O. Box 1714
Spartanburg, SC 29304 803/585-4638

For Sale Stations Continued



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STATION

TX	Metro	AM/FM	\$2250K	\$600K
FL	Small	AM	\$950K	\$225K
OK	Metro	AM/FM	\$825K	\$100K
MT	Small	AM/FM	\$795K	\$125K
SC	Small	AM/FM	\$795K	\$150K
FL	Small	FM	\$700K	\$250K
PA	Metro	FM	\$662K	Terms
CA	Medium	FM	\$425K	\$75K
ID	Small	AM/FM	\$290K	\$65K
WY	Small	FM	\$225K	Cash

CONTACT

Bill Whitley	(214) 680-2807
Randy Jeffery	(305) 295-2572
Corky Cartwright	(303) 740-2224
David LaFrance	(303) 354-3040
Brian Cobb	(404) 458-9226
Bill Cate	(904) 893-6471
Warren Gregory	(203) 364-5659
Elliott Evers	(818) 366-2554
Greg Merrill	(801) 753-8090
Bill Lochman	(816) 254-6899

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341. 404-458-9226.

WALKER MEDIA & MANAGEMENT INC.

Fulltime Sunbelt AM. Owner retiring. \$300,000, terms.

John F. Hurlbut
PO Box 1845
Holmes Beach, FL 33509
813-778-3617

STAN RAYMOND & ASSOCIATES INC. Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 606, Atlanta, GA 30309. 404-351-0555.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

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Only stations (AM/FM combo) in world-famous resort area in Mid-West. Attractively priced at \$525,000. For details, call Jack Aldworth in our Chicago office (312)943-1764.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

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Priced at less than 7x cash flow; Spectacular facilities.

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215-865-3775

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.

POWERFUL AM DAYTIMER!

San Francisco market! Write: Meyer Gottesman (bkr.), 3377 Solano Avenue, #312, Napa, CA 94558, or write Box M-153. No calls!



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■ 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 & \$250,000 mortgage note.

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Good studio building on owned land with the towers in the back yard. Good equipment, single station market, presently absentee ownership. The asking price of \$295,000 is less than two times annual sales. A qualified buyer can put just \$75,000 down and the owners will finance the balance.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

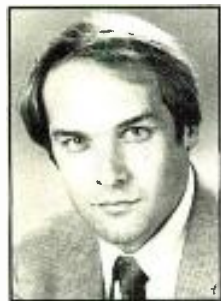
Media

Donald W. Curtis, president and owner, Curtis Radio Group, Laurinburg, N.C., joins Durham Life Broadcasting, Raleigh, N.C., as executive VP and general manager. Durham recently bought Curtis's WEWO(AM)-WSTS(FM) Laurinburg, N.C. ("Changing Hands," March 12), and Curtis is in process of selling his other stations. **Kenneth Durham**, controller, Durham Life Broadcasting, named VP.

David E. Milner, VP and general manager, Taft-owned WDAE(AM) Tampa, Fla.-WYNF(FM) St. Petersburg, Fla., named VP and general manager of co-owned KEX(AM) Portland, Ore. **David Crowl**, VP and general manager, Taft's WLWQ(FM) Columbus, Ohio, named VP and general manager of co-owned KKRZ(FM) Portland, Ore.

John F. Bayliss, former Charter Broadcasting president and head of own station brokerage firm in San Diego, re-locates to KSMA(AM)-KSNF-FM Santa Maria, Calif., which he owns, replacing **Edward Murray** as general manager.

John J. Swords, VP and general sales manager, Chisholm Trail Broadcasting Co.'s KCRC(AM)-KNID(FM) Enid, Okla., assumes additional responsibilities as executive VP, corporate development, for parent company, DeLier Group Ltd. He succeeds **Craig Unruh**, VP, Western division, San Diego, resigned.



Soule

Steven Soule, VP, affiliate relations, NBC Radio Networks, New York, named VP and general manager, NBC Radio Networks.

Ray Bentley, general manager, WTOY(AM) Roanoke, Va., joins WWOD(AM) Lynchburg, Va., in same capacity.

Robert Fransen, VP, Hubbard Broadcasting, Minneapolis, joins Beverly Hills Hotel Corp. there as VP and general manager of KITN-TV Minneapolis (WFBT-TV), which it is in process of purchasing from Channel 29 Inc.

Charles T. (Chuck) Williams, general manager, WRQN(FM) Bowling Green, Ohio, resigns.

Edward Hardy, station manager, WCII(AM) Louisville, Ky., joins KUPL-AM-FM Portland, Ore., as general manager.

Mark Clarcq, general manager, WATN(AM) Watertown, N.Y., joins WCOG(AM) Greensboro, N.C., as general manager. **Phil Valentine**, from WYYD(FM) Raleigh, N.C., joins WCOG as operations manager.

John Campoli, VP, sales development, WBEC-AM-FM Pittsfield, Mass., named VP, station manager, replacing **Willard Hodgkins**, VP and general manager, resigned.

Bob Steinberg, Western regional manager,

Reorganized. Blair Radio, New York, is expanding its research department effective April 2 into a marketing services/research division, headed by the firm's senior vice president of research and marketing, Robert Galen, who assumes the newly created post of senior vice president and general manager, marketing services/research. The new unit will be divided into four departments: research, marketing, programing consultation and marketing services, each managed by a director who reports to Galen. Lori Adelsberg, research manager, spot sales, will become director of research; Robert Womack, director of marketing, John Blair & Co.'s now-defunct Quantiplex subsidiary, to director of marketing; Chester Tart, manager of programing and consultation, to director of programing, and Jean Gunning, director of marketing information, retains same title with restructured division.

ABC Watermark, Los Angeles, joins RKO Radio Networks, New York, as manager of affiliate acquisition and development.

Richard Borel, VP and station manager, WCOZ(FM) Boston, resigns to pursue other opportunities within John Blair & Co., station's parent. Borel's duties will be assumed by **David Croninger**, president and general manager of co-owned WHDH(AM) there.

Kent Franke, VP, operations, Northwest region, Group W Cable, New York, joins Times Mirror Cable Television, Irvine, Calif., as senior VP, group operations.

George Miles, station manager, WBZ-TV Boston, joins noncommercial WNET(TV) New York, as executive VP, chief operating officer.

Glen Parker, assistant business manager, KGMC(TV) Oklahoma City, named business manager. **Doug Patton**, recent graduate, Oklahoma State University, Oklahoma City, succeeds Parker.

Dale Rosen, independent consultant, joins noncommercial WGBH-TV Boston as associate director of foundation development.

Marketing

Stephen Eaker, account supervisor, D'Arcy MacManus Masius, St. Louis, named VP. **Frank Blossom**, senior copywriter, D'Arcy MacManus Masius, St. Louis, named associate creative director.

William Diaz, general sales manager, WTVT(TV) Tampa-St. Petersburg, Fla., joins Chenoweth, Ellis & Faulkner Advertising and Public Relations, Tampa, as VP, account services.

Appointments, Katz, New York: **Paul Arntzen**, VP and general manager, WNYT(TV) Albany, N.Y., to VP, director of new business, Katz Television; **Peter Paisley**, account executive, eagles team, Katz American Television, to New York sales manager, eagles team; **Michael Baldwin**, from WPIX(TV) New York, to Katz American Television there as research analyst, sales research department; and **Joseph Klasner**, from Seltel, New York, to Katz Independent Television there as account executive, lancers team.

Larry Kopald, associate creative director, Leo Burnett, Chicago, joins Tatham, Laird & Kudner there as creative director. **Bill Wasmund**, division controller, DeVry Inc., Chicago,

goes, joins TL&K there as controller.

