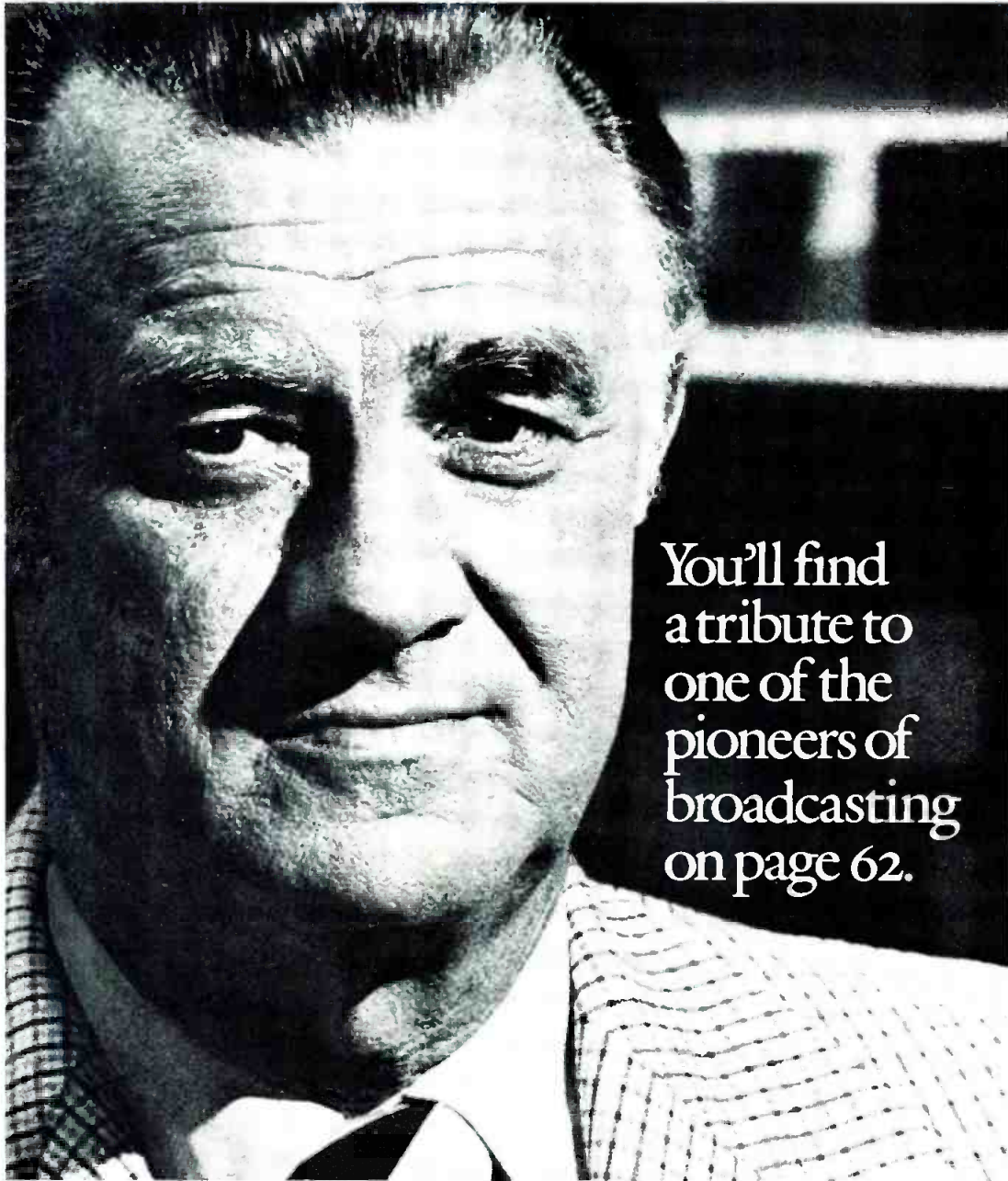


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 9



You'll find
a tribute to
one of the
pioneers of
broadcasting
on page 62.

Petry Television, Inc., National Representatives, NBC Affiliate.

AUL-SAS
ROOM 122
BLDG 1405
MAXWELL

36112

T2364 MJK NOV/84

AL 36112

53d Year 1984

Revolving door at NCTA
A SPECIAL REPORT ON
Satellites '84

Intro



FORMAT 41* : The the void in

Format 41 is the format that fills a real void in your market. Consider for a moment the contemporary/popular music spectrum. "Hottest Hits" formats generally target ages 12 to 30, so the *median age* target of that format is about 21. CHR aims 18 to 36, so the *median age* of their audience is about 27. Then there are the "Adult Contemporary" music stations, which do best in the 22 to 40 age range...*median age* of 31. Next is "Beautiful Music," which across the country has its appeal centered in 42 to 65, for a *median age* of about 53. Something missing there? Yes. A format with a median age of 41...one for

radio listeners - age 32 to 49 - who don't particularly like "mostly instrumental" beautiful music and find no good all-vocal alternative.

Transtar's Format 41 is the format that fills the void with a very high-quality product carefully crafted to win a superior audience position in even the very largest of the top 100 markets. The target range of the format: 32 to 49 year olds.

Why should you use Transtar's Format 41 to fill the void? Besides the obvious cost savings of a 24-hour satellite-delivered format, and the impeccable programming quality and top grade research Transtar builds into its product, there is a very practical reason: this

ucing



format that will fill your market.

format is a very tricky little animal to do right. A number of radio stations who have tried to fill the void have failed...sometimes badly. Transtar's Format 41 has the necessary ingredients they lacked. If you'll take a moment to call or write us, we'll tell you plainly why... and why you should move now to fill the void with Transtar's Format 41.

TRANSTAR

The Quality Satellite Network

* Service mark of Transtar Radio Network, Inc.

Tell me more about Format 41* and the other Transtar formats.

Name

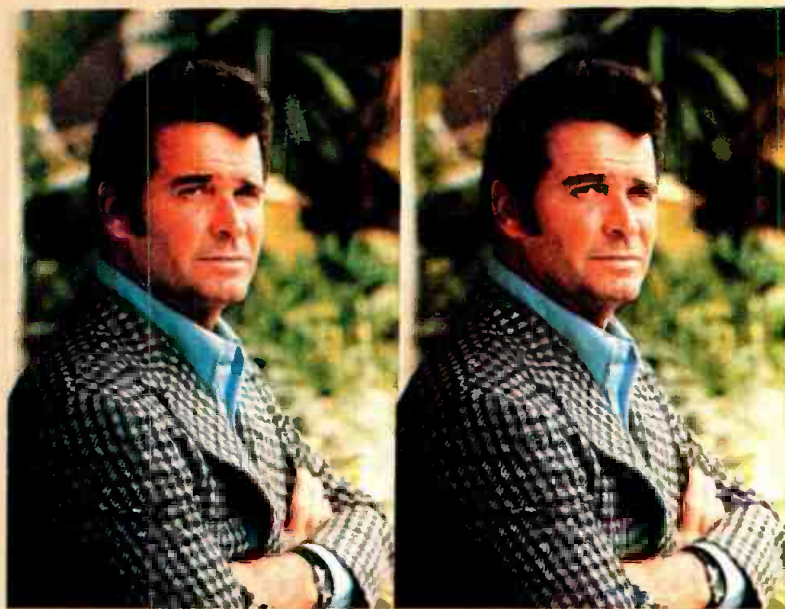
Station

Address

Send to: 620 South Pointe Court
Suite 185
Colorado Springs, CO 80906

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

ONCE IS NOT ENOUGH!



Having completed its first go-around in syndication, The Rockford Files is being made available again for up to six additional runs.

And many stations that are familiar with

Rockford's extraordinary performance among adult audiences—particularly young women—are signing on for more.

Rockford. He's getting better and better!

THE ROCKFORD FILES

**NOW AVAILABLE FOR SIX ADDITIONAL RUNS.
125 HOURS.**

MCA TV

Broadcasting Apr 9

Mooney, Allen new NCTA leadership Turner interested in purchasing ESPN Special Report on satellites

SMOOTH TRANSITION □ Tom Wheeler steps down as NCTA president, Jim Mooney elected president. **PAGE 33.**

AT THE HELM □ In surprise move, Edward Allen is elected new NCTA chairman. **PAGE 34.**

CABLE COMPUTER □ Nabu Network, company that will deliver home computer software to cable subscribers, begins U.S. service; Wheeler to be president. **PAGE 35.**

CAROLINA LAUNCH □ CBS announces Charlotte television affiliate will launch its teletext service; decoder costs seen as hindering development at present. **PAGE 36.**

ESPN SALE □ Turner expresses interest in buying ESPN, cable sports network whose new owner, Texaco, has it on the block. **PAGE 38.**

DISK NIXED □ RCA folds videodisk operation; broadcast division posts record first-quarter sales. **PAGE 39.**

THE BIRDS □ Ten years ago, Western Union launched the satellite revolution, lifting Westar I into the heavens. In this "Special Report," BROADCASTING chronicles the development of a delivery system that has reshaped the Fifth Estate. Included are profiles of various satellite service companies and graphics illustrating the principal birds and their customers. **PAGE 43-68.**

MAY LINEUP □ New episodes of series, mini-series and theatricals dot schedules as networks prepare for May sweeps. **PAGE 68.**

FINANCIAL REBOUND □ KCET(TV) Los Angeles president William Kobin says beleaguered station is now on sound footing. **PAGE 72.**

SOLITARY MAN □ The FCC's newest commissioner, Dennis Patrick, is emerging as an independent voter. **PAGE 76.**

DAYTIMERS' NIGHTTIME REQUEST □ Daytime broadcasters ask Senate to give them even more operating hours than FCC has allowed. **PAGE 78.**

POWELL SALVO □ Former press secretary's memoirs criticizes journalists covering Carter administration. **PAGE 84.**

POLL POSITION □ Congressmen send letters to networks urging them to avoid reporting projections or voting tendencies during New York primary. **PAGE 86.**

BRINGING INTO LINE □ PBS expects to have president within next month; alters underwriting guidelines. **PAGE 92.**

THIRD PARTY □ Warner Amex and city of Cincinnati agree to arbitration over rate hike dispute. **PAGE 96.**

LOCAL HOPES □ Radio broadcasters are placing greater emphasis on local and co-op advertising dollars. **PAGE 99.**

BANK LINE □ John Oxendine, president of Broadcast Capital Fund, has put his financial expertise to the task of increasing minority participation in broadcasting. **PAGE 121.**

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**All new advertiser supported
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TELEVISION

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De-reg showdown

Last-ditch effort appears to be under way by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) to reach consensus on broadcasting deregulation bill. In private meeting last week, Tauke and Tauzin told Wirth they could not "accommodate" his position. After lengthy discussion, however, Wirth agreed to look at counterproposal offered by Tauke and Tauzin. Proposal, which is expected to emerge this week, would represent Tauke's and Tauzin's "bottom line." It will look like simplified version of Wirth's draft of bill, and would include quantification, EEO standards and provisions on petition to deny.

Tauke and Tauzin are ready to go to markup and settle differences on legislation there, if Wirth finds proposal unacceptable. And if problem of reaching consensus intensifies, Tauke and Tauzin are prepared to go to Energy and Commerce Committee Chairman John Dingell (D-Mich.).

Busy schedule

At open meeting this week, FCC is expected to mix good news for many with bad news for one. Good news is that Mass Media Bureau is said to be recommending elimination of regional concentration rule, which prohibits ownership of three broadcast stations when two are located within 100 miles of third and primary service contours of any overlap. It's also recommending plan to give AM daytimers "bit more power" during post-sunset authorizations, "without causing serious damage" to signals of regional and clears, source said.

News for KTTL(FM) Dodge City, Kan., however, is expected to be bad. Mass Media Bureau is recommending that renewal of station, whose broadcast attacks on minorities attracted national attention, be designated for hearing on programing, engineering and other grounds. "It would be impossible to grant the license given the information before us at this time," source said.

On her own

Action for Children's Television has sent out questionnaires to all commercial and noncommercial television stations inquiring about children's programing they carry. ACT head Peggy Charren said results from survey—which includes questions on what kind of children's

programing is carried and when it is scheduled—will be made public. Charren said to date she has received about 100 replies to more than 1,000 mailings she made two weeks ago. Charren has called press conference in Washington Thursday (April 12) to announce "findings." Charren wouldn't elaborate, but said she disagrees with way National Association of Broadcasters has approached topic of children's programing since deregulation.

Another movie channel

Viacom and Gill Cable, partners in Bay Area Interconnect (BAI) in San Francisco area, are considering proposal drawn up by BAI vice president and general manager, Jack Yearwood, and others to establish classic movie channel for distribution to cable systems on interconnect, currently serving 600,000 subscribers. Systems would receive service free of charge and BAI would sell six to eight minutes of commercial time on channel per hour. Those revenues would go into pot that is shared by interconnect venture and participating systems. Partners should make go-no-go decision within 30 to 60 days.

Outback FM's

FCC this week is expected to refuse to launch rulemaking aimed at authorizing low-power FM service. But what it will do is unclear. One source said issue was "political as all hell." Concept of low-power FM has few, if any, supporters at commission. But former FCC Chairman Richard Wiley, in behalf of client, and Senator Paul Laxalt (R-Ariz.), chairman of FCC's Senate appropriations subcommittee, reportedly have been twisting Chairman Mark Fowler's arm for some loosening of current translator rules. One source said "compromise" advanced by Wiley would permit rural translators to receive satellite feeds.

Debunker

Hottest passions being displayed over teletext these days have to do with competition between two systems in marketplace—NABTS proponents (principally CBS and NBC television networks) and those favoring WST (World System Teletext, whose proponents include, conspicuously, Taft Broadcasting). In wake of last week's joint announcement that network-fed teletext will be broadcast at affiliate level (story,

page 36), one representative of group pushing WST technology downplayed significance of Matsushita announcement. "This is not a breakthrough in pricing," he said. "Matsushita has previously priced the decoder at \$1,012, so if they're being sold for \$300, somebody, probably CBS or NBC, is subsidizing the project. It seems to us a funny way to create a consumer electronics market—we see it as just an experiment to see if they can sell them at that cost."

Spacial marketplace

Commerce Department has gone beyond State Department in recommendations to White House for establishment of systems that would serve as competitors to Intelsat in providing international telecommunications service. Besides recommending, as does State, that U.S. permit such systems provided they are barred from offering public telephone services, on which Intelsat earns most of its revenues, Commerce recommends that U.S. back change in Intelsat agreement regarding method of global system's pricing. At present, agreement requires averaging charges. Intelsat officials have said that if global system is to be faced with competition, it should be given flexibility of pricing to meet competition. Commerce would permit Intelsat to revise pricing system. Its paper is also said to back direct access of common carriers to Intelsat, proposal FCC rejected two weeks ago.

PBS candidates

Joan Shigekawa, president of New York-based Tuscany Productions; Virginia Fox, president of Southern Educational Communications Association, and David Gergen, former director of communications for Reagan White House and currently at Institute of Politics at Harvard University's John F. Kennedy School of Government and Washington's American Enterprise Institute, have been interviewed for job of Public Broadcasting Service president. Also reported to be under consideration is Ben Kubasik, president of New York-based public relations firm, Ben Kubasik Inc.

Bruce L. Christensen, president of National Association of Public Television Stations, and Ward B. Chamberlin Jr., president and general manager of WETA-TV Washington, were interviewed for position in February. Board Chairman Dallin Oaks has said he was "hopeful" new president would be named this month.



HART TO HART

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DENVER
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it comes from the Harts.*

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Cable4castings

Regulatory rearrangement

The Governor's Council on Fiscal and Economic Priorities for the state of New York is currently pondering (and by no means has embraced, stressed one source) a staff working paper calling for a reshaping of the state's telecommunications policies, that would result in, among other things, the disbanding of the New York State Commission on Cable Television, and the establishment of an Office of Telecommunications Policy. That office would be charged, according to the paper, with "developing independently of the regulatory process, policies and positions on emerging issues and trends in telecommunications."

The cable industry has matured to a point where the "CCT's statutory mandate has largely been fulfilled," the report concluded. "In little more than a decade, the CCT has overseen the franchising of virtually all of the state." The staff paper said that several CCT functions should not be eliminated, but rather transferred to the Public Service Commission, such as those pertaining to cable system safety and consumer protection. "These functions should be integrated into the public service departments [of the PSC], and remaining responsibilities should be exercised, to the extent they are not limited by the federal government, by localities."

The report urged that CCT review of local franchise agreements and amendments should be "severely curtailed, if not

eliminated. The state should only make certain that the agreement does not violate state law." The report also urged elimination of satellite master antenna system regulation on the state level, in conformance with federal policy. "Even in absence of federal preemption, private systems should not be regulated. The deregulation of private telephony (PBX's, inside wire, etc.) is a useful precedent."

In the eye

It wasn't on the agenda, but a string of tornadoes became the unplanned subject of North Carolina's Open Public Events Network program on March 30, when it ripped through the state claiming 44 lives and

East meets West as HBO premieres its first foreign film



Led by no less a celebrity than Jacqueline Kennedy Onassis (above), HBO's pay television creative and business communities plus invited guests on both coasts turned out for premieres of *The Far Pavilions*, HBO Premiere Films's \$12-million, six-hour, three-part mini-series which begins its telecast run on April 22. The New York premiere was at the Metropolitan Museum of Art, L.A.'s at the Los Angeles County Museum of Art. □ Also attending in New York (top center) were Lee Hart, wife of Democratic presidential candidate Gary Hart, and Ralph Davidson, board chairman of Time Inc. And in Los Angeles (top right): Donald March, senior vice president of HBO Premiere Films, posed with Amy Irving, female lead of *Far Pavilions*. □ The host team at the New York premiere (bottom right): Frank Biondi, HBO chairman and chief executive officer; Michael Fuchs, HBO president and chief operating officer; Irving; Philippe de Montebello, director of the Metropolitan Museum, and Niranjana Desai, minister of culture for the Indian embassy. □ *The Far Pavilions* was produced by Geoffrey Reeve for Goldcrest Ltd. It was directed by Peter Duffell. Principal photography was accomplished at Twickenham Studios near London and on location in northern India.

causing more than 800 injuries.

Following the disaster, North Carolina's newly formed OPEN pre-empted its regular weekly coverage of state government activities to provide a live satellite-delivered call-in program on the catastrophe. John Randt, news director at WWAY(TV) Wilmington, N.C. (pictured above), moderated the show from OPEN's Raleigh studio. The program featured representatives from the state emer-



gency management, the Red Cross, the department of social services and insurance companies, who answered questions about reports of damage and requests for aid. In addition, the officials gave referrals to viewers offering assistance or those who were missing relatives, OPEN spokesman Benjamin R. Kittner said.

OPEN is a public-private partnership produced by the North Carolina Agency for Public Telecommunications in Raleigh and carried by 50 cable television systems across the state. It is primarily funded by private foundations and associations which include the Mary Reynolds Babcock Foundation; the A.J. Fletcher Foundation; the North Carolina Cable Television Association; the North Carolina Association of Broadcasters, and the North Carolina Agency for Public Telecommunications.

Above and beyond

Arts & Entertainment Network now reaches nine million cable subscribers, two million above the network's goal for March. The service, a joint venture between ARTS and The Entertainment Channel, is now carried by the top 10 MSO's and 10 others.

Qube ads

Warner Amex Qube subscribers are being introduced to a new line of designer Ralph Lauren's spring makeup shades through a series of 30-minute interactive programs over Warner Amex's cable systems in Cincinnati, Columbus, Ohio, and Dallas and Pittsburgh beginning April 6. Qube subscribers also will be able to electronically signal to local department stores and arrange for a free make-over session with Ralph Lauren cosmetics.

The program, which will be hosted by Lauren makeup model Clotilde, is running over the two weeks and is being jointly produced by Warner Cosmetics and local participating department stores.

The Lauren cablecast follows a similar cablecast last December in Columbus which triggered 2,000 Qube touch-ins for makeover appointments.

"We're from 60 Minutes and we'd like to ask you..."

How would your organization handle a visit from a top investigative reporting team? More than two-thirds of the American people get their news from radio and television, yet many corporate images are built around newspaper and general audience magazine campaigns. With an ever-increasing emphasis on satellite, cable, television and radio broadcasting, corporations and associations need to let journalists in the Fifth Estate know what they're doing and why.

The easiest and most cost-effective way is through the newsweekly they read each week and pass on to others. After 52 years of publication, *Broadcasting* is the recognized authority in the industry. Our audited circulation includes the most impressive list of influencers you can assemble: Journalists, talk-show hosts, station managers (who usually deliver editorial messages), and government officials, including those in Congress and the White House.

Your call or letter to the Sales Department at any of our offices will bring you a package of research and information that will show how you can protect your corporate image. It will include research that shows *Broadcasting* is the most widely read industry publication among America's most influential group.

Each issue of *Broadcasting* offers a section on journalism, and in addition, there are several issues that are particularly effective in reaching general managers and news people:

- April 30—National Assn. of Broadcasters convention issue
- June 4—National Cable Television Association convention issue
- July 2—Annual Awards Issue (many are journalism-oriented)
- July 23—Annual Report on Local TV and Cable TV journalism
- Dec 3—Radio-Television News Directors Assn. International conference issue

For premium space reservations, we suggest you call soon. Advertising closing date is 10 days prior to each Monday publication.

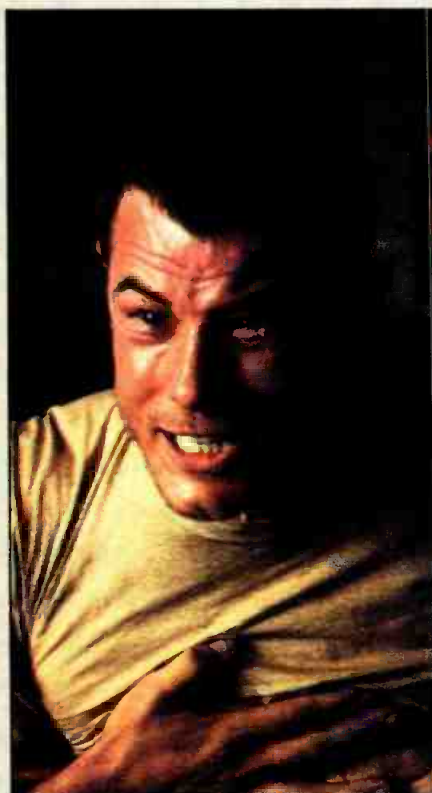
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10017
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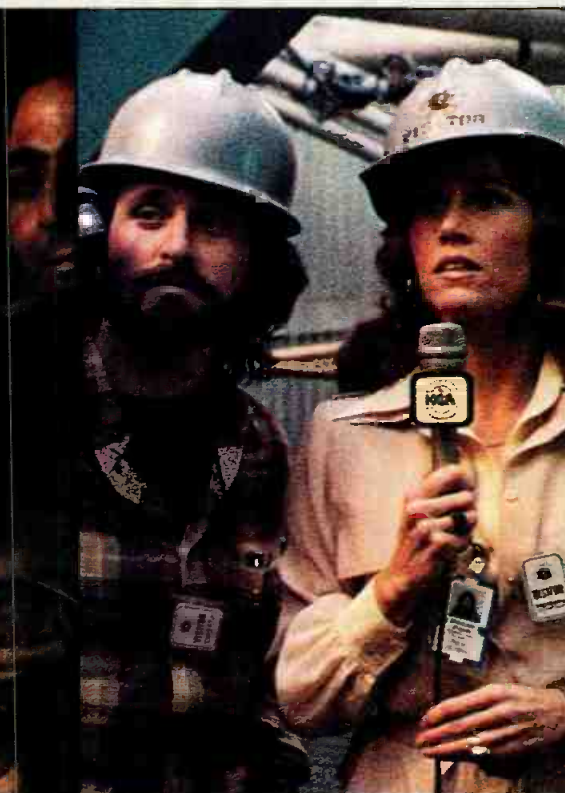
Washington (Main Office)
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20036
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Midnight Express



The China Syndrome



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And Justice For All
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California Suite

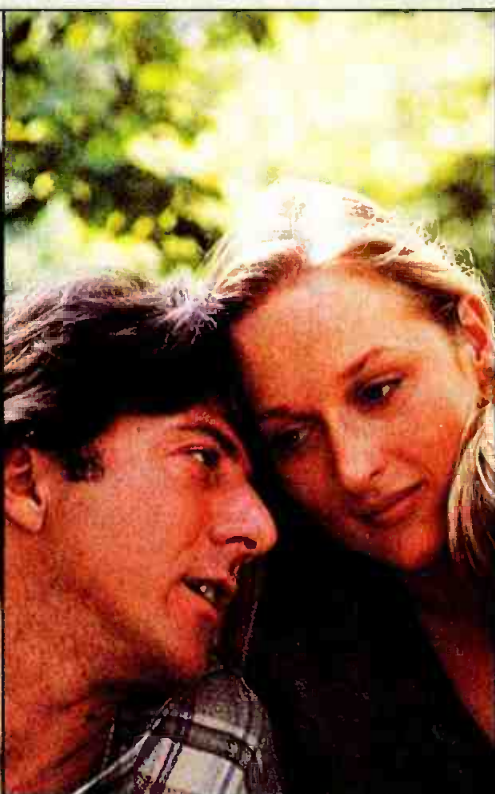
Chapter Two
The Cheap Detective
The China Syndrome
Funny Lady
Hot Stuff

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

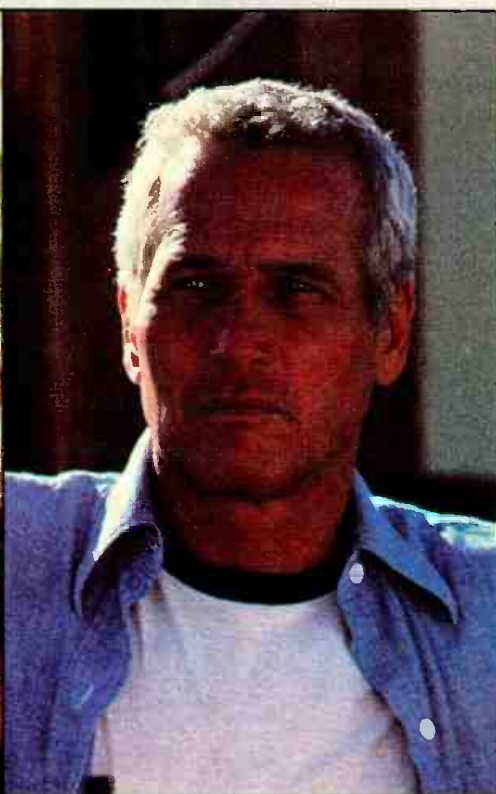
M E IV



And Justice For All



Kramer vs. Kramer



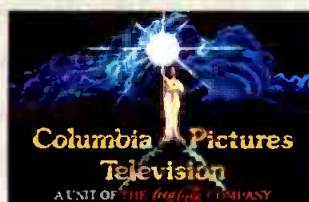
Absence of Malice

IVERS!

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Midnight Express
The Mountain Men
1941
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

RADIO ONLY

Carquest □ Auto aftermarket products will be featured in one-to-three-week flight in more than 200 markets, beginning April 18. Commercials will be carried in all dayparts. Target: men, 18-49. Agency: Pitluk Group, San Antonio, Tex.

Diamond Department Stores □ Various products will be featured in two-week flight beginning in late April in Phoenix; Tucson, Ariz., and Las Vegas. Commercials will be carried in all dayparts during weekdays and weekends. Target: men, 25-49. Agency: Grey Advertising, Minneapolis.

American Petrofina □ Gasoline will be featured in eight-week flight to begin June 18 in about 20 markets, including Dallas; Memphis; Miami; Atlanta; Little Rock, Ark., and San Antonio, Tex. Commercials will be scheduled in all dayparts on weekdays and weekends. Target: men, 18-49. Agency: Geer DuBois Inc., New York.

RADIO AND TV

John Morrell & Co. □ Bacon and wiener products will be advertised in campaign running on radio in 26 markets and on television in 12 markets, beginning in May for three to 12 weeks.

Radio commercials will be scheduled in all dayparts; television spots will air in daytime, prime time and early and late fringe. Target: women, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

TV ONLY

Nalley's Foods □ Second-quarter campaign for potato chips and chili products will begin in mid-April in several Northwestern markets. Spots will air in daytime, early and late fringe, early news and prime time. Target: women, 18-49. Agency: RDR Timebuying, New York.

Tree Top □ Apple juice will be promoted in four-week campaign airing until May in 16 markets. Commercials are scheduled in daytime, early and late fringe, prime access and prime time. Target: women, 25-54. Agency: McCann-Erickson, Seattle.

Stella d'Oro □ Bread sticks will be promoted in six-week campaign beginning April 23. Commercials will be scheduled in three California markets in various dayparts. Target: women, 18-49. Agency: Firestone Advertising, New York.

Hills Bros. □ Coffee products will be featured in campaign for second and third quarter beginning April 16. Commercials will air in 55 markets, in all



Remember Mom. Mother's Day Tea Kettle bouquet by Florists' Transworld Delivery (FTD) will be promoted in a network campaign featuring FTD spokesman Merlin Olsen. Olsen tells viewers about nice ways to surprise mothers, adding that the flowers are "one surprise she really deserves." Spots will air on all three major networks in early morning and evening news programs beginning May 3 through May 10. Target: adults, 25-54. Agency: D'Arcy MacManus Masius, Bloomfield Hills, Mich.

dayparts. Target: women, 25-54. Agency: RDR Timebuying, New York.

Hickory Farms □ Awareness campaign for specialty food retailer, flighted through December 1984, will debut initial flight April 30 in 150 markets for seven weeks. Commercials will run in daytime, early and late fringe and prime time. Target: women, 25-54. Agency: McCann-Erickson, Louisville, Ky.

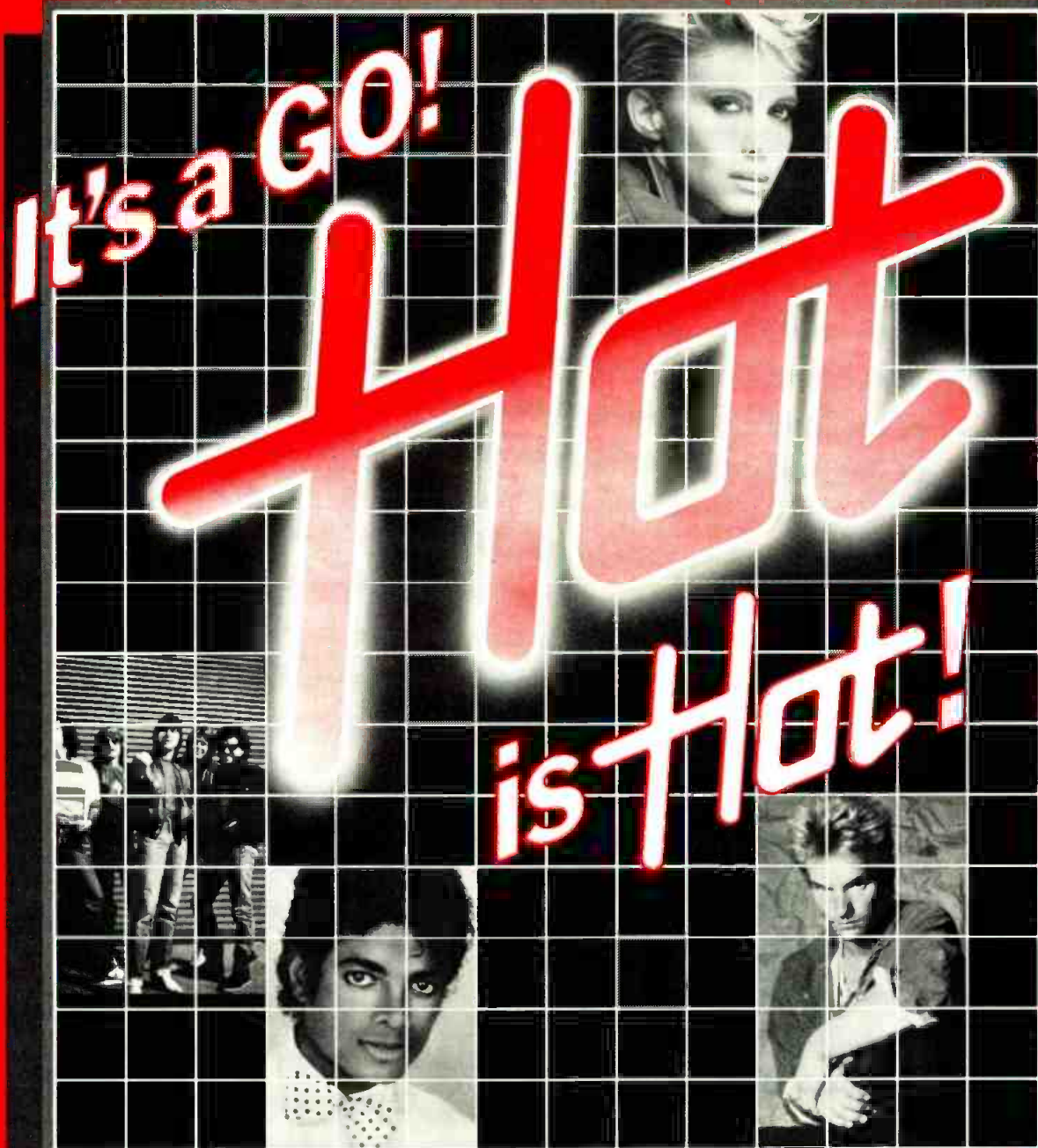
Keebler □ Soft Batch cookies begins planned national rollout in late April in eight markets in East and Midwest in flighted campaigns of two to three weeks. Commercials will be carried in daytime, early and late fringe and prime time. Target: women, 25-49. Agency: Leo Burnett, Chicago.

Southland Corp. □ Company's 7-11 convenience stores are starting three-week flight in 53 markets on May 3 urging support of summer Olympics. Commercials will be carried in early and late fringe, prime time and sports programs. Target: adults, 18-49. Agency: Stanford Agency, Dallas.

Greyhound □ Passenger service will be featured in bus company's flighted campaign to begin May 7 in about 20 markets and continue over 18 weeks until September. Spots will air in all dayparts. Target: adults, 18-34. Agency: Bozell &



Buyout. Katz Communications Inc. has taken a major leap in the national radio representation business with purchase of The Christal Co. and RKO Radio Sales, now called Republic Radio, both of which are said to be valued at over \$21 million—nearly \$18 million for Christal and about \$3.5 million for RKO Radio Sales (BROADCASTING, April 2). The new acquisitions, along with the Katz Radio rep company, will form the nucleus of the Katz Radio Group. Pictured above after agreements were reached are (l-r): Jerry Kelly, president of Republic Radio [RKO]; Ken Swetz, president of Katz Radio and the Katz Radio Group; Charlie Colombo, president and COO of Christal, and Bob Duffy, chairman and CEO of Christal. Kelly and Duffy now report to Swetz while Colombo continues to report to Duffy.



1. So **Hot** we're announcing a firm production commitment!
2. So **Hot** Metromedia has cleared it for early fringe in New York, Los Angeles, Chicago and Dallas!
3. So **Hot** it's already set in Cleveland, Pittsburgh, Minneapolis - St. Paul, Atlanta, Tampa - St. Petersburg, St. Louis, Indianapolis, Baltimore, Kansas City, Buffalo, Columbus, Grand Rapids, Salt Lake City, Providence, Albuquerque, Fresno, Rochester, Lexington, Las Vegas, Brownsville and other markets!
4. So **Hot** we're not waiting for fall. Premieres June 11!

Host Claud Mann

Countdown, of the week's Top 20 music videos based on viewers' survey. 30 minutes Monday through Friday

Produced by Bob Banner Associates
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LORIMAR®

Jacobs, New York.

Delta Faucets □ Line of Peerless faucets will be promoted in five-week flight to begin in early May in 21 markets. Commercials will run in prime time,

news and sports programs. Target: men, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Parker Bros. □ Gyrus video cartridge game will be promoted in four-week flight

AdVantage

National spot. National spot radio billings for February rose 4.2% to \$47,473,500 million, according to data released by Radio Expenditures Reports Inc. Top 10 markets, however, have dropped off 8.2% in spot business. Dallas-Fort Worth remains only major market registering increase—this time up 1%. Chart below highlights spot radio expenditures for February with distribution of dollars broken down by market size.

February Spot Radio Business Expenditures

	1984	1983	1984 vs. 1983 % change	1984 vs 1983 % change YTD
January	39,953,400	39,173,600	+2.0	—
February	47,473,500	45,550,800	+4.2	+2.9
Market	Feb. YTD 1984	Feb. YTD 1983	1984 vs 1983 % change	
1-10	31,899,600	34,855,600	- 8.5%	
11-25	17,920,600	17,200,600	+ 4.2%	
26-50	13,153,000	11,907,400	+ 10.5%	
51+	24,434,900	20,972,400	+ 16.5%	

Percentage Distribution in Top 50 Markets

1-10	50.7%
11-25	28.4%
26-50	20.9%

Need a lawyer? One of fastest-growing categories in television advertising is legal services, which climbed to \$17.8 million in 1983, up 62% from 1982. Television Bureau of Advertising cites figures compiled by Broadcast Advertisers Reports to document growth in legal advertising. Largest TV advertiser in 1983 was Hyatt Legal Services, Kansas City, whose advertising on TV rose 36% in 1983 to almost \$3.1 million. Other top advertisers in category included Jacoby & Meyers, \$832,000; Larry H. Parker law office, \$562,000, and Norton Frickey & Associates, \$556,400.

MMT Sales in S.F. KBNK-TV San Francisco has appointed MMT Sales as national representative, replacing Katz Independent Television sales. Addition of KBNK-TV raises number of TV outlets represented by MMT to 33. KBNK-TV is owned and operated by Chris Craft Industries Inc./United Television Inc.

Winner. Popular "Where's the beef?" television commercial was edged out by Japanese advertisement for batteries for top honors in 24th International Broadcasting Awards sponsored by Hollywood Radio and Television Society. Thirty-second commercial for National Neo Hi-top batteries produced by Bushman Co. of Osaka, Japan, was chosen as television sweepstakes winner, top category for television commercials. Wendy's "beef" spot, produced by Sedelmaier Film Productions, Chicago, took top prize in two categories: best 30-second live action English-language commercial and best humorous commercial. Overall, U.S. took five of 12 television and three radio trophies.

Spanish rise. SIN Television Network reported advertising revenues in first quarter of 1984 rose by 50% over comparable period in 1983. SIN is projecting that annual advertising will reach \$45 million this year, up from \$37 million in 1983. Among spenders on SIN are Procter & Gamble, Johnson & Johnson, Shasta, Sunny Delight, Tampax, General Foods and Colgate-Palmolive.

Windy City strong. Henry Siegel, chairman of Lexington Broadcast Services, New York, lauded Chicago as "booming marketplace" of LBS advertiser-supported syndication. He told luncheon meeting of Chicago agencies and advertisers on March 29 that more than \$40 million of \$130 million in national advertiser sales for LBS 1984-85 program would originate in Chicago. In 1984-85, according to Siegel, LBS Network will present schedule of more than 20 TV series including *Fame*, *Too Close For Comfort* and *Heathcliff*. He said one-third of LBS's inventory of more than 10,000 national 30-second spots will be taken up by Chicago-area advertisers and agencies. Clients include Kraft, S.C. Johnson, Seven-Up, Pillsbury, Kimberly-Clark and Sears, Roebuck.

Broadcasting Publications Inc.

Founder and Editor
Sol Talshoff (1904-1982)

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

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Lawrence B. Talshoff, publisher.

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John Andre, sales manager (equipment and engineering).

Doris Kelly, sales service manager.
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Albert Anderson.