Ralph Conner, VP, national sales, Weiss & Powell, New York, named executive VP.



Conner



Marriott

Steve Marriott, senior VP, Torbet Radio, San

Advertisement

ALL INTERESTED PERSONS PLEASE TAKE NOTICE THAT: The Defendant National Broadcasting Company, Inc. ("NBC") has requested a federal district court in Los Angeles to modify the Final Judgment entered on November 28, 1977, in *United States v. National Broadcasting Company, Inc.*, Civil Action No. 74-3601-RJK (C.D. Cal.). The plaintiff United States has tentatively agreed to that request.

The complaints in this action and in two companion cases, *United States v. American Broadcasting Companies, Inc.*, Civil Action No. 74-3600-RJK (C.D. Cal.), and *United States v. CBS Inc.*, Civil Action No. 74-3599-RJK (C.D. Cal.), were filed December 10, 1974. Each complaint alleged that the defendant network had violated Sections 1 and 2 of the Sherman Act by combining with the television stations it owned and with affiliated stations to monopolize and restrain trade in television entertainment programs exhibited on its network during prime time hours. The complaints also alleged that each network violated Section 2 of the Sherman Act by monopolizing television entertainment programs exhibited on its network during prime time hours.

The proposed modification, which is submitted under the existing provisions of the NBC Final Judgment, would conform the injunctive provisions running against NBC to those entered against ABC. NBC would be allowed to increase its in-house production of prime time television entertainment programs at the same time those increases become effective for ABC. Furthermore, NBC would be allowed to renegotiate series options at any time during an option period. The modification would also impose two additional injunctions against NBC. The network would be limited in its use of exclusive agreements with essential talent employed in pilots and in prime time entertainment program series. The precise terms of the modifications are found in papers filed with the Court.

Interested persons may submit comments concerning this matter by sending them within sixty (60) days to Stanley M. Gornison, Chief, Special Regulated Industries Section, Post Office Box 50125, Washington, DC 20004 (telephone: 202/724-6693).

Copies of the complaint, proposed Modified Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7416, United States Department of Justice, Tenth Street and Pennsylvania Avenue, NW, Washington, DC 20530 (telephone: 202/633-2481), and at the Office of the Clerk of the United States District Court for the Central District of California, 312 North Spring Street, Los Angeles, California 90012. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the fee set by the Department of Justice regulations.

Francisco, joins Weiss & Powell, Los Angeles, as VP, West Coast division manager.

Frances Weisberger, media planner, BBDO, New York, named media planning supervisor.

Mary Lisa Fite, art director, Griswold-Eschleman, Cincinnati, joins Sive Associates there in same capacity. **Claire Hummel**, from Northlich Stolley Inc., Cincinnati, joins Sive Associates as account executive.

Jeanne Ferrer, sales coordinator, sales service, CBS-TV Network Sales, New York, named manager, sales coordination, sales services.

David Wisentaner, account executive, McGavren Guild Radio, Los Angeles, joins radio marketing division of Interep Companies, New York, as sales manager.

Appointments, Turner Broadcasting Sales: **Farrell Reynolds**, senior VP and sales manager, Eastern division (New York), superstation WTBS(TV) Atlanta, to senior VP and sales manager for all offices of WTBS; **John Barbera**, senior VP, Western sales manager, WTBS, Chicago, to senior VP and sales manager, Cable News Network, New York; **Mike Murphy**, VP, sales, CNN, New York, to VP, manager of business development, Turner Broadcasting Sales there; **Larry Grossman**, account executive, WTBS, Chicago, to VP, sales manager, and **Stacey Lippman**, from J. Walter Thompson, New York, to member of sales staff, WTBS, New York.

David Johnson, account executive, McGavren Guild, Detroit, joins RKO Radio Sales there as sales manager.

Bob Dodenhoff, sales manager, WTMA(AM) Charleston, S.C., named general sales manager, WTMA(AM) and co-located WSSX-FM. **Peggy Dudley**, account executive, WTMA(AM), named local sales manager.

Hugh Breslin III, assistant sales manager, WHAG-TV Hagerstown, Md., named general sales manager. **Deborah Helmick**, account executive, WALI(AM)-WROG(FM) Cumberland, Md., joins WHAG-TV in same capacity.

Kyoko Hirano, general sales manager, KMOX-TV St. Louis, named director of sales.

Appointments, WCTI(TV) New Bern, N.C.: **Luther Griffin**, national sales manager, to general sales manager; **Archie Russel**, from WNCT-TV Greenville, N.C., to regional sales manager, and **Will Morgan**, account executive, to local sales manager.

Don Johnson, local sales manager, KSEE(TV) Fresno, Calif., named general sales manager.

Nancy Bray, from WXII(TV) Winston-Salem, N.C., joins WCOG(AM) Greensboro, N.C., as sales manager.

Steve Angel, general sales manager, KGIL-AM-FM San Fernando, Calif., joins KFWB(AM) Los Angeles as sales manager.

Joseph Lashbrook, account executive, WEAT(AM) West Palm Beach, Fla., named sales manager.

Charles Hansen III, head of NBC/green sales team, Blair Television, New York, joins WPTV(TV) West Palm Beach, Fla., as national sales manager.

Rosemary Lamont, from KQRS-AM-FM Golden Valley, Minn., joins KSTP(AM) Minneapolis-St. Paul as local sales manager.

Videotex venture. Theodore Papes Jr., an IBM vice president and assistant group executive of its Information Systems Group, has been named president of the joint videotex venture of CBS, IBM and Sears, Roebuck & Co. The partners have also formed a committee, comprising three representatives from each company, to oversee operations of the new venture. Representing CBS are CBS chairman, Thomas Wyman; Peter Derow, president, CBS/Publishing Group, and James K. Parker, senior VP and general counsel. Representing IBM are company president, John F. Akers; Dean P. Phypers, senior VP and chairman, business operations committee, and Richard T. Liebhaver, director of business development and practices. Representing Sears are Harry D. Sunderlin, senior VP, corporate administration; Charles F. Moran, VP, corporate planning, and Wayne E. Hedien, executive VP and treasurer, Allstate Insurance Group.

Michael Lewis, member of sales department, WTOB(AM) Winston-Salem, N.C., named sales supervisor.

Eddie Rhyne, from WIS-TV Columbia, S.C., joins WJKS-TV Jacksonville, Fla., as local sales manager.

R.C. Bradley, general manager, KZBS(FM) Oklahoma City, joins KOKH-TV there as local sales manager.

Larry Young, national sales manager, WNEW-TV New York, named local sales manager.

Mark Biviano, general sales manager, WKSW(FM) Cleveland, assumes additional duties as national sales manager, WGAR(AM)-WKSW(FM) there.

Bob Bush, retail sales manager, WPEN(AM)-WMGK(FM) Philadelphia, named national sales manager. **Dan Sullivan**, account executive, WPEN-WMGK, succeeds Bush.

Florence Geraci, from WJJD(AM)-WJEZ(FM) Chicago, joins WBBM-FM there as account executive.

Joseph Salibra, from WHEN(AM) Syracuse, N.Y., joins WTVH(TV) there as account executive.

Tamera Rock, from KRHS-AM-FM Bullhead City, Ariz., joins KRRI(FM) Boulder City, Nev., as account executive.

Robin Carpenter, from KIOI(FM) San Francisco, joins KCBS(AM) there as account executive.

Cynthia Schroeder, associate buyer, Hudson's department store, Detroit, joins WXYZ(AM) there as account executive.