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Debra Shapiro, secretary to the publisher.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

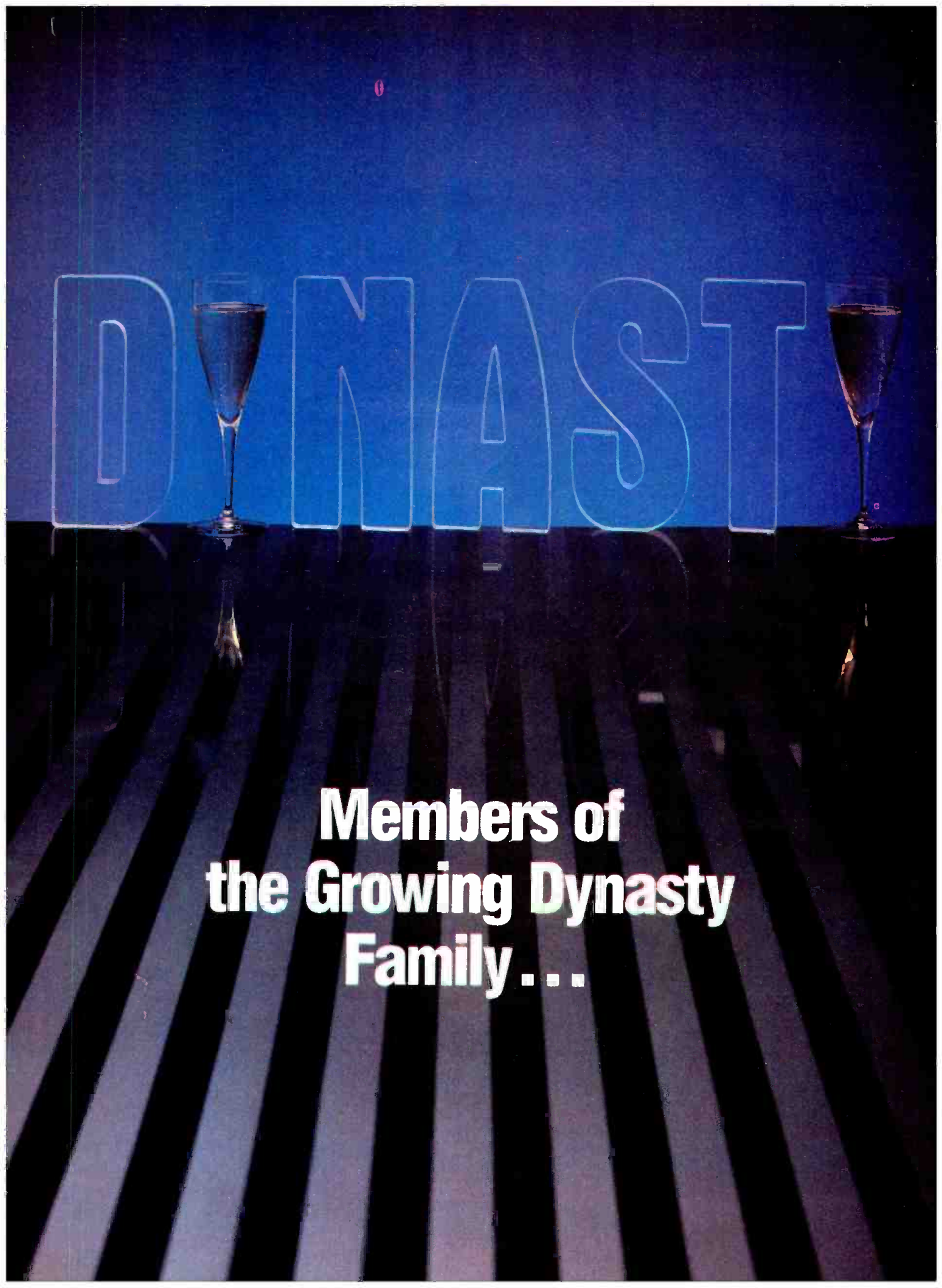


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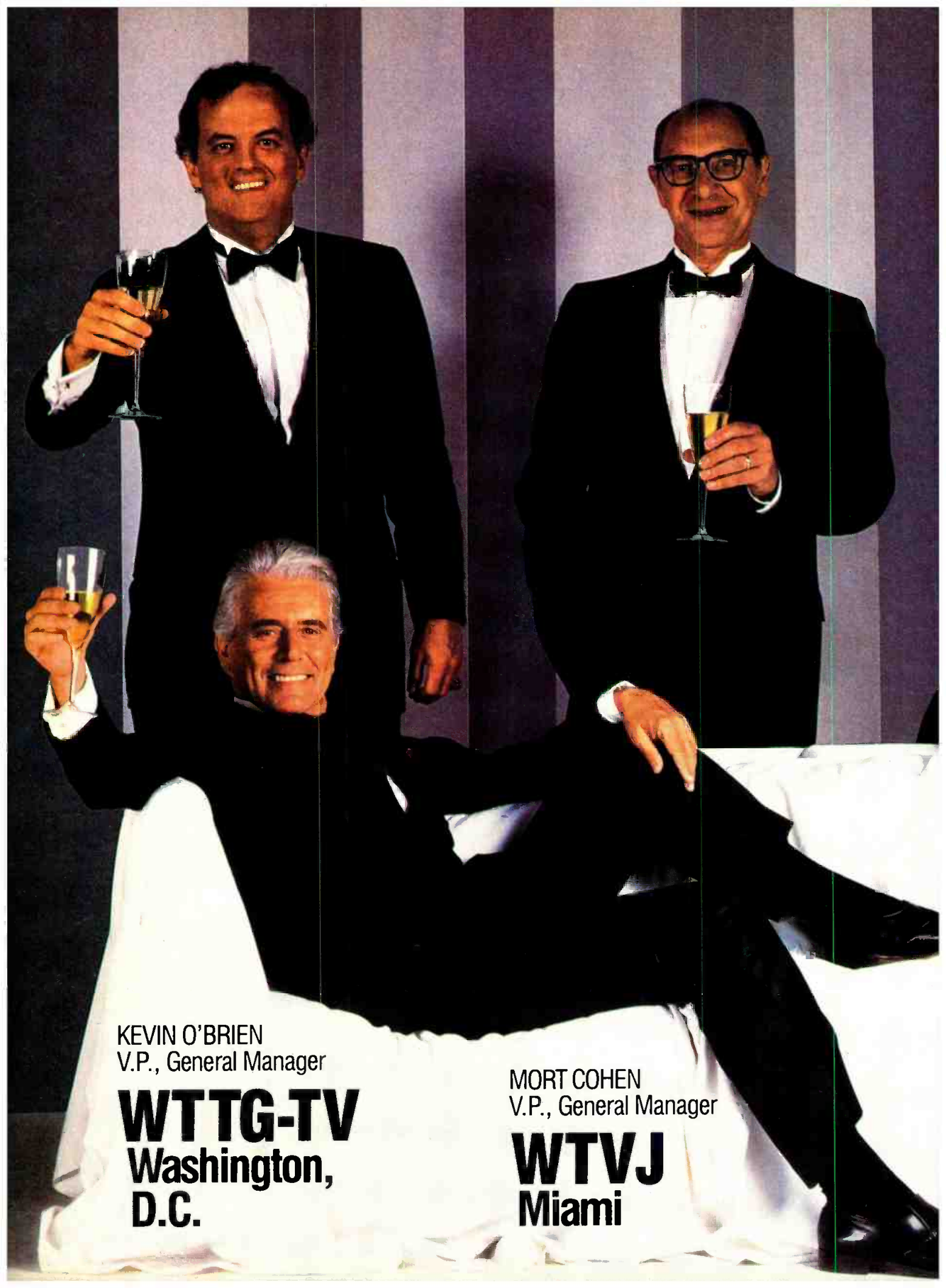
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DYNASTY

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A photograph of three men in formal tuxedos. Two men stand in the background, each holding a glass of champagne. The third man is seated in the foreground, also holding a glass of champagne and smiling. The background consists of vertical stripes in shades of purple and grey.

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V.P., General Manager

WTTG-TV
Washington,
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MORT COHEN
V.P., General Manager

WTVJ
Miami



DON HESS
Program Director

WATL-TV
Atlanta

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beginning May 7 in 25 markets. Campaign for James Bond video cartridge game will begin May 21 for four weeks in 10 markets. Spots will air in all-family programming and early fringe. Target: male teen-agers and men, 18-49. Agency: HBM/Creamer, Boston.

Sundor Brands ☐ Sunny Delight orange juice will be promoted in three-week flight beginning in early May in 43 markets. Commercials will be placed in all time periods. Target: women, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

Presto Foods ☐ Mocha Mix creamer will be advertised in two-week flight to begin in early June in about 10 markets. Commercials will be scheduled in daytime and early and late fringe periods. Target: women, 25-plus. Agency: Admarketing Inc., Los Angeles.

Monday Memo

A free press-fair trial commentary from William Vaughn, O'Melveny & Myers, Los Angeles

Courtrooms and cameras: the media and fair trials

Mary Beth Hughes arrived at her comfortable, suburban home in Los Angeles. It had been quite a day at the courthouse. Television cameras had been everywhere, some briefly pointed in her direction. She was sorely tempted to turn on the television set and watch the late afternoon news. She had never been on television, and today she might catch at least a glimpse of herself. But the judge in the case on which she was sitting as a juror had admonished the jury to avoid any exposure to any media coverage of the trial.

The case was a celebrated defamation action, *Carl Galloway, MD v. CBS, et al.* Dr. Galloway claimed that he had been falsely accused of signing a phony medical report during a *60 Minutes* segment on insurance fraud. Once the trial got under way, a television camera was stationed in the courtroom. Much of the trial was shown across the country by Cable News Network. The hallways outside the courtroom were jammed with reporters and cameras as well as microphones, lights, cables, monitors and small armies to tend them. Local television stations carried daily reports on the trial. So did radio stations and newspapers. Reporters from *Newsweek* and *Time* were there. The appearance of key witnesses, such as Dan Rather who was also a defendant, evoked enough media chaos to make the halls impassable.

Mrs. Hughes (not the real name of any juror) had seen the in-court camera pan across the jury that day, and because she was also in the hallway not far from Dr. Galloway when he was filmed by hand-held television cameras, she thought there was a good chance she might appear somewhere in a news broadcast about the trial. Mrs. Hughes wanted to abide by the judge's instruction to avoid exposure to news coverage. She wanted to be a good juror and she was sure she would be. She also was dying to see herself on television. Did she turn on her set?

I was one of the lawyers for the defendants in that case. I do not know if any juror succumbed to the temptation attributed to the fictional Mrs. Hughes. I thought it likely that some jurors, being human, would do so, and I was apprehensive about it. Dr. Galloway and his lawyer held regular press conferences in the hallway, sometimes expressing partisan views that would not have been permitted in the courtroom. We had talked to reporters too, though much less frequently,



William V. Vaughn is a partner in the Los Angeles office of the law firm, O'Melveny & Myers. He is a fellow of the American College of Trial Lawyers. Vaughn successfully defended CBS in the *Galloway v. CBS* libel case.

and maybe Galloway and his lawyer would say the same of our comments. Even if the parties and lawyers had said nothing, reporter's accounts of the trial tended to isolate, and hence emphasize, bits of testimony or other evidence, giving them a potentially false importance. Jurors, if exposed to media coverage, could have been swayed.

The *Galloway* case offered another test of constitutional values in tension. Rights of free press to report matters of public interest potentially collided with the rights of litigants to a fair trial—one that results in a verdict based solely on evidence permitted and presented in court. The conflict has been addressed by the courts in several contexts during the last decade. In *Nebraska Press Association v. Stuart*, decided in 1976, the Supreme Court struck down a trial court's order severely limiting pretrial press coverage of a notorious murder case. The majority of justices were of the opinion that steps short of a restraint of press coverage could have been taken to achieve a fair trial. The rest believed virtually no restriction of the press was constitutionally permissible. Beginning with *Nebraska Press*, the courts have called for a balancing act of competing free-speech and fair trial interests, but the balancing has not resulted in any serious constraint of the press.

In its 1979 decision in *Chandler v. Florida*, the Supreme Court turned to the constitutional questions posed by the presence

of television cameras in the courtroom. The court refused to condemn the practice unless the defendant or some other objecting party could show in a particular case that such coverage actually compromised the fairness of the trial.

No one in the *Galloway* case expressed much concern about press coverage or cameras in the courtroom. The plaintiff and his lawyer seemed to savor press attention, and since we represented a prominent news gathering organization, there was little room for objection from our side. But even without such inhibitions, I would not have complained. In our system, trials are not idle ceremonies with preordained results. We seek truth in our courtrooms. Someone should be there to tell us of it. The press is our window to how well our processes work. So I find myself in agreement with our trial judge, the able Jack W. Swink, as he dealt permissively but fairly with problems posed by media coverage.

Limitations on free speech rob the concept of its force. A restraint of the press here and there can lead to serious erosion of a liberty that takes its power from the simplicity of its near-universal application. Almost anyone—judge, government official or self-appointed censor—can find some justification for the next “isolated” impingement, and soon a clear, clean value is pockmarked by qualifications and exceptions. Freedom becomes open to question, not absolute. We slither around in grey areas. We give in to doubt.

I also find little in common with those who fear that courtroom television will lead to distortion. They predict that witnesses, lawyers and others will either pander to the camera or feel intimidated by it. So far as I could tell, that did not happen in the *Galloway* trial. Everything seemed natural or as natural as things are in a courtroom. I know I soon forgot about the camera and the audience it served, even during my final argument when the lens was so close I could have touched it with my outstretched arm.

Still, I cannot help worrying some about a real-life Mary Beth Hughes. What if she turned on her set to see herself and instead heard Dr. Galloway's lawyer heaping embellishments on the day's evidence? She could not have put it out of her mind and maybe it would have swayed her. Not good, not fair.

Then again, I probably worry too much. My concern about a fair trial in the *Galloway* case proved unfounded. A fair trial was had. I know because we won. ■

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This week

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

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

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

April 8-12—*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—Reception for telecommunications industry in honor of Max Paglin, who leaves Washington law firm of *Weil, Gotshal & Manges* to become executive director of newly-formed Golden Jubilee Commission, formed to "commemorate the telecommunications industry and to celebrate the 50th anniversary of the Communications Act of 1934 and the creation of the FCC." Embassy Row hotel, Washington.

April 10—*Television Bureau of Advertising* regional sales training conference. Sheraton O'Hare, Chicago.

■ **April 10**—*Hollywood Radio & Television Society* newsmaker luncheon, "Mini-Series and Their Future," with producers David Wolper, Gary Nardino, Perry Laferly and Eric Bercovi. Beverly Wilshire hotel, Los Angeles.

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 Action 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 11-13—"Municipal Administration of Cable TV," seminar sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus. Information: Barry Orton, (608) 262-2394.

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

April 12—*Women in Communications, Washington chapter*, dinner meeting. Speaker: Marian Larsen, vice president, Spiegel. Black Horse Tavern, Washington. Information: (202) 955-5161.

April 12—*Television Bureau of Advertising* regional sales training conference. Westin hotel, Cincinnati.

■ **April 13**—*UPI New York Broadcast Awards*. Windows on the World, New York.

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

■ **April 13-15**—*National Hispanic Media Conference*, second gathering of Hispanic media professionals. Capital Hilton, Washington. Information: Dr. Frank Newton, (213) 743-7158.

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 Whipoorwill Way, Mountain-side, N.J., 07092; (201) 232-6701.

Also in April

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

■ Indicates new or revised listing

Major Meetings

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

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* roundtable. Keynote speaker: Marc Nathanson, president, Falcon Communications. 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, with presentation of Tara Awards. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

April 18-19—*Kentucky Broadcasters Association*

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 MIDEA 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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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—Association of Independent Video and Filmmakers** annual membership meeting. Squat Theater, New York.

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—Fund-raiser for Big Sisters of Washington, roasting FCC Commissioner Mimi Weyforth Dawson. Roasters: FCC Chairman Mark Fowler, former FCC Commissioner Richard Wiley, former FCC Mass Media Bureau Chief Larry Harris, and Jerri Crisman, president, American Women in Radio and Television. Washington Marriott. Information: Karen Kershner, (202) 328-1847.

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

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

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

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

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

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

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

■ **April 25—Women in Cable, New England chapter,** meeting, "Theft of Service." Sheraton Mansfield hotel, Mansfield, Mass.

■ **April 25—Deadline** for entries in Ida B. Wells Award, honoring news executives for increasing number of minorities and elevating level of minority participation in news media, sponsored by *William Allen White School of Journalism, University of Kansas*, Lawrence, Kan.

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 26—New York Women in Film seminar, "From Daytime to Prime Time: Television Production in New York." American Management Association building, New York. Information: (212) 924-7184.

■ **April 26—New York Women in Cable** meeting, "Cable: The Road Not Taken." Viacom Conference Center, New York.

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

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

April 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, Washing-

Stay Tuned

A professional's guide to the intermedia week (April 9-15)

Network television □ PBS (check local times): *Shades of Darkness** (stories of the supernatural), Wednesday 9-10 p.m.; *Nancy Astor** (eight-part biography), Sunday 9-10 p.m. ABC: *56th Academy Awards*, Monday 9 p.m.-conclusion; *The Ten Commandments* (Cecil B. DeMille), Sunday 7-11:30 p.m. CBS: *George Washington* parts II, III, Tuesday 9-11 p.m. and Wednesday 8-11 p.m.; *diana* (Diana Ross concert), Thursday 10-11 p.m.; NBC: *The Duck Factory** (comedy), Thursday 9:30-10 p.m.

Cable □ Wias(TV) Atlanta: *National Cancer Quiz*, Monday 9:05-10:05 p.m. Learning Channel: *National Cancer Quiz*, Saturday 3-4 p.m. Bravo: *Zubin Mehta and the IPO*, Monday 9:30-10:30 p.m.; *An Evening with Dizzy Gillespie*, Tuesday 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programing per day, now-September 13; *Rod Serling: Dimensions of the Imagination*, 60 hours of programing, now-May 3.

* indicates premiere episode

ton 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—Arizona chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Camelback Inn, Scottsdale, Ariz.

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.

Errata

Story on FCC's decision not to require divestiture of cable-broadcast television combinations (BROADCASTING, April 2) misquoted **Commissioner Henry Rivera** as saying he could see no reason to require divestiture of egregious combinations now. Rivera actually said he **could see no reason not to require divestiture** of nonegregious cases now.

□

Gary Poole was named **local sales manager** at WCMH-TV Columbus, Ohio, not **Jeff Cash**, as incorrectly reported in "Fates & Fortunes," March 12. Cash remains **general sales manager**.

□

Katz Broadcasting, which signed deal March 31 to purchase WMLT Gainesville (Atlanta) from WWID Radio Inc., is **owner of three AM's and six FM's**, not reverse as reported in "In Brief," March 26.

□

The following **ownership change applications** were inadvertently listed as **actions** April 2 in "For the Record": KVC-FM Cabool, Mo.; WRCS(AM)-WQDK(FM) Ahoskie, N.C.; WHNC(AM) Henderson, N.C.; WNAW(AM) Norristown, Pa.; WLAT-AM-FM Conway, S.C.; WWWZ(FM) Summerville, S.C.; WENR(AM) Englewood, Tenn.; KRBC(AM) Abilene, Tex., and KVKM(AM) Monahans, Tex.

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.

April 30—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

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

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.

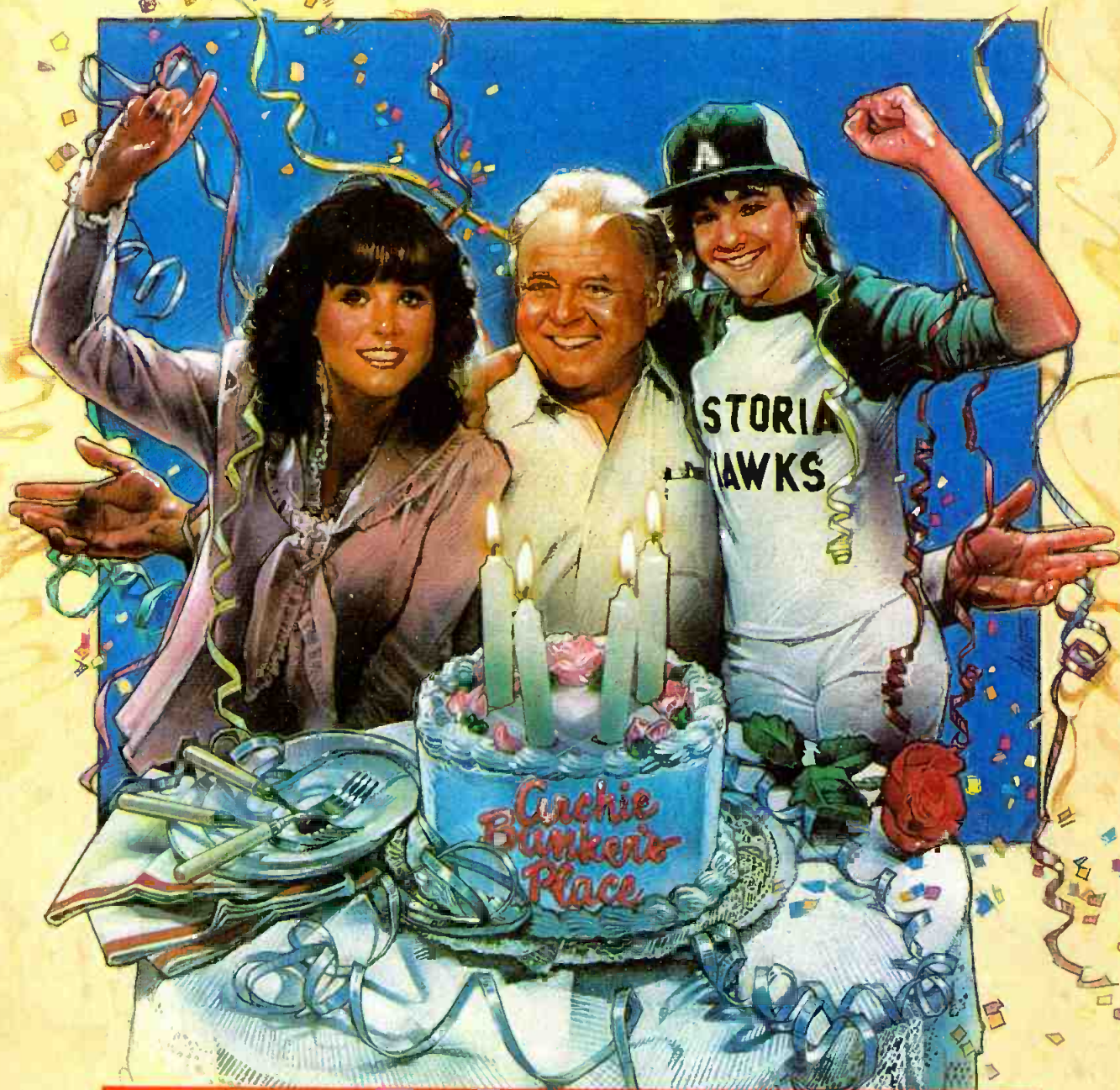
May 9—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

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

May 12—Radio-Television News Directors Association

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WBFS	MIAMI

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

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KMPH	FRESNO
WNFT	JACKSONVILLE
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Open Mike

Down on Dingell

EDITOR: Your interview with Chairman John Dingell in the March 5 issue was most informative. Now we know why he opposes full First Amendment rights for broadcasters. There were no microphones or cameras present during the signing of the U.S. Constitution (at least they weren't in the painting.) Using this sophomoric rationale, how does the chairman justify congressional funding of a United States Air Force? It didn't exist then either.

Surely not even Mr. Dingell can deny in this day and age that any references to "the press," either written or uttered, are assumed by everyone to include broadcasting. If Mr. Dingell called a "press" conference, and only the press (print) showed up you'd hear a shout, "Where's the broadcasters?"

Broadcasters are entitled to full First Amendment rights, and if we all work with Senator Bob Packwood, FCC Chairman Mark Fowler and other statesmen we will one day soon achieve full-fledged citizenship.—*Bev E. Brown, president, KGAS(AM) and Carthage Cable-Vision Inc., Carthage, Tex.*

Skeptical

EDITOR: It was amusing to read National Cable Television Association President Tom Wheeler's comments on behalf of the Committee for Better Cable Television ("Cablecasting," March 12). For Wheeler to speak derisively of "powerful special interest groups" is indeed interesting. It proves the adage that "It takes one to know one."—*Paul D. Friend, Powell, Wyo.*

In memoriam

EDITOR: I was saddened to read of the death of Lee Jahnce ("Fates and Fortunes," March 26). I first knew him at ABC in Radio City days (1947) when I was a member of the engineering department and Lee, Otto Brandt and Johnny Norton were the station relations department. It is a very unhappy feeling to know that "Astonishing Luck" has been silenced forever.—*John H. Battison, director of engineering, WOSU-AM-FM-TV Columbus, Ohio.*

ation 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 15—Deadline for entries in *National Federation of Community Broadcasters* "Community Radio Program Awards." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

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 16-19—*American Association of Advertising Agencies* Southern region annual meeting. Mandalay Four Seasons, Dallas.

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

May 18—*Broadcast Pioneers* dinner, with establishment of Walter Annenberg (publisher, *TV Guide*) scholarship. Four Seasons hotel, Philadelphia.

May 19—*Boston/New England chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Boston Sheraton hotel, Boston.

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 con-

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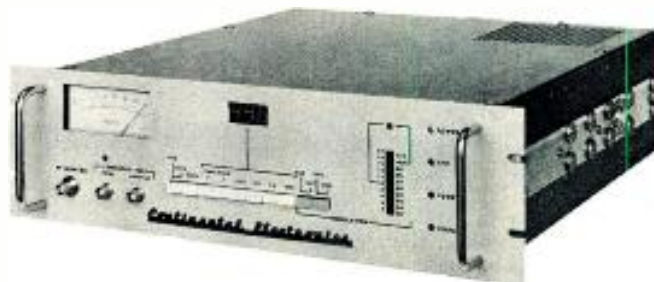
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KKBQ A/F HOUSTON	PETE SCHULTE	HARTE-HANKS

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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—*Women in Communications, Washington chapter*, annual Matrix dinner meeting. Speaker: Pauline Frederick, political and foreign affairs correspondent. Capital Hilton, Washington. Information: (202) 955-5161.

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

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

May 31—*Media Institute* seminar, "New Technologies: Changes and Challenges in Public Relations." Hyatt Regency, Dallas.

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

June

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

■ **June 1**—Deadline for entries in *Academy of Television Arts and Sciences* "Outstanding Achievement in Engineering Development" awards. Information: John Leverence, ATAS awards director, 4605 Lankerhim Boulevard, North Hollywood, Calif., 91602.

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver.

June 3-6—*National Cable Television Association* annual convention, including National Cable Programming Conference (formerly held prior to Western Cable Show in December). Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

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

June 4—*Chicago chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Hyatt Regency, Chicago.

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

June 6—17th annual *Radio Advertising Bureau/Association of National Advertisers* workshop, "Trends and Traditions in Radio Advertising." Speakers include J. Jeffrey Campbell, chief executive officer, Burger King, and F.G. "Buck" Rogers, IBM. Waldorf-Astoria, New York.

June 6-9—Eighth annual Public Radio Development Workshops, sponsored by *The Development Exchange*, service for public radio stations. Frontier hotel, Las Vegas. Information: (202) 783-8222.

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

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

June 8—*Seattle chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Sheraton Center hotel, Seattle.

June 9-11—*NBC* affiliate promotion executives conference. Caesars Palace, Las Vegas.

June 10-13—*Kansas Association of Broadcasters*

34th annual convention. Holiday Inn and Holidome, Manhattan, Kan.

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

■ **June 12-14**—*New York University* summer institute on "The Information City." NYU campus, New York. Information: (212) 598-3133.

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

■ **June 13-15**—*Television Bureau of Advertising* national sales advisory committee. Montauk Yacht Club, Montauk, N.Y.

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

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

June 15-17—*Texas AP Broadcasters Association* convention and awards banquet. Sheraton, Amarillo, Tex.

June 16—*Atlanta chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Omni Civic Center, Atlanta.

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

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

June 18-21—Fourth annual Wharton Sales Management School, sponsored by *Radio Advertising Bureau*. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 599-6666.

June 19—*New York chapter, Women in Cable*, meeting. Viacom Conference Center, New York.

■ **June 19**—*Television Bureau of Advertising* regional sales training conference. Sheraton National Airport, Washington.

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

June 22-24—*American Meteorological Society* 14th conference on broadcast meteorology. Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

June 23—*Washington chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Wax Museum, Washington.

June 23—*San Diego chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Intercontinental hotel, San Diego.

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

June 25-28—Seventh annual *Visual Communications Congress*. New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

■ **June 26**—*National Association of Broadcasters'* seminar on television acquisition. Sheraton Center, New York.

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

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

June 29-30—*Radio-Television News Directors Association* region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

June 30—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: RTNDA, (202) 737-8657.

June 30—*Cleveland chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Cleveland Playhouse Square, Cleveland.

July

July 9—Deadline for entries in Maggie Awards, presented by *Planned Parenthood Federation of America* for "outstanding media projects dealing with the issues

of contraception, abortion, sexuality, education, teenage pregnancy or other family planning concerns." Information: PPFA, 810 Seventh Avenue, New York, 10019.

July 12-14—*Montana Cable Television Association* annual meeting and convention. Huntly Lodge, Big Sky, Mont.

■ **July 14-17**—28th annual *Television Programming Conference*. Hyatt Regency Austin, Austin, Tex. Information: Warren Jones Jr., Air University Television, Building 1402, Maxwell Air Force Base, Alabama, 36112.

July 15—Deadline for nominations for historic sites in journalism, to be marked by *Society of Professional Journalists, Sigma Delta Chi*, in 1985. Sites nominated should honor journalists as well as physical locations. Information: Larry Lorenz, department of communications, Loyola University, New Orleans, 70118.

July 15-18—*New York State Broadcasters Association* 23rd executive conference. Rye-Town Hilton, Rye, N.Y.

July 16-18—*Community Antenna Television Association* annual "Community Cable Operator's Seminar (C-COS). Marriott's Tan-Tar-A Resort and Golf Club, Osage Beach, Mo. Information: (703) 823-6522.

July 17-19—Fourth annual WOSU broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus, Columbus, Ohio.

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

July 19-21—*National Federation of Local Cable Programmers* annual conference, "Community Programming: Managing the Hidden Resources." Sheraton hotel, Denver Tech Center, Denver. Information: (303) 484-6300.

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

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

July 24-27—*Florida Cable Television Association* annual convention. Breakers, Palm Beach, Fla.

July 29-31—*California Broadcasters Association* summer convention. Hyatt Del Monte, Monterey, Calif.

July 30-31—"Home Satellite TV Conference," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

July 30-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Sheraton Sturbridge Inn, Sturbridge, Mass.

August

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

Aug. 15—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, D.C., 20036.

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

Aug. 17—"Cable TV: Color It Rosy," seminar sponsored by *Kelly, Scott & Madison Inc.*, advertising agency. Hyatt Regency O'Hare, Chicago.

Aug. 28—*Ohio Association of Broadcasters* sales managers' conference. Dublin Stouffers, Dublin, Ohio.

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

Aug. 29—*Ohio Association of Broadcasters* sales school for novice salespersons. Dublin Stouffers, Dublin, Ohio.

September

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

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At Kaman, today's quality is tomorrow's reputation.

Broadcasting Apr 9

Vol. 106 No. 15

TOP OF THE WEEK

Turnover at the top for NCTA

The turnstiles started spinning at the National Cable Television Association last week, first with the resignation of Thomas Wheeler as president (to be succeeded by James Mooney, the incumbent executive vice president), and then with the announcement that Gus Hauser, the association's vice chairman, had been rejected for the chairmanship in favor of Ed Allen, a veteran cable operator who presumably is free of the "promises, promises" reputation from which the industry hopes to dissociate itself. But if the cable industry was quick about the changing of its old guard, so too was its alacrity in closing ranks behind the new.



Mooney and Wheeler

After eight years of speaking for the cable industry, Tom Wheeler will become a part of it. He informed the board of the National Cable Television Association at its meeting last Wednesday on Captiva Island, Fla., that he would be stepping down as the association's president on July 4 to join The Nabu Network as its president and chief executive officer. Upon receiving the news, the board promptly and unanimously tapped NCTA Executive Vice President Jim Mooney to succeed Wheeler.

"I believe in what I've been preaching and it's time to go out and do it," Wheeler said at a press briefing in Washington the day after the board meeting, and his 38th birthday. "I've been working for entrepreneurs and

now it's time to do the same thing they did—take an idea and make it reality. I have had one hell of a time here. This has been a terrific growth experience and lots of fun."

The Nabu Network plans to offer computer software to consumers in the same way the pay television networks offer uncut, uninterrupted movies—over satellite and cable for a monthly subscription fee (see story, page 35). The network is based in Ottawa, where the service made its debut last October, but the U.S. subsidiary and Wheeler will be based in Alexandria, Va., where the service will make its U.S. debut next month. He declined to discuss what he'll be making at the new job; he intimated, however, that his arrangement included equity participation.

That Wheeler will make the jump into the industry he's represented should come as no surprise. He let it be known prior to NCTA's annual convention last June that he was considering such a move and had, indeed, been approached about some jobs ("Closed Circuit," May 9, 1983). Rumors about his departure subsided last November, however, after he signed a new two-year contract that superseded one that was to have expired this summer.

Wheeler said his resignation certainly came as no surprise to the board. It had been aware of the possibility "for a long time," he said. In negotiating his new contract, he said, he insisted on a provision that would terminate the contract upon Wheeler's giving 90-days notice. The board was willing to sign a contract that would not have penalized him for walking away from it, he said, but "I didn't want to sign a sham."

Wheeler joined the National Cable Television Association as executive vice president in April 1976 after a seven-year stint at another trade association, The Grocery Manufacturers of America. He succeeded Robert Schmidt as president in August 1979. During his tenure, he was respected inside and outside the industry as an effective administrator and lobbyist at a time when the industry was going through a turbulent period.

Asked to tick off some of NCTA's accomplishments during his tenure, Wheeler cited the passage of the 1976 Copyright Act and federal pole-attachment legislation, the repeal of the FCC's syndicated exclusivity and distant-signal rules, some of the restrictions imposed on AT&T during its breakup, improvement of NCTA's and the cable industry's image and the creation of an NCTA staff "beyond compare with any other association

in the industry, if not in Washington."

He said he had no real disappointments. "There is nothing I look back on and say, 'Aw shucks, I wish things had been different.' We have been able to nibble away at things as they come along."

Some reporters questioned the timing of Wheeler's announcement given the uncertainty of H.R. 4103, a cable deregulatory bill that NCTA believes is vital to the industry. The announcement comes in the middle of negotiations seeking a compromise on some of the bill's provisions with the National League of Cities, which opposes the bill in its current form. Wheeler pointed out that he will be around for another 90 days and that if, "by some quirk of fate," the fate of the bill is not resolved by then, he'll be "available on a priority-call basis" for whatever he can contribute.

"I am personally committed to the passage of this bill," he said. "I lie awake at night worrying about it."

"That's the difference between our styles," said Mooney. "Tom lies awake and worries about it. I sleep and dream about it."

After 10 years as a legislative aide on Capitol Hill, Mooney became executive vice president of NCTA in September 1981, replacing, in effect, NCTA's two senior vice presidents, Bob Ross and Kathryn Creech, who had resigned that year.

At the press briefing, Mooney was reticent, apparently not wishing to assert himself until the gavel had officially passed. He declined to talk about his "agenda" for the association. "I think the time to do that is when I take office. In the meantime, Tom Wheeler is president of NCTA and will remain president until the day he walks out the door."

When Mooney walked in the door at NCTA, he had no experience at running an organization of its size, which he was expected to do as executive vice president. But he has apparently functioned well in the role. During a 1982 interview, he said the trick is to delegate authority to good people. "Department heads ought to be department heads," he said. "I shouldn't second guess them every 10 minutes or follow them around into all the nooks and crannies, constantly trying to direct their activities."

During his two-and-a-half-year tenure, he said after the press briefing, he reshaped the NCTA staff, making it more professional. "We have gotten away from the theory of bringing in a bunch of kids, not paying them anything and working the hell out of them. . . . We have a real research department now with real live economists."

According to Mooney, good politics is a combination of planning and persistence. Some trade associations tend to exaggerate the "Machiavellian nature of politics," he said. But politics is simply a matter "of slogging through the mud and attending to the thousands of details that need to be attended to."

As Mooney recognizes, his personal style is different from Wheeler's. "Tom is much more outgoing. He is a brighter persona than I am," he said. "But I'm not quite as dull as some people think I am." □

Allen surprise choice as NCTA chairman

Association declines to name vice chairman Hauser to post—in effort, some say, to avoid connection with Warner Amex's franchise problems

The National Cable Television Association board of directors last week passed over NCTA's vice chairman, Gustave M. Hauser, to settle on Edward M. Allen as chairman—and in the process made what some observers and members of the board suggested was a statement regarding the industry: It is concerned about the image of the industry as one whose members make "blue sky" promises in competing for franchises, and then renege under the pressure of real-life business conditions. The history of Warner Amex Cable Communications in backing away from some of the commitments it made to communities when Hauser was chairman and chief executive officer was said to have been on the minds of NCTA board members when they voted on Wednesday during their meeting at Captiva Island, Fla.

Backers of Allen, who is president of Western Communications Inc. of Walnut Creek, Calif., stressed the positive in urging

his election. "Those of us who voted for him thought he would represent the industry in an excellent manner," said William B. Strange Jr., vice president-corporate development of Sammons Communications, who placed Allen's name in nomination. Allen is in his second term as chairman of C-SPAN; he has served on the NCTA board for 12 years, was on the executive committee for six and is a former director of the California Cable Television Association. Strange and Clive Runnells, president of Mid Coast Cable Television Inc., Houston, who seconded the nomination, cited those career milestones at the meeting and in interviews with BROADCASTING. And Strange said Allen's experience is particularly important in view of the resignation of Tom Wheeler as president, after five years, and his replacement by James P. Mooney, NCTA's executive vice president (see page 33). "We need a person who can speak for the industry and board, and free Mooney to run the association," said Strange.

But Strange, as well as some board members who preferred to speak not for attribution, also acknowledged that the problems that have surfaced at WA since Hauser left that company at the end of 1982 to establish Hauser Communications Inc., which is in the market for cable systems, worked against Hauser in the secret-ballot election. WA is seeking cutbacks in service and channel capacity for its franchises in Milwaukee and Dallas, and is in a dispute with officials in Cincinnati over a proposed rate hike (see page 96). Strange said the WA problems, through Hauser, might have reflected on the industry. "It's a concern of mine what you think of the industry," Strange said.

The fact that Hauser's position as vice chairman of NCTA did not serve as a springboard to the chairmanship was not regarded as significant. Board members noted that that "tradition" had been established only "two or three years ago." Ignoring it, as one member said, "was no big deal." But the member agreed that WA's current "retrenchment" policy troubled a number of the 28 board members present. "Gus is liked and respected," the member said. "But it's an inopportune time for him to be chairman. . . . Warner's retrenchment is an embarrassment to the entire industry." Another member said, "Gus is the legacy of what he produced—'blue sky' promises. His former company has to fight its way back." And one member, a former NCTA chairman, also cited the importance of going into the chairmanship with as much support as possible. "You don't want that job with a divided board," he said. "You need a comfortable margin to start, for things happen that erode support." Those arguments were not made in the meeting preceding the vote, reportedly. But some members said they were the subject of "hallway conversation," as one put it.

If the commitments that WA made in battles for franchises were a problem for Hauser, Allen's approach to that part of the business would have made him all the more



Allen



Hauser

attractive to members of the board. He was quoted in a "Fifth Estater" as favoring acquisition of cable systems rather than seeking new franchises as a means of expanding a company (BROADCASTING, Sept. 6, 1982). He was also quoted as describing the state of franchising as "idiotic," and as maintaining that the promises being made by operators and extracted by cities "are an extreme disservice to stockholders and ultimately to the industry."

Hauser himself disputed the notion that there was a connection between the WA "retrenchment" and his failure to win election to the NCTA chairmanship. He attributed Allen's victory simply to his qualifications. And William J. Bresnan, chairman and chief executive officer of Group W, who nominated Hauser, shared that view. "The commitments made to major cities [by cable systems] are not the fault of only one man," he said. "I don't think any one company is to blame, or even the industry as a whole." He said financial analysts, government officials, and the press share responsibility for "the hype" that led to the commitments. "Some may focus on Warner because it was more successful than some," he said.

But the theme of many of the comments heard last week following the meeting was unity. Hauser described Allen as "a very

qualified man," and said, "The industry is lucky to have him." Indeed, Hauser was said to have handled his defeat at the board meeting in a "classy" manner. His defeat, a member said, "is a nonissue, because he was such a gentleman. It will have no continuing ill effect."

Bresnan indicated he was not disturbed by the result of the election. "We were fortunate to have two qualified people willing to serve," he said. And Runnells, for his part, was looking to the future. He noted that NCTA faces trouble on Capitol Hill in securing passage of the cable deregulation bill, S. 66, and in gaining protection against copyright royalty increases the NCTA considers unfair. "He has to pull us together," he said of Allen. "And he is the best one to do that."

Allen, who takes over as chairman following the NCTA convention, June 3-6 in Las Vegas, saw two other issues facing the industry—the continued battles with the telephone companies he says want to invade the cable television business but keep cable out of their industry, and a growing emphasis on establishing cable's First Amendment rights. As a result, he said, "it promises to be an interesting year." As for the reason for his election, he said, "I've been around for 25 years; some people wanted a horse race, and they think this is the year for me." □

What's new? Nabu

Network will deliver software to home computers via satellite and cable systems; NCTA's Wheeler will be company's president

If you ask a Babylonian, he'll tell you that Nabu is an omniscient god, the son of Marduk and the patron of the art of writing. But if you ask Arthur Esch, he'll tell you it's a novel satellite-delivered service that he hopes will quickly propel cable television into the information age.

Esch is executive vice president of the Nabu Network, which plans to deliver computer software to home computers in the same way Home Box Office delivers movies to home television sets—via satellite and cable systems. And like HBO, Nabu will split monthly subscription revenues with the cable system operators and the producers of the software.

The service made its debut last October for the 85,000 cable subscribers in Ottawa, where Nabu is based. It will be offered for the first time in the U.S. on May 15, Esch said, to the 20,000 subscribers of Tribune Cable's system in the Washington suburb of Alexandria, Va., where he and the Nabu Network's U.S. subsidiary are based.

(Nabu's U.S. subsidiary will be guided by some prominent cable people. Tom Wheeler announced last week that he was resigning as president of the National Cable Television Association to become president of the network [see page 35]. Its board will include Esch; Robert Schmidt, president, Communications Technology Management; John Saeman, vice chairman and chief executive officer, Daniels & Associates, and Doug



Dittrick, president and chief executive officer, Tribune Cable Communications. Schmidt is a former NCTA president; Saeman and Dittrick are former NCTA chairmen ["Closed Circuit," April 2].)

The Nabu Network is not the only company trying to serve "the home of the future," Esch said. But it's the only one that's now trying to serve it

with the broadband technologies of satellite and cable. And broadband means speed. The Nabu Network will be able to deliver computer software and information to the home in a fraction of the time it would take telephone-based videotex systems to do the job, he said.

The network has assembled a broad range of computer software that it hopes will appeal to every member of the cable household. In Alexandria, said Vivian Goodier, vice president, U.S. cable sales and relations, Nabu will initially offer a package of at least 65 software titles providing information, education and entertainment for \$12.95 a month. Nabu also plans to offer a professional tier, containing software for word processing, spread sheet and accessing remote data bases, for \$7.95, she said. Nabu is still assembling the professional tier, she said,

and whether it will be available when the service is first offered is uncertain.

But that is just the start. Over a single satellite transponder and cable channel, Esch said, Nabu can offer many tiers. In addition to the general interest tiers, he said, the network will offer special interest tiers (for stock portfolio management, for instance) as the service matures.