Programing

Appointments, Warner Amex Satellite Entertainment Co., New York: **Domenick Fioravanti**, VP and general manager, MTV: Music Television and Nickelodeon, to senior VP; **David Hilton**, VP, film acquisitions, to senior VP and general manager, affiliate sales and marketing, and **Robert Roganti**, VP, advertising sales, MTV, to senior VP and general manager, advertising sales, MTV and Nickelodeon.

Judd Parkin, member of West Coast story department, NBC Entertainment, Los Angeles, named director, mini-series and novels for television.

Appointments, Embassy Television, Los Angeles: **Andrew Suskind**, co-founder and production executive, The Suskind Co., Hollywood, to VP, creative affairs; **Arnold Glassberg**, controller, to VP and controller,

and **Robert Dubelko**, director, accounting, to assistant controller.

George Dorrington, director, Regis-LaSalle Foundation, Cedar Rapids, Iowa, joins Carnaby Square Teleproductions and Iowa Television Network, Waterloo, Iowa, as sales manager. ITN is five-station ad hoc network carrying sports programing produced by Carnaby.

Walter Saffer, staff VP, tax affairs, RCA, New York, joins Viacom there as VP, taxes. **James Roach**, director of financial services, Viacom Enterprises, Los Angeles, named VP, production controller, Viacom Productions there.

Joel Gallen, sales executive, station clearances, All American Television, New York, named VP.

Keith Mielke, associate VP, research, and executive director, *3-2-1-Contact*, daily science and technology series, Children's Television Workshop, New York, named VP, research.

Al Lanken, VP, Southern division, ITC Entertainment, Atlanta, joins Blair Entertainment there as Southern regional sales manager.

Ed Hartley, from WTVN(AM) Columbus, Ohio, joins WQBK(AM) Rensselaer, N.Y., as program director and air personality.

Ryan Tredinnick, commercial producer, 17 Productions, commercial production subsidiary of WJKS-TV, Jacksonville, Fla., named executive producer, 17 Productions. **Alan Masengill**, sports director, WMBB(TV) Panama City, Fla., joins WJKS-TV as assistant sports director.

James Eaton, executive producer, WJZ-TV Baltimore, named program manager.

John Norton, managing editor, *PM Magazine*, Group W Productions, San Francisco, named national producer.

Kevin Hunt, weekend sports anchor-reporter, WKRG-TV Mobile, Ala., joins WISN-TV Milwaukee in same capacity. **Stephen Metcalf**, news photographer, WHBF-TV Rock Island, Ill., joins WISN-TV as field producer, *PM Magazine*.

Mike King, sports director, WNCT-TV Greenville, N.C., joins WCTI(TV) New Bern, N.C., as assistant sports director.

Steve Warren, air personality and former assistant program director, KKYX(AM) San Antonio, Tex., named program director.

Lee DeYoung, operations manager, WCUZ-AM-FM Grand Rapids, Mich., joins WCLR(FM) Skokie, Ill., as program director.

Patrick Rodgers, program director, WOAI(AM) San Antonio, Tex., joins WTMJ(AM) Milwaukee,

kee in same capacity.

Mike Roberts, program director, WCRJ-AM-FM Jacksonville, Fla., joins WIL-AM-FM St. Louis as program director.

Ed Curran, from WGCI(FM) Chicago, joins WIND(AM) there as program manager.

James Eaton, executive producer, WJZ-TV Baltimore, named program manager.

Ann Miller, partner, San Francisco law firm of Lillick McHose & Charles, joins KCBS(AM) there as host, *Legal Magazine*.

Carl Cherkin, from WTMJ-TV Milwaukee, joins WOR-TV New York as sports anchor.

Gene Parrish, from noncommercial KQED-FM San Francisco, joins noncommercial KUSC(FM) Los Angeles as executive producer.

Sue Steinberg, director of video music, Goodphone Communications, Los Angeles, joins KMET(FM) there as music director.

News and Public Affairs



Endicott

Betty Endicott, news director, WTTG(TV) Washington, named VP, news, Washington, for parent, Metro-media. As senior news executive in Washington, Endicott will be responsible for news bureau serving Metro-media's seven television stations. She will continue to oversee

WTTG.

Appointments, Associated Press: **Ed Tobias**, anchor-reporter, Washington, to news editor; **Kate Ennis**, reporter, *Washington Post*, and **Rosie Oakley**, account executive, WVOT(AM)-WXXY(FM) Wilson, N.C., to broadcast executives, based in Miami and Atlanta, respectively.

Kathy O'Hearn, assignment editor, ABC News, Washington bureau, named political editor, assignment desk.

John S. James, news director, KFVS-TV Cape Girardeau, Mo., joins KSDK(TV) St. Louis, as assistant news director, succeeding **Max Utsler**, who joins University of Kansas, Lawrence, as department chairman and assistant to dean, William Allen White School of Journalism.

Mike Morgan, news director, WROC-TV Rochester, N.Y., joins WLVI-TV Boston as executive news producer.

Don Mills, news director, WAVI(AM) Dayton, Ohio, joins WDTN(TV) there as managing editor, news.

Jim Klundt, sales manager, KKO(AM) Minot, N.D., joins Ag American Radio Network, Fargo, N.D.-based agricultural news service, as regional sales representative.

Mike Lyons, assistant sports director, WJKS-TV, named education beat reporter. **Lorraine Campbell**, from weekend newscast director, WJSK-TV, named weekday 6 and 11 p.m. newscast director.

Don Brownlee, assignment editor, Potomac News, Washington-based independent televi-

sion news service, named bureau chief.

Appointments, WLVI-TV Boston: **Paul Toomey**, freelance producer, WCVB-TV Boston, to assignment manager; **JoEllen Wiggins-Knowles**, production assistant, WNEV-TV Boston, to administrative assistant, and **Jerry Brown**, from KTVI(TV) St. Louis, to weather anchor.

Mike Bruce, weekend newscast director, KNTV(TV) San Jose, Calif., named weekday newscast director.

Leslie Crosson, from WBBM-TV Chicago, joins WINS(AM) New York as editorial director.

Alan Little, special projects coordinator, WFTV(TV) Orlando, Fla., joins WTSP-TV Tampa-St. Petersburg, Fla., as assignment editor.

Rick Myers, news director, WEVU(TV) Naples, Fla., joins Newslink, New York-based satellite news service, as executive producer, remote political coverage.

Bob Walker, assistant professor of broadcast journalism, University of Nebraska, and weekend producer, KMTV(TV) both Omaha, joins WCTI(TV) New Bern, N.C., as 6 and 11 p.m. news producer.

John Abaray, director of news and programming, WARA(AM) Attleboro, Mass., and **Mary Blake**, from WCAP(AM) Lowell, Mass., join WROR(FM) Boston as news anchors.

Tom Atwood, reporter, Illinois Information Service, statewide radio network, Springfield, Ill., joins KARK-TV Little Rock, Ark., as reporter.

Polk awards. Three broadcast winners were among 10 chosen for annual George Polk Awards of Long Island University. CBS News reporter Don McNeill was named in network television category for his coverage of Soviet Union. John Folsholt and Ward Lucas of KATV(TV) Denver won in local TV reporting category for their *Theft By Contract*. In documentary television classification, honor went to *Vietnam: A Television History*, produced by WGBH(TV) Boston and aired on Public Broadcasting System. Awards were established in 1949 in memory of CBS newsmen George Polk, slain in Greek civil war after World War II.

Deborah Stone, anchor, defunct Satellite News Channel, Stamford, Conn., joins WJZ-TV Baltimore as reporter.