From the network's central computer in Ottawa, the computer programs are digitally transmitted over a satellite and through cable systems in a continuous cycle. Homes that subscribe to the service are outfitted with the Nabu modem or adapter, a \$200 black box that acts as the interface between the cable system and the home computer. Because the modems are addressable, cable operators can remotely add or subtract tiers of service in individual homes.

One of the reasons the network has been able to license popular software for the service is its inherent security, Esch said. Although subscribers can download the software and work with it, he said, they can't copy it onto a tape recorder or computer disk. Certain codes are removed from the software to make the copying impossible, he said.

According to Goodier, cable systems will be able to affiliate with Nabu and offer the service with a relatively small capital investment. Nabu will pick up the \$5,000-to-\$10,000 cost of the necessary headend equipment, and the Nabu subscribers will purchase the computer. The affiliates pay only for Nabu modems, she said. Affiliates will be able to purchase the modems, which will cost around \$200, from Nabu by putting \$25 or \$30 down and paying off the balance over three to five years.

The revenues derived from the service will be split almost equally among the cable operators, the software providers and Nabu, she said.

Like other national cable services, Nabu will be distributed via satellite. The service is now being bounced off one of Telesat Canada's Anik satellites, which covers about 75% of the United States. To achieve complete coverage and to obviate the need of cable operators to add another earth station to look at the Anik satellite, Nabu officials said the service is trying to line up capacity on either Galaxy I or Satcom III-R. Since the two satellites distribute most of the popular cable services, most cable systems have earth stations capable of receiving feeds from them.

For the first several months of service, subscribers will have to buy a computer manufactured to Nabu's specification by Samsung of Seoul, South Korea. The list price of the computers is \$299, said Esch, but a lower "introductory price" will probably be set for the Alexandria roll-out. The computers have 64K RAM, a three-sound generator and a 16-color graphics generator.

To address those potential subscribers that already have home computers, said Esch, Nabu is developing modems compatible with IBM, Commodore and at least one other popular make of computer. Nabu will demonstrate an IBM modem at the National



Ready for Nabu. The Nabu personal computer up close (top) and being used by Vivian Goodier, Nabu's vice president, U.S. sales and relations, to access "Alpha Blast," one of the network's educational problems.

Cable Television Association convention in June, he said, and may have some ready for the marketplace early next year.

Consumers who already have low-cost computers are an important part of Nabu's marketing plans, said Esch. After purchasing the computers, he said, many found that the real expense of home computing was not hardware, but software. The games' programs, for instance, cost \$25 or \$30 each. "And the obsolescence was terrific," he said. "They would play a game for two weeks, get tired of it and never play it again." More significant, he said, management and programming software that costs hundreds of dollars can also become obsolete.

Nabu simultaneously solves the cost and obsolescence problems, Esch said. Nabu subscribers will have access to thousands of dollars worth of programming for the cost of a pay television service or two. What's more, he said, Nabu will offer new games software each month in the same way HBO offers new movies and will also update and improve the

educational, professional, home management and software.

The service will not be easy to market to cable subscribers, Esch admitted. Because most people are still uncomfortable around computers and computer sales representatives, he said "it is extremely important for the subscribers to demonstrate the system in the subscriber's home." The cable sales rep should demonstrate it and then leave it for several hours for the subscribers to play with, he said.

Esch and the other Nabu executives and investors have been heartened by the initial response to the service in Ottawa, where it has been offered on the city's 85,000-subscriber system since last October. Some 1,500 subscribers have taken the service, he said, but the Ottawa experience is not a fair measure of the service's appeal. The service was rolled out there without an adequate supply of hardware and without "aggressive" marketing, he said.

In Alexandria and in other U.S. markets, Esch expects the service's penetration to reach 5% within the first nine months of its introduction and 19% within three years. The projections are based, in part, on the computer industry's belief that 37% of all homes will have communicating computers by 1988 and Nabu's belief that it can serve at least half of them, he said.

The Nabu Network has a brief, but convoluted history. According to Esch, the publicly traded Nabu Manufacturing Corp. was formed in July 1981. After that it acquired 11 computer software and hardware companies, "shook out the talent and technology" and then spun the companies off. Two months ago, Nabu Manufacturing was split into two distinct companies, the Nabu Network and Computer Innovations Distribution Corp. The latter, Esch said, is the leading retailer of IBM and Apple computers in Canada and expects to collect \$90 million in revenues in 1984. The Nabu Network, as now configured, is principally owned by Campeau Corp., a Canadian real estate developer.

Nabu Manufacturing and the Nabu Network have spent around \$70 million to assemble the technology needed to deliver software to the home in an economical way. To roll out the service across the nation, said CTM's Schmidt, it will have to raise another \$50 million in equity and debt. It can't be done "with Band-aids and baling wire," he said.

Tribune Cable's Dittrick is taking a wait-and-see attitude toward the new service. "We've been playing it somewhat low key until we see how it plays in the marketplace." Because it is unlike anything else being offered by cable, he said, it could give systems a boost in basic cable penetration. "It'll be interesting to find out what the computer software market is," he said. "Do consumers want to access this or do they want to develop their own [software] libraries?"

According to Dittrick, one of the nice things about the service is that it's compatible with conventional one-way cable systems. "It downloads the program when you ask for it and away you go." □

Teletext launched on CBS affiliate

In New York press conference in connection with launch, broadcast executives discuss future of teletext service

The biggest news to come out of the press conference held in New York last Wednesday (April 4) in connection with the launch that evening of the first local teletext service by a CBS affiliate—WBTV(TV) Charlotte, N.C.—may have been that Matsushita, under its Panasonic label, is supplying the market with decoders at a suggested retail price of \$300, the most affordable North American Broadcast Teletext Standard decoder made available to date. The catch is that those decoders are compatible only with television receivers with separate red, green and blue video signal inputs, which, though by most accounts the wave of the future, have a very small penetration rate in the U.S. market. And the ones available now are on the high end of the product line—Panasonic's Omni Series RGB-input set retails for a suggested \$1,200.

Executives at the press conference acknowledged that the high consumer costs associated with the NABTS standard would no doubt restrict penetration in the early years of the fledgling business, and that the business really won't take off until decoders are built into television sets, lowering their cost appreciably. The estimates vary as to when that day will come, but Joseph Flaherty, vice president, engineering and development, CBS Television Network, who was on hand at the press conference, said it would probably be "within the next year or 24 months." He said that teletext technology's current situation was not unlike that of color television when it first got off the ground more than 30 years ago. The first color receivers cost \$1,000, "and those were 1952 dollars."

It's possible that Matsushita or some other manufacturer will develop a decoder for the conventional RF receiver. Sony is expected to exhibit a teletext decoder at this year's NAB, and RCA and Hitachi are also understood to be developing models of their own.

The Panasonic decoders (and the necessary RGB-equipped receive units) were available in Charlotte by the day of launch last week. As to when Panasonic will roll out its decoders to other markets (both NBC and CBS have been transmitting national teletext service over their respective networks for about a year), a company representative at the press conference said: "Pretty soon." Others at the press conference included the heads of the CBS and NBC television networks, Tony Malara and Pier Mapes, respectively, as well as the two executives in charge of teletext operations at each network, Albert Crane (CBS) and Barbara Watson (NBC); Group W's William F. Baker; several executives with Jefferson-Pilot Broadcasting, licensee of WBTV, and representatives of

TeleDiffusion de France, which developed most of the hardware for the NABTS system, and its American-based marketing subsidiary, VCA-Videographic Systems of America Inc.

Malara said the launching of the local WBTV system was "the realization of part of a dream that's been a long time coming." He said that CBS's network teletext system, known as Extravision, and local teletext services, such as WBTV's, represent "the perfect example of how we [the network and affiliates] can harness new technologies together and make them work."

And Extravision's Crane noted that while it was the network that took the initiative, with its depth of resources, in starting up teletext, "localism is where the real future of television teletext lies," given viewer demand for local news, weather and sports and other services that teletext will provide.

Cullie Tarleton, senior vice president and general manager, WBTV, acknowledged that "we don't know the depth of the market" for teletext yet, and that the station's initial promotional thrust would be directed at consumers. "Once we achieve significant subscriber penetration," he added, the station will approach the advertising community. "The pace [of subscriber acceptance] is a question mark," Tarleton did not disclose the station's promotional budget for teletext, but said there would be "heavy on-air promotion" of it.

NBC's Mapes said that the network's affiliate, WDSU-TV New Orleans, will launch a

six-month teletext project in conjunction with the World's Fair to be held in that city from May to November. The station will decide later whether to continue with the project after the closing of the fair at a later date. The station will have an exhibit at the fair and terminals at other high traffic areas throughout the city. (Both CBS and NBC, as well as proponents of the British World System Teletext, all plan major teletext demonstrations at the Los Angeles summer Olympics.) "I called 1983 the year of the launch," for teletext, said Mapes. This year, he said, "will be the year of consumer promotion."

Group W's Baker said that the company's NBC affiliate in Charlotte, WPCQ-TV, would give WBTV there a run for its money in promoting teletext. It was noted however, that there are currently no plans to start a local teletext service at WPCQ-TV.

John Edgerton, vice president, administration, Jefferson-Pilot, said the station's teletext staff totaled four employees. In addition to those programming services already in place such as news, sports and weather, he said others were in development, such as an airline schedule information service, and services to assist viewers in a variety of emergency situations.

Edgerton showed a 60-second spot produced at the station just the day before, promoting the Panasonic decoders. The spot stressed to viewers that "no cable hookup" would be necessary, and ended with the tagline, "The miracle of teletext—keeping you just slightly ahead of our time."

Intelsat study says it has advantage over competition

Economic analysis indicates satellite system would be able to protect its business because of transponder capacity

Ever since Orion Satellite Corp. more than a year ago applied to the FCC for authority to establish an international telecommunications satellite system, officials of the International Telecommunications Satellite Organization have expressed concern about the possible effect on its operations of the proposed competition. The concern was intensified with the filing in August of the application by International Satellite Inc., which also wants to provide satellite service linking the U.S. and Europe. But an economic analysis prepared for Intelsat indicates that if the three competed, the loser would probably not be Intelsat. The reason: Intelsat's cost advantage growing out of an economy of scale.

The report does, however, leave open the possibility that ISI, at least, might be able to reduce costs to a point where it could drain business away from Intelsat. And it makes an economic argument for permitting Intelsat to change its method of pricing to avoid "significant economic harm." Intelsat is required by international agreement to average its prices. The report says if Intelsat charged on the basis of incremental costs, it could easily under price the proposed competitors.

The report—"The Economics of International Satellite Communications"—was prepared by Walter Hinchman Associates, and an executive summary was distributed to Intelsat's signatories—the telecommunications entities of member countries that have signed the Intelsat Operating Agreement—in advance of their meeting in Washington beginning today (April 9). A copy was made available to BROADCASTING.

(The report is not the first work Hinchman has done in the area. Last year, his firm was hired by Orion to review an economic study by another consulting firm that dealt with cross-subsidization in the Intelsat system. That earlier study concluded that if there was cross-subsidization, the subsidies were going from less-developed to developed areas of the world. Hinchman's study for Intelsat disagrees (BROADCASTING, Sept. 13, 1983.) But he says he is convinced no conflict of interest is involved in his work for Intelsat. He said not only did he simply review another consultant's work, for Orion, he said he disagreed with the methodology used. A spokesman for Orion said its lawyers "are looking into the matter," but would not elaborate.)

At present, four applicants are seeking commission authority to provide international satellite service. Those besides Orion and ISI—RCA Americom and Cygnus Satellite Corp.—filed their proposals too late to be included in the Hinchman study. Com-



Panasonic's A. Adam Yokoi



WBTV's Jorgenson



CBS-TV's Tony Malara

mission consideration of all four is on hold, pending a presidential determination as to whether such systems are in the national interest.

One factor in the Hinchman report that might give pause to companies seeking to enter the international telecommunications satellite business is what is described as the "chronic" underutilization of Intelsat's satellite capacity. The report notes that in 1981 only 49% of Intelsat's 2,858 available transponder-months were used for any purpose. Most of the 1,413 transponder-months that were used—972—provided voice-grade half-circuits, primarily for international public message services, which Orion and ISI say they do not intend to provide. The remainder were used for video, data and occasional voice services. And Orion and ISI intend to provide video and other nonpublic telephone service.

The report notes that underutilization of capacity results in an increase in prices, since the cost borne by Intelsat members is the cost per unit of utilized capacity. Nevertheless, Intelsat, according to the Hinchman report, has such a strong comparative advantage over Orion and ISI in terms of transponder-year costs as to assure the global system of surviving a competitive challenge from them, barring what the report indicates is the unlikely event ISI achieves 75% utilization of its system, which would be larger than Orion's, in three years. Hinchman, in an interview, says he arrived at his conclusion by determining each system's revenue requirements, and dividing them by the number of transponders available. And Intelsat, it appears, has a greater economy of scale.

Even if the utilization of Intelsat's capacity remained at about 50%, the report says, the system's average annual cost per utilized transponder during the 1984-88 period under study will be \$1.46 million or, if post-1993

capacity costs are excluded, \$1.35 million. If transponder utilization levels reached 70%—which is close to the 75% level typical of terrestrial facilities and assumed for Orion and ISI—the figures would decline to \$1.04 million and \$970,000 respectively.

Orion, according to the study, would have trouble surviving, let alone competing successfully. Basing estimates on the "unrealistic" assumption that Orion would lease 75% of its transponder capacity within three years, the study's author says Orion's average annual cost per utilized transponder would be \$1.94 million. "Clearly, the Orion system would not be cost-competitive with Intelsat, even on an average cost basis and under unrealistic cost and market assumptions that are most favorable to Orion." If Orion leased transponder capacity at a cost to match Intelsat's—say, \$1.5 million per year—it would "hardly be economically viable," the report says. The system would earn an 11.67% internal rate of return. At \$1 million lease rates, the report adds, Orion would experience negative rates of return.

The picture is somewhat brighter for the larger ISI (96 versus 44 transponders) because of its superior economy of scale. Under a "more realistic yet still optimistic assumption"—that ISI achieves 75% capacity within five years, rather than three—the ISI annual cost per utilized transponder would be \$1.63 million. But if the "unrealistic" growth rate of 75% utilization within three years was achieved, the cost per utilized transponder would drop to \$1.09 million, and it could realize "marginally viable internal rates of return—4.71% to 17.15%—at annual lease rates of \$1 million or more."

"Thus," the report says, "ISI would be cost-competitive with Intelsat, on an average-cost basis, only if Intelsat utilization levels remain well below 70% while ISI achieves both its atypically low cost esti-

mates and unrealistically rapid growth to full 75% utilization of its system capacity."

Given those comparative figures, Intelsat would not seem to be in serious danger. But the report says the Orion and ISI systems might be authorized and established under the expectation that Intelsat "would not be allowed, or would not choose, to employ incremental cost 'pricing' of its incremental capacity." Under those circumstances, the systems would constitute "an economic threat to Intelsat," whether by diversion of existing business or the handling of new business Intelsat would otherwise carry. Any such diversion would result in lower utilization of Intelsat capacity than would otherwise exist, and that, in turn, would translate into higher cost per unit of utilized capacity. And the report says that, if both systems were successfully established, the increase in Intelsat cost per utilized transponder-year would range from 15% to 35%. Successful establishment of the ISI system alone would, according to the report, result in a 10%-21% increase.

However, the report says neither ISI nor Orion would be commercially viable undertakings if Intelsat based its charges on incremental costs. Its present system of averaging costs is designed to keep costs low for developing countries. But Intelsat's incremental costs, according to the report, range from \$229,000 to \$365,000 and average \$295,000 per transponder year. The incremental costs per transponder—year of added capacity ranges from \$244,000 to \$706,000, and averages \$429,000. "In every case, these incremental Intelsat costs are substantially less than the annual transponder costs projected for ISI under the cost and market penetration scenarios most favorable to it," the report says. "This further confirms the fact that neither Orion nor ISI would be cost competitive with Intelsat." □



JWT's broadcast buying contingent as capital hosts

The J. Walter Thompson advertising agency assembled its team of regional broadcast supervisors in Washington last week for one of its thrice-annual meetings, and—taking advantage of the opportunity—played host to a number of that city's media managers at a reception last Thursday (April 5) in the Georgetown Club. Pictured together at this festive moment (l to r): Edwin Pfeiffer, vice president-general manager of WQVM-TV; Thomas Cookerly, president-general manager of WJLA-TV; Jackie Hagar, JWT's

senior vice president, spot buying, based in Detroit; Byron Hackett, senior vice president and director of spot broadcast, New York; Donna Wald, vice president and regional broadcast supervisor, Los Angeles; Kathy McCauley, vice president and regional broadcast supervisor, Dallas; Judi Goodhart, vice president and regional broadcast supervisor, Washington; Buck Buchanan, executive vice president and head of the U.S. media department, New York, and Ted Dorf, general manager of WGAY-AM-FM.

And the nominees are

A list of the nominees under consideration for appointment to the two newly created seats on each of the National Association of Broadcasters radio and television boards are being mailed out this week to radio and TV board members. Biographies of the 35 candidates also will be included.

Ballots will be sent May 7 and are to be returned by May 16. The time frame will allow board members to review and meet the candidates at NAB's annual convention. Members will be asked to select one woman and one minority candidate for each board. The seats were established in an attempt to encourage the participation of minorities and women on the NAB boards. Members on the boards will be asked to select two candidates.

Television nominees are: Alvina Britz, KTVQ(TV) Kirksville, Mo.; Margo Cobb, WLZ-TV Bangor, Me.; Anne Potter DeLong, WHBF-TV Rock Island, Ill.; Walter Coins, KXL(TV) St. Cloud, Minn.; Burtrum Lee, WNEV-TV Boston; Robert Munoz, KCIK-TV El Paso, Tex.; Elizabeth Schirmer, WISC-TV Madison, Wis.; Anita Wallgren, Taft Broadcasting, Cincinnati, and Donna Zapata, WHAS-TV Louisville, Ky.

Radio nominees are: Betty Baudler, KASI(AM)-KCCQ(AM) Ames,

Iowa; Vera Burk, KRIX(AM)-KRXL(FM) Kirksville, Mo.; Susan Carson, KFMR(FM) Stockton, Calif.; Maureen Clark, WAKK(AM)-WAKH(FM) Macomb, Miss.; Jane Nakayma Cole, WHA(AM)-WLYT(FM) Haverville, Mass.; Willie Davis, KACE(FM) Los Angeles; Helen Dudman, WDEA(AM)-WMMJ(FM) Ellsworth, Me.; Janice English, Katz Broadcasting, Bridgeport, Conn.; Janet Evans, WBTH(AM)-WXCC(FM) Williamson, W.Va.; Ed Gomez, KABQ(AM) Albuquerque, N.M.; Patricia Harpel, KHAR(AM)-KKLV(FM) Anchorage, Alaska; Sally Hawkins, WILM(AM) Wilmington, Del.; Kay Henry, KBBX(AM)-KCGI(FM) Centerville, Utah; Sylvia Hernandez, KRGV(AM) McAllen, Tex.; Janie Kirkland, KKYN(AM) Plainview, Tex.; Andrew Langston, WDKX(FM) Rochester, N.Y.; Luis Alan Mejia, WIAC-AM-FM San Juan, P.R.; Linda Parrish, KMUS(AM)-KRLQ-FM Muskogee, Okla.; Betty Ramey, WRKL(AM) New York; Melinda Read, KTRW(FM) East Wenatchee, Wash.; Betty Roper, WYMB(AM)-WTWE(FM) Manning, S.C.; Nathan Safir, KCOR(AM) San Antonio, Tex.; William Summer, WLOU(AM) Louisville, Ky.; Jeri Warrick, WNJR(AM) Union, N.J.; Nancy Waters, WCXT(FM) Hart, Mich., and Christine Woodward, WENS(FM) Shelbyville, Ind.

Turner pondering ESPN purchase

Texaco, which bought out majority owner Getty Oil, has put cable sports network on the block

A battle may be brewing, for the second time in seven months, between Turner Broadcasting System and ABC Video Enterprises. The first was a turf fight for control of the cable news business—which Turner won last fall with the buyout of Satellite News Channel. This time the turf is cable sports and the prize may be ESPN, one of the most popular basic cable program services which has been on the auction block by Texaco, the Houston-based oil conglomerate. Texaco acquired 70% of ESPN with its friendly takeover of Getty Oil in February, indicating that it had no desire to be in the entertainment business, or any other business not related to its main interests.

ABCVE currently holds 15% of ESPN (the other 15% is held by the original owners of the network, led by Bill Rasmussen) and has an option to buy, in increments, and additional 34% by January 1986. In addition, ABCVE has the right of first refusal to purchase the remaining stock in the event the balance is sold to a third party.

TBS chairman Ted Turner was sailing in New Zealand at press time, but company spokesman Arthur Sando said that "we are evaluating information at this point to make [a possible] bid. Texaco has said ESPN is up for sale and we are interested."

As to where the capital would come from to make the deal, Sando refused to comment. Wall Street analyst John Reidy offered however, that if "Turner really wants it [ESPN], he could sell some new equity" in TBS. Turner and a few close associates own about 90% of the companies publicly traded stock, which is currently available at about \$500 million (20 million shares outstanding,

selling last Friday at about \$25 a share). Reidy also noted that Turner's "credit is good," and that the acquisition would make a good fit, "since he is the largest factor in the advertiser-supported cable business," with TBS and CNN.

Texaco issued a statement acknowledging that the company is "considering the sale of its interest in ESPN." A spokesman said that "no formal offers have been received for ESPN," but that Texaco had held discussions with a number of parties concerning the sale of the network. Other than the interest expressed by Turner and ABCVE, the spokesman declined to comment on who the other interested parties might be.

The exact value of ESPN is unclear, although ABCVE is understood to have paid between \$25 million and \$30 million for its 15% stake in the network last year. Based on those figures, the value of the company would be between \$165 million and \$200 million. However, noting the fact that the network remains unprofitable (estimates are that it lost about \$80 million in its first four years of operation), Reidy suggested that \$200 million "would be the upper end of [value] range."

One industry source who preferred to remain anonymous offered that both Turner's and ABCVE's interest in ESPN "makes sense" in light of ever-increasing rights values for sports programming. The addition of ESPN as a second distribution mode and revenue stream would help to offset those costs, the source said. "It would even make sense for an outlet like Showtime," he added, which could then compete with HBO in the sports programming area.

Of course, if ABCVE exercises its rights to purchase the balance of ESPN the speculation about other interested parties may be moot. And one source last week said it was his understanding that ABCVE would indeed buy it all. "But that was last week," he said, "This week it's Turner." And next week?

RCA calls it quits with videodisks

Company will write off \$175 million in dropping product that failed to generate sufficient consumer interest; analysts told broadcasting division had record first-quarter sales

RCA is "at the starting gate," said the company's chairman and chief executive officer, Thornton F. Bradshaw, last Thursday (April 5). The electronics and communications company had, just the day before, shed some weight by deciding to stop manufacturing videodisk players, giving up a three-year attempt to gain "mass market" acceptance for the product. Thursday's discussion of that decision, as well as insights into the 1984 prospects for NBC and other company operations, took place before an audience of security analysts, the first such meeting for RCA in seven years.

The discussion began with prepared remarks by Bradshaw and RCA president and chief operating officer, Robert R. Frederick. Bradshaw reviewed the company's original strategy for the videodisk player and how it was defeated by the decreasing prices of videocassette rentals. The RCA chairman said, "All of these factors led to lower prices for players and disks, a slower more difficult volume build-up and, of course, very large losses. In turn, the business that evolved looked very unattractive to many of the companies that initially supported the CED [capacitance electronic disk] videodisk system, thus amplifying RCA's financial burden as we carried on alone with the marketing systems for the entire system."

Bradshaw said that the company wrote down earnings of \$175 million for the first quarter of 1984 to account for the termina-

tion of videodisk player manufacturing. He said about \$100 million of that would be to write off "hard" assets and inventory, the remainder accounting for the phasing out of players and disks. RCA will continue to produce and market the disks, adding new titles to the current listing, for three years, "or as long as a reasonable demand continues" he announced.

Bradshaw also explained that the company would stay within its "three core businesses" which he said were "electronics, communications and entertaining. . . . It defines our shoemaker's last, from which we are not going to depart." Staying with those "core businesses," he said, could conceivably allow RCA to commit capital and operating efforts in such areas as home computers but added that the company would definitely not use funds from the \$1.5-billion sale of its CIT financial corporation ("In Brief," Oct. 3, 1983) "and our newly gained financial flexibility to go into the chicken business or the soft drink business or even the oil business." Bradshaw joined RCA from ARCO [formerly Atlantic Richfield].

Frederick, (who is in charge of all of RCA's operating divisions except NBC, which reports directly to Bradshaw) noted that the broadcasting segment, which comprises the NBC network and its owned and operated radio and television stations, had record first-quarter sales and reported higher earnings in comparison with the same period last year, but added "repeating that performance throughout 1984 will be challenging for NBC." The RCA president noted "two negative factors—the cost of political coverage and lower sports programming profits." Covering the political year, which includes the primaries, debates, two conventions,

Turner told no

FCC late last week finally denied the 1980 petition by Turner Broadcasting System seeking repeal of the must-carry rules. The commission said it was "not persuaded to proceed" at this time "because of the virtually complete absence of evidence in that request [or indeed from our own research or other sources] relating to the impact deletion of these rules would have on the television broadcast service received by the public." Turner already was seeking review of the FCC's failure to act on the petition in the Court of Appeals in Washington. Now the court apparently can focus on whether the agency was reasonable in deciding not to launch a rulemaking. "We're obviously disappointed [by the FCC's action], but not surprised," Turner attorney said.

election night and other interruptions of regular programming, will have a net adverse impact of \$40 million pre-tax on the subsidiary. Higher costs associated with the new six-year baseball contract are also expected to have an effect on NBC's profit performance in 1984, he added. Frederick also said that NBC would not have the revenue from the Super Bowl and extra NFL playoff games in 1984 as it did in 1983. The positive factor was the improvement in NBC's daytime ratings, which increased by seven tenths of a rating point over last year's February sweeps. He noted that, "theoretically, an increase of one point in daytime ratings maintained over a full year could generate an estimated increase in annual revenues of \$35 million to \$40 million."

As one analyst noted, if the O&O's showed a revenue and earnings increase in 1984, as they are expected to do, but the division as a whole has problems besting last year's performance, it was easy to infer the network might show flat earnings and revenue or, even a decline.

One company division reporting no ambiguity about its operating results was the broadcast systems division, which manufactures, among other products, the TR-800 recorder and the Hawkeye camera. It recorded a \$74-million pre-tax loss last year on sales of approximately \$100 million. Frederick said \$51 million of that was for write-downs and restructuring, while \$23 million was operating losses. The chief operating officer said "the major write-downs in inventory were for the TR-800 one-inch tape recorder, the Hawkeye camera, and the remainder of the recorder product line. The TR-800 recorder was initially plagued with problems in both its design and manufacture. Our original Hawkeye electronic news gathering camera will have a shorter product life," because of the company's solid-state, charged-coupled camera, which has already been demonstrated at trade shows to "rave reviews" he said. On April 11, RCA will announce price and availability, and plans to start shipping the camera at the end of 1984.

Following the prepared remarks, Grant Tinker, NBC chairman and chief executive officer, who along with other RCA executives helped field questions, said he thought the winning bid for the 1988 summer Olympics in Seoul, South Korea, would not be near the \$1 billion "monopoly numbers" that have been mentioned, but instead would be "more around where the Calgary numbers were [the winning bid was ABC's \$309 million for the 1988 winter Olympics]."

One question Bradshaw tackled was whether RCA might not be hurting the network by getting involved in other areas that would compete with NBC for viewers, such as the new products division's development of videotex terminals and its agreement with DBS operator, USC1, to install and service customer DBS receiving equipment. The chairman responded: "If we don't do it, somebody else will."

RCA, which had sales of \$8,977,300,000 in 1983 and which expects 1984 sales of approximately \$10 billion, reported that first-quarter sales increased by 16.5% to \$2,363,700,000 over the same period last year. First-quarter earnings were affected by both the \$175-million downward adjustment for phasing out the videodisk operation, and a change in accounting procedure which increased earnings by \$75.7 million. Excluding those two items, net income for the first quarter increased by 117% to \$69.1 million. □

Nixon's media musings

The years have not improved Richard Nixon's view of the media. Ten years after he was driven from the White House by the Watergate scandal, the former President may not feel as angry about the media as he seemed to in his years in office, but, as indicated in the series of interviews with the former President that are being broadcast on CBS, the level of his respect for the media remains low. And he seems unable to find anything resembling honor in the motives of the media.

In the first 30-minute installment, to have been aired on *60 Minutes* on Sunday, April 8, Nixon is patronizing—he expresses the view that most of those in the media do not like him simply because he is "a conservative and they're liberals." What's more, he believes he is a particular problem for them because he is "fairly intelligent [and] they think only liberals are intelligent." But he also thinks his "media friends" miss him because "they can't resist psychoanalyzing" him "because they think [he is] a very complex, and therefore, interesting person."

In the second installment—the third and final will appear on next Sunday's *60 Minutes*—Nixon will be heard on *The American Parade* on Tuesday, April 10, offering another reason—besides ideology—for the media's dislike for him. "We just totally disagreed on the [Vietnam] war," he said. "I was insisting on and worked for peace with honor. And they wanted peace at any price."

Finally, Nixon offers yet another reason for the media's antagonism: He had beaten George McGovern badly in the 1972 election, and "78% of the Washington media" had supported the South Dakota senator. They wanted the verdict "reversed," Nixon said. And "along came Watergate." The press, he says, fired the ammunition he admits his administration provided. The former President notes that those in the media to whom he has talked tell him it is their responsibility "to look at government generally, and particularly at the President—with a microscope." Then he adds, "I don't mind a microscope, but boy, when they use a proctoscope, that's going too far."

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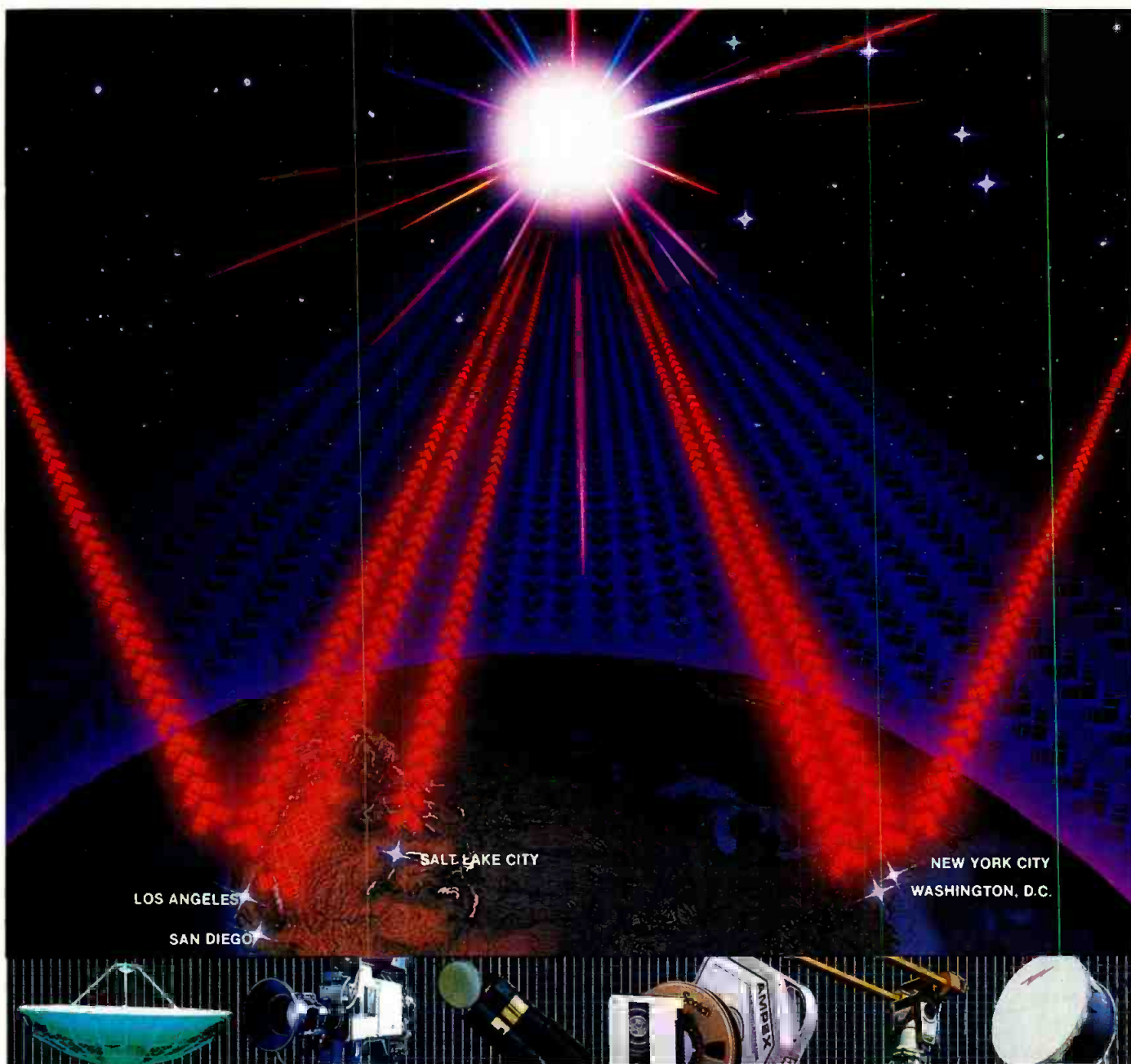
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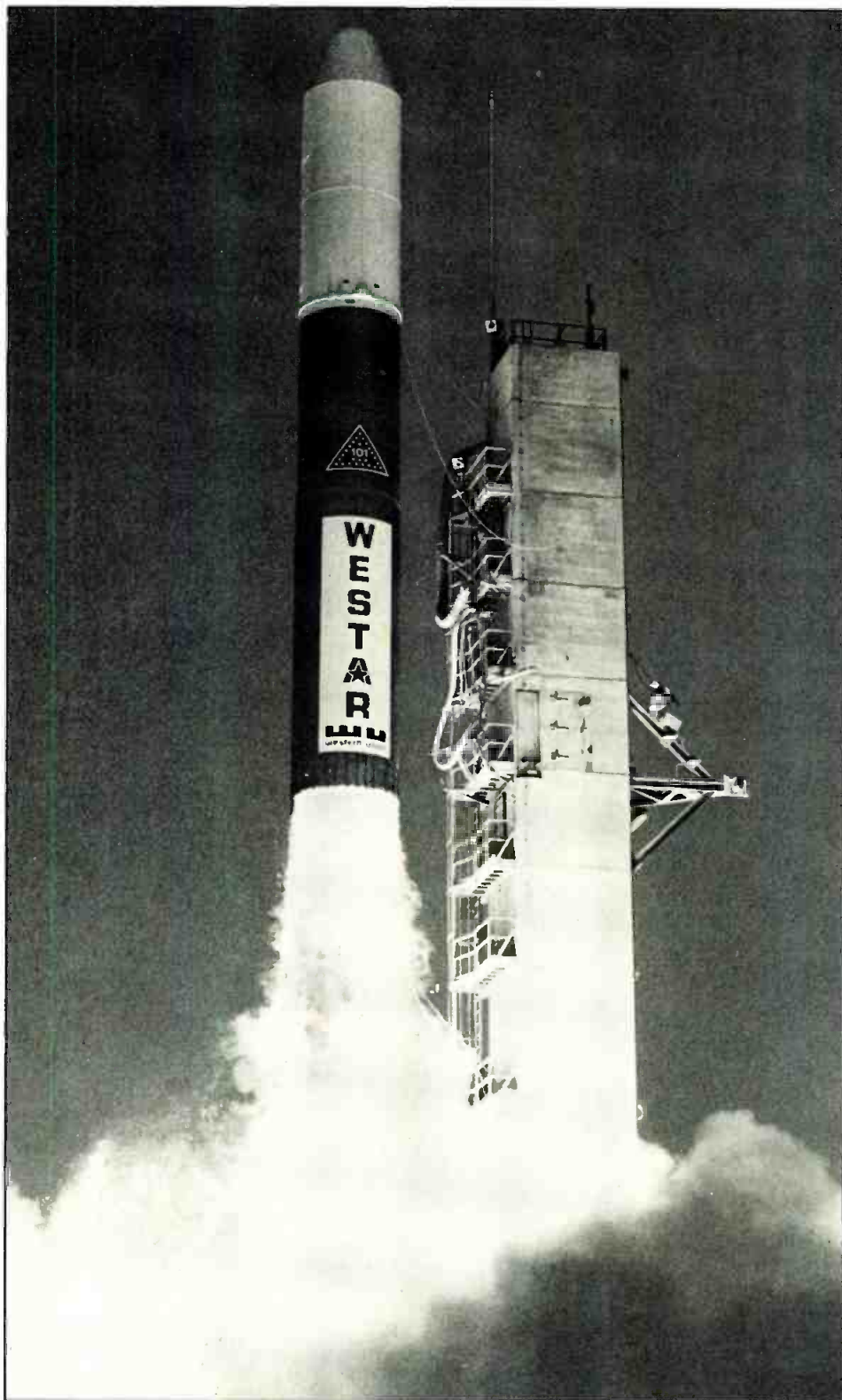


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After 10 years of satellites, the sky's no limit



The launch that launched the satellite business—Western Union's Westar I blasting off from Florida on April 13, 1974. Launches of succeeding communications birds are shown on the following pages.

Since the 1974 launch of Westar I, communications satellites have almost single handedly rescued the cable television industry, made independent TV stations more competitive and opened up new worlds for programmers, journalists and advertisers in both radio and television

Ten years ago this Friday—April 13, 1974, at 7:33 p.m. NYT, to be exact—Western Union launched Westar I from NASA's Kennedy Space Center into geostationary orbit, making it the nation's first domestic communications satellite.

Since then, the "golden spike of the American skies," as the satellite was called by former *Newsweek* President Gibson McCabe in one of the first messages to be carried by it, and a score of similar satellites that have taken their place alongside it thousands of miles above the equator, have been transforming the Fifth Estate in ways that have yet to be fully understood or measured.

The domestic communications satellites, which created a whole new economic order for long-distance communications, rejuvenated the cable television industry, provided a new source of programming for broadcast stations—network affiliates as well as independents—revolutionized electronic news gathering, provided an alternative to AT&T for private long-distance telecommunications (voice, data and video) and set the stage for direct-to-home satellite broadcasting.

That the business of satellite communications has prospered and has made its mark so deeply on the communications industry is attributable not only to the technology, but also to a federal regulatory policy that encouraged the launching of multiple satellites by multiple companies and the proliferation of small, inexpensive earth stations.

Westar I was the culmination of years of research and development. Having successfully bounced radio transmissions off the earth's only natural satellite—the moon—scientists in 1960 launched an artificial one, Echo I. Once the 100-foot diameter spherical balloon achieved its low orbit, the scientists bounced signals off its metallic surface from one earth station to another just as they had with the moon.

Echo I was followed by a series of low-orbit communications satellites with active electronics that could receive signals from the ground, change their frequency and retransmit them back to earth. But the satellites were impractical for commercial communications because they required large, costly earth stations to track them as they moved across the sky and because they were

useless after they dropped below the horizon.

The forerunners of today's communications satellites were the Syncom satellites, the first geosynchronous satellites. Launched to an altitude of around 22,300 miles and placed over the equator, the satellites orbited the earth at the same rate the earth rotates on its axis so that the satellites appear from the ground to be stationary. Syncom I failed shortly after launch in February, but a few months later, Syncom II achieved orbit and proved the concept.

Satellite technology advanced rapidly through the efforts of Intelsat, a consortium of several countries organized in 1964 to develop a world satellite network. Beginning in 1965 with Early Bird, Intelsat launched a series of satellites that refined the technology later used to produce Westar I and every satellite in use today.

Cable TV's Salvation

Cable TV has benefitted most from the advent of communications satellites. In the early 1970's, the industry was stagnant. It served millions of small-town viewers, delivering clear reception of broadcast stations, but it had nothing to offer big-city and suburban viewers and wasn't growing. What's more, it wasn't generating enough revenues to justify the extremely high cost of wiring the big cities.

But all that changed on Sept. 30, 1975, when Time Inc.'s Home Box Office, the original pay television service, began to distribute its 12-hour mix of movies, sports and specials to cable affiliates via satellite. Suddenly, HBO could economically deliver its pay television service to every cable system in the country. Recognizing the profit potential of pay television, cable systems installed receive-only earth stations to downlink the feed and offered it to their subscribers, who gladly paid several dollars a month for the service.

The pay television revenues from HBO and its many followers transformed the economics of cable television, making the wiring of major markets feasible and touching

off a period of explosive growth that has yet to peter out. Today, the industry counts more than 30 million subscribers and, according to the National Cable Television Association, is adding new ones at a rate of between 400,000 and 500,000 a month.

When HBO began thinking about satellite distribution, it only had two carriers from which to choose. After receiving bids from Western Union and RCA Americom, HBO chose RCA even though the carrier had to sublease time on the Westar system for several months to handle the HBO traffic while waiting for its first satellite, Satcom I, to go into service. Satcom I was launched on Dec. 12, 1975. HBO was shifted to the new bird a few months later after it became operational.

Whatever RCA had to do to get the HBO business, it paid big dividends. According to RCA's Harold Rice, vice president, video-audio services, HBO and its cable affiliates "created a network of earth stations looking at a single bird." A steady stream of cable programmers seeking to serve cable systems through the network went to RCA Americom looking for space on Satcom I.