Technology

David Beddow, senior VP, operations and strategic planning, Group W Satellite Communications, New York, joins Satellite Television Corp., Washington, as senior VP, engineering and broadcast operations.

Andrew Setos, VP, engineering and operations, Warner Amex Satellite Entertainment Co., New York, named senior VP.

Guy Davis, VP, sales, Intersat Corp., St. Louis-based manufacturer of satellite systems, joins Uniden Corp. of America, Hun-

Broadcasting

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Public support. Congressman John Dingell (D-Mich.) was honored by the National Association of Public Television Stations for his "vigorous support of increased public broadcasting funding." Shown at the presentation at a meeting of the Detroit Educational Television Foundation Board of Trustees in Detroit March 19 (l-r): NAPTS President Bruce Christensen; FCC Commissioner James Quello; Dingell; Robert Larson, president and general manager, non-commercial WTVS-TV Detroit, and Judge John Shepherd, chairman, Detroit Educational Television Foundation Board of Trustees.

tington Beach, Calif., as group VP in charge of newly formed satellite technology group.

James Richardson, from RIA Corp., Salt Lake City, joins Thomson-CSF, Stamford, Conn., as regional sales manager.

Eric Dausman, chief engineer, KSBW-TV Salinas Calif., assumes additional duties as VP, engineering for licensee, Blair Broadcasting of California.

Joseph O'Donnell, from General Instrument, Spokane Wash., joins Conrac, Stamford, Conn., as group executive. Conrac manufactures telecommunications equipment.

Jack Breitenbucher, zone manager, broadcast and professional division, Hitachi Denshi America, Woodbury, N.Y., named national sales manager.

James Martin, account executive, CATV sales, Oak Communications, Crystal Lake, Ill., joins Jerrold division, General Instrument, Hatboro, Pa., as account executive.

Dick Pratt, assistant director of engineering, WRTV-TV Indianapolis, named director of engineering.

Stuart Benner Jr., chief engineer, WARK(AM)-WWCS(FM) Hagerstown, Md., joins WHAG-TV there as assistant chief engineer.

Promotion and PR

Rosemary Amendola, account executive, Rogers & Cowan, Los Angeles, joins Showtime/The Movie Channel there as manager, West Coast public relations. **Jay Larkin**, writer, *Dance Magazine*, New York, joins Showtime/The Movie Channel there as publicist, program publicity.

Karen Parhas, editor, ABC Radio press reports, ABC Radio Networks, New York, named supervisor, public relations, ABC Radio Networks.

Cheryl Daly, director of corporate information, CBS, New York, joins Group W Satellite Communications, Stamford, Conn., as

VP, public relations.

Mary Delaney, station promotion manager, KRIV-TV Houston, named VP, advertising and promotion.

Janice Penino, coordinator, advertising and promotion, WNBC(AM) New York, named manager, advertising and promotion.

Harry Kakel, art director, WMAR-TV Baltimore, named creative services director. **Bob Helsley**, graphic designer, WMAR-TV, succeeds Kakel.

Nicholas Van Hoogstraten, promotion manager, KCOP-TV Los Angeles, joins WKBD-TV Detroit as promotion manager.

Peggy Sullivan, account executive, KKMGM(FM) Pueblo, Colo., named promotion director.

Linda Kerr Kuhns, promotion manager, KREM-TV Spokane, Wash., named community relations director.

Allied Fields

Merrie Spaeth, director of public affairs, Federal Trade Commission, Washington, joins White House there as director of Office of Media Relations, succeeding Karna Small, who moves to National Security Council, Washington, as deputy assistant to President, senior director of public affairs.

Sarah Mott Lawrence, special assistant to director of Office of Public Affairs, FCC, Washington, named acting chief, news media division, OPA.

Michael Wiebe, member of Larry D. Ellis & Associates, P.C., Denver-based telecommunications consulting firm, becomes part owner of firm, renamed Ellis & Wiebe.

Vivian Goodier, East Coast director, Disney Channel, New York, joins NABU Network, Alexandria, Va., as VP, cable sales and affiliate relations. **Barbara Ruger**, from Group W Satellite Communications, Stamford, Conn., joins NABU as VP, consumer sales. NABU

delivers variety of computer software, via cable system, to home computers. Already operating on Ottawa Cablevision, Ottawa, NABU plans U.S. debut in May on Tribune's Alexandria, Va., cable system.

Nick Gentile, Northeast regional manager, Showtime/The Movie Channel, New York, joins Cable Management Associates, Hershey, Pa.-based cable management firm, as VP, marketing.

CBS Promotion Managers Caucus, committee of 10 CBS-TV affiliate promotion managers, has elected five new members (five members are elected each year, with five continuing): **Anne Birch**, WCCO-TV Minneapolis-St. Paul; **John Chase**, WDM-TV Washington; **Judy Horan**, WQWT-TV Omaha; **Joanne Stern**, WKW-TV Cleveland, and **Donna Vogt**, KTSP-TV Phoenix.

Deaths



Jahncke

Ernest Lee Jahncke, 71, retired NBC VP and former head of radio at ABC, died March 18 at his home in Greenwich, Conn., apparently from head injuries suffered in a fall. Jahncke joined NBC in 1937 and worked in station relations until 1941. After service in World War

II, he was with ABC from 1945 to 1957 in posts including head of TV-radio station relations, head of radio operations and assistant to ABC president. He was assistant to chairman of Edward Petry & Co., pioneer station rep firm, in 1957-59, then moved to NBC and was in charge of standards and practices department for 10 years before retiring in 1970. He remained active in Broadcast Pioneers, which he once headed, and Broadcasters Foundation. Survivors include daughter and three sons.

Donald King, 64, president, Philips Laboratories, New York, and president-elect, Institute of Electrical and Electronics Engineers, died March 13 at New York hospital. He is survived by his wife, Mary Anne, two sons and two daughters.

Norman H. Grant, 69, VP, planning and special projects, ABC Los Angeles, died of cancer March 14 at St. John hospital, Santa Monica, Calif. Grant began his broadcasting career in 1949 as director of operations, WNBQ-TV Chicago. He joined ABC in 1965, as director of color coordination and administration.

J. Hayden Huddleston, 75, veteran Roanoke, Va., radio and television broadcaster died March 15 of complications following collapsed lung at his home in Roanoke. Huddleston helped put WDBJ(AM) Roanoke (now WFIR) on air in 1920's, and later worked at WROV(AM) there. In 1950's, he worked at WLSL-TV Roanoke. He is survived by his wife, Lucille.

James Duffy, 58, technician, CBS News, Washington, died of heart attack March 20 at Holy Cross hospital, Silver Spring, Md. Survivors include three sons.

Multiple channels: no strings attached

To some, "wireless cable" is a classic oxymoron, but to Mark Foster, the phrase describes a potentially lucrative medium combining the reach of broadcasting with the multiple channels of cable.

As chairman of Microband Corp. of America, the 54-year-old Foster has been promoting wireless cable as a natural evolution of Microband's multipoint distribution service (MDS) business and as an opportunity for the firm and its partners to capture a good share of the hundreds of millions of dollars Americans spend each year on pay television.

"This is an expansion of MDS that we have been hoping and praying for so many years," says Foster. "It allows us to take our business out, provide a number of program choices and be competitive in the marketplace."

(Wireless cable is broadcasting, but the wireless cable operator [broadcaster?] is not restricted to a single VHF or UHF channel in each market. Using a combination of MDS and Instructional Television Fixed Service microwave [2 ghz] channels, the operator can broadcast multiple channels of pay television to homes and apartment buildings with a line of sight to the transmitter.)

"I've always been in the same business—communications," says Foster. But within that realm, he adds, "I've had the most diversified career that one could imagine."

Foster got his start in communications in the 1940's when, as a teen-ager, he did "anything to hang around" WFBR(AM) in his hometown of Baltimore. Anything included writing for and acting in radio dramas produced by the local school board. He later became "the morning man" at WASL(AM) [now WYRE] Annapolis, Md. Foster claims to have learned much from his early experiences in broadcasting, including the Second Commandment. He had been at the Annapolis station for a few weeks, he says, "when I had to cue up two different turntables and read from two different scripts at the same time. I got so confused I didn't know what I was doing and I had the pot open and I said, 'Oh, God. Oh, God. Oh, God. I can't get this thing straight. Oh, God.' I was fired the next day for using God's name in vain."

But Foster was soon back in broadcasting at WGAY(AM) Washington, where he found a sponsor, a dry goods wholesaler named R. Mars, and created a program, *Mark Foster: The Man from Mars*, built around interviews with Mars customers. Its success got him a permanent job in the sales department.

In less than a year, however, Foster jumped to the other side of the advertising business, working for a succession of advertising firms. As a public relations specialist at McCann-Erickson, New York, he found himself unexpectedly cast as a minor player



Marvin (Mark) Foster—chairman, Microband Corp. of America, New York; b. Jan. 4, 1930, Baltimore; sergeant, special services, U.S. Army, 1947; advertising sales, WGAY(AM) Washington, 1951; account executive, Cohen & Miller, Washington, 1952-53; account executive, Bozell & Jacobs, New York, 1954-56; chairman, creative plans board, and manager, business development, Communications Counselors Inc., public relations division of McCann-Erickson, New York, 1956-60; president, Inter-American Literacy Foundation Inc., New York, 1961-62; vice president, Radio New York Worldwide (Bonneville International Corp.), 1962-64; vice president, Theater Network Television Communications, New York, 1964-66; president and chief executive officer, Management Television Systems, New York, 1966-69; present position since 1971; m. Sylvia Ellin, July 30, 1951; children—Stacia, 27; Monica, 26, and Curtis, 24.

in the Cold War for the next several years.

In the wake of the Hungarian revolt against the Soviet Union in October-November 1956, more than 150,000 Hungarian refugees were pouring into the country. Under contract with the federal government, McCann-Erickson made Foster the head of public information for President Eisenhower's Committee for Hungarian Refugee Relief at Camp Kilmer, N.J., where the refugees were being processed. "Thereafter," he says, "I was always the guy thrown in for government assignments."

Foster left McCann-Erickson and, as a public relations consultant, he accepted in late 1960 a White House offer to handle public relations for another refugee program—this one for Cubans fleeing Castro's dictatorship. The experience left him bitter. "We were aware of the Bay of Pigs planning and we were absolutely horrified because we knew damn well it was going to fail," he says. Foster resigned in protest on April 15, 1961, two days before what he calls Cuba's "Pearl Harbor."

The experience also left him a vehement

anti-Communist. For the next three years he worked through the media to arrest Communist influence throughout the rest of Latin America. In 1962 he joined Ralf Brent at Radio New York Worldwide, a Bonneville short-wave station that broadcast "an America speaks type of programing" in English and Spanish.

By 1965, Foster says, "my children were starting to grow up and I realized I had to start making some money." He joined Theater Network Television Communications, a closed-circuit television company, and stayed just long enough to figure out what he felt was a better way of doing business. In early 1966, he raised some capital, formed Management Television Systems and became its president and chief executive officer. Breaking with the other officers and investors over the company's direction, Foster left in 1969.

In 1970, the FCC amended its rules to permit television transmission over MDS channels. Foster linked up with Don Franco, a financial lawyer, and together they founded Microband to exploit MDS. Microband quickly established itself as the nation's leading MDS common carrier, leasing single-channel MDS facilities to companies that market a single pay service (typically HBO) to subscribers. Single-channel MDS proliferated rapidly in the late 1970's, Foster says, but suffered from competition from multichannel cable. Of the 50 MDS services now in business, he says, only about 12 are profitable.

In 1981, Microband was purchased by Tymshare Inc., whose sale to McDonnell Douglas is now pending.

The salvation of Microband and its customers may lie in new FCC rules, issued last year, that give nonprofit ITFS broadcasters the right to lease excess channel capacity to commercial users. New rules in hand, Foster and Franco approached ITFS broadcasters throughout the country and offered to lease their excess capacity. What's more, they persuaded some ITFS broadcasters to apply for vacant channels in dozens of markets, promising to lease the excess capacity on any channels the broadcasters were granted. At the same time, Microband began discussing joint ventures with the local single-channel MDS operators.

Both efforts were fruitful. Microband and its local partners, Foster says, are now prepared to launch wireless cable services of at least eight channels in New York, Washington, Milwaukee and San Francisco before the end of the year and, if all goes well, in several other markets in 1985.

Although cable will be the "dominant" multichannel media of the future, Foster says, it will not prove economical in areas where population density is too low or where construction costs are too high. "We think the United States is simply not going to be a wired nation," he says. "It's going to be wired and wireless."

Universal Pictures and Showtime/The Movie Channel Inc. have signed licensing agreement until 1988. While there are said to be variations in pricing formulas, it's understood that general structure of deal mirrors one announced two weeks ago between Universal and HBO (BROADCASTING, March 19). Station source said it was safe to assume that value of Showtime/TMC pact, like one with HBO, would probably run into hundreds of millions of dollars, but that factors such as box-office performance would determine final value. At press time, Showtime/TMC board of directors had yet to give final approval to agreement, but sources said it was virtually assured. Indications are that next big deals for both Showtime/TMC and HBO will be with 20th Century-Fox. "A deal with Fox should be done fairly soon," said one HBO executive. Executive with Showtime/TMC echoed that sentiment.

CBS-TV will present live debate among three remaining major Democratic presidential candidates **March 28** at 8-9 p.m. NYT with Dan Rather as moderator, CBS News said Thursday after Walter Mondale, Gary Hart and Jesse Jackson had accepted its invitations ("In Brief," March 19). Debate will be held in Low Memorial Library at Columbia University in New York. Three nights later, March 31, candidates are scheduled to debate live at 8-9 p.m. on CBS-owned WCBS-TV New York but station spokesman said Friday that WCBS-TV, although its debate was arranged first, was preparing one-hour political special that would be ready to run if candidates "decide they don't want to debate twice in three days." Meanwhile, **NBC hopes to sponsor debate**. It is trying to set up debate weekend before Pennsylvania primary (April 10), probably in Philadelphia. At least two of candidates have not yet responded to NBC invitation, Hart and Mondale, but their decisions are expected some time this week. Jackson campaign officials were unaware of NBC invitation, and Jackson could not be reached for comment, but he has not declined to participate in formal debate on primary trail so far. **ABC indicates it does not have plans**, at least at present time, to sponsor pre-convention debate.

Seven court suits filed by shareholders of Metromedia against proposed management-initiated \$1.5 billion leveraged buyout (BROADCASTING, Dec. 12, 1983), have been **settled** in principle, company announced last Thursday, March 22. Settlement, which is subject to approval of court, adds additional consideration to \$30 cash and \$22.50 bond already proposed. Company will now also pay 19¢ quarterly dividend and provide ½ warrant to each shareholder. Half warrants may be redeemed for 50¢ each, or used in purchase of bond, costing \$950 and 40 warrants. Settlement would add \$17 million to cost of buyout. Susan Watson, company's director, financial relations, said proxy materials have yet to be sent for shareholders meeting at which proposed buyout will be considered. Meeting was originally set for April.