The impact of the loss of HBO's business was felt quickly at Western Union. Hughes Television President John Tagliaferro, who worked at Western Union at the time and was involved in finding users for the Westar capacity, says he received a call one day in 1976 from Ted Turner, who wanted a transponder so he could deliver his Atlanta independent WTCG(TV) (now WTBS), to cable systems across the country. "I personally thought he was crazy," he recalls. "Who wouldn't have? Who would want to watch this independent in Atlanta outside of Atlanta?" Nonetheless, Western Union quoted him a price and worked to get the business, he says, but "that advantage of being alongside HBO was overwhelming" and Turner signed with RCA as did numerous other cable programmers.

By November 1979, all but four of Satcom I's 24 transponders carried cable programming. The lineup included some services that are still thriving (superstations WTBS, WOR-TV New York and WGN-TV Chicago, C-SPAN, ESPN, Showtime and CBN) and

some that folded or merged into something else (the Star Channel and UPI Newstime).

Since 1979, however, RCA has had its troubles. Satcom III, which was to replace Satcom I as the primary distributor of cable programming, disappeared in space shortly after its launch in December 1979. "It was a terrible blow," Rice says. "It was a year and a half before we could send up a replacement and we lost a lot of business." According to Rice, the inability of RCA to accommodate all the cable programmers clamoring for satellite time allowed Hughes Communications to get a foothold in the cable programming delivery business.

Hughes had an unusual marketing plan for its Galaxy I. Instead of leasing the transponders on a common carrier basis as RCA and Western Union did, it would sell the slots to select cable programmers, thereby creating a lineup of programming attractive enough to persuade cable operators to install earth station pointed toward the satellite. The strategy has apparently been successful. The current Galaxy lineup includes HBO (HBO and Cinemax), Turner (CNN and CNN Headline News), Viacom (Showtime and The Movie Channel), Group W (The Nashville Network and regional sports), Eastern Microwave (superstation WOR-TV New York), CBN, C-SPAN, BET, ESPN, The Disney Channel and SIN (SIN and GalaVision.). To insure that there are plenty of earth stations aimed at the satellite, the Galaxy programmers are pooling several million dollars to buy earth stations for installation at cable systems that meet certain criteria.

RCA feels it has a chance to recover any cable business it loses to Hughes. Galaxy I is attractive to cable programmers, Rice says, because it has relatively high-power transponders that can deliver signals to earth stations with antennas as small as six or seven feet in diameter. The capability will permit the Galaxy programmers to offer service to cable affiliates, multiple unit dwellings and individual homes at the same time, he says.

But RCA's three-satellite Ku-band system, the first satellite of which is slated for launch in the spring of 1985, Rice says, will



Westar II—Oct. 1974



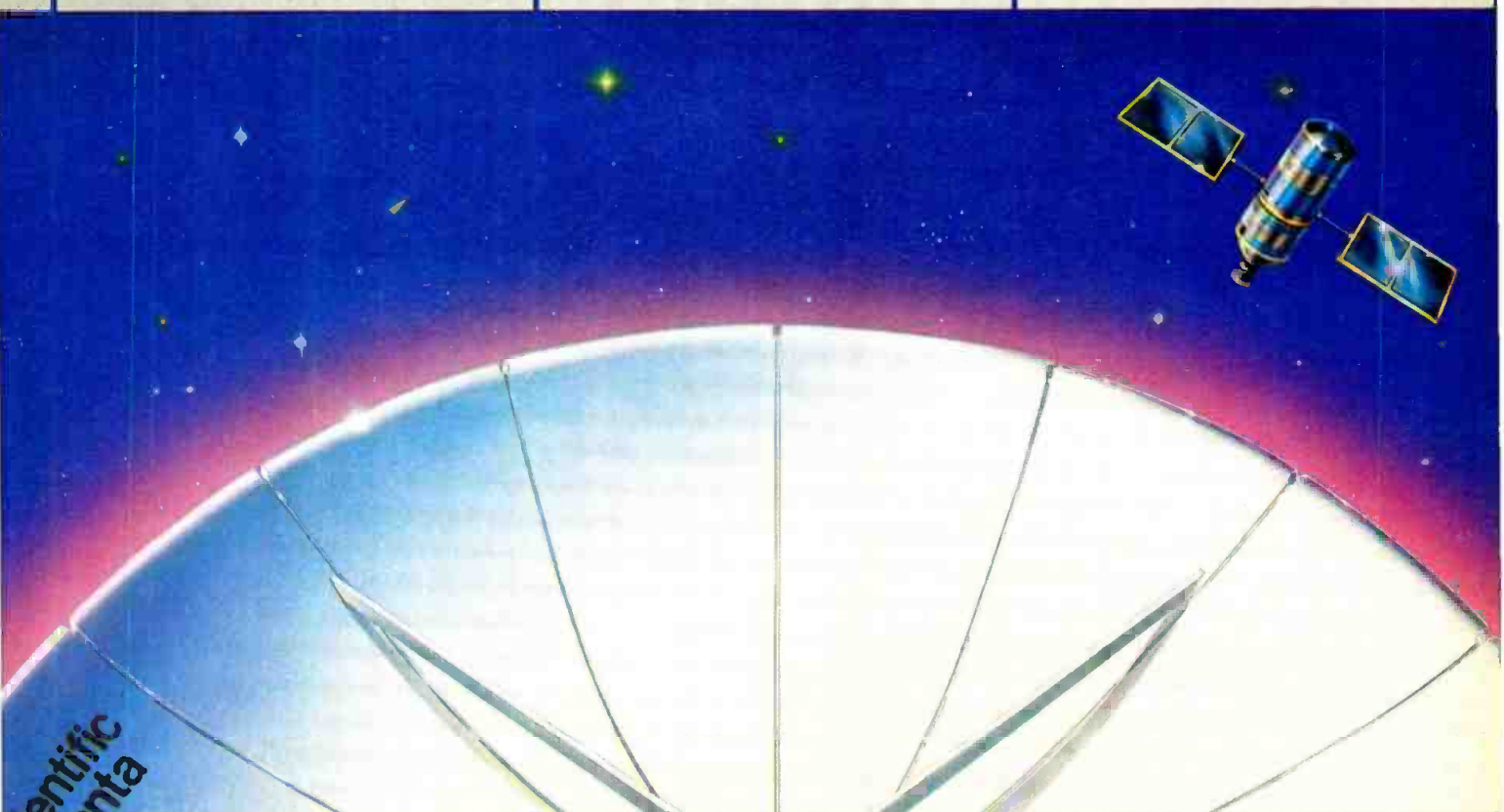
Satcom I—Dec. 1975



Satcom II—March 1976



Comstar I—May 1976



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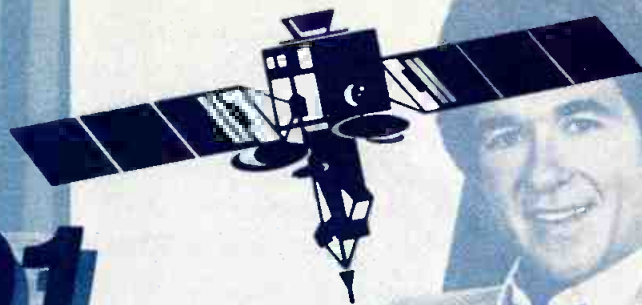
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Network Telstar 301



Recurring Series and News Services Delivered Nationwide by Satellite Telstar 301 - Transponder 12V

Eastern Time	Days	Title	Distributor
0230-0330	Friday	Newscape	Telepictures Corporation
0230-0300	*Saturday	Newscape	Telepictures Corporation
0800-0900	Monday-Friday	Merv Griffin Show	Metromedia Producers Corporation
0900-1030	Monday-Friday	Thicke of the Night	Metromedia Producers Corporation
0900-1000	Saturday	Entertainment This Week	Paramount Pictures Corporation
1030-1130	Monday-Friday	Family	Lexington Broadcast Services
1100-1315	*Saturday	On Stage America	Metromedia Producers Corporation
1130-1230	Tuesday	Lifestyles of the Rich and Famous	Television Program Enterprises
1130-1230	Wednesday	Greatest American Hero	Lexington Broadcast Services
1130-1200	Thursday	Taking Advantage	Paramount Pictures Corporation
1200-1230	Friday	World Satellite Seminars	Broadcast Promotion Assoc. and TV Bureau of Advertising
1200-1300	Saturday	Solid Gold	Paramount Pictures Corporation
1230-1330	Monday	Fame	MGM/UA
1230-1330	Tuesday	Star Search	Television Program Enterprises
1230-1330	Wednesday	How the West Was Won	Lexington Broadcast Services
1230-1330	Thursday	Robert Schuller's Hour of Power	Mascom Advertising (through The Videotape Company)
1230-1330	Friday	NIWS	Telepictures Corporation
1330-1400	Monday-Friday	Family Feud	Viacom Enterprises
1400-1430	Monday	Pop! Goes the Country	Multimedia Entertainment
1400-1430	Tuesday	Music City U.S.A.	Multimedia Entertainment
1400-1500	Thursday	Kenneth Copeland's Believers Voice of Victory	Kenneth Copeland Crusade (through The Videotape Company)
1400-1500	*Thursday	Newsbank	ABC Owned Stations
1430-1500	Monday	This Week In Country Music	Jim Owens Entertainment
1430-1500	Tuesday	Dance Fever	20th Century-Fox
1430-1500	Wednesday	Healthbeat	Metromedia Producers Corporation
1430-1500	Friday	The World Tomorrow with Herbert W. Armstrong	Ambassador TV Productions
1500-1530	Monday-Friday	Newscape	Telepictures Corporation
1530-1600	Monday-Friday	Entertainment Tonight	Paramount Pictures Corporation
1600-1700	*Monday-Friday	The Newsfeed Network	Group W Productions
1630-1730	Monday-Friday	Breakaway	The Bennett Group
1730-1800	Monday-Friday	Gidget (starts 5/28, time tentative)	Lexington Broadcast Services
1830-1930	*Wednesday	The Dance Show	WSB TV/All-American Television
1900-1915	**Monday-Friday	Metromedia News	Metromedia News
1930-2030	**Monday-Friday	INDX	WPIX-TV
2000-2030	**Saturday & Sunday	INDX	WPIX-TV
2045-2100	**Monday-Friday	Metromedia News	Metromedia News
2130-2200	*Saturday & Sunday	The Newsfeed Network	Group W Productions
2200-2230	*Monday-Friday	The Newsfeed Network	Group W Productions

*Telstar 301, Transponder 5V

**Will remain on Westar IV, Transponder 6D until further notice

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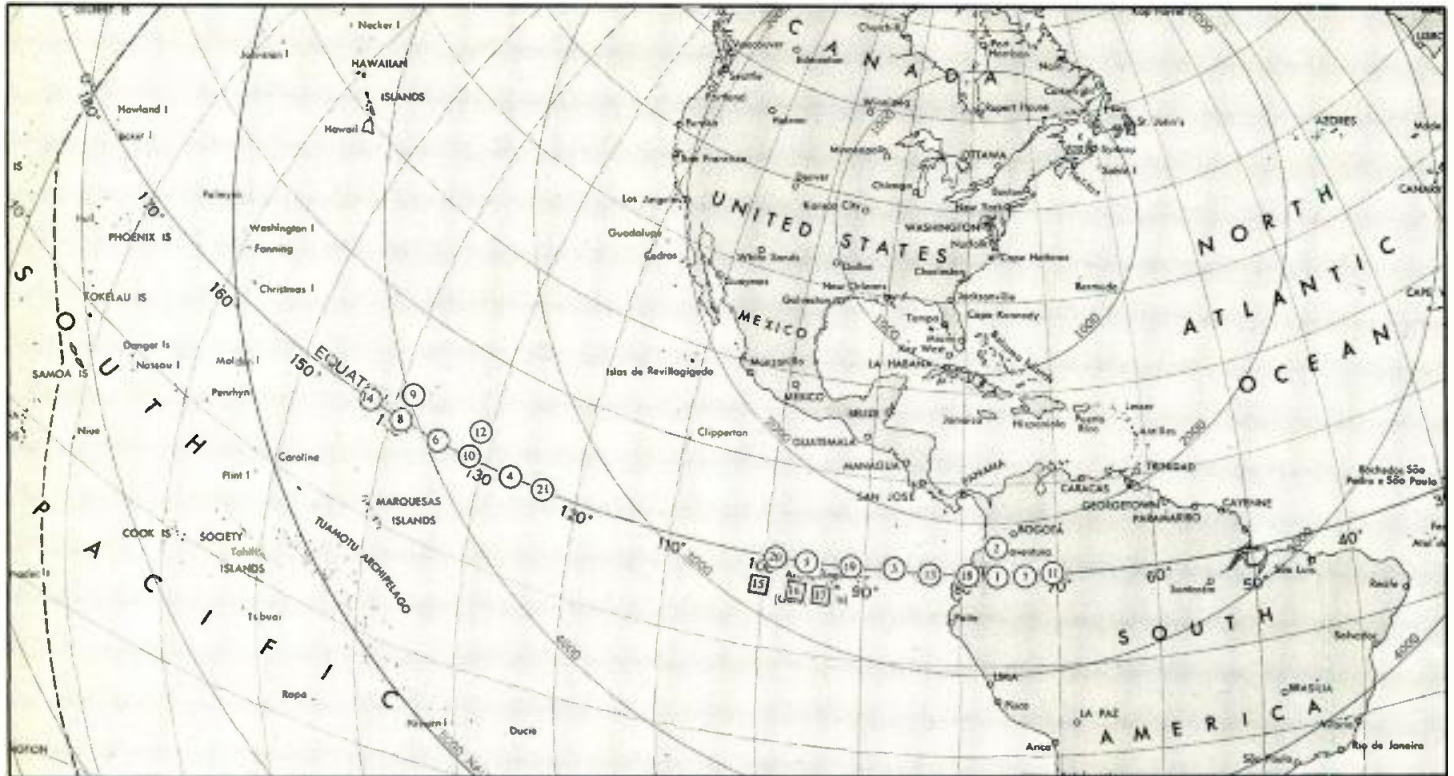
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Where the birds are



The map above shows orbital slots for the United States domestic communications satellites currently in use. Circles indicate C-band and squares show Ku-band birds. The list below includes the orbital locations in degrees west longitude.

Comsat/AT&T

1. Comstar I	76
2. Comstar II	76
3. Comstar III	87
4. Comstar IV	127
5. Telstar 301	96

Hughes Communications

6. Galaxy I	134
7. Galaxy II	74

RCA

8. Satcom I	139
-------------	-----

9. Satcom I-R	139
10. Satcom II	131
11. Satcom II-R	72
12. Satcom III-R	131
13. Satcom IV	84
14. Satcom V	143

Satellite Business Systems

15. SBS I	100
16. SBS II	97
17. SBS III	95

Western Union

18. Westar II	79
19. Westar III	91
20. Westar IV	99
21. Westar V	123

be better able to simultaneously reach the three markets. Antennas as small as three feet in diameter could be used to receive signals from the high-power Ku-band satellites, he says. "The dishes will be so small and so inexpensive, you will be able to build your own network," he says. "The cable guy will be franchised by the programmers to provide service any way he can in a certain territory."

RCA has also been hurt by the failure of some cable services and the consolidation of others. As the supply of RCA transponders was rapidly increasing between 1981 and 1983, the demand for them from cable programmers was rapidly decreasing. Rice blames the cable programming shakeout on a paucity of local cable channels. Such cable services as CBS Cable and The Entertainment Channel simply couldn't get carried on enough cable systems to make a go of it, he says. But Rice expects the situation to turn around. With most cable systems expanding their channel capacity, Rice says, new "narrowcasting" services will emerge and demand for transponders of cable-oriented satellites will pick up.

Broadcasters Are Next

If cable's use of the satellites was revolutionary, broadcasting's use of them was evolutionary.

Tagliaferro still has a copy of Westar video service invoice 00001, which Western Union sent to Joseph Coors's now-defunct Television News Inc. demanding payment for the transmission of a news report via Westar I from Dallas to Chicago on the afternoon of July 14, 1975. "We were thrilled," Tagliaferro recalls. "It was the first revenue-producing use of the Westar system." The charge for the half-hour transmission: \$175.

From that modest beginning, broadcasters, broadcast networks and broadcast program syndicators have made steadily increasing use of the birds. The reliability of the medium was proved to the satisfaction of most on Aug. 9, 1975, when Wold Communications used Westar I (and some local terrestrial interconnects) to transmit live a baseball game from Milwaukee stadium to KXAS-TV Fort Worth. The transmission went without a hitch and Wold and Hughes Television Network began making heavy use of the

satellites for all types of sports events.

The volume of news, sports and syndicated programming on the satellites has grown over the past nine years hand-in-hand with the number of earth stations at broadcast stations. According to figures supplied by Wold Communications, 50 stations were accessible by satellite through earth stations located on their premises or through nearby common carrier earth stations at the end of 1979. The number rose to 125 by the end of 1980, 250 by the end of 1981 and 600 by the end of 1983.

So much desirable broadcast material is on satellites today, says Robert Wold, chairman of Wold Communications, that an earth station or easy access to one is an indispensable part of being in the business. "To have an earth station and become involved in satellites for the local broadcast station has become as fundamental as having cameras and videotape recorders," he says. Management no longer has much choice about whether to install or connect with an earth station. "Their news and program directors push them into it."

From the time of the Syncoms, the broad-

COMPANIES DON'T TRANSMIT TELEVISION PEOPLE DO!

On AUGUST 9, 1975, BOB PATTERSON, PRESIDENT, **NETCOM** ENTERPRISES, (while at the Wold Company) conceived and arranged transmission for the HISTORIC first use of a multi-carrier domestic satellite transmission of a "live" television program within the continental United States (Texas Rangers vs Milwaukee Brewers baseball).

On NOVEMBER 19, 1977, WALT MUNRO, EXECUTIVE VICE PRESIDENT, **NETCOM** INTERNATIONAL, (while at Western Union International) worked through the night arranging the transmission facilities for the HISTORIC meeting of MENACHEM BEGIN and ANWAR SADAT, viewed "live" by 200 million Americans.

On JUNE 11, 1982, BOB PATTERSON, KIMITHY VAUGHAN, PRISCILLA DAVIS and BOB ROEHL of **NETCOM** ENTERPRISES provided network coordination for the COONEY/HOLMES world heavyweight boxing championship, transmitted "live" via satellite to the largest transportable downlink network ever assembled for a closed-circuit sporting event.

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Up in the air with DBS

<i>DBS permittee</i>	<i>Operational satellites</i>	<i>Transponders per satellite</i>	<i>Coverage of each satellite</i>	<i>Channels of service</i>	<i>Orbital slots (west longitude)</i>
CBS	2	6	Half CONUS *	6	101,148
DBSC	2	10 ¹	Half CONUS	10 ¹	101,148
Graphic	2	2	Half CONUS	2	119,148
RCA	4	6	Time zone	6	101,119,148,157
STC	3 or 4 ²	3 or 6 ²	Half CONUS	6	101,148
USSB	2	6	Half CONUS ³	3 ³	101,148
VSS	2	6	Half CONUS	6	119,148
Western Union	4	4	Time zone	4	101,119,148,157

* CONTinental U.S.

¹ Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

² STC plans to provide six channels of service to the Eastern half of CONUS through two co-located three-transponder satellites at 101 degrees west longitude; it plans to provide similar service to western half of CONUS through two three-transponder satellites or, more likely, one six-transponder satellite at 148 degrees.

³ Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 101 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone.

cast networks and their affiliates talked about using the satellites for network program distribution. With the federal government paying the bills, the Public Broadcasting Service acquired transponders on the Westar system and made the switch from the ground to the sky in 1978 and 1979. (Today, the PBS distribution system comprises four transponders and 179 earth stations.) But the commercial networks are only today getting around to moving to the satellites. NBC has awarded a contract to Comsat General to put together a satellite distribution network by the beginning of next year. Having leased capacity from AT&T on its Telstar system, ABC and CBS are creating their own satellite networks.

NBC has the most ambitious and costly plans for satellite distribution. Twenty-two NBC stations in the middle of the country are already outfitted with fully redundant earth stations and receiving up to five hours a day. Some time in early May, the terrestrial links to the 22 are scheduled to be cut and they will receive all their programming from the sky. Comsat General, meanwhile, is moving ahead with the installation of earth

stations at around 150 additional stations and, if all goes well, NBC should be an all-satellite network by early 1985. NBC is the only network that plans to use Ku-band satellites rather than the lower-frequency C-band birds. The service is starting out on Satellite Business Systems' SBS system, but will migrate to RCA's Ku-band system in 1985.

CBS's transition to satellite will be gradual, says David White, the network's vice president, administration, operations and engineering. Nine stations in the Southwest (from Wichita Falls to Los Angeles) were on line by March 1, he says, and the terrestrial links to those stations were set to be pulled out today (April 9). Over the next three years, stations in region after region will be switched to satellite. In late 1986 or early 1987 the stations in the Northeast corridor will be linked to the birds and the entire network will be satellite-interconnected.

ABC has yet to make a full commitment to satellite distribution. According to William Hynes, director of telecommunications, broadcast operations and engineering, ABC-TV will begin satellite distribution in

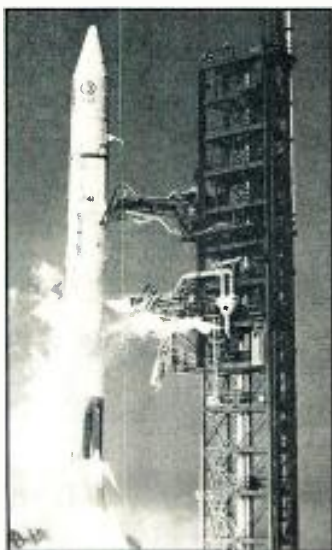
the mountain and central time zones by the end of the year. The affiliates in those areas, at their own expense, will install either a 9.3-meter or 7.3-meter primary antenna and a 4.5-meter backup dish, he says.

ABC is holding off a switch to satellites in the Pacific and Eastern time zones, Hynes says, until it "knows what technology is available." With the rapid developments in optical fiber technology, he says, it may make sense to leapfrog satellites and use it to serve affiliates on the East and West Coasts. "We don't want to be delivering by satellite to areas that may be better served by fiber optics or some other technology," he says. One of ABC's chief concerns in finding alternatives to AT&T, he says, "is holding our distribution costs where they are now."

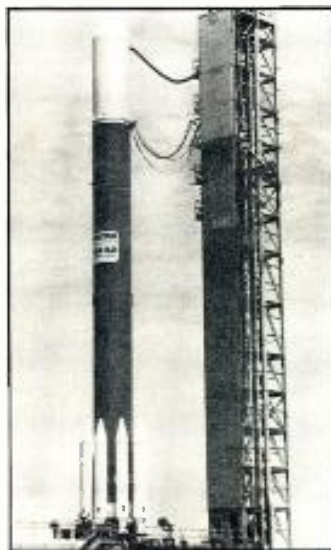
Western Union always thought it would be the satellite carrier of the broadcast networks. Over the past decade, Tagliaferro says, Western Union (as well as the other satellite carriers) made proposal after proposal to them. But like the cable business, the broadcast network business, except for PBS, eluded it. Although James Ragan, WU's vice president, personal communica-



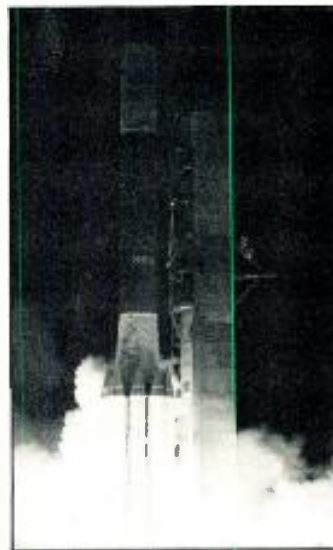
Comstar II—July 1976



Comstar III—June 1978



Westar III—Aug. 1979



SBS I—Nov. 1980

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tions and satellite services, admits Western Union actively sought the business, he never thought the carrier had a chance of really landing it and was not surprised that ABC and CBS ended up with AT&T. "We never

thought the Westar system was going to sink below the horizon because we didn't get the networks," he says. "It seemed to me unless there was a gross marketing error on the part of AT&T, the networks would work out their

satellite transmission needs with AT&T."

Radio takes to the sky

Excited by the flexibility, economies and high-quality of satellite communications,

Field guide to birds

The following charts plot the principal satellites of the Fifth Estate and their users. The satellites (and their owners): Galaxy-I (Hughes); Westar

V (Western Union) and Satcom III-R and IV (RCA). Blank transponders are used for backup, occasional use or are reserved for the future.

Galaxy I

<u>Transponder</u>	<u>Owner/leasee</u>	<u>Service</u>
1 HBO		future
2 Group W		Nashville Network
3 HBO		HBO East Coast feed
		and to be used for
		upcoming scrambled test
4 Disney Channel		East Coast feed
5 Viacom		
6 Spanish International Network		SIN
7 Turner Broadcasting		CNN
8 Group W-Turner Broadcasting		CNN Headline News
9 ESPN		ESPN
10 Viacom		
11 CBN		CBN
12 Group W		Home Team Sports
13 C-SPAN		C-SPAN
14 Viacom		The Movie Channel (West Coast)
15 Eastern Microwave		WOR-TV New York
16 Viacom		
17 HBO		Black Entertainment Television
18 Turner Broadcasting		incoming feeds
19 HBO		Cinemax East Coast feed
20 Spanish International Network		GalaVision
21 HBO		future use
22 Group W		Seattle Superchannel
23 HBO		HBO East Coast feed
24 Disney Channel		West Coast feed

Westar V

<u>Transponder</u>	<u>Owner/leasee</u>	<u>Service</u>
1D	Hughes Television Network	
1X	CBS	
2D	Group W	WOR-TV New York
2X	Dow Jones	
3D	Citicorp	
3X	Dow Jones	
4D	CBS	
4X	Group W subleased to Hughes TV	Sports Vue Network (Wisconsin sports network)
5D	American Satellite	
5X	World Communications	Disney (West Coast)
6D	Group W	
6X	World Communications	Disney (East Coast)
7D	American Satellite	
7X	Group W	Pro Am Sports Systems (Michigan regional sports network)
8D	Group W	Madison Square Garden/TVSC
8X	Group W	
9D	Group W	Nashville Network
9X	Group W	
10D	Citicorp	
10X	American Medical Building	
11D	Group W	
11X	Digital Communications	
12D	Group W	Arts & Entertainment BET
12X	Tele-Communications Inc.	

Satcom III

<u>Transponder</u>	<u>Owner/leasee</u>	<u>Service</u>
1	Warner Amex Satellite Ent.	Nickelodeon/Arts & Entertainment
2	PTL-The Inspirational Network	religious programing
3	United Video	WGN-TV Chicago
4	Sports Time	Sports Time/FNN
5	Showtime/TMC	The Movie Channel
6	Southern Satellite Systems	WTBS(TV) Atlanta
7	ESPN	sports programing
8	Christian Broadcasting Network	CBN Satellite Network
9	USA Network	variety
10	Showtime/TMC	Showtime (West Coast)
11	WASEC	Music Television
12	Showtime/TMC	Showtime (East Coast)
13	HBO	West Coast feed
14	Turner Broadcasting System	Cable News Network
15	Turner Broadcasting System	CNN Headline News
16	ACSN-The Learning Channel	day-The Learning Channel
	Group W	evening-Home Theater Network
17	Lifetime	health programing
18	Reuters Limited	day-News View
		evening-Eternal Word TV Network
		House coverage
19	C-SPAN	
20	HBO	Cinemax East Coast feed
21	Landmark Communications	The Weather Channel
22	HBO	morning-Modern Satellite Network
		HBO promo feed
23	HBO	Cinemax West Coast feed
24	HBO	HBO East Coast feed

Satcom IV

<u>Transponder</u>	<u>Owner/leasee</u>	<u>Service</u>
1	HBO	future use
2	CBS	day-Financial News Network
		evening-Bravo
3	Southern Satellite Systems	Satellite Program Network
4	WASEC	Home Sports Entertainment (Dallas)
5	ABC	future use
6	Business Times	financial service
7	National Christian Network	religious programing
8	Netcom	
9	Cablevision Systems	regional pay sports
10	RCA	
11	WASEC	Qube Network/Home Sports Entertainment (Houston)
		evening-Playboy Channel
12	CBS	
13	RCA	
14	Netcom	
15	Viacom	
	Group W	evening-Biznet
16	Netcom	
17	Trinity Broadcasting Network	religious programing
18	RCA	
19	RCA	
20	Sports Time	regional pay sports
21	RCA	Nostalgia Channel
22	ABC	
23	National Christian Network	religious programing
24	NBC	



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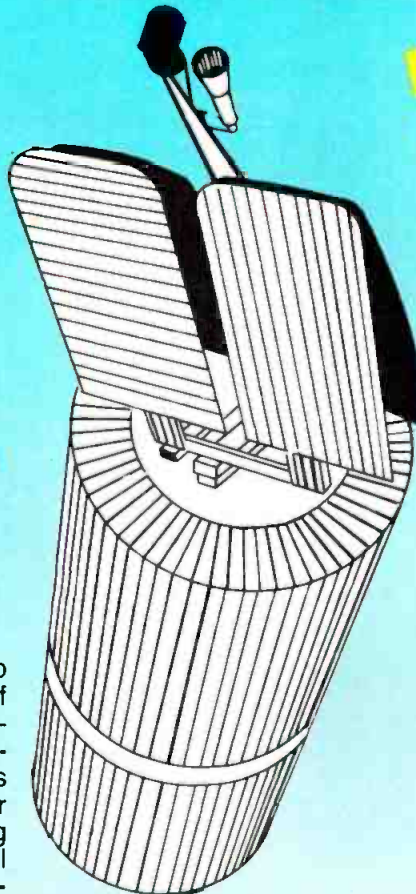
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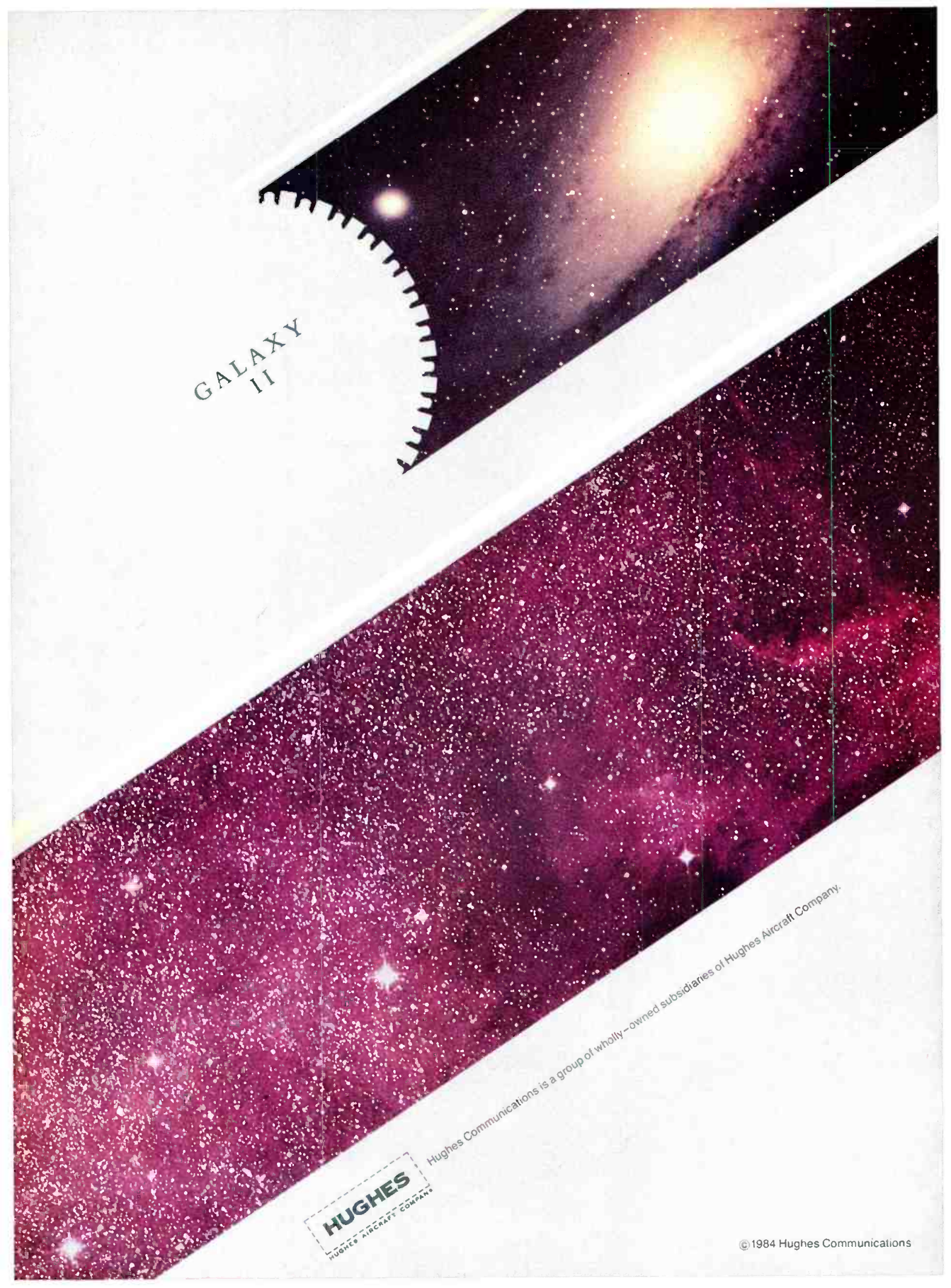
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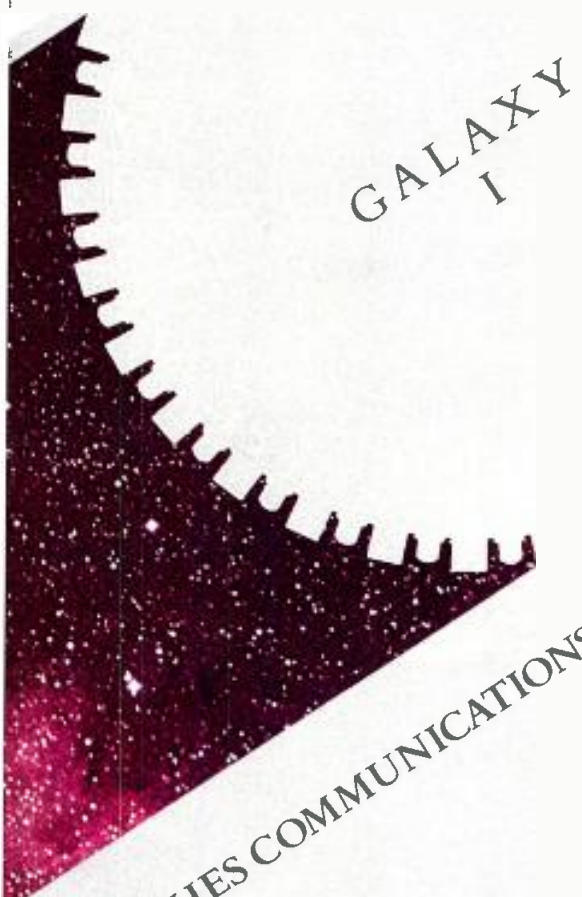
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GALAXY
II

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GALAXY
I

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

Excellence. Performance. Commitment.

The Hughes Galaxy System—a surpassing achievement
in communications.

the radio networks were quick to adopt the technology. Over the past five years, satellite-delivered programming has become a mainstay of radio broadcasting. The first networks began making the move to Westar I in 1978 and 1979. The Mutual Broadcasting System, National Public Radio, RKO Radio Network and AP Radio were among the first to offer affiliates programming by way of the satellites.

The ABC, CBS and NBC radio networks, like their television counterparts, didn't rush into satellites. They studied the cost and quality associated with service on Western Union and RCA and ultimately opted for the latter. The gradual switch of their affiliates from landlines to satellites was completed late last year. RCA has congregated all its radio customers on Satcom I-R, which was launched April 1983 and which RCA intends to make its "radio bird." Joining ABC, CBS and NBC on the satellite are RKO, which made the move to Satcom I-R from Westar III last October, and Westwood One, a radio program syndicator which signed a multi-year lease for space on the bird just last month. Rice expects Mutual Broadcasting and other radio networks, now on the Westar system, to wind up on the satellite. Some

3,500 radio stations now have earth stations aimed at Satcom I-R and "in two years, every radio station will have a dish 'looking at our bird,' predicts Rice.

Syndicators At Home On Birds

Even though the television networks have been slow to use satellites for program distribution, most commercial broadcasters have found good reason to have an earth station, or two or three. Through such satellite service companies as Wold and Group W's TVSC, program producers and distributors have been putting some of their best material on the satellites.

"Our hottest business right now is the distributing of syndicated shows," says Wold. To make things as easy as possible on broadcast stations, he says, the company has congregated most of the syndicated programming it handles on a single transponder of AT&T's Telstar 301, which it calls the Wold Satellite Television Network. Congregating the programming on one satellite permits stations to downlink a wide variety of programming without having to swing their dish from one satellite to another, he says. Since Telstar 301 is the same satellite ABC and CBS have designated for the distribution of their network

programming, some ABC and CBS affiliates will enjoy the extra benefit of being able to downlink network and syndicated programming without having to move their antenna, he says.

"I don't think [all syndicated programming] will ever be delivered by satellite," says Wold. The satellite carriers can't compete with the bicycling of videotapes, where each station receives a tape in the mail, makes a dub and forwards it to the next station, unless the owner of the programming wants his product to reach all his stations at the same time or during a relatively short period of time. *Entertainment Tonight* is "a classic example," he says. "We deliver it simultaneously to every station. It's a topical show. It has to be out today."

Distributors of first-run and off-networks programs are also willing to pay a premium for the speed of satellites, Wold says. Some barter syndicators "like to get their shows delivered on a single drop because if you go on a bicycle, the advertising gets out of sync." Wold cites, as an example, *On Stage America*, a musical variety show that Wold will be transmitting twice each Saturday by satellite for Metromedia Producers.

George Sperry, vice president and general

Seven in satellite services

Bonneville Satellite Systems

Group broadcaster Bonneville International's early interest in satellite communications led, after a couple of organizational twists and turns, to the formation of Bonneville Telecommunications/Satellite Systems Division last summer.

The satellite division, according to Bruce Hough, the division's vice president/general manager, is a full-service satellite network company, ready to move just about any type of video to any location the customer demands.

The division has been built on news. To bolster the news gathering capability of its owned television stations, Hough says, Bonneville acquired a transponder on Westar I and set up a Washington news bureau in 1979 "before it became fashionable." Leasing space near the Capitol, Bonneville set up a studio and operations center and began broadcasting its stations regular news feeds.

Satellite communications has had a major positive impact on news gathering, he says, and Bonneville feels it has been partly responsible for it. By making available satellite time—as little as 10 minutes at a time—and production equipment at a reasonable cost, he says, "we feel we made it cost-effective for television stations to broadcast news out of Washington."

Sports is another market where Bonneville is coming on strong. It got its start in 1981, handling the basketball games of Brigham Young University. Last year, it transmitted more than 300 collegiate and professional basketball games and, next year, it hopes to double that number. In addition, it has distributed many one-time or annual athletic events.

From the beginning, Bonneville has been active in satellite teleconferencing. And with the addition of an uplink in San Diego and an interconnected operations center in Los Angeles, Hough says, Bonneville is set to expand in syndicated programming transmission as well.

Whatever Bonneville does, it should have plenty of satellite capacity with which to do it. It holds four transponders on Westar IV and will acquire three (or possibly four) transponders on GTE Spacenet I, which is scheduled for launch on May 22.

Hughes Television Network

The 1984 Major League Baseball season opened last Monday (April 2) and the Hughes Television Network could not have been more pleased. Between opening day and the final day of the season in October, the division of New York's Madison Square Garden Corp. expects to transmit (mostly by satellite) more than 1,000 baseball games for broadcast on local television stations or cablecast on regional sports networks.

And it's not just baseball that swells Hughes's annual revenues. According to Hughes President John Tagliaferro, Hughes is a company for all seasons. In addition to the baseball games, which he says will burn up more than 3,000 hours of satellite time, Hughes will handle distribution of hockey, football and basketball games as well as outdoor and indoor soccer matches. In all, he says, around 5,000 events will pass through Hughes's booking department this year.

To handle all the sports traffic, Hughes holds five full-time and two part-time transponders on the Telstar and Westar

systems. Although Hughes sometimes requires as many as a dozen transponders, he says, it can get by on six by leasing additional time from carriers and resale carriers on an occasional-use basis. "You do need a certain amount of [satellite] inventory you can count on to get these events moved around."

Unlike other satellite networking companies, Hughes has found it can get by just fine without an extensive network of ground facilities. This is primarily due to the nature of Hughes's marketing. It has purposely eschewed the teleconferencing and program syndication businesses which demand extensive ground facilities.

According to Tagliaferro, Hughes intends to "stick to our bread-and-butter" of sports transmission business. To divert energies and resources into other markets, he says, might lead to a drop in the quality of Hughes's sports service and cause its sports business to suffer. "It could detract from something that has gone well for us over the years."

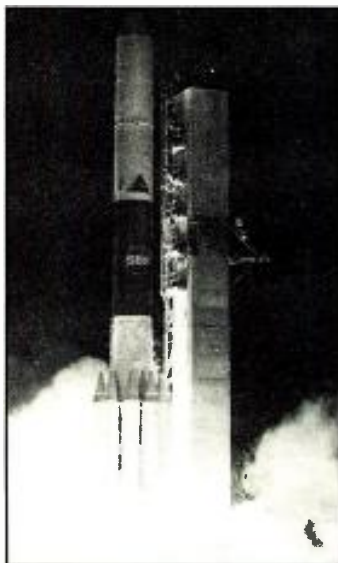
Netcom

When William Tillson founded Netcom three years ago, he thought he had a big advantage over other high-tech start-up companies: little money.