Washington state supreme court ruled last week that **news media can use, in any form, evidence that is legally obtained** and presented in open court. Court's ruling **overturns 1982 Spokane superior court decision that held KXQ-AM-TV Spokane in contempt** when it aired audio tapes played during well known "murder-for-hire" trial in Spokane. Case concerned woman convicted of trying to hire undercover policeman to kill judge and prosecutor responsible for her son's conviction on rape charge. Stations aired tapes even after judge presiding over trial ordered them not to and even though tapes were legally obtained through prosecutor. Washington supreme court decision was unanimous although three of nine judges dissented in part. They rejected finding that privilege to use evidence was absolute.

CCLA Communications Inc., wholly owned subsidiary of Beatrice Foods, is **selling KQOI-FM Los Angeles to Noble Broadcast Consultants Inc.** (see "Closed Circuit," Nov. 28, 1983) for **\$18,500,000 cash**, including \$250,000 noncompete agreement. Price is **record for stand-alone FM**. Buyer, radio program consultancy firm and radio syndicator based in San Diego and headed by John Lynch, president, owns XETRA-AM-FM Tijuana, Mexico (San Diego).

Warner Amex Cable Communications announced last week it has

reached agreement to **sell its Pittsburgh cable system to TeleCommunications Inc.**, which already has cluster of systems in Pittsburgh market. Sale is valued at about **\$90 million**. Before deal can go through, however, companies must get approval from city, for which W-A has asked. In letter to Pittsburgh Mayor Richard S. Caliguiri seeking approval of sale, W-A Chairman Drew Lewis said company did so only with "regret." But Lewis indicated he felt he had no choice given four-year, more than \$100-million investment with operating losses of about \$31 million, with continued and "substantial losses" projected for "foreseeable future." Lewis submitted that viability of Pittsburgh system "can be best assured if it functions as a part of a larger cable universe," such as cluster that TCI operates in market. Lewis said W-A would buy out shares held by local investors in system at close of deal.

NBC's The New Show, produced by *Saturday Night Live* creator Lorne Michaels, had its 10th and **final showing last Friday, March 23**, at 10-11 p.m., three episodes earlier than network had planned, due to **poor ratings**. Over nine weeks, show averaged 8.0 rating and 14 share. CBS's *Falcon Crest*, season to date, has averaged 22.1/37 in same time slot and ABC's *Matt Houston* has averaged 15.3/26. This Friday (March 30), *Yellow Rose* will air in 1C p.m. slot on NBC with paid political special to air in slot on April 6. Replacement programing in following weeks is yet to be announced.

All seven **Metromedia television stations** have agreed to **pick up Dynasty reruns**, serial drama set for syndication release by Metromedia Producers Corp., in fall 1985. Both original full-hour and half-hour versions are likely to be carried, said Paul Rich, vice president, MPC. Certain Metromedia stations are expected to program half-hour *Dynasty* adjacent to first-run episodes of syndicated strip, *Rituals*—which all seven Metromedia stations are carrying—to form one-hour block of drama serial programing. Pickup by Metromedia group gives *Dynasty* clearance in seven of top 11 markets.

CBS told FCC in filing last week it has **adequately demonstrated its ability to implement its proposed direct broadcast satellite system**—in FCC parlance, met the FCC's "due diligence" test. Meeting test is critical since it would put CBS ahead of six other DBS permittees when FCC starts handing out orbital assignments and channels. CBS wants same slots and channel polarization as Comsat's Satellite Television Corp. so they can offer joint service as they proposed last December. CBS bases "due diligence" claim on fact it has developed system for broadcasting high-definition television via DBS. But other DBS permittees insist "due diligence" test can only be met by ordering construction of satellites and making attendant financial commitment. Judging from filing, CBS has yet to do so. It said it has negotiated contract with TRW, but gave no indication it was financially committed. It "may order TRW to commence construction" of satellites by late September, it said.

National Radio Broadcasters Association announced last week plans to **pursue passage of radio-only deregulation bill** in Congress this year, and if necessary, in next Congress as well.

CBS continued its push into **daytime ratings**, winning week ended March 18 for ninth straight time in row—its first **nine week consecutive win** since fall of 1977. CBS averaged 7.4 rating and 26 share, compared to ABC's 6.9/23 and NBC's 5.1/18. In season-to-date averages, CBS also holds lead, with 7.3/25 compared to ABC's 7.2/23 and NBC's 5/17. But in early morning news, ABC maintained number-one position for 11th consecutive week, with *Good Morning, America* capturing 5.8/25 against *Today's* 4.4/19 and *CBS Morning News's* 3.5/15. During first 12 weeks of fourth quarter, *GMA* has maintained 33% rating point lead over *Today* and 51% rating point lead over *CBS Morning News*.

Latest **Nielsen cable penetration figure**, for February 1984, is **41.2%**,

or **34,740,300 households**. That's up from 40.5%, or 34,114,000 households last December. Company's most recent figure is about two points higher than Arbitron's latest estimate, released month ago, which pegged cable penetration at 39%, or slightly more than 32.5 million homes.

□
State and Commerce Departments and International Telecommunications Satellite Organization are involved in bitter dispute involving leak of State Department cable to U.S. embassies in 108 countries that are members of Intelsat. Cable, unclassified, is second of three to be dispatched on U.S. policy authorizing non-Intelsat systems to provide international telecommunications satellite service. It contains text of Senior Interagency Group statement of recommendations, and itself contains nothing not already generally known, and says U.S. foreign policy interests warrant "strong continued support of Intelsat's global system" but that, at same time, "U.S. economic goals require recognition of the changing marketplace and encouragement of innovation." But **furor started building when Richard Colino**, director general of Intelsat, on Thursday distributed copies to members of Intelsat board of governors, meeting in Washington. Copies were delivered under covering notification declaring material was received "by mail on an unofficial basis." Commerce Department officials, long at war with State over international telecommunications jurisdiction, later expressed concern over fact that State had sent copy routinely to FCC. They said lawyers thought that could constitute improper ex parte contact, since commission is considering applications of two non-Intelsat parties—Orion and International Satellite Inc.—for international satellite service. State Department official said Colino's action "has a lot of people in State and in the Intelsat area ticked off. It's very callous and rude, very abnormal."

□
Representative Tom Tauke (R-Iowa), key member of House Telecommunications Subcommittee, announced plans last week to **wed Beverly Hubble**, press secretary to Iowa Republican, **Senator Charles Grassley**. Details on ceremony are not final, but Nov. 17 wedding is planned.

□
CBS News announced several top spot management changes, effective today (Monday, March 26): **Robert Ferrante**, who has been executive producer of *CBS Morning News* since February 1983, moves over to become senior producer at CBS News special events unit, which coordinates coverage of political elections, space shots, papal visits, etc. Moving up to executive producer at *CBS Morning News* is **John Katz**, who has been senior producer of that broadcast and Ferrante's assistant since February, 1983. (No replacement was named for Katz's senior producer position.) **Mark Harrington**, senior broadcast producer for *CBS Evening News with Dan Rather*, moves to London to become CBS News bureau chief there, while **Sandy Socolow**, London bureau chief, joins *60 Minutes* in New York as producer.

□
Brian Lamb, president of **C-SPAN**, launched campaign in Chicago last week to raise **\$2 million from businesses outside cable industry** to support nonprofit public affairs network. In speech before Chicago's Union League Club, Lamb said network, which covers primarily Washington political events, has annual operating budget of \$4.5 million, 90% of which derives from its cable affiliates. But "responsibility for bringing government activities to the American people via television," he told business leaders, "should not be held solely by the cable industry."

□
PBS's recently completed **1984 fund-raising marathon**, "Festival '84," generated **\$30,613,800** from 634,193 individuals. Donations were up 4.1% from last year's total of \$29.4 million, although number of pledges was down from last year's 654,333.

□
ABC Television Network President John C. Severino, in speech to New England Broadcasters Association, called upon advertising community to support "programming on the cutting edge." Severino said networks are often charged with putting on dull and stereotypical programming, but whenever networks offer program that is "original, thought-provoking or controversial—some friends in the

A message to Congress. The board of directors of the Corporation for Public Broadcasting agreed last Friday that the government, rather than CPB, should be designated as the enforcement agency for equal employment opportunity among public broadcasting stations. At the meeting, CPB passed a resolution asking Congress to transfer the statutory responsibilities for equal employment opportunity enforcement for CPB from the Department of Health and Human Services to the Equal Employment Opportunity Commission, in the hope that the latter would take a greater role in equal opportunity reforms. It was also intended "to send a message to Congress" that CPB is "as concerned as they are about EEO," CPB board member Kathleen Nolan said. The action was chosen in place of alternative suggestions of CPB tying contract or grant incentives to EEO compliance, or denying funds to public stations that have a poor record of compliance. There was concern that giving CPB the role of enforcer would cause friction between CPB and the public stations and hinder CPB's argument that it is a private corporation rather than "a governmental enterprise."

Also last week, the terms of five CPB board members expired, allowing President Reagan to appoint two people since the number of CPB board members has been reduced from 15 to 10. Given the political makeup of the board, they must be Democrats or independents.

□
advertising business stop returning our calls." Severino cited ABC Theater's *The Day After* and *Something About Amelia* as specific examples where sponsor support could have been more forthcoming. "A retreat by advertisers not only fails to support our efforts to improve and invigorate the medium, it encourages caution where none is called for... It encourages the very blandness for which we are often called to task—and the sameness that turns off the very audience advertisers say they want to reach."

□
Seattle-based **King Broadcasting** and broadcast consulting firm of **Burkhart/Abrams/Michaels/Douglas Associates** have formed new joint venture—to be known as **Mirage—for creation and production of long- and short-form music videos**. Atlanta-based consulting company has consulted MTV: Music Television and Turner Broadcasting in their music video programming but is best known for its consultation with rock format radio stations. New venture will be headquartered at King's new \$30-million television production center in Seattle, which can also be used for remote concert recording. According to Mirage general manager Dan O'Brien, effort will be directed at production of videos specifically directed to target demographics. O'Brien told reporters last week King may ultimately create its own music video program service, delivered by satellite. King is privately held company with four television and eight radio stations.

□
Katz Broadcasting Co., Bridgeport, Conn.-based radio group subsidiary of Katz Communications Inc., last week agreed in principle to purchase of **WWLT(FM) Gainesville, Ga.**, from John Jacobs and James A. Dunlap for **\$5.5 million**. Katz currently owns nine radio properties (six AM, three FM) in six markets. Brokers for transaction are Gammon & Ninowski Media Brokers Inc. and Americom Media Brokers Inc.

□
Paul Isacson, CBS-TV sales vice president from 1977 to 1982 and since then senior vice president, **CBS/Broadcast Group Enterprises**, joins **Young & Rubicam USA**, New York, as executive vice president and director of network programming and purchasing. He succeeds Richard Low, who has formed Richard Low Associates to produce and consult for television, theater and motion pictures.

□
Lawrence K. Grossman will receive Corporation for Public Broadcasting's **Ralph Lowell award**, which honors exceptional contributions to public broadcasting. Grossman, who resigned after eight years as president of Public Broadcasting Service (BROADCASTING, Dec. 12, 1983), will become president of NBC News at end of April. Award will be presented at PBS's annual meeting March 29.

Editorials

The case for responsible reporting

The Supreme Court did nothing last week to arrest the growing perception that it sides with plaintiffs in libel cases. With unusual unanimity, 9-to-0, the court ruled in one case that a publication may be sued for libel in any state where it regularly circulates and in another that individual reporters and editors may be sued in a distant state if the plaintiff lives there and the news medium is widely circulated in that jurisdiction.

The cases went against *Hustler* and *The National Enquirer*, but they could as well apply to ABC, CBS, NBC, CNN or any element of the electronic press that reaches a multistate audience. The decisions were of a piece with others that have tended to weaken the libel defenses that an earlier Supreme Court erected in *New York Times v. Sullivan*.

At the other end of the juridical process, there is also cause for media concern. As was reported at a New York conference marking the 20th anniversary of the *Times v. Sullivan* case, juries in trial courts are siding with plaintiffs in 83% of libel cases, with damages averaging \$2.2 million a case since 1980 (BROADCASTING, March, 19). The consolation is that appellate courts below the highest one are reversing three out of four of those juries.

Clearly, as speakers at the Practising Law Institute in New York pointed out, juries must be reflecting public discomfort with the press, while appellate courts are taking less impassioned views and abiding by judicial precedent, including *Times v. Sullivan*. What is to be done?

At the New York seminar, some good advice came from Conrad M. Shumadine, lawyer for Landmark Communications of Norfolk, Va. Questions to be raised about a potentially troublesome story: "Will the jury call it a cheap shot? Use the smell test. If it smells the case may have to be settled."

Good journalists understand what Shumadine was saying.

It belongs

C-SPAN, cable's public affairs network, has never made a lot of noise. It has gone about its useful business without the fanfare that has accompanied the operation of other cable networks and the demise of some. In character, it celebrated its fifth birthday with a low-key interview with the Speaker of the House of Representatives, which C-SPAN has been dependably presenting to cable subscribers in all its public sessions ("In Brief," March 19).

What does the Speaker think about exposing House proceedings to the television camera? Well, there have been Republicans who have used C-SPAN as a political vehicle to deliver messages to the folks back home, but of course Democrats wouldn't stoop to that.

Does that mean the Speaker has qualms about continued television exposure? "Oh, no," said Thomas (Tip) O'Neill Jr. (D-Mass.). "Television is here to stay permanently now... I think if C-SPAN were to pull out and not do it, we'd have to find another organization, or we'd have to go into the business and do it ourselves."

That is a testimonial that goes beyond mere approval of the C-SPAN operation, although C-SPAN may justly feel complimented. It says that television coverage has been accepted as a basic part of modern proceedings of the House of Representatives.

If television has proved in five years that it can get along with the contentious membership of the House, doesn't it stand to reason that television could get along at least as well in a Senate

that its members do not hesitate to call the world's greatest deliberative body?

Perhaps the message from the House will find its way to the other side of the Capitol.

That said, one may consider the other side of the supply-demand equation: not where C-SPAN's cameras are allowed in, but where its signals are allowed out. To the cable industry's credit, that reach is now up to 1,350 systems and 17 million homes. But to the cable industry's discredit those constitute only one-fifth of the nation's systems, serving but half of all subscribers. Altogether that's an enormous denial of cable's proudest public affairs product to its customer universe.

The day will come, we confidently predict, when every U.S. cable home will be the beneficiary of this innovative communications effort. But we need not wait for the ultimate to improve upon the present. Extending C-SPAN's reach to every cable home is a cause in which cable operators should unite as one.

About time

Eleven years after its pointless creation, the National News Council is fading into total oblivion, as opposed to the near oblivion in which it has spent most of its existence. The wonder is that it took so long for totality to set in.