Netcom's 34-year-old president and chief executive officer said he jumped into the satellite networking business with just \$15,000. "That forced us to be profitable very quickly," he says. After just three months of operation, Netcom turned a profit and "this year, when the company does \$16 million, we will still make money." While other well-capitalized "second generation" satellite service companies foundered, he says, poorly capitalized Netcom prospered. "We learned



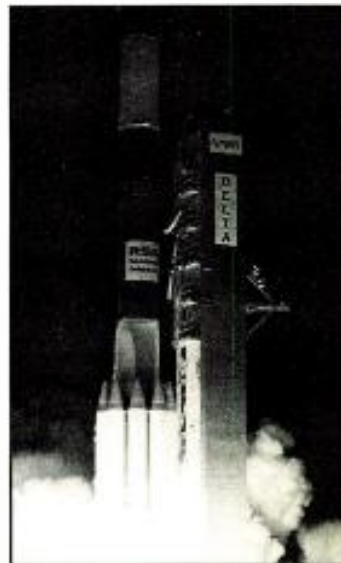
Comstar IV—March 1981



SBS II—Sept. 1981



RCA III—Nov. 1981



Satcom IV—Jan. 1982

manager of TVSC, agrees with Wold. "Satellite distribution is not appropriate in every case," he says. "Stations must strike a balance between satellite delivery of programming, purchasing a tape library and the traditional tape bicycling. It is important for the

producer, station and distributor to work together to determine the most efficient and sensible method of delivery for each program."

Ever since that Brewers-Rangers game in 1975, satellite transmission of live sports

events for local broadcasters, broadcast and cable networks and closed-circuit promoters has been a big business. Such transmissions are primarily the province of Hughes Television Networks, Wold Communications and Bonneville Telecommunications/Satellite

how to do the business on profits."

Another key to Netcom's success is Robert Patterson, who cut his teeth at Hughes and who was instrumental in establishing Wold Communications as a satellite networking force. (While at Wold, he says he "conceived and arranged" the satellite transmission of the Milwaukee Brewers-Texas Rangers baseball game in 1975 that marked the start of the current era of satellite television distribution.) When Patterson became disenchanted with his role at Wold in the summer of 1981, he joined Netcom as part owner and operational head. "Bill is good at cutting deals and making arrangements and running an organization," Patterson says. "We combined that with my expertise, contacts and credibility."

Netcom started out primarily in the satellite teleconferencing business, but expanded rapidly into providing services for cable and broadcast programmers. Through some creative joint ventures and contractual arrangements, it has established an extensive terrestrial network including fixed uplinks in Los Angeles and Atlanta, four transportable uplinks and some 300 transportable downlinks. Its space "inventory" now includes three transponders on Satcom IV, two on Satcom I-R and one on Westar V.

As Tillson readily admits, he is ambitious and if Netcom goes bust one day it won't be because it wasn't aggressive enough. Tillson said Netcom is ready to challenge Wold, TVSC and Bonneville for a hunk of the satellite syndication business and to pour a certain percentage of those profits into co-producing programming.

Public Service Satellite Consortium

The Public Service Satellite Consortium was established by colleges, hospitals,

associations and other nonprofit institutions to put communications satellites to work for them. The PSSC was successful, providing information and producing satellite teleconferences for its members.

In the early 1980's, says President Elizabeth Young, PSSC found that an increasing number of entities that were calling it for information or help in videoconferencing were nonmembers and, indeed, for-profit corporations. Thus, she says, PSSC formed a for-profit subsidiary in 1981, Services by Satellite Inc. (SatServ), on the assumption that it would be a "more appropriate" vehicle for serving for-profit clients.

In PSSC's fiscal 1983, SatServ generated around \$1 million in revenues, doubling the 1982 total. Its list of satellite videoconferencing clients included Pan American Airways, IBM, Petro-Lewis Securities and Sieber-McIntyre. Interest in satellite videoconferencing is steadily increasing, Young says. PSSC and SatServ produced 35 satellite videoconferences last year, she says, and this year SatServ alone is expected to handle around 30.

Besides its expertise at videoconferencing, which was acquired over seven years of producing them, the chief assets of PSSC and SatServ are an earth station and production studio in Denver and a transportable uplink based in the city. The transportable has been leased to a variety of commercial and noncommercial clients, including ABC, ESPN, NBC Sports and Minnesota Public Radio.

According to Young, SatServ's principal project now is the establishment of the Campus Conference Network—downlinks at colleges and universities that are willing to serve as receive-sites for the PSSC and SatServ videoconferences. So far, she says, 22 schools have signed and another 40 or so are expected to be on board by the start of

the fall semester. The schools have to pay for the downlinks and provide the site's conference facilities, but she says they will be compensated with a share of the videoconferencing revenues.

TVSC

Group W's Television Videotape Satellite Communications (TVSC), in different incarnations and under different names, has been duplicating and distributing syndicated programming for a long list of clients for the past quarter century. From the firm's early days in the basement of KDKA-TV Pittsburgh, the distribution was accomplished through the "bicycling" of videotapes.

"But four or five years ago," says George Sperry, TVSC's vice president and general manager, "we decided that if we didn't get in the satellite delivery business, we were going to one day ask ourselves the question: 'Where did the parade go?'"

Not wanting to be left behind, Sperry says, TVSC, which is still based in Pittsburgh, began using the satellites and today about 30% of its traffic goes over the birds. One way or another, TVSC distributes about 325 hours of programming each month, which TVSC claims is more than 60% of all syndicated programming hours.

Although Sperry expects satellites to play an increasing role in syndicated program distribution, he doesn't believe it will ever play the lone role. It will always be more economical and practical to deliver certain well-worn off-network programming, which can be aired any time, by videotape, he says. "I am very optimistic about what is going to happen. Satellite distribution is going to grow by leaps and bounds, but it will never totally replace videotape."

TVSC has delivered its share of

Systems Division. The three are responsible for bouncing thousands of events off satellites each year.

Closing In On Closed Circuit

Possessing the ability to scramble satellite signals, Videonet, a Glendale, Calif.-based satellite services company, has over the past two years transmitted seven professional boxing matches to closed-circuit theaters across the country. The latest transmission occurred March 31, according to David Badoud, national marketing manager. Videonet uplinked the featherweight fight between Juan LaPorte and Wilfredo Gomez from Roberto Clemente Coliseum in San Juan, P.R., to 25 locations around the U.S.

The scrambling of closed circuit events, as Videonet found out last November, is a precarious business with little margin for error. The Nov. 10 fight between Marvin Hagler and Roberto Duran had "to go in the clear," Badoud says, because of the failure of technicians at a key New York closed-circuit location—one of 330—to descramble the satellite signal. To insure that the location received its feed, he says, the fight's promoter, Top Rank, ordered Videonet not to scramble the signal shortly before the open-

Another anniversary. While Western Union celebrates the 10th anniversary of the launch of Westar I, the International Telecommunications Satellite Organization celebrates the 20th anniversary of its formation. On Aug. 20, 1964, representatives of 11 nations formed Intelsat with the goal of building a worldwide satellite network. Intelsat launched its first satellite, the Hughes-built Early Bird in April 1965, and now operates a global satellite network of 15 satellites and 767 earth stations. The meeting of the 108 signatories of Intelsat in Washington today (April 9), according to an Intelsat spokesman, officially marks "the opening" of the anniversary year.

ing bell, he says. As a result, some of the local closed-circuit promoters, who lost money on the fight, are balking at paying Top Rank, he says.

Videonet has been using Oak's Orion system to scramble its feeds for two very good reasons: Orion has been the only system available and Oak has been the majority owner of Videonet. But things are changing. A group of private investors was to complete the purchase of Videonet last week while M/A-COM and others are aggressively marketing a low-cost alternative to Orion, Badoud says. Videonet is investigating those alternatives, he says.

Videonet also appears to be losing its lock on the closed-circuit transmission business. William Tillson, president of Netcom, a growing multifaceted satellite services company, says Netcom is in the process of pur-

chasing M/A-COM's Videocipher II system and expects delivery of the equipment by the end of the year. Looking ahead, Tillson sees plenty of competition. "I think when you break the \$250 per decoder barrier, you will see a lot of people in there."

The Biggest News In News

With the possible exception of the ENG camera and recorders, nothing has made a greater impact on the gathering of news for television than satellites. Network and local news programs have been greatly enhanced by the ability to import economically via satellite video clips and news reports from anywhere in the country. Some local stations are passive receptors of news material put on the satellites by news syndicators, freelancers and cooperatives, but others have set

teleconferences, special events and news via satellite, but the syndicated programing seems to be TVSC's future as well as its past. To handle the different kinds of traffic, TVSC maintains elaborate facilities for the duplication, playback and storage of tapes. The operations center in Pittsburgh has tape machines in virtually every format in use today. It has transmit-receive earth stations in Los Angeles and Pittsburgh and access each year to 21,900 hours of transponder time on Westar V and Satcom IV.

VideoStar Connections

VideoStar Connections Inc. does "not try to be all things to all people," says Jim Black, executive vice president of the Atlanta-based satellite services company. "All we try to do is provide a transparent channel for the message. We are just like Federal Express: Tell us where to pick up [the video] and we will deliver it anywhere in the world."

According to Black, videoconferencing now accounts for about 60% of the company's business. In 1983, he says, VideoStar handled around 150 of the events, which varied radically in size. Annual revenues of the closely held company—Taft Broadcasting and Ed Taylor of Satellite Syndicated Systems are investors—exceed \$10 million, he says.

In the foreseeable future, VideoStar plans to concentrate on transmissions of special events—news, entertainment, videoconferences—and stay away from the highly competitive business of handling syndicated programing, Black says. The latter is a "cutthroat" business based primarily on pricing, he says. "How do you differentiate your tape spinning and satellite uplinking from somebody's else's?" he asks.

"It's the cheapest price and to hell with anything else."

Special events transmission is far less competitive, he says, because only a few firms can do it well. The service requires special skills and "very competent personnel."

What distinguishes VideoStar from some other satellite service firms is its commitment to Ku-band technology. Because there is no terrestrial usage of the band, Ku-band satellite signals can be uplinked or downlinked from virtually any location. It's an attribute that is particularly valuable in news gathering and one that VideoStar highlights in its promotion literature. VideoStar has 2 Ku-band portable uplinks and, under a tailor-made tariff with Satellite Business Systems, what amounts to a full-time Ku-band transponder on the SBS satellite system.

Its next addition to its Ku-band network will be a teleport in Washington. Last February, VideoStar and Pyramid Video, Washington, announced that they had formed a joint venture, the National Teleport, to install and operate two five-meter Ku-band earth stations atop the National Press Building in the city.

Wold Communications

In the realm of satellite networking services, Wold Communications is the original. On Aug. 9, 1975, it broke new ground in video transmission when it fed a baseball game between the Milwaukee Brewers and Texas Rangers from Milwaukee County Stadium to KXAS-TV Fort Worth via satellite.

Unsure about the orbiting microwave relay stations, Chairman Robert Wold recalls, the company, which was just four years old at the

time, set up a redundant terrestrial network in case it failed. It didn't and Wold has never been unsure about satellite communications since.

Indeed, the medium propelled his company into prominence. Wold continued to siphon off sports transmission business from Hughes Television, long established in the industry, and expanded into the distribution of news, cable programing, special events and syndicated broadcast programing. The growth of the company, which is now about 20% owned by Cox Broadcasting, has been rapid. Between 1980 and 1983, Wold says, revenues tripled from around \$10 million to \$30 million.

Wold and Hughes were the industry's first resale carriers. They bought big chunks of satellite capacity on the Westar system at wholesale rates and used it for their services or resold it to broadcasters and others in small quantities at retail rates. Wold now holds nine full-time transponders and, on occasion, will lease time on other transponders if the job calls for it.

Wold plans to hold its position in sports and news, Wold says, while putting an accent on handling syndicated programing. Wold is congregating most of the syndicated fare on one satellite (AT&T's Telstar 301) and calling the package the Wold Satellite TV Network. The Wold Network now includes 28 recurring television programs and news services as well as occasional motion pictures and specials. Nearly 20 program distribution companies now make use of the Wold facilities.

Wold maintains operation centers in New York, Washington and Los Angeles which are linked with earth stations in Little Fall, N.J.; Fairfax Station, Va., and the ABC television center in Hollywood, respectively.

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up permanent bureaus in Washington and sent reporters and crews across the state or across the country to send back live or taped reports via satellites.

For spot news, the transportable earth stations, which have proliferated rapidly over the past few years, have proved an invaluable tool. Regardless of where in the country the news occurs, a transportable can be dispatched to the scene and be operating, within a day in most cases.

Jim Black, executive vice president of VideoStar Connections, tells of CBS News's order for one of VideoStar's transportables at noon on March 29 to cover the destruction caused by a string of tornadoes in North Carolina and South Carolina. VideoStar immediately sent one of its Atlanta-based units to Bennettsville, S.C. It arrived in time to beam live reports from the ravaged town during the *CBS Morning News*. CBS's bill, including the charge for satellite time on SBS, came to less than \$6,000, according to Black.

Wold says he handles six syndicated news services. Telepictures' Newscope provides "feature material" that broadcast stations can

weave into their local newscasts. The stories are transmitted twice a week—one hour each Friday and a half-hour each Saturday. Group W's Newsfeed, Wold says, provides harder news and more of it—around eight-and-a-half hours a week—through the Wold facilities to its clients.

The "whole area of news exchanging" is growing, says Wold. "News departments at local stations have a hell of a lot of stuff that they never would have had in the pre-satellite era." The trend is particularly evident in sports news. "Stations will have highlights from sporting events all over the country that are being picked up off satellites. You'll see the Chicago Cubs playing in St. Louis in Washington an hour after the game is over," he says.

DBS Is The Latest Wrinkle

Communications satellite and earth station technology matured so rapidly during the 1970's that satellite-to-home broadcasting became feasible. Eight companies have been authorized by the FCC to build high-power satellites capable of beaming televi-

sion pictures and other types of electronic information to home earth stations with dishes as small as two-and-a-half feet in diameter (see chart, page 50). So far, Comsat's Satellite Television Corp. is the only one of the group to begin construction of its satellites and make the attendant financial commitment. How many of the others will go as far is anybody's guess.

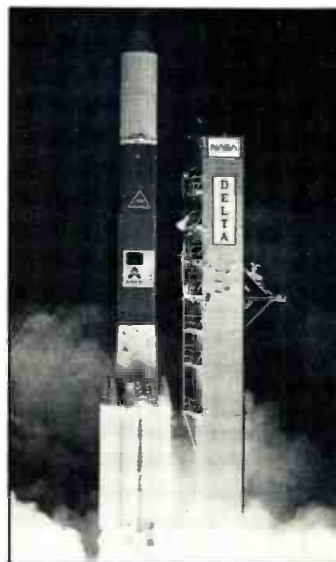
What the market will be like for direct broadcast satellites is also uncertain. STC and the others intend to serve a large portion of the between 20 million and 30 million homes that are expected never to be wired for cable. But that potential market may have shrunk considerably by the time STC gets its high-power satellites in orbit in 1986. United Satellite Communications Inc., a start-up company backed by General Instrument and Prudential Insurance, found that some of the late-model domestic communications satellite were powerful enough to deliver pay television to one-meter earth stations. It acquired a transponder on Telesat Canada's Anik C-II domestic satellite and began offering a five-channel service to a 24-state area over the Northeastern U.S. in



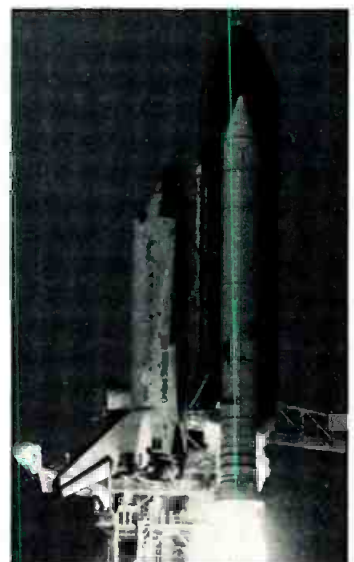
Westar IV—Feb. 1982



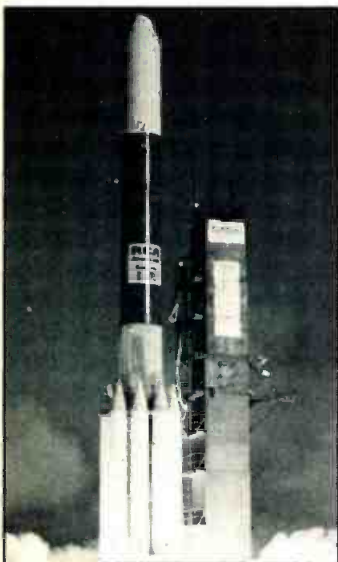
Westar V—June 1982



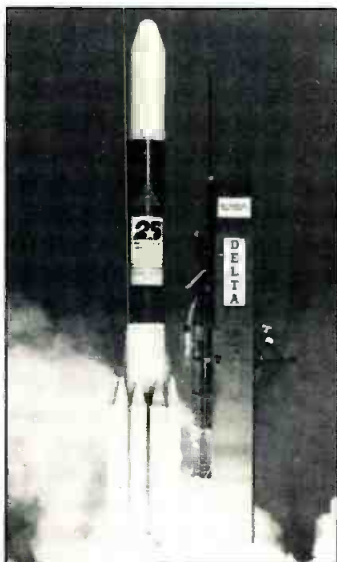
Satcom V—Oct. 1982



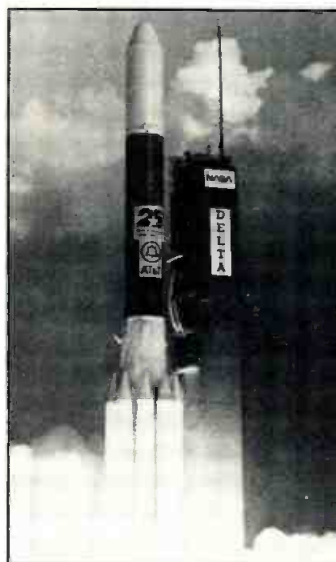
SBS III—Nov. 1982



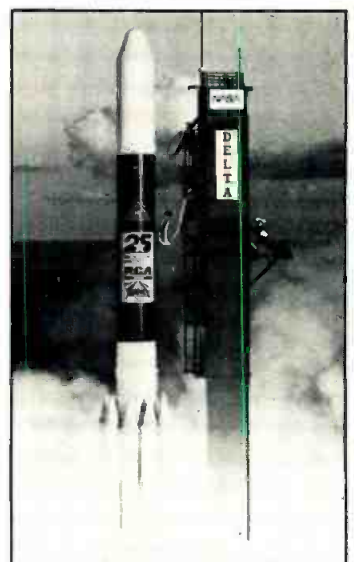
Satcom I-R—April 1983



Galaxy I—June 1983



Telstar 301—July 1983



Satcom II-R—Sept. 1983

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GTE announces the satellite bandwidths

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Each satellite is designed for a specific purpose. SPACENET I, the new video satellite and the first GTE satellite to be launched, already has a growing list of video and programming customers, including the ACTS Satellite Network and the Sunday School Board of the Southern Baptists, Rainbow, Bonneville, EFC Satellite Services, and Double B. GSTAR II, to be launched in late 1984, will serve the emerging direct-to-home television industry.

Also, GTE satellites will be used by a variety of customers, including GTE Sprint and Argo Communications, to meet their growing requirements for telecommunications services ranging from low-speed/low-volume to high-speed/high-volume transmissions.

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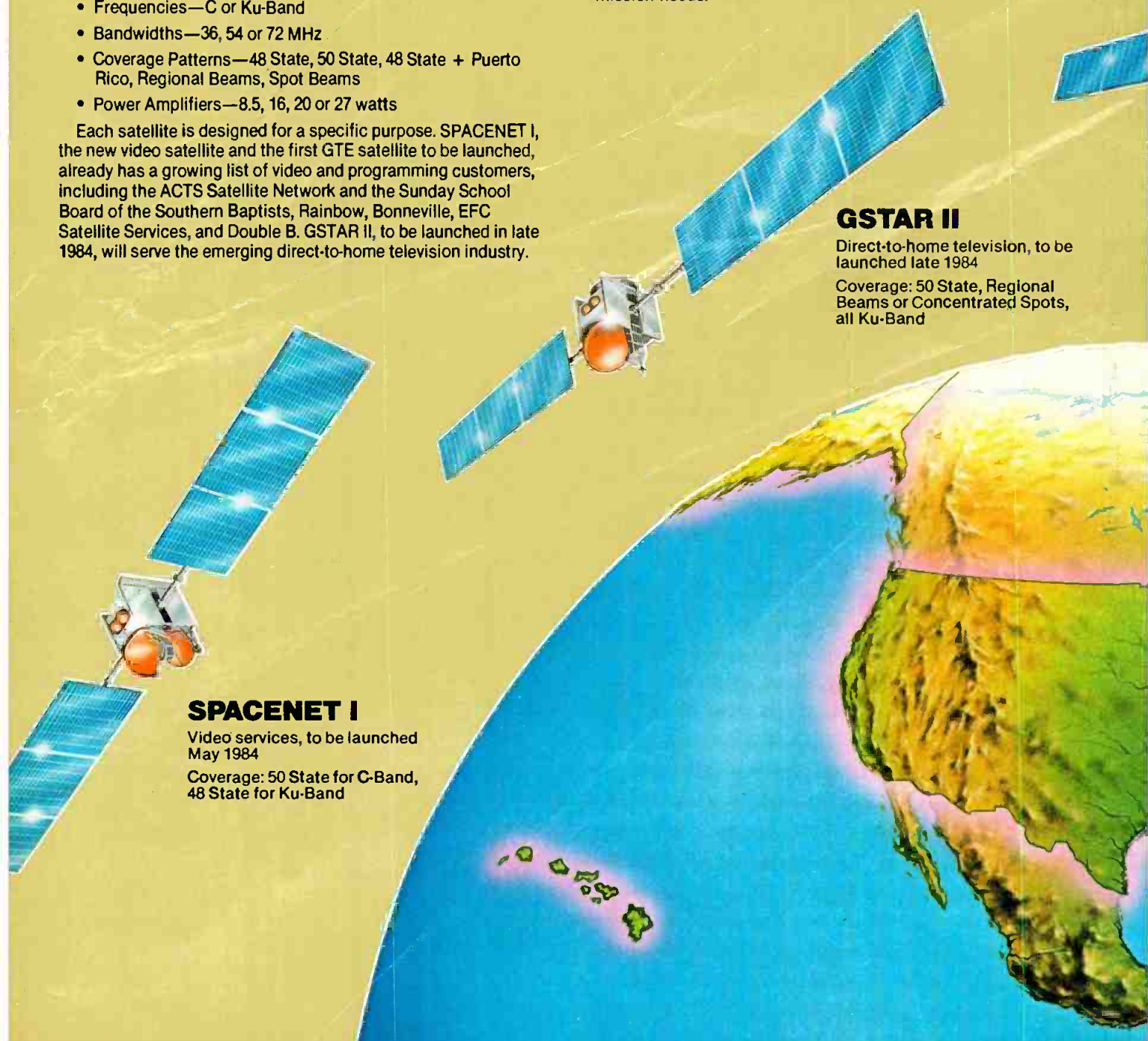
Direct-to-home television, to be launched late 1984

Coverage: 50 State, Regional Beams or Concentrated Spots, all Ku-Band

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Video services, to be launched May 1984

Coverage: 50 State for C-Band, 48 State for Ku-Band



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vention 1983. Sensing the threat months earlier, STC decided to use SBS IV, set for launch this August, to offer a similar service beginning late this year while it waited for its high-power birds to be completed.

When RCA and Western Union launched their first Satcoms and Westars a decade ago, they thought the satellites would be principally used for voice and data traffic. Although that usage didn't develop then, it may now.

Developing Voice And Data

Having let the bulk of the video and audio business slip away, Western Union is now aiming at the voice and data market. Western Union's Ragan believes there is a lot of money to be made in providing private network service for major corporations. "We believe we are in a unique position to provide that kind of service," he says. "We have abilities

in terrestrial local distribution and long-haul transmissions and also we have the satellite element. We can answer the question of the last mile. If we can't do it with a customer-premise earth station, we can do it with microwave or cable."

Westar I may serve as the symbol of a new era of telecommunications. But what ever became of the "golden spike of the skies?" It ended nine years of service—two more than anticipated—during the spring of 1983 as a back-up for Westar II. During the week of April 18, 1983, Western Union technicians used the Westar I's remaining on-board fuel to boost the retired bird into a new orbit 40 miles higher to keep it from colliding with other geostationary satellites.

It's not a bad fate for a satellite. According to a Western Union spokesman, the satellite now drifts slowly westward, passing over the United States twice a year "in an eternal orbit." □

Next in line. Technicians at RCA Astro-Electronics are putting the finishing touches on Space-net 1, a satellite built for GTE Spacenet Corp., and preparing the bird for delivery to Kourou, French Guiana, where it will be launched into geostationary orbit aboard the Ariane expendable rocket on May 22. The satellite is unlike any other in orbit, having both C-band and Ku-band transponders. It has the equivalent of 36 transponders.

One of the satellite's primary users will be GTE Sprint. To accommodate the long-distance telephone company, GTE Spacenet is constructing and will operate a \$100-million earth station network. But, according to GTE Spacenet's Michael Jeye, the satellite will serve a number of video users.

Programing

'V' and 'Pompeii' highlight May sweeps

Specials, mini-series and original episodes of series on networks' slate

As expected, the three major networks are rolling out their big guns to prepare for the Arbitron and Nielsen May sweeps. The battle plan calls for a heavy slate of expensive mini-series, specials, blockbuster theatricals and original episodes of regular series programs. Although network programming heads at advertising agencies note that none of the known schedule looks as titillating as the mini-series all three networks ran in the February sweeps, most expect upcoming mini-series like ABC's *The Last Days of Pompeii* and NBC's *V: The Final Battle* to attract wide audiences.

And as has been network policy for the past several years, much of the regular series programming in the May sweeps will be original product that has been saved from going on the air until next month. ABC is planning to run new episodes of *Dynasty*, on top of the first-time broadcasts that come from such new product as *a.k.a. Pablo* and *Two Marriages*—although program watchers openly wonder if these programs, due to their poor reception by the public, will make it to the May sweeps. ABC's *Shaping Up*, which replaced *Oh Madeline!* in the Tuesday 9:30-10 p.m. slot will go off the air at the end of April and be replaced by new episodes of *Oh Madeline!* (*Shaping Up* may return as a summer replacement series.) ABC also is planning special episodes for *Three's Company*, *Happy Days* and *Webster*, the last which is scheduled to have its

final episode on Friday, May 4.

Based on reports from the networks, advertising agencies and station representative firms, a preliminary May schedule has begun to shape up. The schedule is only tentative, however, and networks can—and do—make programming changes at any time.

Among the CBS series expected to be all original episodes are *Suzanne Pleshette* is *Maggie Briggs*, *American Parade*, *One Day At a Time*, *Mama Malone* and two episodes of *Alice*. Among NBC series, the list includes *TV Bloopers*, *Double Trouble*, *Duck Factory*, *People Are Funny* and *Mama's Family*.

CBS leads off the May sweeps with a television premiere of "Being There," the *CBS Wednesday Night Movie* on May 2, at 8-11 p.m. On Thursday, May 3, at 9-11 p.m., CBS will forego its usually strong lineup of action/adventure and drama series in favor of a two-hour *Country Comes Home* special, featuring Glen Campbell and other country entertainers.

On Friday, May 4, NBC takes out its regular lineup to premiere the theatrical, "The Changeling," at 9-11 p.m. And on Saturday, May 5, CBS broadcasts a Bugs Bunny special at 8-8:30 p.m. as a lead-in to a repeat broadcast of the theatrical, "The Wiz," from 8:30 p.m. to 11 p.m.

But the real network battles do not begin until Saturday, May 6, when ABC runs *The Last Days of Pompeii* head-to-head over a three-day period against NBC's *V: The Final Battle* ("Closed Circuit," March 12). ABC takes the lead by opening *Pompeii* one hour ahead of *V* on Saturday, May 5, but the following two nights *Pompeii* and *V* are running against each other between 9 p.m. and 11 p.m.

CBS returns with another Bugs Bunny special on Saturday, May 12, at 8-8:30 p.m.,

and the following Sunday, May 13, NBC will premiere the made-for-television movie, *Family Secrets*, at 9-11 p.m., which stars Stephanie Powers, Maureen Stapleton and Melissa Gilbert.

Monday, May 14, is another night ABC and NBC are going head-to-head with special programming. ABC is scheduled to broadcast an *ABC Theater* presentation called *The Dollmaker*, starring Jane Fonda. NBC plans to go with the *19th Annual Academy of Country Music Awards* opposite *The Dollmaker*.

NBC tentatively plans to run regular series programming over the next four days—May 15-18.

Tuesday, May 15, sees CBS programming *Anatomy of an Illness* at 9-11 p.m., a made-for-television movie about former *Saturday Review* editor Norman Cousins' fight with a debilitating illness and featuring Ed Asner in the lead role.

On Wednesday, May 16, the *CBS Wednesday Night Movie* is *Kim*, starring Peter O'Toole. It's a three-hour broadcast from 8 p.m. to 11 p.m.

The following Thursday night sees CBS again pre-empting its strong lineup of regular series programming in favor of carrying the annual *Miss U.S.A.* pageant. CBS will also forego on May 18 its usually strong Friday night lineup to premiere the theatrical "Outland," starring Sean Connery. NBC will repeat the theatrical, "Dressed to Kill," opposite it.

CBS makes a substitution in the 8-9 p.m. Saturday slot, which this past season has been the berth of *The Dukes of Hazzard*, and slips in a one-hour repeat special, *Classic Creatures: Return of the Jedi*.

Sunday, May 20, and Monday, May 21, see ABC and NBC compete in their second major programming battle of the month. Start-

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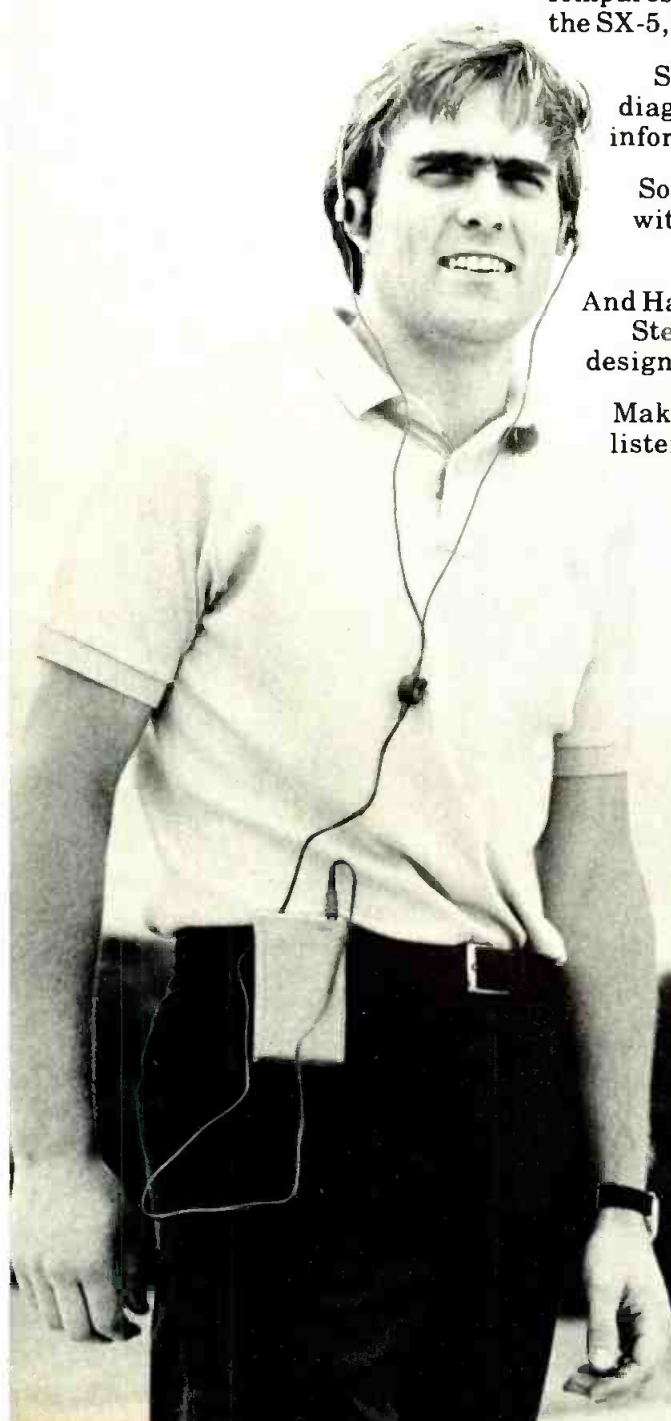
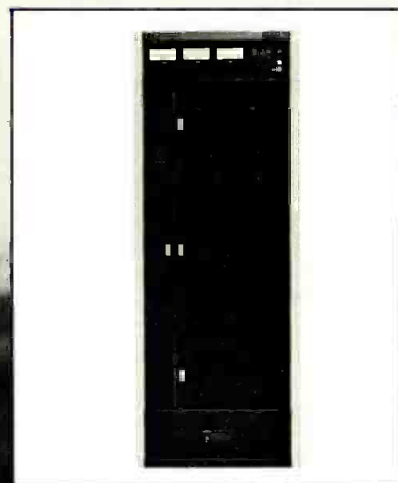
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ing on Sunday at 7-7:30 p.m., NBC will air a half-hour animated special, *The Smurfic Games*, featuring the Smurf characters participating in Greek-style Olympic games. It will be followed by a repeat of another half-hour special, *The Berenstain Bears' Easter Surprise*. From 8 p.m. to 10 p.m. that night, NBC will feature its main presentation—the first part of a mini-series called *The First Olympics: Athens 1896*. And ABC will run the first half of its mini-series, *Mystic Warrior*, from 8 p.m. to 11 p.m. Later that night, from 10 p.m. to 11 p.m., NBC is scheduled to broadcast a Dean Martin roast.

On Monday, May 21, NBC airs the second part of its mini-series, *The First Olympics*, from 8 p.m. to 11 p.m., while ABC starts an hour later with the conclusion of

Mystic Warrior.

The CBS Tuesday Night Movie on May 22 features George Segal and Morgan Fairchild in *The Zanny Adventures of Robin Hood*. The following two nights, May 23-24, ABC pre-empts its regular lineup to run a premiere of the theatrical, "Prince of the City," starring Treat Williams.

Wednesday, May 23, at 8-9 p.m., NBC is planning to carry the 30th Anniversary College Bowl National Championship live from Ohio State University.

On Friday, May 25, NBC will premiere a made-for-television titled *Summer Fantasies* from 9 p.m. to 11 p.m. It will star Dorothy Lyman from NBC's *Mama's Family*, Ted Shackelford from CBS's *Knots Landing* and Michael Gross from NBC's *Family Ties*.

The television premiere of the theatrical "Xanadu," starring Olivia Newton-John, is scheduled to run on Saturday, May 26, from 9 p.m. to 11 p.m. On Sunday, from 9 p.m. to 11 p.m., ABC Sports will present the annual Indianapolis 500. NBC will premiere a two-hour pilot in the same period, *No Man's Land*, starring Stella Stevens.

On Monday, May 28, NBC is scheduled to carry a Bob Hope birthday special, from 9 p.m. to 11 p.m. Hope will be 81. *The Screen Actors' Guild 50th Anniversary Special* is scheduled to be carried by CBS on Tuesday, May 29, in the 9-11 p.m. slot usually reserved for the weekly CBS Tuesday Night Movie. The following night, Wednesday, May 30, the CBS Wednesday Night Movie will feature the television premiere of the

"Oz" helps give CBS the week

CBS won the 27th week of the 1983-84 season by 1.4 of a rating point over ABC and three rating points over NBC. According to Nielsen's National Television Index, CBS won the weekly prime time ratings with an average 17.4 rating and 28 share compared to a 16/26 for ABC and a 14.4/23 for NBC.

CBS won Monday, Thursday, Friday and Sunday nights while ABC took Wednesday and Saturday and NBC won Tuesday. Seven of the top 10 shows belonged to CBS, but ABC's *Dynasty* was the top ranked show of the week, perhaps due to the pre-emption of *Dallas* in favor of CBS's perennial broadcast of the "The Wizard of Oz", which was ninth in the week's ratings.

The combined network share for the week was 77, down from an 84 for the comparable week in 1983—although last year's combined share might have been inflated due to ABC's *Thorn Birds* mini-series.

In the evening news wars, CBS maintained its lead with a 13/23 for the CBS Evening News With Dan Rather, while NBC's *Nightly News* placed second with 11.1/20 and *World News Tonight* on ABC came in third with 10.6/19.

In season-to-date averages, CBS has the lead with 18.1/28, followed by ABC with 17.2/27 and NBC with 15/25.

The week ended April 1, night by night:

■ CBS's win for Monday, March 26, was based on the strength of its regular series programming and the second episode of *Kate & Allie* which ranked eighth for the week, averaging 20.6/31 (the week before it was fourth).

■ Tuesday night was NBC's. Fueled by its strong lineup of *A-Team*,

Riptide and Remington Steele, it rolled up a 30.8 average share. The second outing for CBS's *American Parade* garnered an 11/17, the same rating it achieved in its premiere broadcast.

■ ABC won Wednesday night with an average share of 35.1, more than 10 share points ahead of second-place NBC for the night and nearly 18 share points ahead of CBS, which carried the Democratic presidential debate. The debate attracted a 10.4/16, and was no competition for a rerun of *Fall Guy* on ABC (20/32) or *Real People* on NBC (15.7/25). The top rated program of the week, *Dynasty*, attracted a 25.2/39, while a rerun of *Hotel* following it drew a 19.8/34.

■ Thursday night reverted to CBS with its lineup of action and drama shows. It won with an average 38 share, while ABC and NBC nearly tied with 21.3 and 21.5 shares respectively. All three of CBS's Thursday night shows—*Magnum, P.I.*, *Simon & Simon* and *Knots Landing*—ranked in the top 100.

■ CBS's broadcast of "The Wizard of Oz" drew a 34 share, the same as last year. It was the 18th time "Oz" had been broadcast on CBS, and the 26th time it had been seen on network TV. (NBC carried it in 1968-75.)

■ Saturday night was the closest race among the three networks for the week, although ABC managed to win with an average share of 25.3. However, CBS's *Mike Hammer* beat out ABC's *Fantasy Island* by six share points with an average 17.1/31.

■ Although CBS won Sunday night with its regular lineup, the 9-11 period went to NBC and its made-for-TV movie *Flight 90: Disaster*, which averaged 20.4/32. ABC's made-for-television movie, *Samson & Delilah*, which played opposite it, averaged a 16/26.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Dynasty</i>	ABC	25.2/39	24.	<i>Alice</i>	CBS	16.5/25	47.	a.k.a. Pablo	ABC	14.6/22
2.	<i>Simon & Simon</i>	CBS	25.0/39	25.	<i>Foulups, Bleeps & Blunders</i>	ABC	16.4/25	48.	<i>Airwolf</i>	CBS	14.5/24
3.	<i>A-Team</i>	NBC	24.4/37	26.	<i>Jeffersons</i>	CBS	16.4/24	49.	<i>Best Kept Secrets</i>	ABC	14.2/23
4.	<i>Magnum, P.I.</i>	CBS	23.6/37	27.	<i>Remington Steele</i>	NBC	16.0/27	50.	<i>Suzanne Pleshette Show</i>	CBS	13.8/20
5.	<i>Knot's Landing</i>	CBS	23.3/38	28.	<i>Different Strokes</i>	NBC	15.8/27	51.	<i>Fantasy Island</i>	ABC	13.7/25
6.	<i>60 Minutes</i>	CBS	22.6/38	29.	<i>Silver Spoons</i>	NBC	15.8/27	52.	<i>Night Court</i>	NBC	13.7/21
7.	<i>Newhart</i>	CBS	21.0/32	30.	<i>Love Boat</i>	ABC	15.7/26	53.	<i>Automan</i>	ABC	13.5/20
8.	<i>Kate & Allie</i>	CBS	20.6/31	31.	<i>Real People</i>	NBC	15.7/25	54.	<i>Only When I Laugh</i>	NBC	13.4/22
9.	<i>Wizard of Oz</i>	CBS	20.4/34	32.	<i>Family Ties</i>	NBC	15.7/24	55.	<i>Mama's Family</i>	NBC	12.8/21
10.	<i>Flight 90: Disaster</i>	NBC	20.4/32	33.	<i>Anne Murray Special</i>	CBS	15.6/28	56.	<i>Lottery</i>	ABC	12.6/20
11.	<i>Fall Guy</i>	ABC	20.0/32	34.	<i>Hart To Hart</i>	ABC	15.5/26	57.	<i>Domestic Life</i>	NBC	12.5/18
12.	<i>Cagney & Lacey</i>	CBS	19.9/35	35.	<i>Webster</i>	ABC	15.5/25	58.	<i>Hill Street Blues</i>	NBC	12.4/20
13.	<i>Matt Houston</i>	ABC	19.8/35	36.	<i>Trapper John, M.D.</i>	CBS	15.4/26	59.	<i>Buffalo Bill</i>	NBC	11.7/18
14.	<i>Hotel</i>	ABC	19.8/34	37.	<i>Shaping Up</i>	ABC	15.4/24	60.	<i>Ripley's Believe It or Not</i>	ABC	11.5/19
15.	<i>TV's Bloopers, Practical Jokes</i>	NBC	18.7/28	38.	<i>Gimme A Break</i>	NBC	15.3/24	61.	<i>I Was A Mail Order Bride</i>	CBS	11.0/17
16.	<i>Scarecrow & Mrs. King</i>	CBS	18.6/28	39.	<i>Knight Rider</i>	NBC	15.3/23	62.	<i>American Parade</i>	CBS	11.0/17
17.	<i>Hardcastle & McCormick</i>	ABC	18.6/28	40.	<i>Benson</i>	ABC	15.2/26	63.	<i>Master</i>	NBC	10.8/18
18.	<i>Riptide</i>	NBC	17.8/28	41.	<i>Masquerade</i>	ABC	15.2/25	64.	<i>That's Incredible</i>	ABC	10.8/17
19.	<i>Mike Hammer</i>	CBS	17.1/31	42.	<i>Cheers</i>	NBC	15.2/23	65.	<i>Dukes Of Hazzard</i>	CBS	10.2/17
20.	<i>Terrible Joe Moran</i>	CBS	17.1/28	43.	<i>St. Elsewhere</i>	NBC	15.1/26	66.	<i>Yellow Rose</i>	NBC	9.7/17
21.	<i>Three's Company</i>	ABC	17.1/26	44.	<i>Facts of Life</i>	NBC	14.9/23	67.	<i>We Got It Made</i>	NBC	8.3/14
22.	<i>20/20</i>	ABC	16.6/27	45.	<i>People Are Funny</i>	NBC	14.8/25	68.	<i>Yellow Rose, special</i>	NBC	9.7/17
23.	<i>Samson and Delilah</i>	ABC	16.5/26	46.	<i>T.J. Hooker</i>	ABC	14.8/29	69.	<i>First Camera</i>	NBC	5.5/9

*Indicates premiere episode

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theatrical, "Atlantic City," starring Burt Lancaster and Susan Sarandon. And on Thursday, May 31, CBS again is scheduled to pre-empt its lineup in favor of broadcasting the National Basketball Association championship game. □

Upbeat talk from Tinker

NBC chief says reports of the death of broadcasting are greatly exaggerated; discusses his network's current programing problems

NBC Chairman Grant Tinker appraised the state of the broadcasting business before a packed International Radio and Television Society luncheon in New York and concluded that it was good—but could be better. Tinker asked the question himself: "How bad is it, really?" He suggested that if a reader stuck only to the trade publications or never lifted his or her eyes from the pages of office memos, then "you may contract a case of terminal depression."

Tinker acknowledged that there are problems in the broadcasting business these days—audience erosion, rising production costs, pressure from special interest groups, regulatory controls, even the "curse of success." But many of the problems, Tinker noted, "are just business problems—the ones we have now are often the same ones we had yesterday." To back up his point, Tinker cited 20-year-old stories from BROADCASTING that reported on the astronomically rising media costs. Tinker assured, however, that the "principal segments of our industry are not threatened."

Tinker also talked about NBC's programing problems, and how the network is working to climb out of third place. At the beginning of the current season, Tinker recalled, NBC tried "to have it both ways. We scheduled a collection of new shows aimed almost exclusively at simply attracting audience, without thought of improving breed. And all of them turned out to be ill-chosen; not one of them succeeded."

The pitfall, according to Tinker, is that in the process NBC forgot "the lesson we had all learned from *Hill Street Blues*." If the product is pleasing and acceptable, "stick with it." Continued Tinker: "It may take an entire season, even longer, but ultimately the audience will reward your faith, and usually with a demographic bonus."

At the same time, Tinker cautioned that the network's schedule can be "too upscale," and the solution to that is "a mixed menu, something for everyone." Tinker stressed that the "mix" must also include quality programs because "otherwise we insure the downward drift of our standards and diminish the value of our audience."

Tinker stressed he didn't want to sound either like a Pollyanna or a doomsayer. But he acknowledged the shape of the industry today can lead one to sound like both.

Tinker also said that, despite the cancellation of NBC News's *First Camera* because

of poor ratings, the network is still committed to producing a full-hour news magazine, "but you'll probably not see *First Camera* again." Asked if the hiring of Frank Magid Associates to consult NBC News means that the network or its owned station's newcasts will show signs of the "happy talk" news format, Tinker said no. Tinker said that Magid was contracted by NBC research chief Bill Rubens to find out how NBC News is perceived by the audiences that watch it, and said that "Magid will not get into editorial content." □

KCET on the rebound

Los Angeles noncommercial TV station, after cutting costs and laying off employees, is eyeing national projects

"We have our financial health back," declared William H. Kobin, president and chief executive officer of beleaguered noncommercial KCET(TV) Los Angeles. "The station is in absolutely stable financial condition."

The dramatic shift in fiscal fortunes for the PBS affiliate has taken place during Kobin's 15-month tenure at KCET, following the laying off of 30% of the station's staff in early 1982, and an attempt to sell the station's studio facilities to offset a multimillion dollar debt (BROADCASTING, Feb. 22, 1982). The studio offering was withdrawn when no suitable bid was received, and cost-cutting measures eased the station's financial crisis.

"The first major phase of the [KCET] reorganization was to reconstitute the national production area, which had been totally eliminated in the cutbacks," Kobin told BROADCASTING in an interview. "We have got to rebuild our national production area. We are working very hard and very successfully on that."

Kobin joined KCET in January 1983, after the resignation six months earlier of the former president and chief executive officer, James L. Loper, who had been with the station since it began broadcasting in 1964. Loper was sharply criticized for his handling of the financial crisis and use of a revolving expense account to pay for memberships in private clubs. Under Loper's tenure, KCET rapidly expanded its involvement in major national program productions, including the \$8-million *Cosmos* series.

"We don't produce it if doesn't get funded," explained Kobin when asked how KCET intends to finance its new national productions. "We are not putting our own money into major national productions, [although] we have allocated a small number of dollars to develop ideas and proposals for outside funding." He said that 44 proposals are in various stages of development at KCET, including four related to the 1984 Olympics Arts Festival beginning June 1 in Los Angeles.

"Our top priority over the past year has been local production," he continued. "As a matter of fact, we have about 80% of our programing dollars in this area." Some of

the local shows being produced at KCET, Kobin said, will probably be used as pilots for nationally distributed series. Current national program involvement includes participation in the *Why In The World* instructional series and *American Playhouse* drama series. The station is also part of two consortia, one producing *Wonderworks*, a family-oriented series premiering next fall and the other involving the return of Vietnam War veterans to the scenes of battle in Vietnam.

KCET has stepped up its appeals to foundations, corporations and potential co-production partners to finance its new program ventures. In the meantime, the station is generating income through leasing its production facilities to commercial program producers and teleconference participants.

Silent Radio, a local firm that markets "electronic billboards," is paying for use of KCET's vertical blanking interval to distribute news and advertising messages. KCET has been experimenting with teletext technology since 1980, and recently announced an agreement with Merrill Lynch & Co. to develop a financial data service using teletext.

"I think the safest source of revenue for



Kobin

public television stations is individuals in the community," observed Kobin, who went to KCET from noncommercial KTCA-TV Minneapolis, where he was president and general manager. "We have 240,000 subscribers in Los Angeles and that number went up 18% between fiscal 1982 and 1983. Subscriber revenue went up 10% during that time."

According to January Nielsen estimates, the average weekly cume for KCET rose to 42%, compared to 37% for January 1983. The 13.5% increase compares with the national PBS cume average increase for the period of 2.5%.

Revenue from KCET subscribers has increased from \$4.3 million in fiscal 1980 to \$9.6 million in fiscal 1983. During the same period the average viewer gift rose from \$29 to \$37.

"We're approximately a \$15-million-dollar-a-year business," Kobin concluded. "I'm very much committed to running this business according to sound business principles, which means you can't have more expenses than you have revenues." □

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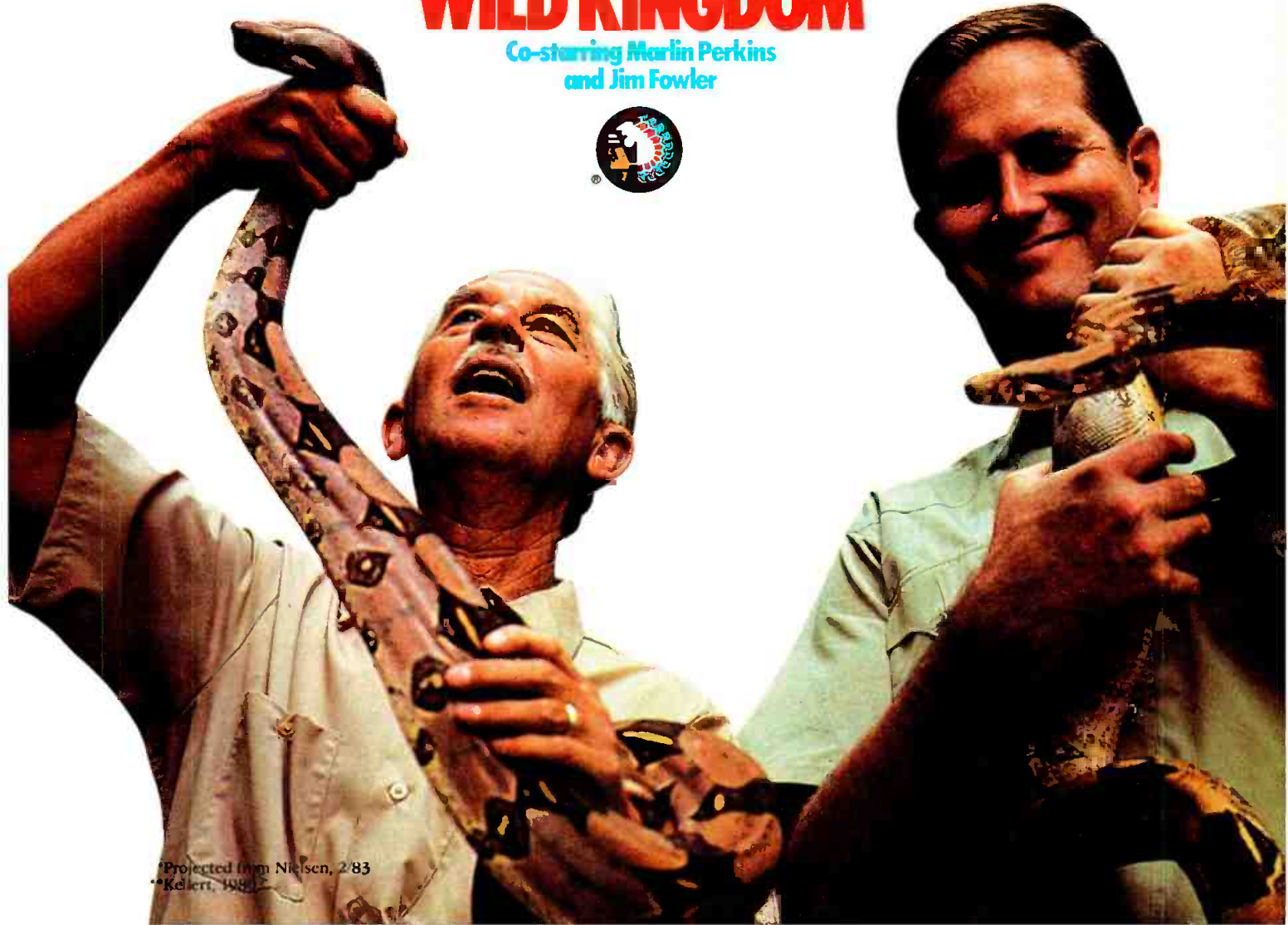
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WBBM — News	17	15		Magazine	13	13	
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				Court	24	20	
Philadelphia				Washington			
WPVI — Wheel	31	36	+ 16%	WDVM — Wheel	21	23	+ 10%
WCAU — Feud	15	11		WRC — Feud	15	11	
KYW — Evening				WJLA — Entertain-			
Magazine	16	17		ment Tonight	18	21	
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KPIX — CBS News	19	20		KDFW — Feud	20	19	
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FCC's Patrick: emerging independent

Newest commissioner insists on thorough study before voting; appears to vote his conscience without sticking to one ideology

At the last FCC meeting, Chairman Mark Fowler was scrambling for a vote. The Mass Media Bureau was recommending that KIFM(FM) (formerly KDIG) San Diego—which had been denied renewal in 1980, and has now exhausted its legal appeals, be ordered off the air. Fowler, however, wanted to permit the station to continue operating while the commission tried to find a new licensee. After the legality of Fowler's proposal was questioned publicly by the FCC's general counsel, how the votes would fall became unclear. But when Dennis Patrick, the FCC's newest commissioner, let it be known that he wasn't planning to participate, Fowler, without taking a vote, pulled the item from the agenda.

In yet another item at the same meeting, Fowler and the FCC majority refused to overturn a staff ruling dismissing a fairness doctrine complaint against KTVI(TV) St. Louis. Patrick refused to go along, contending the bureau may have been in error. (Patrick said he wanted to study the issue more, "but I may have to dissent," he said.)

It would be foolish to make too much out of two simple actions. The track record is slim. But Patrick didn't give Fowler his vote on KIFM(FM), when that could have rescued the chairman from an embarrassing spot. And he insisted on questioning the call on the fairness complaint, even though a dissent couldn't change the decision.

In fact, the 32-year-old Republican's inclination toward independence is already receiving notice. At the commission, he has developed a reputation for demanding in-depth briefings on agenda items more than any other commissioner in recent memory. As he has been learning the ropes, he has declined to vote on items he hasn't had the time to study thoroughly. He's also scoring points for insisting upon calling items as he sees them, without leaning on the crutch of a catch-all philosophy. Said one FCC official: "He's not your typical White House ideologue. He's the kind of commissioner career bureaucrats like because he listens and learns."

Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters—who was still deputy chief of the FCC Mass Media Bureau when Patrick first arrived on the scene with a recess appointment last December—also remarked upon Patrick's independence. "He isn't driven by an ideology," Baumann said. "I think he'll be a very good commissioner."

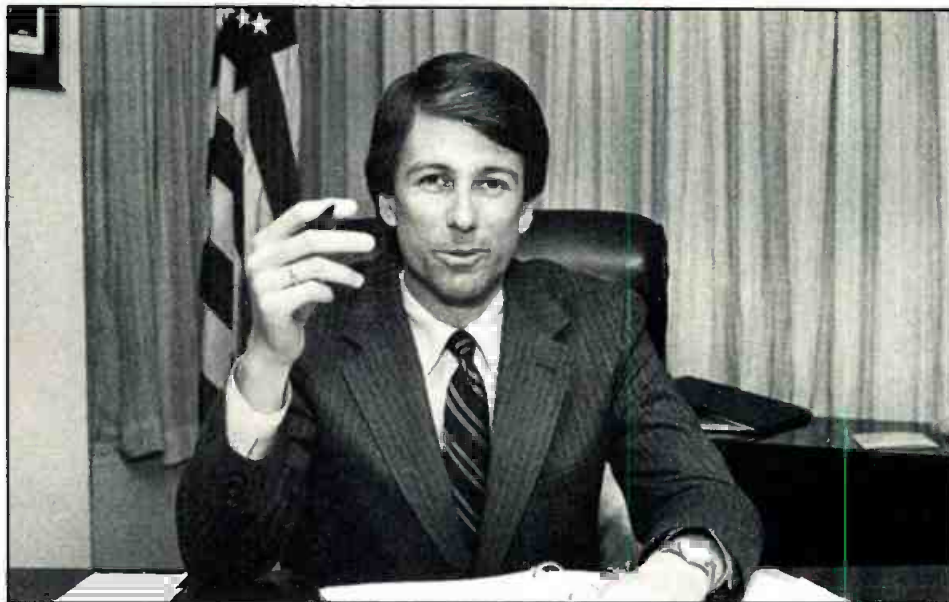
Even Sam Simon, executive director of the Telecommunications Research and Action Center—and one of the more persistent critics of the Fowler commission—said Pat-

rick was showing an inclination to be tough-minded and independent. "We might not agree with him on all things, but we're hopeful that his participation will be refreshing," Simon said.

Sure, he's young. But there have been bumps in the road. The one-time law clerk to former California Supreme Court Judge William Clark (now secretary of interior) left a business law practice in Los Angeles, at Clark's beckoning, to serve as White House

proach every issue from the perspective of attempting to determine what is most consistent with the law and the public interest," Patrick said. The "public interest," he makes clear, is not an absolute. It can change from issue to issue.

Although Patrick says he carries a "presumption" in favor of regulation by market forces, he qualifies by saying, "where possible." "The issues the commission is dealing with are enormously complex, and those is-



Patrick

associate director of presidential personnel in December 1981. In that position, he recruited and interviewed candidates for presidential appointments. Among the agencies over which he had oversight was the FCC. After former Commissioner Anne Jones decided to move on, Patrick received a nomination to fill the remainder of her term, which expires June 30, 1985.

Six months passed, however, before he received Senate confirmation. After the Senate Commerce Committee refused to hold a hearing for him last year, he served at the commission as a recess appointee. He finally was confirmed late last month, and Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) apologized for the delay, admitting he had been "playing politics" (reportedly trying to get an appointment for an Arizona friend in return) (BROADCASTING, April 2).

Now that he is firmly seated, Patrick can prudently speak his mind. In an interview last week, he said he hopes his words and deeds will mark him as a "responsible deregulator."

He prefers not to compare his own regulatory philosophy to Fowler's, but some observers insist there are differences. "I ap-

proach every issue from the perspective of attempting to determine what is most consistent with the law and the public interest," Patrick said. The "public interest," he makes clear, is not an absolute. It can change from issue to issue.

Patrick said the commission has to be "very careful" not to regulate the broadcast industry if regulation is unnecessary. "Every time we address a regulatory question we have to ask ourselves: 'Why does the federal government, the commission, have to be involved in this area?'" he said. "Is there a market failure? Is there a public interest here that will not be protected unless we're involved?"

One example where the FCC had a "legitimate role" in regulating the industry, Patrick said, was in protecting the industry-recommended Zentith/dbx system in authorizing TV stereo (BROADCASTING, April 2). "The argument was made that there was a role for the commission to play, in identifying a certain standard, and reserving a certain subcarrier for a pilot tone, so the industry could get TV stereo on line," Patrick said. "The argument was that unless the commission identi-

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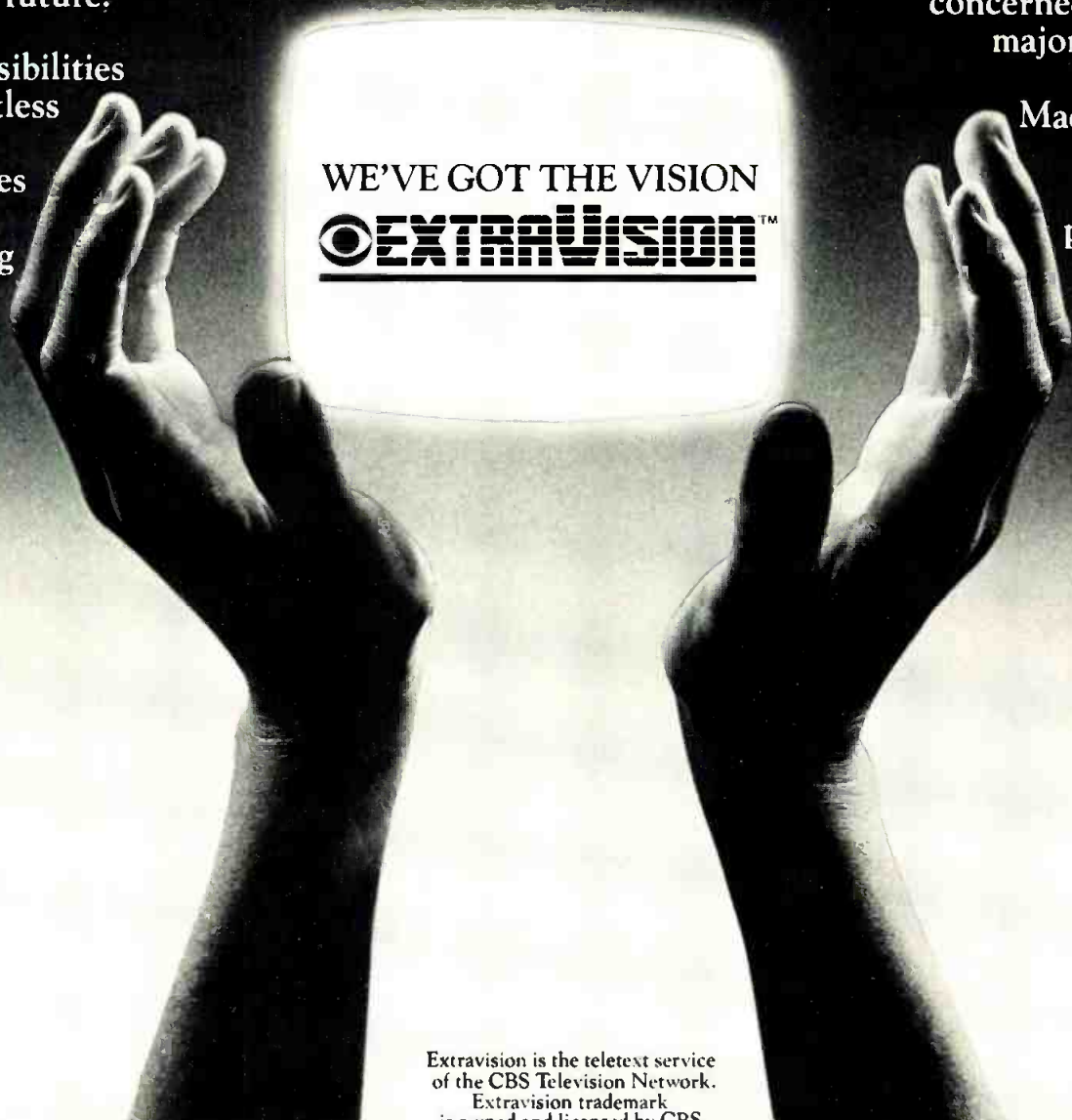
Last Wednesday, April 4, WBTV Charlotte became the nation's first television station to offer both local and network broadcast teletext service.

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fied the flagpole around which the industry could rally, we were not going to be able to get this service on the line, and the public would be the losers. I think that argument in this particular instance was a good argument."

Some Washington observers long have wondered what role Patrick might play in the FCC's pending proceeding to eliminate or relax its network syndication and financial interest rules, assuming that the proceeding comes to a vote. President Reagan went on record supporting a two-year moratorium on FCC action on the rules. And Senator Pete Wilson (R-Calif.), sponsor of legislation that would prohibit the FCC from acting on the rules for five years, was a supporter of Patrick at the latter's confirmation hearing before members of the Senate Commerce Committee.

But Patrick last week insisted he has made no commitments to anyone, one way or the other, on the financial interest rulemaking. He still says he hasn't had an opportunity to review the record in any depth. Thus, he has made no judgments on the issue. He also thinks it important to consider White House and congressional positions made through proper channels on the rulemaking record. "But if after having reviewed the entire record, and all of the comments on file, I believed that the public interest required a decision that did not happen to be the decision supported by the White House or by Senator Wilson, or by any other member of Congress, then I think it would be my obligation and my responsibility—and indeed my sworn duty—to vote in the manner I thought was consistent with the public interest," Patrick said.

Patrick hasn't cut ties with all White House personnel. He still has friends there whom he sees from time to time. "But I see my relationship to the White House, our relationship [the FCC] as an institution to the White House, as one of independence, complete independence," Patrick said. "The commission is charged with the responsibility of deciding certain very important matters on the basis of the record that is presented to the commission. And that is the basis upon which the commission has to make its decision."

On the down side, Patrick has been criticized for being inaccessible in the past. But it's doubtful that will be held against him, as long as that doesn't prove to be chronic. Said Andrew Schwartzman, executive director of the Media Access Project: "We hope that will change now that he has been confirmed."

Daytimers have their day on Hill looking toward longer hours

Broadcasters ask Senate to go beyond FCC ruling in allowing more time for operations

Daytime broadcasters were on Capitol Hill last week asking a Senate panel to expand their operating hours. Eight daytime broadcasters voiced dissatisfaction with an FCC decision last fall partially relaxing restrictions on daytime-only AM broadcast operations. The daytimers complained that the commission's decision was inadequate; they wanted even longer operating hours at increased power levels.

The hearing was held by the Senate Communications Subcommittee the week before the FCC is scheduled, on April 11, to reconsider the daytime ruling. It was seen as a move by some Senate leaders to persuade the FCC to heed the daytimers' request. No immediate Senate action is likely to occur on the legislation.

Daytimers are backing Senate legislation (S. 880) that would expand the hours of daytime-only stations to two hours before sunrise and two hours after sunset, "unless operation during those periods would cause objectionable interference to the protected groundwave signals of other AM radio stations, or would violate treaties or international agreements."

The measure was introduced by Senator Larry Pressler (R-S.D.) and enjoys the support of Senators Barry Goldwater (R-Ariz.), Rudy Boschwitz (R-Minn.), John Melcher

(D-Mont.), Alfonse D'Amato (R-N.Y.), Quentin Burdick (D-N.D.), Mark Andrews (R-N.D.), James Abdnor (R-S.D.), David Durenberger (R-Minn.), Dennis DeConcini (D-Ariz.), James McClure (R-Idaho), Howell Heflin (D-Ala.), and Richard Lugar (R-Ind.). A companion measure (H.R. 2385) was introduced in the House by Representative Vin Weber (R-Minn.).

During the hearing Senators Boschwitz and Abdnor testified in favor of the legislation. Weber joined them in calling for passage of the bill.

Although the Pressler measure cleared the parent Commerce Committee last year, it has met with some stiff resistance from clear channel broadcasters. Their complaints were registered during the hearing and they have picked up the support of other Senate figures, including Senator Orrin Hatch (R-Utah) and Senate Majority Leader Howard Baker (R-Tenn.).

Although daytimers are unhappy with the FCC ruling they were given a glimmer of hope by FCC Mass Media Bureau chief, James McKinney, during the hearing. McKinney indicated that the FCC may make further modifications in its daytimers ruling. "During the staff's deliberations of this issue, we have given favorable consideration to possibilities for additional changes that would further ease the already relaxed restrictions on the operation of daytime-only stations during nighttime hours," McKinney testified.

According to the FCC's ruling, only 640 daytimers are permitted to operate with more than 100 watts after sunset. The FCC's decision is also contingent on whether it reaches agreement with Mexico. If it does, at least a dozen stations operating east of the dominant I-A outlets can begin their broadcast day at 6 a.m. Another two dozen stations operating west of the dominant station and outside its service area will also be permitted to start at 6 a.m. local time, regardless of the sunrise time at the dominant stations. And 200 daytimers operating on Canadian clear channels will be permitted to start their broadcast day at 6 a.m.

Among the daytime broadcasters testifying were Jim Wychor, chairman of the Daytime Broadcasters Association and vice president and general manager of KWOA(AM) Worthington, Minn., and Ray Livesay, WLBH(AM) Mattoon, Ill. Wychor said daytimers had been "laced into a federal straitjacket." And Livesay maintained that citizens should not be denied the "right and privilege of having their own local radio broadcast service."

Dr. Charles Jackson, Washington engineering and communications consultant and engineering counsel for the DBA, argued that clear channel skywave service would not be harmed by expanded daytime hours. "At most," he said, "there is a period of interference lasting an hour or two during the period where the skywave signal is weak and provides the least service anyway." Eugene Sudduth, president and general manager of KRPE(AM) Paris, Tex., argued that daytimers have had to operate at a competitive disadvantage for years. Bill Saunders, vice president and general manager, WPAL(AM) Charleston, S.C., said it was time that day-

Clarification. In a public notice, the FCC has provided a "clarification" of its FM application processing procedures now that Docket 80-90 has been adopted. Until the final allotments table for the new 80-90 stations is adopted, the FCC said, applications will be processed without regard to potential conflicts with that table. When the list of 80-90 allotments is final, the FCC will attempt to resolve any conflicts between it and applications pending or granted, perhaps through channel substitutions or site restrictions. The new rules will be applied to all pending applications.

If an application filed before March 1 was acceptable under the old rules but is not under the new, the new rules will be automatically waived. Applications filed for Class B or C channels before March 1 that do not meet minimum standards for full Class B or C facilities will be processed as filed. Amendments to those applications filed after March 1 will also be processed as filed. If those applications are granted, the permittees will have until March 1, 1987, to upgrade to full B or C facilities or be reclassified.

Applications for new stations filed on or after March 1 for Class B or C allotments will not be accepted unless they meet at least the minimum facilities for Class B or C. Applications to change facilities filed after March 1 by existing stations will be presumed to be requests for reclassification to B1, C1 or C2, as appropriate, if the proposed facilities do not meet the minimum standards for Class B or C facilities. If and when such applications are granted, the FCC said, the table of allotments will be changed to reflect the new classification. After the table is changed, restoration of Class B or C status will require a rulemaking.

Birth Announcement

Jefferson-Pilot Broadcasting Company and WBTV in Charlotte are proud to announce the birth of the nation's first NABTS teletext magazine combining national and local data into a single new and innovative information service. This important new industry, now serving Charlotte area viewers, first came to life at 6 pm on April 4, 1984.

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Miami: WGBS, WLYF. **Greensboro:** WBIG. **Denver:** KIMN, KYGO.

timers claim their "first class broadcasting citizenship."

Thomas Glade, president of the Clear Channel Broadcasting Services, and Wallace Johnson, president and executive director, Association for Broadcast Engineering Standards, urged the Senate not to adopt S. 880. They maintained it will interfere with the clear channel stations broadcasts. They backed the FCC's decision. □

GAO takes hindsight look at CPB role during NPR crisis

Study says CPB did not provide adequate oversight of NPR during its financial problems last summer, although generally it has fulfilled obligation

The General Accounting Office reported last week that the Corporation for Public Broadcasting had "substantially complied with the literal provisions" of its statutory obligation for oversight of National Public Radio. But it reiterated earlier findings that CPB "did not provide adequate oversight of NPR in fiscal years 1982 and 1983"—the years leading to and including NPR's financial crisis last summer—"to insure that NPR was operating in a prudent and financially responsible manner."

The report followed a request by Representative James T. Broyhill (R-N.C.), after a House Subcommittee on Oversight and Investigations hearing on the crisis (BROADCASTING, Feb. 13), to determine if CPB fulfilled its statutory obligation under the act that created CPB.

According to GAO, CPB's oversight weaknesses "became significant in fiscal 1983" because NPR was undergoing major changes in its operations. These included increasing its reliance on nonfederal funds to offset decreasing federal contributions: "increasing broadcast programming and embarking on a new area of for-profit business ventures." Although no specific legislative requirements are placed on CPB to oversee the activities of federally-funded entities, GAO concluded that "prudent business practice would indicate that increased oversight by CPB should have been provided during a period of such significant change in NPR financing and direction."

GAO said CPB's reliance on annual audit reports and quarterly financial statements to monitor NPR operations prevented CPB from learning of NPR's financial problems "until too late." According to GAO, NPR did not give CPB its 1982 auditor's report, "which reflected only a small surplus from operations and a working capital deficit," until January 1983. Similarly, NPR did not submit its first quarterly financial report for fiscal 1983, "which was incomplete," until February 1983, when NPR's financial crisis was first recognized by NPR management.

Following the financial crisis at NPR and a subsequent loan agreement between CPB and NPR (under which CPB provided \$7 million to NPR), "substantial progress has



Co-conspirators. The 50th anniversary of the Communications Act of 1934 will be celebrated in high style in Washington on June 15—a project that brought this group of organizers together before an oversized mockup of the document itself. Their brainchild: a black-tie dinner in the Washington Hilton, at \$100 a plate, with former FCC Chairman Richard E. Wiley as master of ceremonies. Co-sponsors are the Federal Communications Bar Association and the Broadcast Pioneers. Clockwise from lower left: Daniel M. Redmond of Fletcher, Heald & Hildreth; Peter D. O'Connell of Pierson, Ball & Dowd; Jonathan Dewey Blake of Covington & Burling; Valerie G. Schulte of the National Association of Broadcasters; Paul R. Rodriguez of the National Telecommunications & Information Administration; Gene A. Bechtel of Farmer, McGuinn Flood, Bechtel & Ward; Edward S. O'Neill of Bryan, Cave McPheeters & McRoberts (and president of the FCBA); Master of Ceremonies Wiley of Wiley, Johnson & Rein; Edward DeGray, executive director of the Broadcast Pioneers; Marianne McDermott of the American Greeting Card Association; Hal Niven (of the NAB) and Wallace Dunlap (of Westinghouse Broadcasting & Cable), both representatives of the Pioneers; Richard Swift of Tierney & Swift, and Herbert E. Forrest of Steptoe & Johnson.

been made to improve CPB's oversight controls of NPR," GAO said, adding that these controls should be continued and regularly reviewed. They include: a requirement that NPR's revenue assumptions in its annual budgets must be reviewed by an independent accountant; NPR's operating budget must project revenues in excess of expenses, and that NPR must report monthly to CPB on its operations. □

Think ahead, FCC's Rivera urges commission

In speech to meeting of lawyers in Washington, commissioner cautions that agency may live to regret underregulation of new video

The FCC must insure that fundamental broadcast public policy objectives are advanced in the video system of the future. So said FCC Commissioner Henry Rivera before an American Law Institute-American Bar Association seminar in Washington.

But that's not something the current commission has been doing, Rivera said. Instead, Rivera said, the commission has been classifying new home video services—such

as multichannel multipoint distribution service, instructional television fixed service and private operational fixed service—in such a way as to shield them from statutory and administrative broadcast regulation. It has defined direct broadcast satellite service in such a way as to permit licensees to decide whether they're broadcasters, private or common carriers. And it has even permitted home video delivery operations to escape regulation altogether, simply by leasing transponders from satellite common carriers. According to Rivera, the commission has been traveling down the wrong path.

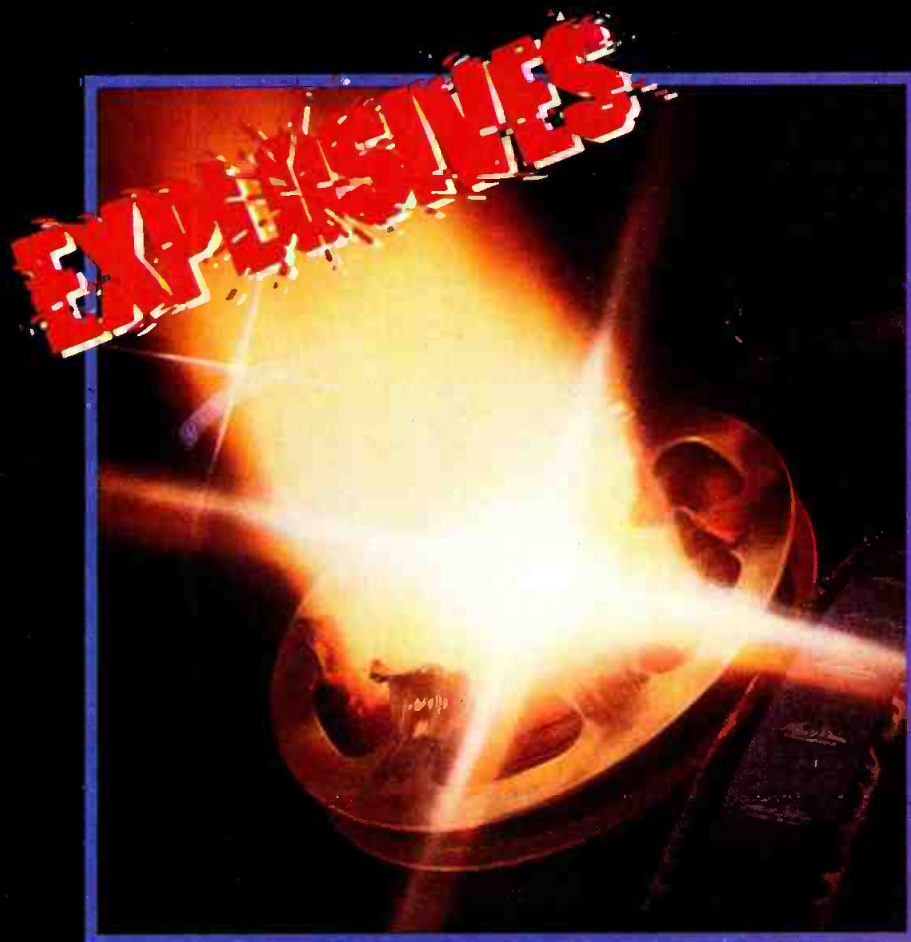
"I think all who use the radio spectrum to disseminate programming directly to interested consumers and retain control over the programming transmitted must be classified as broadcasters," Rivera said.

"Television is still a medium characterized by technical scarcity," he said. "There continue to be far more who wish to communicate by television than there are available frequencies. Television is also the dominant information medium for most Americans. Until there is a significant expansion in the number of video outlets available to the public and a corresponding enlargement of viewpoints and programming variety, it is essential that statutory and administrative rules designed to promote diversity of ownership and viewpoint be faithfully applied to television services," he said.

"The issue is not simply one of regulatory

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parity. The issue is what kind of television service we want to have in the decades ahead. After all, to the viewer, it is all 'television,' with equivalent capacity to influence social, cultural, political and moral values."

According to Rivera, the commission could continue its practice of withdrawing "home television services" from the scheme and goals established by Congress and previously advanced by the FCC, at the "peril" of judicial reversal or congressional censure.

Or, as Rivera would prefer, it could "recognize these new television services for what they are and regulate them so that diversity of ownership and viewpoint are maximized."

Rivera added that he didn't think classifying a new service as "broadcasting" compelled the commission to immediately apply all of the administrative rules currently applicable to conventional broadcasting. "I see nothing wrong with waiting in most instances to see how the new services develop before saddling them with detailed regulation," he said. "What I am suggesting is that the FCC must be mindful of congressional intent. It must also assure that fundamental public policy objectives developed in the broadcast arena—primarily those which promote diversity of viewpoint through structural rules—are advanced in the video system of the future," he said. "Until the national video marketplace is marked by abundance and choice, not limits and homogeneity, we cannot responsibly turn our backs to the task," he said. □

Murder not automatic disqualification, FCC law judge says

ALJ Tierney, while not granting station to applicant convicted of killing his wife, said he was correctly allowed to apply for station

A convicted murderer need not be disqualified from being an FCC licensee. So said FCC Administrative Law Judge James Tierney in an initial decision.

In the decision at issue, Tierney granted the application of Orange County Broadcasting Corp. for a new AM station on 830 khz at Orange, Calif., denying the mutually exclusive applications of Alessandro Broadcasting Co., New Radio Corp., Western Radio Group and Par Broadcasting Co.

One issue in the comparative hearing was whether New Radio should be disqualified because Clarence S. Duke, its president and 70% stockholder, was convicted of second degree murder in 1971 for the shotgun killing of a man whom Duke had found in his then-wife's bedroom. Duke was sentenced and received parole after serving three years in prison.

In 1982, the decision said, Duke received a certificate of rehabilitation from the Superior Court of California, which decreed that Duke was fit to exercise all the civil and political rights of citizenship. The court, ac-

Washington Watch

Getting close. Nomination of FCC Democratic Commissioner James Quello to another term on FCC could be close. FBI has been conducting its usual background investigation of candidate, and informed source said there have been no reports of significant opposition. Unless he is renominated, Quello's term will expire June 30. □

Funds for FTC. Federal Trade Commission Chairman James C. Miller III made request to Senate Appropriations Subcommittee last Wednesday for \$66.5 million for fiscal 1985 (of which \$32 million would go toward consumer protection). Miller said proposal "represents very little change in real terms" from fiscal 1984 budget of \$64.2 million. □

Regulatory advice. AT&T clearly dominates long-distance transmission market and will continue to do so in future, said National Association of Broadcasters in comments at FCC last week. So although commission can start to develop capability for assessing success of its actions in increasing competition for AT&T, it "would not be appropriate to consider rule changes which assume that such effective competition either has occurred or will occur," NAB said. NAB also said any proposal to change AT&T's tariff or facility regulation "should not involve a reduction in the level of regulation until it can be demonstrated that AT&T no longer possesses market power in the provision of basic service. Premature deregulatory action would undermine both the separation's tools and the underlying objective of effective competition," association said. Comments came in response to an FCC inquiry exploring how AT&T should be regulated in future. □

Hanging out the sign. Steven F. Stockmeyer, former senior vice president of government relations at National Association of Broadcasters, last week announced formation of own consulting firm, "specializing in government relations and other things political." Stockmeyer, who also served as executive director of National Republican Congressional Committee, will be located at 1120 20th Street, N.W., suite 610, Washington 20036. □

Increasing "pass-through" David Markey, head of National Telecommunications and Information Administration, issued statement last week supporting proposals to increase federal funding flowing directly to National Public Radio member stations. Markey said this "local option" approach of increasing station payments and reducing guaranteed share to NPR, would "yield additional public service dividends. It would stimulate new entry into the radio program production business and provide a positive incentive for greater efficiency on the part of NPR," Markey said. He added that under this approach NPR's share of federal funds "might increase" if NPR proves "the more efficient producer of programs desired by local public radio broadcasters..." Representative James T. Broyhill (R-N.C.) has proposed bill (H.R. 5248), that would guarantee public radio stations at least 80% of federal public radio funds, while NPR would receive only 20% by 1987 (BROADCASTING, March 19). Under existing law, public radio stations receive no less than 50% of federal appropriations earmarked for public radio, while rest goes for national radio programming production—which traditionally has gone to NPR. □

Satellite activity. FCC voted to launch rulemaking aimed at permitting carriers to own their own transmitting earth stations that operate with Intelsat Global Communications Satellite System; permitted Comsat to participate in Intelsat Business Services program; granted International Relay Inc. permission to construct and operate earth stations in Chicago and New York to provide Intelsat's International Business Service to area customers; granted Comsat permission to construct and operate earth station at New York teleport complex, but said Comsat had to keep separate books; adopted rulemaking aimed at eliminating satellite procurement rules, but requested comment on whether those should be retained for Comsat and AT&T, and voted to scrap proceeding exploring permitting domestic international carriers direct access to Intelsat space segment. □

Review denied. FCC has refused to review staff action denying complaint by United Church of Christ and other Protestant churches, which had alleged that 1983 CBS 60 Minutes segment, "The Gospel According to Whom," had constituted personal attack (BROADCASTING, Aug. 8, 1983). Churches had alleged that program accused them of "doing the work" of international communism without knowledge of their members. In dismissing complaint, staff had said sole issue was distribution of church funds, and that CBS had not been unreasonable in determining that that was not controversial issue of public importance that would invoke personal attack rule. FCC said it agreed with staff determination that it was therefore unnecessary to reach question whether material broadcast contained personal attacks since an attack, itself, does not constitute controversial issue of public importance. FCC also said churches had merely reiterated arguments made in original complaint and, therefore, no reversal was warranted.