At its founding, instigated and supported by the Twentieth Century Fund, the council was described as the answer to a crying need for arbitration in what was said to be a controversy between the news media and the public. The controversy has outlasted the council, which by nature was ineffective and largely ignored.

It was not for want of energetic work by well-meaning officials that the council failed. It was for want of a real mission. Early in its life, the council announced a full-scale investigation of then-president Richard Nixon's charge of "outrageous, vicious, distorted" reporting of the Watergate affair, only to call it off when the White House refused to cooperate. It was all downhill from there.

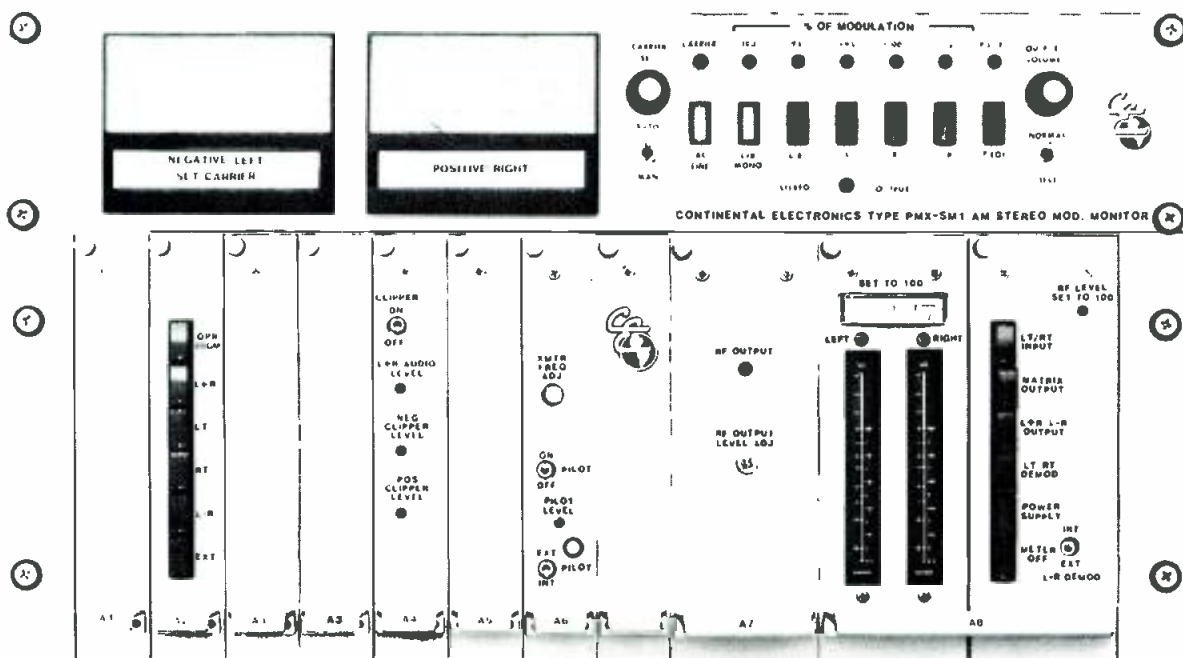
For broadcast journalists, already burdened with government restraints that include the fairness doctrine, the News Council would have constituted double jeopardy if it had ever achieved its ambitions. Fortunately, the watchdog turned out to have no bite.



Drawn for BROADCASTING by Jack Schmidt

"Furthermore, I remind you that our agreement was to continue the show for one year despite the rating results..."

Your winning combination for AM Stereo



Is AM Stereo ready to move up?

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

Which system is #1?

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

Hearing is believing.

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

The Winning Combination

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

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

on-air reliability with complete transparency.

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

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

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

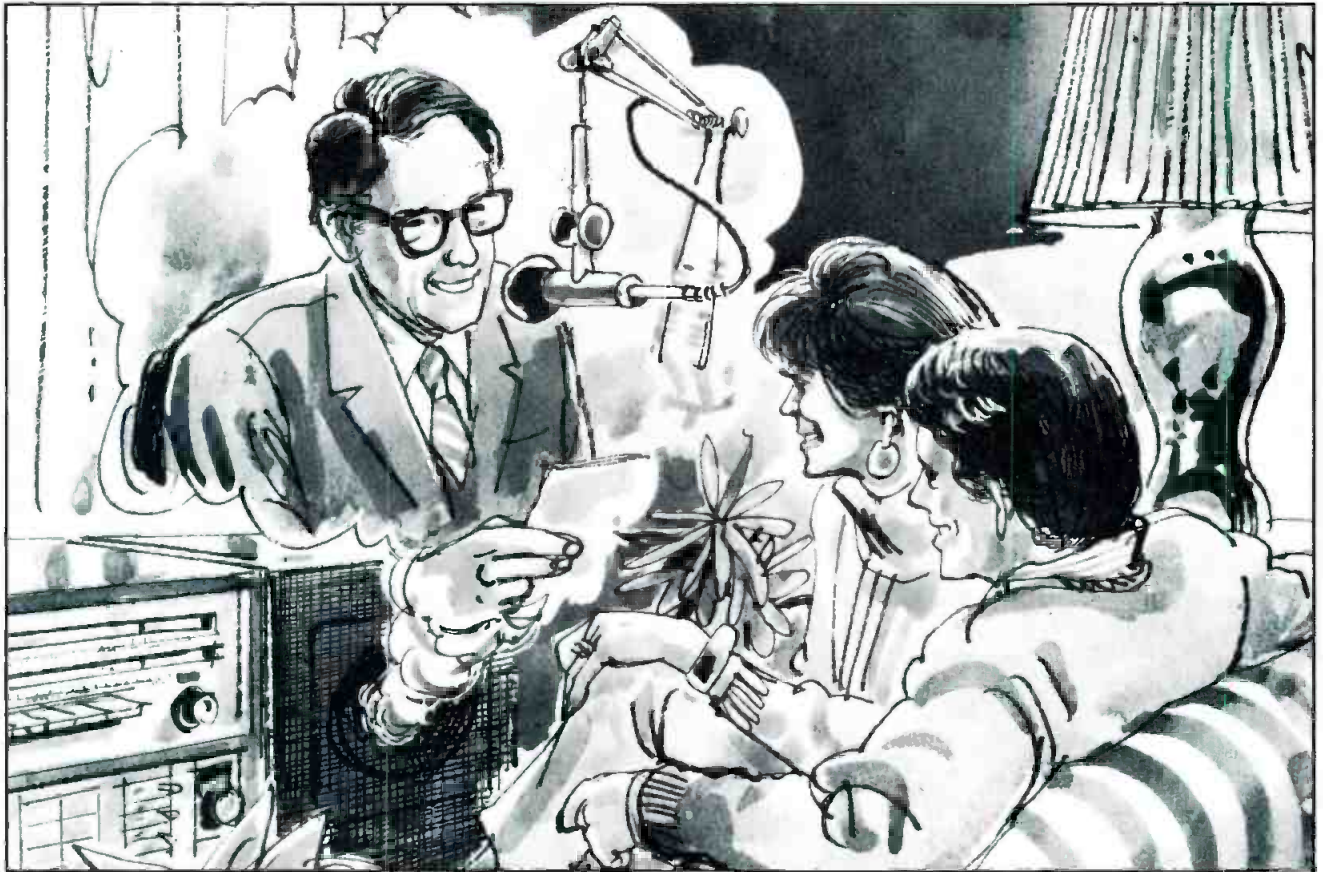
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