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cording to the decision, also recommended that Duke receive a full pardon.

Tierney declined to find Duke basically disqualified, contending that the "residuum of all the evidence of record, that officially noticed in exhibits and testimonial, would not compel the inchoate disqualification." According to Tierney, murder is among the "most heinous crimes" known to man, but Duke, he noted, had been reacting to the discovery of his wife in a sexual liaison with another man. Duke also had summoned the police, surrendered and confessed, which "is precisely the type of response which the commission as a regulatory body, depending on voluntary compliance of its regulations, should and must expect of its licensees," Tierney noted. Tierney added that Duke's post-parole conduct, "attested to by persons of both broad public reputation and general community reputation of admirable degree suggests a Duke far different than at the time of his crime."

Nonetheless, Tierney assessed New Radio a substantial comparative demerit, noting that Duke had not been an ideal witness during comparative proceedings. "Perhaps the hurt and trauma of imprisonment are not

Change of mind. FCC Administrative Law Judge Edward Kuhlmann has granted the application of Urban Telecommunications Corp. for a new TV on channel 14 in the Washington suburb of Arlington, Va. In so doing, Kuhlmann overruled his own previous decision granting the application of WSCV-TV Inc. for the same facility. In the original decision, Kuhlmann had found Urban to be financially unqualified. The Review Board remanded the case, however, recommending further consideration of several issues, including Urban's financial qualifications. This time around, Kuhlmann said a new Urban financial proposal demonstrated that it is financially qualified. Kuhlmann then found Urban to be preferred on the basis of its proposal to integrate its sole owner, Theodore M. White, as its full-time manager. White, a black resident of Washington, also owns 75% of Page Broadcasting, which owns 5% of Television Corp. of Tennessee, licensee of WCAV-TV Nashville.

easily forgotten or ever fully cured," Tierney said.

"Yet, Duke's demeanor as a witness was somewhat less than exemplary for one seeking a franchise of great public trust. He was, at best, combative, evasive and sullen to the valid inquiries of cross-examining counsel. Thus, he added little to the notion supportive of the contention that he is fully endowed with the minimal attributes expected of a trustee of a public franchise. Hence, it is a compelling conclusion that New Radio, under the overall evidence, testimonial as well as documentary as they relate to the person of its principal, comparatively, must

be assessed a substantial demerit," Tierney said.

person of its principal, comparatively, must be assessed a substantial demerit," Tierney said.

"That substantial demerit would permeate as a pervasive presence in the ownership and management of the New Radio applicant, a presence that totally undermines the 70% integration credit attribution to Duke," Tierney said.

Orange County's lack of other media interests, its minority participation and local residence then made it the logical choice, Tierney said.

Journalism

Powell memoirs blast press behavior in Carter years

Press secretary lists media's faults in book, 'The Other Side of the Story'

For three years, it turns out, Jody Powell has been steaming over what he considered the unfairness, ineptness, even the downright maliciousness of the press as it covered the Carter administration he served as White House press secretary. But now it's Powell's turn, in "The Other Side of the Story."

There is a great deal of anger in the 322-page, \$15.95 book published by William Morrow & Co. Indeed, it seems almost a therapeutic exercise for a man who for the past two years has been practicing the craft whose members he has excoriated in the book—as a columnist for *The Dallas Times Herald* and the *Los Angeles Times* Syndicate and a commentator for ABC News. Whatever it is, "The Other Side" makes no pretense at being balanced. Up front, in the introduction, Powell says the book "does not reflect good, bad and indifferent reporting in their real-life proportions. White House correspondents will look in vain for those scoops and pieces of insightful analysis that were right on the money—the ones that even I admitted were accurate, although painful."

Because of what reporters considered a hard intelligence and because of a professional and personal relationship with Jimmy Carter that predated the latter's term as governor of Georgia, Powell was regarded as a uniquely qualified White House press secretary, despite his lack of credentials as a journalist. Reporters generally liked him, not only because of his abilities and an engaging wit, but because of what seemed a genuine

forthrightness.

On that last point, his book blows away any illusions as to whom he was serving in his four years on the White House staff. He says there may be times a White House press secretary must lie—and he says he did, twice, once to protect security during the attempt to rescue the hostages in Iran, once to deflect a reporter "noted for trading in gossip," who, Powell said, was seeking answers that, if given truthfully, would have resulted in "pain and embarrassment for a number of perfectly innocent people." Powell also admitted to dissembling to avoid candid answers without flatly lying. He even said the decision of the Reagan administration, of which he is no fan, to "deceive journalists rather than risk the possibility that the [Grenada] invasion plans would be disclosed seemed...eminently defensible."

Powell was also sufficiently candid to confess error on his part in handling his duties on a number of occasions. One of the worst mistakes he feels he made involved the swamp rabbit that seemed determined to attack the President. Carter had casually mentioned that while he was on vacation in Plains, Ga., a swamp rabbit had swum out to the rowboat from which he was fishing. Powell says that, without thinking of the possible consequences, several months later he passed along the story he thought no more than amusing to a reporter—and in the process provided fodder for a week of stories in the national press ridiculing the President. "It was," Powell says now, "a nightmare."

But for the most part, Powell turns his guns on the media. For instance, he recalls

that the *New York Times*, without identifying the source Powell believes was "by no means a disinterested party"—he says he learned it was the defense attorney for one of the owners of the disco who had been indicted for tax fraud—published on its front page an exclusive story regarding Jordan's alleged use of cocaine at Studio 54, "a tacky-trendy nightclub." And he relates an incident in which the *CBS Evening News*, with Walter Cronkite, led its Sept. 20, 1979, broadcast with a six-minute piece alleging that Jordan had used cocaine at a party in Los Angeles. Powell said essentially the same story had appeared in the *Los Angeles Herald Examiner* a few days earlier and could have been knocked down by witnesses whom he had urged, without success, CBS to interview. The evening of that newscast, Powell says, "was the most depressing point of the entire episode."

Powell also was critical of *The Washington Post* for printing gossip about Jordan without checking the facts—although in one case, involving an allegedly indecent remark and gesture to the wife of the Egyptian ambassador at a party given by ABC's Barbara Walters, ABC's White House correspondent Sam Donaldson last week backed the newspaper's account. But beyond that, Powell devotes several chapters to venting his anger over what he feels was the favoritism the media showed Edward Kennedy, in his campaign to wrest the Democratic presidential nomination from Carter, and Reagan, in the presidential campaign. "Kennedy's transgressions were misdemeanors," Powell says at one point, while "Carter's were hanging

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offenses" (but he ignores the spate of Chapquiddick stories Kennedy's announcement of his candidacy generated). As for the coverage of the fall campaign, Powell says, "Many of the reporters who covered the White House had decided...that they personally did not like Carter. Some now argue that this opinion was fully justified, but few maintain that it did not exist. The result of this personal antipathy was to make their overcompensation in favor of Mr. Reagan easier for them to live with."

There is much more in the book, including the charge the media hate to admit error—a charge he illustrates with references to both CBS News and one of his present employers, ABC News. (Powell devotes an 11-page chapter to one of ABC's alleged failings in that regard, and the heading sets the tone: "Never Apologize, Never Explain!") And he charges that reporters, driven "by greed and ambition," strive to make stories "interesting," in the knowledge that those who produce such stories "are often the ones who are most handsomely rewarded." Powell says there is nothing inherently wrong in being interesting. "The problems arise when the requirements of being interesting and being accurate part company."

Despite the bile and invective in the book, Powell expresses a fondness for journalists and their craft, which, he says, like politics, is a calling, whose "ultimate end is public service." He even feels that "the finest practitioners of journalism and politics are the sort of people who hold our battered, sometimes scruffy, democratic system together." Of course, he feels journalism's practitioners, in general, should be held to "a higher standard" than the rest of society." And to achieve that end, he offers several recommendations, the principal one being that news organizations engage in vigorous criticism of each other. "If your competitor is a liar, or cavalier with the truth, say so," is Powell's advice to news organizations.

The book, understandably, has its critics in the Washington press corps. ABC's Donaldson, who is mentioned, not always in a favorable manner and who now often appears with Powell on *This Week with David Brinkley*, says he liked Powell as press secretary and likes him now, even "better." But he disagrees "with the major premise" of "The Other Side of the Story"—that "the President was set upon by a hostile and unfair press corps." That premise, Donaldson says, was supported by "selective examples."

The book was the subject of a discussion on CBS's *Morning News* program last Thursday (April 5), with Donaldson and CBS White House correspondent Lesley Stahl jousting with Powell in a session that was moderated by Diane Sawyer. The present White House spokesman, Larry Speakes, was also present, but for the most part, he let the correspondents and Powell go at each other. As for the press's treatment of President Reagan, Speakes said it has been "fair"—an assessment that at least the cynics in Washington took as substantiation of Powell's claim the press has been unduly kind to Carter's successor. The session was sufficiently lively for the show's producers promptly to schedule a second for the next day. □

Networks warned on early projections

Letters sent by Wirth, Swift and N.Y. congressional delegation to news division presidents have little effect on network reportage

Congressional leaders sent letters to the heads of the news divisions at the three broadcast networks before the New York primary last Tuesday, urging them to refrain from projecting winners before the polls closed. But save for some cautious wording by the networks, all three reported Walter Mondale in the driver's seat before the polls closed at 9 p.m.

One of the letters was signed by Representative Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee, and Representative Al Swift (D-Wash.) and William M. Thomas (R-Calif.), chairman and ranking minority member, respectively, of the Election Task Force, Committee on House Administration.

The Wirth letter submitted that a record had been developed over the past three years "showing there is a clear relationship between voter participation and early vote projections by the networks based on limited vote counts or exit polls before the polls closed. The effect of early projections is to discourage voters from going to the polls."

Wirth and his two colleagues urged the three networks to follow the example they set for themselves during coverage of the Connecticut primary (March 27). "In refraining from telling viewers who won, based on the clear projections which you had developed before the polls closed, you exercised the restraint which is expected of such respected news organizations."

Among other things, the New York delegation letter urged the networks to "voluntarily refrain from broadcasting explicit or implicit projections of election results based on your exit polls or any other technique prior to the time that all polls have closed in New York State." The delegation argued, "there is enormous public value in encouraging voter participation. There is no harm whatsoever to the public caused by not hearing the projected results from the networks' exit polls before 9 p.m.," the uniform poll closing time in New York.

Both ABC and NBC responded that their policies proscribe the projection of winners before the polls close, although NBC's Reuven Frank acknowledged, "we have often reported tendencies that if continued might result in victory."

On the night of the New York primary last week, NBC reported its first "tendency" during its 6:30 p.m. evening news feed, when anchor Tom Brokaw said, "it appears that this is shaping up as a very big night for Walter Mondale... In New York, where the polls are still open, Mondale appears to be winning by a decisive margin." At 8:57 p.m., three minutes before the polls closed in New York, NBC reported an apparent "clear victory" for Mondale.

ABC's Peter Jennings reported during both the network's evening news feeds that

"based on some early indications [exit polls], it appears to be going well for Walter Mondale." Moments later Jennings added, however, "we do not project any winner or loser until the polls close."

CBS News President Ed Joyce responded to the New York delegation that "we at CBS News believe we have acted responsibly in our coverage of the 1984 primaries and we intend for our coverage of the New York primary to be responsible as well." During its 6:01 p.m. feed to affiliates, CBS anchor Dan Rather reported that based on exit polls conducted by CBS and the *New York Times*, "it appears to be a race between Walter Mondale and Jesse Jackson in New York City and a race between Mondale and Gary Hart elsewhere in the state." At 8:15 p.m., during *American Parade*, a report was aired saying, "it looks like Walter Mondale is doing well throughout the state." At 8:59 p.m., CBS officials "estimated" Mondale would win in New York. □

Baltimore station seeks confirmation of right to withhold unpublished material

Lawyers for WBAL-TV Baltimore have urged Maryland's court of appeals, the state's highest court, to rule that journalists in the state have a qualified privilege to withhold unpublished material obtained in the news gathering process, as well as to deny government access to the editorial process. Lawyers say that privilege exists under the First Amendment to the U.S. Constitution and Article 40 of the Maryland Constitution, which declares that "liberty of the press ought to be inviolably preserved."

At issue is WBAL-TV's appeal of a contempt of court order imposed by a lower court for the station's refusal to turn over to the state outtakes of an interview with a man who has been indicted for murder (BROADCASTING, March 19). The station's lawyers asked the court of appeals to establish a three-part test for determining whether protected information must be disclosed: that material is relevant and admissible, that it goes to the heart of government's case and that it is not available from any other source.

The station's lawyers report that a survey they made demonstrates that every federal circuit and district court that has addressed the issue has held that news media have a qualified privilege to withhold information obtained in the newsgathering process. The same was found to be true of 14 of the 24 state courts that have considered it. The brief notes that neither the Supreme Court nor the Maryland Court of Appeals has ruled on that question in other than a grand jury proceeding. It argues: "The constitutional bulwark" against pre-publication scrutiny by government "does not evaporate once publication is completed...The inhibitory potential of indiscriminate, after-the-fact governmental scrutiny of the editorial process by the compelled disclosure of selected aspects of that process is equally threatening to a free press." □

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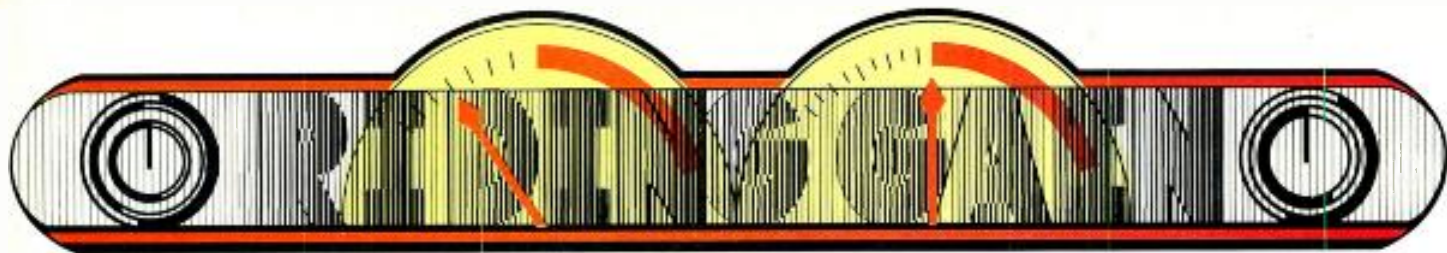
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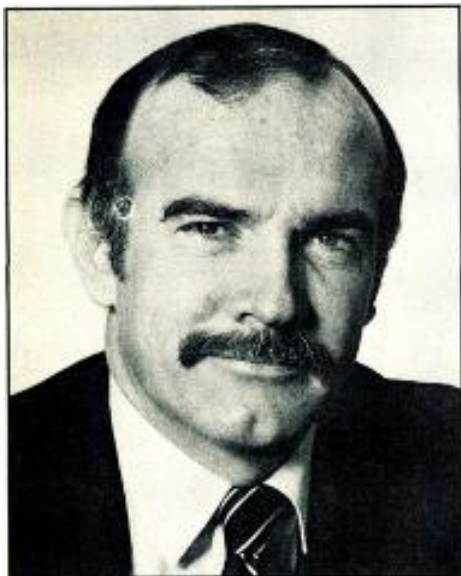
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Changing chiefs

Bill Hogan, executive vice president of RKO Radio, was named president of RKO Radio Networks last Tuesday (April 3) by RKO Radio President Bob Williamson ("Closed Circuit," April 2). Hogan replaces Thomas Burchill, who left the company last month as president and CEO of RKO Radio Networks for the same position with Hearst/ABC-Viacom Entertainment Services, and its cable network, Lifetime ("In Brief," March 19).

Hogan has followed a career path similar to Burchill's with RKO, having replaced



Hogan

Burchill as head of RKO Radio Sales—the company's "in-house" rep firm that was recently sold to Katz Communications (BROADCASTING, April 2)—first as vice president and general manager in 1979, then as president the following year. In 1983, Hogan was tapped to serve in the newly created post of executive vice president of the RKO Radio division, where he primarily oversaw the operations of RKO's 12 radio properties. Prior to joining RKO Radio Sales in 1979, Hogan had been general sales manager of Metro-media's WNEW(AM) New York for eight years.

Hogan is now responsible for RKO I, a network founded in 1979 and targeted to the 18-49-year-old demographic; RKO II, a network founded in 1980 and targeted for the 25-54-year-old audience, and RKO Radio-shows, the network's program distribution arm. Hogan's appointment was effective immediately.

Liaison

Ad agency media planners would rather work directly with national radio representation companies in preparing a buy than

with local stations, according to a new survey conducted by the Torbet Radio rep firm.

The survey, based upon responses to questionnaires returned by 160 (out of nearly 400 media planners), shows 54% of the respondents prefer to work through a station's rep, with 22% saying they would rather deal directly with stations. Twenty-four percent said they would sometimes work with a station on national or regional business if its particular rep was "ineffective."

When media planners were asked what they consider the best way for a rep to communicate new station and market information, the top response, 47%, said person-to-person.

Other survey findings show that 67% of media planners attend client/agency meetings before planning a client's media selection, while 25% are sometimes included and 8% are not. Also, 41% of the responding media planners say they have the authority to switch a buy from one media to another; 36% said they sometimes do, and 23% said they don't.

The majority of the respondents (72%) said they have, at times, recommended a radio-only media plan for their clients. Some of the reasons cited for that type of buy were: small geographic area to cover, ability to reach elusive audiences, high television costs, and effective use in either a "quick" turnaround or test-market campaign.

Among the reasons highlighted by the remaining 28% who have never recommended a radio-only approach are that products usually need visual exposure, and media mixes give clients greater reach.

According to the survey, many media planners (66%) see radio as a frequency medium, while only 5% look at it in terms of reach. Twenty-nine percent of the respondents think of radio as having both reach and frequency.

This is the first of four 1984 surveys that Torbet plans to conduct on the advertising community's attitude toward radio.

Convention plans

The National Association of Broadcasters' and National Radio Broadcasters Association's Radio Convention and Programming Conference (RCPC) is coming together. At a meeting in Chicago last Monday, convention committee members discussed plans and possible panel sessions for the gathering in Los Angeles Sept. 16-19 ("At Large," April 2). Some of the sessions being planned will address topics such as increasing station billings, radio reps, use of subsidiary communication authorizations (SCA's), legal and financial aspects of station operation, new technologies, computers and radio formats.

According to NAB President Eddie Fritts, the committee is broken down into a series of groups focusing on programming, the convention budget and sales management. He

reported that Dodson & Associates, Washington, will handle the RCPC's publicity, registration and convention exhibits in an attempt to eliminate any conflicts between NRBA and NAB in those areas. The associations expect to continue this joint convention effort in Dallas in 1985 and in Atlanta in 1986.

Assessing AM stereo

The National Radio Broadcasters Association will begin a nationwide survey of all AM radio station managers this month to assess the "current state" of AM stereo usage by radio stations and its potential use. According to NRBA, the survey will question nonAM stereo broadcasters on their reasons for not using stereo and will also investigate which AM stereo systems are being used and why. Results of the survey will be published in May in a new NRBA newsletter covering AM stereo.

Stereo promotion

The New Orleans AM Stereo Association, a group that plans to promote Sony's multi-mode AM stereo receiver to both retailers and consumers in its area (while also promoting AM stereo and AM radio itself), has been formed by five stations in that city: WQUE(AM), which airs a contemporary format, country station WNOE(AM), black WYLD(AM), nostalgic WWTW(AM) and top 40 WTX(AM). To overcome retailer resistance to the new receiver line, which Sony is offering in both table and Walkman models, the association has convinced Sony to supply its local retailers with 5,000 units and to promise to buy back any that remain unsold, according to Phil Zachary, general manager, WQUE(AM). The nonprofit association is planning an AM stereo day during which consumers, prompted by an on-air promotional blitz over member stations, may buy Sony receivers at a discount, and it is also planning demonstrations for retail salespeople who deal in stereo equipment and for consumers at shopping malls. Sony's multi-mode unit receives all four available AM stereo systems, Harris, Kahn, Motorola and Magnavox.

Narrowcasting

A new 15-hour-per-day program service for pre-teen-agers, the Children's Radio Network, is scheduled to premiere July 4 on a predominantly AM radio station lineup. According to network president William Osewalt, the Los Angeles-based operation will deliver programming on both a cash and barter basis, to run continuously from 6 a.m. through 9 p.m. Osewalt told BROADCASTING programs will represent "a full commitment to children," covering music, story-telling, biographies, news, history and drama. Currently available product will be scheduled,

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along with original material from Children's Radio Network production centers in Los Angeles, Chicago, Indianapolis and Nashville.

"The programing will be distributed on tape," Osewalt said. "Satellite time would be too expensive."

Private investors are backing the project, which is being sold exclusively to commercial stations. Osewalt said feasibility studies conducted by the Children's Radio Network suggested a healthy market among listeners and sponsors, adding that "advertisers are already expressing great interest" in the venture. An initial station and advertiser lineup will not be announced until just prior to the network's launch.

CRN's programing vice president, Sam Holman, is former program director at WLS(AM) Chicago and WABC(AM) New York. Osewalt is former executive vice president of Bridal Fair Inc.

According to Osewalt, CRN is producing in compliance with standards set by the National Education Association and has submitted programing for approval by that school-oriented organization.

Agency advice

As a way to help market radio to advertisers and agencies more effectively, the Radio Advertising Bureau has put together a 10-member advisory council comprising senior media directors at major ad agencies. The council, chaired by William Tenebruso, senior vice president and director of corporate media services, programing and media re-

sources, Kenyon & Eckhart Advertising, will meet twice annually. "This marks the first time the RAB and the radio industry have reached out and asked the most senior media experts in advertising agencies for formalized advice and counsel," said Ben Scrimizzi, RAB senior vice president for marketing and sales.

Urban beat

A radio format described as "rhythmic" music of the past 25 years appealing to white, black and Hispanic audiences is being introduced by the Atlanta-based radio program consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates. Called Adult Urban, the format will feature many early Motown hits, balanced by current, mass-appeal selections from artists such as Lionel Richie and the Pointer Sisters, said B/A/M/D President Dwight Douglas. Cross-over artists such as Hall & Oates and the Average White Band will also be featured, he added. Adult Urban will be a live-consulted format targeted to the 24-45 age group.

Like father

Ron Reagan, son of President Reagan, is scheduled to make his radio broadcasting debut today (April 9) as host of *Screen Scenes*, a daily (Monday-Friday) one-minute feature on the motion picture business airing over NBC's Source network. Reagan will make his premiere broadcast from the site of tonight's Academy Awards ceremony in Los Angeles.

Togetherness

"A new creative collaboration" is emerging among the radio industry, advertisers and ad agencies, Lou Severine, vice president and director of sales for ABC Radio Networks, told the Oklahoma City Advertising Club. Severine said there is a re-emergence of the "single-sponsor program," which was part of radio's early growth. "This is a new direction in radio programing. Advertisers have the opportunity to not only get their message to a segment of the marketplace, but to actively participate in the creation of the program," he said. Severine noted that over the past year ABC Radio has developed a 60-second, twice-daily (Monday-Friday) program custom-designed for one of Bristol-Myers's prime audiences—women—called *Soap Talk* and has worked with Atari to present a Men at Work concert. "The marriage of radio and advertiser needs is something we must all explore more," he concluded.

Banking on NPR

The BankAmerica foundation has contributed \$250,000 to National Public Radio's news and information fund for the second consecutive year. The grant will be used to support business and economic reporting on NPR's *All Things Considered* and *Morning Edition*. NPR has two investment funds for programing—one for news and information, the other for arts and performance.

Playback

Sports and investigative journalism are combined in a new radio series being distributed by Images Presentation Corp. *Sports Images* will run two minutes daily, five times a week, and will investigate such subjects as drug use by athletes, college athletes who receive no education, the big business of franchise-moving, sports labor disputes and international political confrontations. The series is produced by RMB Productions and features sportscaster Howard Cannon. It is offered on a cash basis.

□

New England landmarks and events will be promoted in a new two-minute radio feature that is being produced and distributed by Kelley Communications and broadcast by 40 stations in the area. Titled *New England Travelogue*, the feature is being aired four times each week for 52 weeks. The program is sponsored by the New England Chrysler-Plymouth Dealers, through Kenyon & Eckhardt, Boston. Sportscaster Curt Gowdy has been signed as commercial spokesman for the association and will be spotlighted in the radio spots.

City beat

ABC Youth Radio Networks will debut *City Rhythms*, a series of six monthly 90-minute urban contemporary music specials, beginning April 15. The program will be produced by Inner City Broadcasting and hosted Frankie Crocker, an air personality at Inner City's WBLS(FM) New York. The music/interview show will be distributed by ABC Watermark. Donna Summer is the special guest for the premiere broadcast, with other entertainers to be announced for the May 20, June 17, July 15, Aug. 19 and Sept. 16 broadcasts.

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PBS revises rules for underwriting in wake of FCC decision

The Public Broadcasting Service board of directors finished up business at its annual meeting March 31 by announcing that a new president may be found this month and by revising its guidelines for underwriters to reflect the modifications the FCC adopted in its underwriter identification policy for public broadcasting.

The FCC amended its rules on March 28 to permit public broadcasters to air specific brand and trade names—and product and service lines of donors and underwriters. The FCC said that donor acknowledgements may include logo or slogans that identify but do not promote; locations; value-neutral descriptions of product line or service, and trade names, product or service listings that aid in identifying the contributor.

The FCC also said that public broadcasters will be generally prohibited from engaging in fund-raising activities that suspend or alter regular programming on behalf of any entity other than the station itself.

To take immediate advantage of the new

FCC underwriting rules, the PBS board voted to adopt interim revisions in PBS guidelines and to direct the staff to begin a comprehensive review of all program funding standards and practices.

In another matter, the board also voted to have the senior management of PBS—its vice presidents, secretary and treasurer—continue to serve as a committee to manage PBS from within their respective areas of responsibility until a new president is found. Michael Hobbs will remain as the “chief administrative officer” pending the selection of a new president.

In other board action:

■ Dallin Oaks was re-elected to his fifth term as PBS board chairman, and Henry Cauthen and R. Bruce MacGregor were

elected vice chairmen.

■ Six lay directors (persons not employed full time in public broadcasting) were elected to the board March 31 for a three-year term. They are: Barbara Jordan, former Texas representative now teaching at the University of Texas; William S. Banowsky, member of the Oklahoma Educational Television Authority and president of the University of Oklahoma; Emmett J. Conrad, a physician and member of the Community Advisory board of KERA-FM-TV Dallas; Barbara Hoffman, president of Hoffman & Associates, consulting firm and chairman of WKPC-TV Louisville; James B. Lockhart, chairman of the board of directors, KQED(TV) San Francisco, and Tio A. Tachias, president of the Arizona state board of regents. □

Changing Hands

PROPOSED

WPCQ-TV Charlotte, N.C. □ Sold by Group W Television to Odyssey Partners of New York for reported \$25 million-plus. **Seller** is subsidiary of major group owner and MSO, Westinghouse Broadcasting & Cable Inc., which owns six AM's, five FM's and six

TV's. WPCQ-TV is its only UHF station. **Buyer** is New York investment partnership owned by Leon Levy, Jack Nash and Lester Pollack, general partners, and more than 25 limited partners. It also owns WTXN(TV) Waterbury, Conn.; WPMT-TV York, Pa.; WTSG(TV) Albany, Ga., and pending FCC approval, WDLZ(TV) Miami, as well as having interest in MSO, Essex Cable Group, and in Arlington County (Va.) cable system. WPCQ-TV is NBC-TV affiliate on channel 36 with 100 kw visual, 10 kw aural and antenna 1,405 feet above ground.

WDAE(AM) Tampa, Fla. □ Sold by Taft Broadcasting Co. to Gannett Co. for reported \$6 million-plus. Included in sale is WDAE's nostalgia format, Primetime Radio, which has been syndicated to 28 other stations. **Seller**, publicly traded, Cincinnati-based major group owner of five AM's, six FM's and seven TV's with television production interests, is selling station to comply with FCC rules. It has bought WSUN(AM) St. Petersburg (Tampa), Fla. (“Changing Hands,” March 12). It has sold, subject to FCC approval, WGR(AM)-WGRQ(FM) Buffalo, N.Y. (see below). **Buyer** is publicly traded newspaper publisher and station group owner headquartered in Rochester, N.Y. Jeff Davidson is president of Gannett Broadcasting Group, based in Atlanta. Gannett owns six AM's, seven FM's and six TV's. Acquisition of WDAE will fill Gannett's AM portfolio. WDAE is on 1250 khz with 5 kw full time.

WWKX(FM) Gallatin, Tenn. □ Sold by Ronald L. Bledsoe to Group 3 Broadcasting Inc. for \$6.2 million cash plus \$300,000 noncompete agreement. **Seller** also owns WHIN(AM) Gallatin, Tenn. **Buyer** is owned by Gordon K. Smith, president (42.5%), Sumner & Hewes (42.5%), John R. Lease (10%), R. Frank Boulware (2.5%) and Marilyn Jennings (2.5%). Sumner & Hewes is law partnership of William Sumner and Nancy B. Hewes. Smith is co-owner of Smith/McNeal

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Inc., advertising agency in Atlanta, where Jennings is administrative secretary. Lease is vice president and Boulware is assistant controller of WXIA-TV Atlanta. Sumner also owns interest in WGRI(AM) Griffin, Ga. Others have no broadcast interests. WWKX is on 104.5 mhz with 100 kw and antenna 758 feet above average terrain. *Broker: Chapman Associates.*

KJR(AM) Seattle □ Sold by Metromedia Inc. to Ackerly Communications Inc. for \$6 million. **Seller** is publicly traded Secaucus, N.J.-based major group owner of seven AM's, six FM's and seven TV's (in process of leveraged buyout by principal officers). **Buyer** is Seattle-based owner of KPWR-TV Bakersfield, Calif.; KKTU(TV) Colorado Springs, and WXTV(TV) Syracuse, N.Y. It is headed by Barry Ackerly. KJR is on 950 khz with 5 kw full time.

WGR(AM)-WGRQ(FM) Buffalo, N.Y. □ Sold by Taft Broadcasting Co. to CRB Broadcasting Corp. for \$5.5 million cash. **Seller**, Cincinnati-based major group owner, is also selling, pending FCC approval, WDAE(AM) Tampa, Fla. (see above). **Buyer** is owned by Carter Burden (70%), Edward G. Rogoff (25%) and Robert P. Connor (5%). It also owns WAEB(AM)-WXXW(FM) Allentown, Pa., and WTCR(FM) Huntington and WHEZ(FM) Kenova, both West Virginia. WGR is on 550 khz with 5 kw full time. WGRQ is on 96.9 mhz with 12.5 kw and antenna 890 feet above average terrain. *Broker: R.C. Crisler & Co.*

WQIK-AM-FM Jacksonville, Fla. □ Sold by Rowland Broadcasting Inc. to Jacor Broadcasting of Florida Inc. for \$4,950,000, comprising \$1,500,000 cash, \$3,450,000 note and \$50,000 noncompete agreement. **Seller** is equally owned by Marshall W. Rowland, president (50%), and wife, Carol (50%). They also own WQXM-AM-FM Gordon, Ga., and 50% of applicant for new LPTV on channel 53 at Vero Beach, Fla. **Buyer** is wholly owned subsidiary of Cincinnati-based Jacor Communications Inc., public company of more than 300 stockholders headed by Terry S. Jacobs, president and chairman (26.9%). Jacor owns WVOI(AM) Toledo, Ohio; WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md.; WURD(FM) Georgetown, Ohio, and WKYG(AM)-WQAW(FM) Parkersburg, W. Va. WQIK is on 1320 khz with 5 kw full time. WQIK-FM is on 99.1 mhz with 100 kw and antenna 620 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WZID(FM) Manchester, N.H. □ Sold by Bruce Lyons and wife, Sally Jo, to George Silverman for \$2,750,000. **Sellers** are leaving business to pursue other interests. They own no other stations. **Buyer** also owns WMGX(FM) Portland, Me. WZID is on 95.7 mhz with 10.5 kw and antenna 930 feet above average terrain.

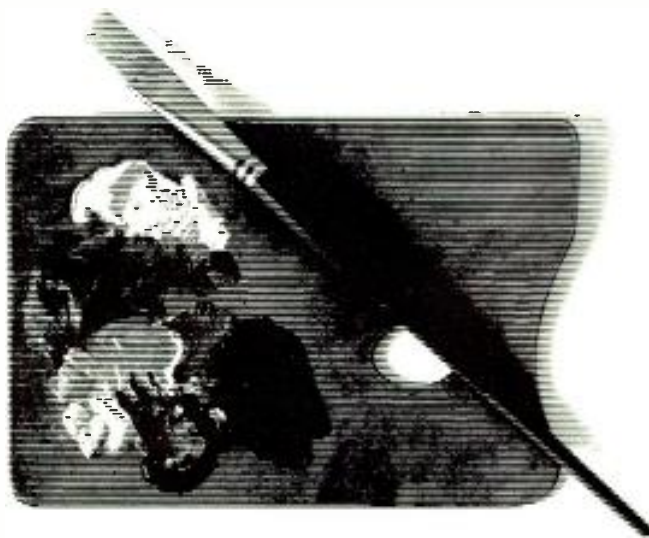
WRUS(AM)-WAKQ(FM) Russellville, Ky. □ Sold by Sosh Broadcasting Co. to Keymarket Communications of Kentucky Inc. for \$1,325,000, comprising \$675,000 cash and balance in note. **Seller** is owned by Lon Sosh, president, who has no other broadcast interests. **Buyer** is owned by Paul H. Rothfuss, president, who is also principal in WJDX(AM)-WMSI(FM) Jackson, Miss.; WIZK(AM) (formerly WDXI)-WIGL(FM) Orangeburg,

S.C.; WSSL-AM-FM Gray Court (Greenville), S.C.; WIGL(AM)-WFFX(FM) (formerly WTVC-WUOA) Tuscaloosa, Ala., and WTGI(FM) Hammond, La. WRUS is 2.5 kw daytimer on 610 khz. WAKQ is on 101.1 mhz with 100 kw and antenna 513 feet above average terrain. *Broker: Chapman Associates.*

WLOE(AM)-WSRQ(FM) Eden, N.C. □ Sold by Carolina-Virginia Broadcasting Co. to A. Thomas Joyner for \$1 million. **Seller** is owned by Mary Ann S. Bohi, president, who has no other broadcast interests. **Buyer** recently sold WISP(AM)-WQDW(FM) Kinston, N.C., for \$1.8 million ("Changing Hands," March 19). He has no other broadcast interests. WLOE is on 1490 khz with 1 kw day and 250 w night. WSRQ is on 94.5 mhz with 27 kw and antenna 96 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WGTF(FM) Nantucket, Mass. □ Sold by American Wireless Corp. to C.C.N.B. Corp. for \$750,000 cash plus \$300,000 non-compete agreement. **Seller** is owned by John H. Garabedian, president (95%), and David O'Leary (5%). Garabedian also owns 90% of permittee for WETR-TV Marlborough, Mass., and is beneficiary of trust holding shares in licensee of WTPP(AM) Natick, Mass. O'Leary is director of permittee of WGTR-TV Marlborough, Mass. **Buyer** is owned by Bruce N. Harris, president (10%); his wife, Pamela K. Harris (10%); Maurice B. Wyman (20%); his brother, Michael P. Wyman (20%); Michael D. O'Neil (20%), and Daniel C. Hostetter (20%). None have other broadcast interests. Maurice and Michael Wyman are restaurant owners. O'Neill is attorney with O'Neill & Kenney, law firm in Hyannis, Mass. Harris will be operations

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manager for WGTF. Hostetter is restaurant owner and real estate developer. WGTF is on 93.5 mhz with 3 kw and antenna 100 feet above average terrain.

WDBS(FM) Durham, N.C. □ Sold by Classic Ventures Ltd. to Airways Inc. for \$750,000 cash, plus four \$60,000 noncompete agreements. Seller bought station two years ago for \$475,000 ("Changing Hands," Aug. 16, 1982). It is owned by Howard A. Wilcox, president (25%), Thomas L. Swatzel (25%), Jerry W. Oakley (25%) and William McDonald (25%). Swatzel (40%) and Oakley (30%) own WIRC(AM)-WXRC(FM) Hickory, N.C. Wilcox is general manager of WDBS. Oakley is president and general manager of WIRC-WXRC. McDonald is mayor of Hickory. Swatzel is Hickory businessman. Buyer is owned by Richard G. Glover, president (40%), Robert Eisner Jr. (30%) and Ray Livasy (30%). It also owns WDUR(AM) Durham, N.C. Glover's wife, Julia, owns 51% of WCCR(AM) Urbana, Ill. WDBS is on 107.1 mhz with 3 kw and antenna 295 feet above average terrain.

WLVA(AM) Lynchburg, Va. □ Sold by Brice A. Miller to Inland Broadcasting Inc. for \$709,500, comprising 150,000 cash and balance in note. Seller also owns WKDW(AM)-WSGM(FM) Staunton, Va. Buyer is principally owned by Robert Pachaly, president. He manufactures computer hardware and software, and has no other broadcast interests. WLVA is on 590 khz with 1 kw full time. Broker: Chapman Associates.

WEIC-AM-FM Charleston, Ill. □ Sold by Maccomb Broadcasting Co. to Com Stat Communications Inc. for \$628,000 cash. Deal replaces earlier sale never closed to same company for \$650,000 cash. Seller is owned by Ernie Hules and Bill Earman. They also own WKIO(FM) Champaign, Ill. Buyer is owned by Steve Garman, president, who has no other broadcast interests. Garman is station manager at WEIC-AM-FM. WEIC is on 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain. Broker: Chapman Associates.

WLKF(AM) Lakeland, Fla. □ Sold by Kelly Communications Inc. to Chapman S. Root Revocable Trust for \$470,000, comprising \$445,000 cash (including \$30,000 noncompete agreement) and \$25,000 note. Seller is owned by James C. McCrudden (professionally known as Bob Kelly), president

BottomLine

Turner profit. Turner Broadcasting System Inc. reported 1983 revenue of \$224,532,000, increase of 36% over 1982. Components of revenue were broadcasting (60%), CNN and Cable Headline News (29%) and ownership interest in Atlanta Hawks (basketball) and Braves (baseball) (11%). Chairman Ted Turner said in statement: "For the first time since the formation of Cable News Network in 1979, we are able to report a profit on a consolidated basis," in announcing 1983 net income of \$7 million. For final quarter of year, company reported \$5.1 million net loss, which it attributed to losses from broadcasting NCAA football games on WTBS(TV), now received by 35% of U.S. households, and to softness in advertising on superstation. Burnie M. Cook, vice president at Nashville, Tenn.-based securities firm, J.C. Bradford & Co., said operating losses from CNN and Cable Headline News were \$14 million, down slightly from \$16.2 million loss in 1982.

□

TCI numbers. Number-one ranked MSO, Tele-Communications Inc., had revenue of \$347,267,000 for calendar year 1983, increase of 31% over previous year. Operating income increased 39% to \$84,512,000 and net income from continuing operations increased from \$6,359,000 to \$15,967,000. Earnings per share from continuing operations increased from 14 cents to 36cents. Discontinued operations included company's microwave relay subsidiary, Western Tele-Communications Inc., whose shares are being spun off to TCI stockholders. Plans for initial public offering of Western TCI on open market were withdrawn because of less-than-hoped-for reception among investment community ("Stock Index" Nov. 28, 1983).

□

Looking better. Noting RCA's \$1.5-billion sale of subsidiary, C.I.T. Financial Corp. to Manufacturer's Hanover Bank, Moody's Investors Services upgraded company's credit rating. Hal Goldberg, senior vice president and chairman of corporated ratings committee at Moody's, said 1980 purchase of C.I.T. for \$1.2 billion was one reason for previous RCA downgrading. Other recent developments improving RCA picture, he noted, included "upswing" of some cyclically affected divisions, such as Hertz car rental, and "streamlining of activities; getting out of businesses that didn't fit into our corporate culture." New ratings are A-3 for senior debt, Baa-1 for subordinated debt, and Baa-2 for preference stock (same as preferred except has secondary claim in liquidation. Company issued 21 million shares to help finance purchase of C.I.T. Sale is subject to Federal Reserve Board approval.

□

Going public. Low Power Technology Inc. of Boulder, Colo., has completed sale of 25 million units of its common stock and has received net proceeds of \$2,189,000 from its underwriter, Vantage Securities of Denver. Firm was founded in 1983 by Jeffrey Nightbyrd, president; Jeremy Lansman, vice president, and Lorenzo Milam, chairman, all three of whom were principals in American Translator Development, now subsidiary of LPT Inc. Low Power Technology has extensive involvement in low-power television and cellular radio properties.

(59.3%), and 12 others. It also owns KJEZ(FM) Poplar Bluff, Mo.; KTGR(AM)-KCMQ(FM) Columbia, Mo., and WOWD(FM) Tallahassee, Fla. Buyer is wholly owned by Chapman S. Root, trustee, and owns WVFM(FM) Lakeland, Fla.; WNDB(AM)-WWLV(FM) Daytona Beach, Fla., and KMVT(TV) Twin Falls, Idaho, formerly owned Coca-Cola bottling company. He has no other broadcast interests. WLKF is on

1430 khz with 5 kw day and 1 kw night.

WMOB(AM) Mobile, Ala. □ Sold by Beacon Broadcasting Inc. to Buddy Tucker Enterprises Inc. for \$395,000, comprising \$25,000 cash, \$112,350 note, and \$257,700 assumption of seller's note. Seller is 100% owned by Quality Media Corp., media broadcast consultant and equipment seller. It is owned by Bill Kitchen and his wife, Carolyn (93%), and James E. Slaughter (7%). All three are involved in operation of Quality Media. Beacon also owns WZRA(AM) Chattanooga, and is applicant for LPTV on channel 53 at Colorado Springs. Quality Media has CP for new AM at Pago Pago, American Samoa. Buyer is owned by Theodore D. Tucker and wife, Dorothy Levaughn Tucker (50% each). Tucker is director of overseas broadcasting for seller and general manager of WMOB. He has no other broadcast interests. WMOB is on 1360 khz with 5 kw day.

WAZA(AM) Bainbridge, Ga. □ Sold by Sowega Broadcasting Inc. to Vision Communications Inc. for \$207,000, comprising \$40,000 cash, \$93,000 assumption of debt and balance in note. Seller is owned by Roy Simpson, president (50%), and Don Kirksey (50%). Simpson is general manager at

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WAZA. Kirksey owns and runs Ford dealership in Bainbridge. Buyer is owned by Austin L. Phillips, president (25%), and wife, Janet M. (25%), and by Fred H. Smalley (25%) and wife, P. Janet (25%). Phillips is Winter Haven, Fla., clergyman. Smalley is with Winter Haven trucking firm. They have no other broadcast interests. WAZA is on 1360 khz with 5 kw day and 1 kw night.

□ Other proposed station sales include: KMWR-FM Vandalia, Mo.; KATQ-AM-FM Plentywood, Mont., and JCP|WNBB(FM) Grifton, N.C.

APPROVED BY FCC

KESY-FM Omaha □ Sold by Richard Marshall Capitol Corp. to MediaOmaha, limited partnership, for \$2.2 million plus \$300,000 non-compete agreement. Seller also owns co-located KOOO(AM), which buyer has agreed to purchase for \$400,000 if it has not been sold 15 days after FCC approval of KESY-FM transfer. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders's husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of KOOO(AM)-KESY(FM), which he sold in 1977 to Centennial Communications Inc. Centennial re-

cently, as debtor-in-possession, sold station to its current licensee for \$3 million ("For the Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, Neb., and KFNH(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner, SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla. Biddinger is president of Biddinger Capital Corp., Indianapolis-based private venture capital firm. KESY-FM is on 104.5 mhz with 31 kw and antenna 235 feet above average terrain.

WTAQ(AM) La Grange, Ill. □ Sold by S&S Broadcasting Co. to WTAQ Inc. for \$1.6 million, including consultancy agreement and real estate. Seller is owned by Charles F. Sebastian and family, who have no other broadcast interests. Buyer is equally owned by William H. Wardle, station's general manager, and Ralph J. Faucher, sales manager and sports director. Neither has other broadcast interests. WTAQ is on 1300 khz with 5 kw day and 500 w night.

□ Other station sales approved by FCC include: WPIL(AM) Flomaton, Ala.; WKDC(AM) Elmhurst, Ill.; WRBA(AM) Normal, Ill.; WIVQ(FM) Peru, Ill.; WKLM(AM) Wilmington, N.C.; KMAV-AM-FM Mayville, N.D.; WMYB(AM) Myrtle Beach, S.C.; WKXV(AM)

Knoxville, Tenn.; WORM-AM-FM Savannah, Tenn., and KBUS(AM) Mexia, Tex.

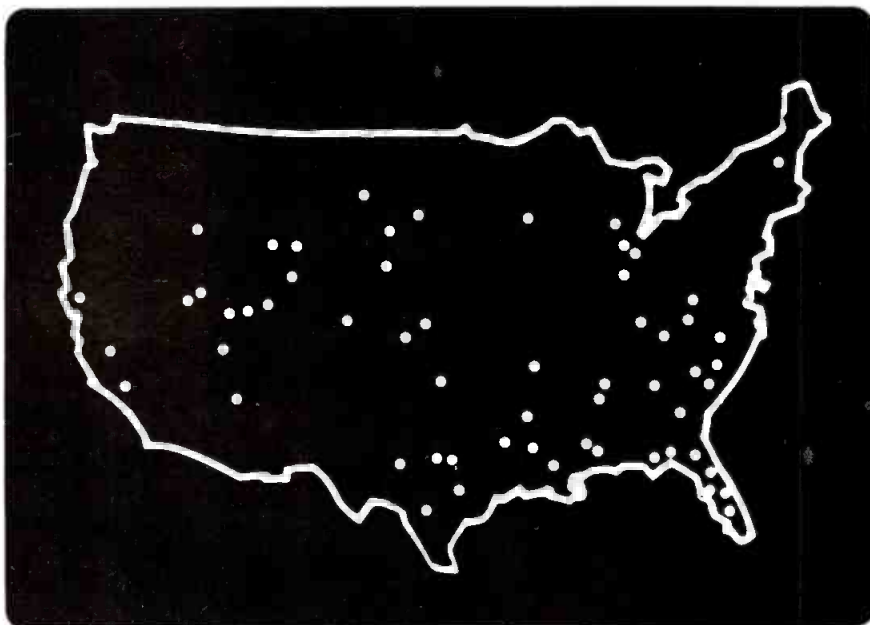
CABLE

Cable systems serving nine towns in central and Eastern Texas □ Sold by Warner Amex Cable Communications Inc. to Northland Cable Properties II for between \$5 million and \$10 million. Seller is MSO owned by American Express Co. (50%) and Warner Communications Inc. (50%), with total of 1,340,000 subscribers. Buyer is Washington state-based public limited partnership in which Northland Communications Corp. is general partner. Northland is headed by controlling stockholder John Wetzel, former chief economist at Cable Bureau of FCC, who has no other broadcast interests. Northland is general partner in seven other limited partnerships operating nine other cable systems: Sandpoint, Idaho; Oakhurst, Calif.; Woodburn, Gold Beach and Reevesport, all Oregon, and Atoka, Coalgate, Tishomingo and Kingston, all Oklahoma. Total basic subscribership of systems operated by Northland, including system just purchased, is 30,000. Texas system serves communities of Stephenville, Burnet, Crockett, Dublin, Fairfield/Teague, Hico, Mexia, Navasota and Rosebud, all Texas. Systems pass 16,700 homes in franchise area, serving more than 15,000 basic subscribers with 301 total miles of plant and 12 channels each, except Burnett, which has 35. Buyer owns contiguous systems in Ti Shomingo, Gold Beach and Woodburn, all Oregon. Broker: Daniels & Associates Inc.



Excellence awarded. The American Women in Radio and Television presented its ninth annual Commendation Awards at the Waldorf-Astoria hotel in New York to 24 winners who achieved "excellence in programing that portrays women positively and realistically." The awards ceremony was hosted by actress Jean Stapleton, *Good Housekeeping* editor John Mack Carter, and journalist Lucy Jarvis, and also celebrated the 100th anniversary of the birth of AWRT member Eleanor Roosevelt. Winning entries included documentaries, television and radio series, public service announcements, prime time specials, and national and local advertising. Thirty judges representing a cross-section from the Fourth and Fifth Estates reviewed over 1,600 hours of audio and videotaped entries. Accepting an award from Stapleton (r) for her story, *Women: Hard at Work*, is ABC News correspondent Kathleen Sullivan.

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Name change. CBS's owned television station in Los Angeles, KNXT, is no more. On April 2 it changed its call to KCBS-TV at ceremonies attended by Los Angeles mayor Tom Bradley (l), station anchor Ralph Story (c), and general manager James S. Bennett (r) threw the switch to make the switch. The FCC's recently liberalized call sign rules allowed the network to make the change, even though it has an FM station in San Francisco called KCBS.

Warner Amex, Cincinnati agree to arbitration

In effort to resolve dispute over cable company's proposed rate hikes, both sides will submit to judgment of panel

To avoid a lengthy and costly court battle, Warner Amex Cable Communications and the City of Cincinnati have agreed to submit to binding arbitration to resolve their disputes over proposed rate hikes that WA has been seeking for several months. The agreement is contingent, in part, on the city's ability to convince surrounding counties with franchises held by WA to also submit to the arbitration compromise. WA has about 30 franchises in the Cincinnati market, with about 137,000 subscribers, 52,000 of whom subscribe to the city system. Cincinnati had until last Friday to muster support from the suburban communities, and early last week, Nancy Simmons, an assistant city solicitor, was "optimistic" that most or all of those communities would fall into line by the deadline.

The arbitration agreement represents an 11th-hour compromise between WA and Cincinnati. It came into place Friday, March 30, two days before WA was prepared to impose a substantial rate increase for both its enhanced-basic and Qube-level tiers, over the city's objections, on the basis of the

FCC's decision last fall pre-empting local rate regulation of tiered services. And the city had vowed to take WA to court if the company followed through with proposed hikes.

The arbitration structure calls for WA and the city to each select one member of an arbitration panel by April 13. Those two members will select a third member to complete the panel by April 20. The three-member panel will then accept for consideration a set of proposed rate changes from both WA and the city. WA has agreed that the increases it will propose will be no higher than the ones the company said it would impose on April 1—\$11.95 for service level two (42 channels), up from \$6.95, and \$13.95 from service level three (60 channels including Qube programming), up from \$9.45. The rate proposals to be submitted by the local authorities will be based on calculations by an economist and an accountant which the city and community officials intend to hire. At this point, said Simmons, "we don't know that the rates [the economist and accountant] come up with will be substantially lower than the ones [WA] has proposed."

The arbitration panel will evaluate both sets of proposed rates and choose one by May 15. The rates will be binding for two years. That represents a compromise be-

tween WA, which wanted a one-year binding period, and some factions on the Cincinnati city council that wanted a three- or five-year term.

Meanwhile in other WA cable markets, city officials continue to evaluate the company's proposed cutbacks in service and channel capacity in Milwaukee and Dallas (BROADCASTING, Jan. 16 and 23). And late last week Pittsburgh authorities were to meet with representatives from WA and Tele-Communications Inc. concerning the proposed transfer of the Pittsburgh cable franchise to TCI.

Milwaukee cable authorities, with the help of cable consultant Ed Rudder of Cooper Associates, Marlton, N.J., are poring over some 1,600 pages of testimony taken during more than 50 hours of public hearings during February and March. In addition, there are more than 60 exhibits that have been filed by WA supporting its contention that unforeseen circumstances justify the proposed cutbacks in Milwaukee. City cable administrator Woody Welch said that the company had supplied four financial proformas that it prepared between 1981 during the initial franchise process, when it had first projected a rate of return on investment over the life of the franchise of around 19%, and 1984, when it estimated it would suffer a \$215 million pre-tax loss over the same period. And due to some supplemental revenues not developing as anticipated (cable advertising and pay-per-view events), the company reduced its revenue projections by 31%. WA has also revised the projected subscriber penetration rate for the Milwaukee system downward to 45% from about 60%.

Welch indicated that Rudder will file his financial evaluation of the WA proposals at a public hearing on April 18, at which time Warner officials will be given an opportunity to respond. "That will close the record" on the hearing process concerning the WA proposals, said Welch. As to where it all may end up, Welch said, "it's premature now to offer any reading like that."

In Pittsburgh, meanwhile, some council members have firmly said that the transfer of the system to TCI, if approved, must not result in a diminution of service to subscribers. And one city councilwoman in particular has raised specific concerns about TCI's reputation among some Pittsburgh suburban communities for providing less than adequate service. Councilwoman Sophie Masloff issued a statement saying, "TCI has a bad reputation for poor technology and bad service in the suburbs. I will never agree to a turnover unless some measure of service is guaranteed. We must protect the city's revenues and we must be guaranteed community access to studios." Masloff reported receiving a number of letters from citizens in the suburban areas served by TCI. "This condition cannot possibly [be allowed to] exist in Pittsburgh," she said.

WA and TCI executives were to have met with city officials last Thursday and Friday (April 5 and 6) to "learn the full details of the possible sale," in the words of Pittsburgh Mayor Richard Caliguiri. The mayor said his main concerns were that the terms of the cable franchise agreement and the specific cable contract were complied with; that the

interests of both the city and the subscribers were protected, and that the 17 minority groups holding a combined 20% interest in the system under WA (which owned the remaining 80%), would be "adequately provided for."

WA met with representatives of some of those groups on March 30, and made an offer to buy back the 80 shares held by the groups for \$30,000 per share, or a total of \$2.4 million. There will be a follow-up meeting with group representatives next week. At the first meeting, said one source close to the talks, "there didn't appear to be any vehement objections to the offer" on the part of those attending, although not all of the 17 groups were represented. □

Use of TV in campaigning to be studied

Privately funded task force will explore less expensive uses of television in political campaigns

Decrying the high cost of television in political campaigns, Edward N. Ney, chairman and chief executive officer of Young & Rubicam Inc., announced last week the forma-

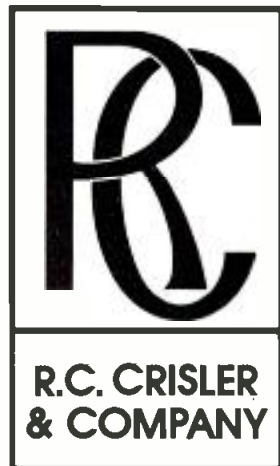


In place. The National Association of Broadcasters has completed its enlargement of its government relations department. With 11 lobbyists on board and additional support staff, the now larger department has moved to the second floor along with the offices of NAB's Radio and Television Political Action Committee, headed up by Robert Carmines. NAB's broadcast liaison activities, run by Richard Wyckoff, fall under the department's purview as well. In the past, NAB had a core group of five lobbyists. Under the new plan, two additional positions were added and three members of Wyckoff's staff are now also responsible for government relations issues. Seated (l-r): Terri Gibson* and Kevin Burke, managers, government relations; John Summers, executive vice president; Belva Brissett, vice president, regulatory affairs, and Wyckoff, vice president, broadcast liaison. Standing (l-r): Dennis McIntosh and Sharon Goldener, managers, government relations; Steve Jacobs*, director, congressional liaison; Howard Woolley*, manager, government relations; Andy Vitali*, vice president, government liaison; Susan Alvarado, director, congressional liaison; Carmines, and Nancy Steinen, administrative assistant.

Over a year ago NAB decided to expand its government relations department, but before the expansion was complete, the association lost its senior vice president for government relations, Steven Stockmeyer, and its senior lobbyist, Carol Randles. In January, after Summers was named to head the department, the remaining vacancies were filled. An asterisk denotes the newest members on the government relations staff.



New faces. The Public Broadcasting Service has a new look for its corporate logo. Designed by Chermayeff and Geismar Associates, New York, the new image evolved from the "P" in the PBS logo. According to the designer, the "BS" of the present logo ("which almost no one seems to know the meaning of") was dropped. Then the "everyman" P symbol was isolated and turned to face right, instead of left, as it has in the past, and given some cosmetic surgery to fill out its face, changing the "everyman" symbol into an "everyone" symbol. According to PBS, the new logo is designed to be used for station identifications by PBS member stations as well as for identification of PBS and PBS-distributed programs. It was unveiled at the PBS annual meeting March 30.



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tion of a task force to begin study of proper and less expensive use of television.

Ney told a meeting of the San Francisco Advertising Club that the privately-funded "Task Force on Television Political Reform" would be administered by the Georgetown Institute for Strategic & International Studies in Washington. He said Young & Rubicam would pledge the first \$25,000 to help fund the work of the task force.

Ney, who has been speaking out since 1971 on the problem of the use of television in American political campaigns, noted that the percentage of American voters who turn out for presidential campaigns is considerably lower than for their counterparts in other countries. According to Ney, in 1980, 59% of eligible Americans voted in the presidential election, as compared with 90% in Sweden, 89% in the Netherlands, 88% in West Germany and 86% in France.

"Everybody, it seems, protests the high cost of running for office, created in part by television," Ney said. "The voters decry it. But nobody does much about remedying the situation."

He observed that television commercials in political campaigns have become the vital, if not exclusive, source of information for the majority of Americans. He suggested several areas the new task force might consider, such as "changing election days from Tuesday to Sunday; changing to uniform poll closing times; leaning on networks to voluntarily abandon exit polls and premature predictions of winners and losers; requesting candidates to create five-minute commercials—if we have to have paid commercials at all—and requiring television debates rather than leaving it to the agreement of the candidates."

Ney called on corporations, foundations and citizen groups to join as donors and actual participants of the study group.

Members of the task force will be named at a later date by the Georgetown Center. Ney expressed the hope that the recommendation of the task force would be completed within two years so they can be implemented in time for the next presidential election.

NPR meeting focuses on programing, legislative concerns

Programing needs and current legislative activity affecting public radio will be among the topics of discussion at the National Public Radio conference this week in Arlington, Va. Approximately 800 people—about the same number as last year—are expected to attend the four-day meeting which began yesterday, April 8.

The meeting is expected to bring better news than the public radio community received last year when the extent of NPR's deficit was disclosed and former NPR President Frank Mankiewicz announced his resignation. This year, NPR board Chairman Donald P. Mullally will tell those attending the meeting that NPR has emerged stronger from last year's "difficult times" and that there is now a greater sense of cohesiveness and strong cooperation within the system.

Among the topics scheduled for discus-

sion this year are retirement of NPR's debt, fund-raising opportunities, regulatory issues, program promotion and the public radio system's services and structures. The last two topics will be the focus of four breakout sessions and will cover the issues that emerged from NPR's Wingspread conference last February (BROADCASTING, Jan. 16).

Also slated on the agenda are addresses by American conductor Leonard Slatkin, music director of the St. Louis symphony orchestra, who will offer opening remarks April 9, and Representative Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, which oversees public broadcasting legislation. Wirth will address the group on April 10.

FNN strike continues

The strike at the Financial News Network, Santa Monica, Calif., has completed its third week with no apparent settlement.

Operations have continued uninterrupted since the walkout began on March 19. Paul Steinle, president of FNN who was in New York on business last week, said that of 61 full-time workers who belong to the Nation-

al Association of Broadcast Employees and Technicians, local 53, Burbank, Calif., only 20 still remain on strike. He said FNN has hired some employees to replace the strikers but stressed that once a settlement is reached, strikers will have the opportunity to return to their jobs.

A union spokesman said the remaining stumbling block was a union security clause, under which new employees must join the union after 30 days. Steinle agreed this issue was the most troublesome and said the union would not discuss any alternative approaches.

The union has filed charges with the National Labor Relations Board claiming FNN had engaged in "surface bargaining" and had encouraged workers not to join the union and to move toward a decertification drive.

Steinle said these tactics will tend to delay the resumption of negotiations and a settlement. He characterized FNN as "a growing company" in terms of household subscriptions and advertising sales but said it is not yet in the black. FNN, established in November 1981, has 15.5 million subscribers and is on the air from 7 a.m. to 7 p.m. Monday through Friday.

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.

TELEVISION AND RADIO POLITICAL ACTION COMMITTEE □ In 1983 this committee (TARPAC) raised a record \$95,000. The sum was, according to Robert Carmines, TARPAC's executive director, double the amount NAB usually collects during a nonelection year. But, he adds, "it is half of what we should be raising."

TARPAC is a permanent committee and operates as a separate NAB department. Its primary function is to raise money from NAB members and distribute the funds among political candidates. Committee memberships rotate each year.

This year TARPAC plans to raise \$150,000 and the committee's chairman, William Turner (r), KCAU-TV Sioux City, Iowa, believes it can be done. "We're better organized at the local level and at the same time we're working with station group owners to solicit their employees. We've learned what will work and what won't work," says Turner. The committee members are all spending more time soliciting contributions from individual broadcasters. Furthermore, Turner says they have launched an intensive fund-raising drive in cooperation with state broadcasting associations and their executive directors. Three states in particular—Texas, New York and California—have been targeted by TARPAC.

In 1982, TARPAC was ranked 55th out of the more than 600 trade association PAC's. It fell far behind the realtors, bankers, car dealers and teachers, Carmines reports. He notes that NAB's major donor program, its "Red, White and Blue Club," is proving effective. It works like this: Contributors of \$1,000 or more are eligible for Blue Club membership; \$500 to \$999 for the Red Club, and \$250 to \$499 for the White Club.

The overall TARPAC record has been less than shining. In 1982, Carmines pointed out, fewer than 10% of NAB's radio members contributed to TARPAC and fewer than 20% of TV members gave. The goal, he says, is to get more than 50% of the membership participating.

NAB members can expect to hear more about TARPAC goals during the annual convention in Las Vegas (April 29-May 2). TARPAC will hold its own meeting there and is sponsoring a panel discussion, Sunday, April 29. "An Insider's Look at Election 84," featuring Joe Gaylord, executive director of the National Republican Congressional Campaign Committee, and Bill Sweeney, deputy director of the Democratic National Committee.

TARPAC trustees including Turner are: vice chairman, Bill Bengston, Mid-Continent Telecasting, Pittsburg, Kan.; Arnold Lerner, WLLH(AM) Lowell, Mass.; William Brown, WBTA(AM) Batavia, N.Y.; Ed Giller, WFBG-AM-FM Altoona, Pa.; Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Herb Levin, WSUA(AM) Miami; Larry Duke, KFIN(FM) Jonesboro, Ark.; William Summers, WLOU(AM) Louisville, Ky.; Laurin Jorstad, WAOW-TV Wausau, Wis.; Phil Kelly, KWWL-TV Waterloo, Iowa; Evans Nord, KELO-TV Sioux Falls, S.D.; Alvina Britz, KTVO(TV) Kirksville, Mo.; Dick Osburn, Osburn & Reynolds, Fort Worth; Kim Love, KROE(AM) Sheridan, Wyo.; Don Curran, Field Communications, San Francisco, and Ken Hatch, KIRO-TV Seattle.



Pinning hopes on local sales

Radio is seeing greater emphasis in local ad and co-op sales

With the changing nature of the national spot radio representation business—rep firms consolidating under large corporate umbrellas (BROADCASTING, April 2)—and spot dollars growing at a marginal pace (up 2% in January and 4.2% in February, see page 18), major- and medium-market group operators are focusing their attention on developing new local advertising business which, they say, allows for a more “controllable” base on which to build sales revenues. According to the Radio Advertising Bureau, local and retail ad sales are estimated at \$3.745 billion for radio in 1983 (BROADCASTING, Jan. 2), accounting for nearly 80% on RAB’s projected 1983 gross revenues of \$5 billion for the aural medium.

“We are devoting a huge amount of effort in local retail sales development,” noted Group W Radio President Dick Harris. “Within the last nine months, we’ve added retail sales managers at each of our six AM properties,” he added. Group W Radio is projecting a 30% to 35% rise in retail ad business through direct selling in 1984.

“Fifteen years ago national spot accounted for over 40% of Group W Radio’s total gross sales. Today that figure is under 30%,” said Harris. It is this decline, coupled with the consolidation of national reps, that led Harris and Westinghouse to sell Group W Radio Sales to John Blair & Co. earlier this year (“Riding Gain,” Feb. 27). “We’ve decided to put all our resources in local sales,” said Harris.

“Although we remain excited about national business, selling locally makes it easier to do ‘vertical’ sales—going right to the decision-makers in town,” said Harte-Hanks President Gary Edens. “Radio doesn’t get a large share of retail business because we don’t get through to the decision-makers,” he said. For the first quarter, Harte-Hanks’s nine radio stations were up a collective 32% in overall local business over the same period a year ago.

“Developing local radio sales has to become part of our selling culture,” added Doubleday Broadcasting President Gary Stevens. “We’ve recently increased the size of our stations’ sales staff by 20% in order to actively recruit retail dollars,” he said.

In tune with the industry’s new emphasis on developing more local ad dollars, several business development services have been launched, among which are those offered by Indianapolis-based Media Monitors and Columbus, Ohio-based Management Horizons.

Media Monitors tracks both radio and newspaper advertiser activity. Weekly radio

advertiser reports, which are currently available in seven markets, record commercials on a specific number of stations between 6 a.m. and 7 p.m., one-day per week—usually a Wednesday, Thursday or Friday. Tapes are then transcribed and developed into a log highlighting account name (by alphabetical order), station and number of spots aired according to dayparts.

Beyond the basic survey, three optional reports are available, said Tony Sidio, Media Monitors’ director of sales. Those reports list separately the commercials aired during a daypart; the number of different advertisers using radio in the market as well as exclusive accounts airing on one station, and the depth of the buy—how many stations aired each account.

As a way for both radio and television stations to get additional leads locally, Media Monitors added newspaper ad tracking to its list of services last summer. The company monitors advertisements appearing in the market’s major daily newspaper for one week each month. Results are tabulated into a monthly report featuring advertisers (by alphabetical order), their products and/or events, date, page number and section, length of ad and estimated line cost using the newspaper’s rate card. The service is being conducted in 14 markets.

Management Horizons, an international marketing, research and management consulting firm, has just introduced a new media marketing system for radio which tries to match the local station’s target audience with the potential retail advertisers’ customers. The service provides a detailed description of both market and client audience using age, sex, occupation, income, marital status, family characteristics, home and automobile ownership, leisure preferences and consumer shopping behaviors. Management Horizons also conducts a seminar for advertisers in the market, stressing the importance of radio as a “high match-up” medium, according to Gary Drenik, general manager of the media marketing system. The company signed Blair’s KVIL-AM-FM Dallas last week as the first client stations.

An integral part of developing local ad business is co-op advertising, whereby manufacturers absorb all or part of the retailer’s ad costs up to the accrued amount. Over 10% of station sales in major and medium markets comes from co-op advertising, according to RAB consultant Miles David, who is conducting a co-op study. The association has released its 1984 co-op handbook which lists, among other things, 666 co-op sources representing 51 product and service categories where manufacturers completely subsidize retail radio advertising. Among the product categories offering 100% plans are: tires, batteries and accessories (62 sources); hardware (49); home entertainment (44), and health and beauty aids (40). □

Financial services increase spending on TV ads in 1983

Spending for television advertising of financial services rose by 20% in 1983, reaching \$556.2 million from \$465.1 million the year before, according to estimates released by the Television Bureau of Advertising. About \$329.4 million, or nearly three-fifths of the 1983 total, went into spot TV, \$226.8 million into network.

Sears, Roebuck & Co. emerged as the largest single TV advertiser of financial services, with outlays totaling \$41 million, more than double the \$19.9 million Sears spent on financial services advertising on TV in 1982. Sears spending—\$29.1 million in network and \$11.9 million in spot—was on behalf of Allstate Insurance, Dean Witter Reynolds, Coldwell Banker real estate operations and Sears Financial Network.

American Express Co., the top financial services advertiser on TV in 1982, came in second in 1983 with \$35.5 million, down 10% from its \$39.4 million in 1982. The bulk of its money, \$22.4 million, was spent in network; \$13.1 million went into spot. Prudential Insurance Co. came in third with \$18.3 million in network and \$4.5 million in spot for a total of almost \$22.8 million, up 32% from 1982.

Banks and savings and loan institutions were the largest category of financial services advertiser, with network, spot and local TV expenditures totaling \$167.3 million, up 7%. They were followed by insurance companies, with \$153.6 million, up 23%. The fastest growing category in terms of TV expenditures was stock and bond brokers, whose \$63 million in television represented a 71% gain from 1982’s \$36.8 million.

Among the other categories, consumer finance outlays totaled \$36.4 million, up 55% from 1982; real estate, \$46.8 million, up 30%; insurance agencies, \$9.3 million, up 9%, and travelers checks, credit cards, associations and the like, \$79.8 million, virtually unchanged from 1982.

The leading advertisers, by category, according to TVB, were: *insurance*—Allstate at \$22.7 million, up 32%; *banks*—First Interstate at \$6.3 million, up 48%; *savings and loan*—H. F. Ahmanson at \$5.9 million, up 63%; *stock and bond brokers*—Merrill Lynch, Pierce, Fenner & Smith at \$12.5 million, up 89%; *consumer finance*—GMAC Financing at \$10.6 million, up 15%; *credit cards/travelers checks*—American Express at \$26.6 million, down 15%, and *real estate*—Century 21 at \$13 million, up 22%.

“In the rapidly changing financial service industry,” TVB President Roger D. Rice said in releasing the figures, “television has become the battleground where companies compete for consumer attention. □

Stock Index

Market
Closing Closing
Wed Wed
April 4 March 28
Net Percent P/E
Change Change Ratio (000,000)

BROADCASTING

N ABC	57	7/8	60	1/4	-	2	3/8	-	3.94	11	1,698
N Capital Cities	140		138	3/4	+	1	1/4	+	.90	16	1,877
N CBS	71	3/4	71	1/2	+		1/4	+	.34	11	2,129
N Cox	44	1/4	42		+	2	1/4	+	5.35	16	1,253
A Gross Telecast	70	1/2	68	3/4	+	1	3/4	+	2.54	16	56
O Gulf Broadcasting	8		7	3/4	+		1/4	+	3.22		
O LIN	18	3/4	18	3/4						18	393
O Mairite Commun.	9		7	1/2	+	1	1/2	+	20.00	8	76
N Metromedia	38		38	1/8	-		1/8	-	.32	32	1,062
O Orion Broadcast		1/16		1/16						0	7
O Price Commun.	7	1/4	6	5/8	+		5/8	+	9.43	0	24
O Scripps-Howard	26	1/4	26		+		1/4	+	.96	15	271
N Storer	31	5/8	33	1/4	-	1	5/8	-	4.88	18	518
O Sungroup Inc.	5	3/4	6		-		1/4	-	4.16	3	4
N Taft	59	1/4	56		+	3	1/4	+	5.80	14	539
O United Television	12	1/2	13		-		1/2	-	3.84	18	139

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	16	3/8	16	1/2	-		1/8	-	.75	15	99
A Affiliated Pubs.	40		39	3/4	+		1/4	+	.62	15	324
N American Family	16	1/4	16	7/8	-		5/8	-	3.70	9	266
O Assoc. Commun.	10	1/4	10	1/4						0	49
N A.H. Belo	36	3/8	37	7/8	-	1	1/2	-	3.96	11	415
N John Blair	29		29	7/8	-		7/8	-	2.92	12	229
N Chris-Craft	26	3/4	27	5/8	-		7/8	-	3.16	31	169
N Cowles	28	1/4	28	1/4						27	112
N Gannett Co.	38	3/4	38		+		3/4	+	1.97	24	4,651
N General Tire	32	1/2	34	1/2	-	2		-	5.78	11	698
O Gray Commun.	58		57		+	1		+	1.75	13	29
N Harte-Hanks	29	1/4	29	7/8	-		5/8	-	2.09	18	641
N Insilco Corp.	16	1/2	16	1/2						8	280
N Jefferson-Pilot	42	5/8	42	1/2	+		1/8	+	.29	10	906
O Josephson Intl.	11	5/8	11	1/2	+		1/8	+	1.08	8	57
N Knight-Ridder	23	3/4	24	1/8	-		3/8	-	1.55	13	1,553
N Lee Enterprises	23	1/2	23	7/8	-		3/8	-	1.57	14	315
N Liberty	22		21	5/8	+		3/8	+	1.73	13	220
N McGraw-Hill	38		36		+	2		+	5.55	16	1,904
A Media General	54		53	1/4	+		3/4	+	1.40	10	376
N Meredith	44		44	7/8	-		7/8	-	1.94	12	414
O Multimedea	35	3/4	34	1/4	+	1	1/2	+	4.37	17	595
A New York Times	26	1/2	26	1/4	+		1/4	+	.95	6	1,034
O Park Commun.	19	1/2	18	1/4	+	1	1/4	+	6.84	16	179
A Post Corp.	60	1/2	60	5/8	-		1/8	-	.20	22	110
N Rollins	19	7/8	19	7/8						24	515
N Schering-Plough	35		34	3/4	+		1/4	+	.71	10	1,768
T Selkirk	14	1/8	14	1/8						31	115
O Stauffer Commun.	52		52							13	52
A Tech Operations	38	1/8	39	3/8	-	1	1/4	-	3.17	16	35
N Times Mirror	36	1/2	35	1/8	+	1	3/8	+	3.91	14	5,013
N Tribune	26	3/4	26	5/8	+		1/8	+	.46	12	1,098
O Turner Bcstg.	25		24	1/4	+		3/4	+	3.09	71	510
A Washington Post	68		66	1/4	+	1	3/4	+	2.64	16	964
N Wometco	45	3/8	45		+		3/8	+	.83	28	643

SERVICE

O BBDO Inc.	33		34	3/4	-	1	3/4	-	5.03	11	212
O Compact Video	6	1/4	5		+	1	1/4	+	25.00	28	25
N Comsat	23	3/8	23	3/4	-		3/8	-	1.57	8	421
O Doyle Dane B.	17	3/4	17	1/2	+		1/4	+	1.42	14	108
N Foote Cone & B	44	1/4	44	1/2	-		1/4	-	.56	11	129
O Grey Advertising	121		121							10	72
N Interpublic Group	28	7/8	27	5/8	+	1	1/4	+	4.52	6	308
N JWT Group	33		33							12	195
A Movielab	7	1/4	7		+		1/4	+	3.57	7	12
O A.C. Nielsen	30	1/4	28	3/4	+	1	1/2	+	5.21	14	679
O Ogilvy & Mather	45	1/4	46		-		3/4	-	1.63	13	203
O Sat. Syn Syst.	9	1/4	9	3/4	-		1/2	-	5.12	20	53
O Telemation	6		6							6	7
O TPC Commun	3/4		1		-		1/4	-	25.00	1	2
A Unitel Video	7	7/8	8		-		1/8	-	1.56	11	17
N Western Union	24	7/8	25	7/8	-	1		-	3.86	11	598

Market
Closing Closing
Wed Wed
April 4 March 28
Net Percent P/E
Change Change Ratio (000,000)

PROGRAMING

O Barris Indus	5		4	7/8	+		1/8	+	2.56	26	29
N Coca-Cola	55		55	1/8	-		1/8	-	.22	13	7,488
N Disney	66		64		+	2		+	3.12	24	2,282
N Dow Jones & Co.	38	1/8	36	1/2	+	1	7/8	+	5.17	21	2,443
O Four Star	6	3/4	6	1/2	+		1/4	+	3.84	7	5
N Gulf + Western	32	1/8	32	1/2	-		3/8	-	1.15	10	2,485
O Robert Halmi	1	3/8	3	1/2	-	2	1/8	-	60.71	28	23
O Lorimar	23	1/2	23	1/2						13	120
N MCA	42		41	1/4	+		3/4	+	1.81	13	2,024
N MGM/UA Ent.	15	3/4	15	1/2	+		1/4	+	1.61	28	783
N Orion	9	7/8	10		-		1/8	-	1.25	11	92
O Reeves Commun.	6	3/4	7	1/2	-		3/4	-	10.00	11	84
O Telepictures	14	1/8	14	7/8	-		3/4	-	5.04	23	92
O Video Corp.	13	3/8	12	5/8	+		3/4	+	5.94	24	22
N Warner	24	5/8	23	3/8	+	1	1/4	+	5.34	3	1,610
A Wrather	44	1/2	44	1/2						48	99

CABLE

A Acton Corp.	8	1/2	9		-		1/2	-	5.55	29	47
O AEL	28		28	1/2	-		1/2	-	1.75	21	57
O AM Cable TV	3	5/8	3	5/8						18	13
N American Express	31		31							12	6,598
N Anixter Brothers	20		20	3/8	-		3/8	-	1.84	28	364
O Burnup & Sims	6	3/8	6	1/8	+		1/4	+	4.08	7	57
O Cardiff Commun.	1	1/8	1	3/8	-		1/4	-	18.18	113	5
O Comcast	18	3/8	18	1/4	+		1/8	+	.68	17	151
N Gen. Instrument	24		23	1/2	+		1/2	+	2.12	18	756
N Heritage Commun.	15	3/4	15	3/4						32	117
T Maclean Hunter X	18	1/8	18		+		1/8	+	.69	25	668
A Pico Products	9	1/2	9	5/8	-		1/8	-	1.29	31	27
O Rogers	7	1/4	7	1/2	-		1/4	-	3.33	9	160
O TCA Cable TV	11	3/4	12		-		1/4	-	2.08	24	78
O Tele-Commun.	16	3/4	16	1/2	+		1/4	+	1.51	17	721
N Time Inc.	43	7/8	44	5/8	-		3/4	-	1.68	17	2,577
O Tocom	2	1/4	2	1/4						2	18
N United Cable TV	25		27	7/8	-	2	7/8	-	10.31	16	275
N Viacom	28	5/8	27	7/8	+		3/4	+	2.69	17	367

ELECTRONICS/MANUFACTURING

N Arvin Industries	23	3/5	24	5/8	-	1	1/4	-	5.07	10	176
O C-Cor Electronics	10		9	3/4	+		1/4	+	2.56	10	35
O Cable TV Indus.	3	5/8	3	1/2	+		1/8	+	3.57	18	11
A Cetec	7	7/8	8		-		1/8	-	1.56	15	17
O Chyron	15		15	1/2	-		1/2	-	3.22	21	92
A Cohu	7	1/4	7	1/2	-		1/4	-	3.33	16	13
N Conrac	16	3/4	15		+	1	3/4	+	11.66	14	103
N Eastman Kodak	64	1/4	63	3/8	+		7/8	+	1.38	16	10,637
O Elec Mls & Comm.	8	1/2	9	1/2	-	1		-	10.52	26	25
N General Electric	53	3/4	54	5/8	-		7/8	-	1.60	12	24,414
O Geotel-Telemet	1	1/4	1	3/8	-		1/8	-	9.09	18	4
N Harris Corp.	29	7/8	30	1/8	-		1/4	-	.82	17	1,179
N M/A Com. Inc.	14	1/4	15	1/8	-		7/8	-	5.78	48	614
O Microdyne	8	1/4	9		-		3/4	-	8.33	27	38
N 3M	71	1/8	74	1/2	-	3	3/8	-	4.53	13	8,348
N Motorola	113	5/8	117	1/2	-	3	7/8	-	3.29	18	4,462
N N.A. Phillips	33		33	3/4	-		3/4	-	2.22	5	473
N Oak Industries	3	7/8	3	5/8	+		1/4	+	6.89	1	63
A Orrox Corp.	4	1/8	4		+		1/8	+	3.12	4	10
N RCA	34	1/4	33	1/8	+	1	1/8	+	3.39	16	2,798
N Rockwell Intl.	23	7/8	25	1/8	-	1	1/4	-	4.97	9	3,688
A RSC Industries	5	7/8	5	5/8	+		1/4	+	4.44	73	20
N Sci-Atlanta	10	3/8	10	1/2	-		1/8	-	1.19	519	248
N Signal Cos.	28	3/4	27	7/8	+		7/8	+	3.13	29	252
N Sony Corp.	16	1/4	17	1/4	-	1		-	5.79	30	3,752
N Tektronix	61	5/8	62	1/4	-		5/8	-	1.00	24	1,181
A Texscan	13	7/8	13	3/8	+		1/2	+	3.73	16	87
N Varian Assoc.	40		41		-	1		-	2.43	20	856
N Westinghouse	44	5/8	47	1/4	-	2	5/8	-	5.55	9	3,907
N Zenith	27		29	3/8	-	2	3/8	-	8.08	11	591
Standard & Poor's 400	178.99		180.91		-		1.92	-			1.07

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 Broadcasting's own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable.



TELECASTINGS



Comfortable start

The premiere broadcast of new first-run episodes of *Too Close for Comfort* got off to a roaring start on Metromedia's KTTV(TV) Los Angeles. Scheduled at 7:30 p.m. on Tuesday, the April 3 syndicated premiere drew a 13.3 rating and a 23 share in the Nielsen overnight ratings and beat all other competition hands down. *Too Close for Comfort* was helped by the strong lead-in provided by *Three's Company's* 13.7/24. It outplayed all other access programming on the affiliates and independents in the country's most competitive television market. According to Don Tillman, program director at KTTV(TV), the closest the competition came was *The People's Court* on KCOP-TV, which drew an 8.4/14 in the Nielsen overnights, followed by the basketball game on KHJ-TV (8.1/14), then KABC-TV's *Eye on L.A.* (7.1/12), *Family Feud* on KNBC-TV (7.3/12), *Two on the Town* on KCBS-TV (6.7/11) and *Laverne & Shirley* on KTLA-TV (4.9/8). Tillman said *Too Close for Comfort* replaced *WKRP in Cincinnati*, which has been averaging a 10 rating in the time period, (*WKRP* will continue to be scheduled at 7:30 p.m. the other four nights of the week.) Tillman noted that while KTTV(TV) frequently wins the 7:30 p.m. slot, *Too Close's* "performance was a nice clean win, the kind you like to have."

Most of the new first run episodes of *Too Close for Comfort* were scheduled to debut in access this past weekend. The show has been sold to 76 markets—including the top 30 markets—representing 71% coverage. Among the 76 stations that have bought the show, 23 bought only the first run episodes and the balance bought a combination of first-run and off-network runs. Only one station bought a package consisting solely of off-network episodes of *Too Close for Comfort*. The show went into production last fall, and to date, 24 of the 26 new first-run episodes are in the can.

Changing 'Directions'

After more than 25 years on the air as a weekly public affairs program, ABC-TV's *Directions* is becoming a series of quarterly one-hour specials. The 30-minute sustaining program, which focuses on religious and ethical issues, was being cleared by only 26% of ABC's affiliates, and many among the 56 of the 214 ABC affiliates that carried the show delayed its broadcast or buried it in light viewing hours. According to Sid Darion, executive producer of *Directions* and director of public affairs broadcasts at ABC News, the new schedule will be accompanied by a new format that will allow for a broader participation by the four groups that help produce the program: The National Council of Churches, the United States Catholic Conference, the Jewish Theologi-

cal Seminary and the Southern Baptist Convention. The changes are also designed to help improve station clearances, he said.

According to representatives from the faith groups, ABC has indicated the new quarterly one-hour program might run on Sunday afternoons, some time after *This Week With David Brinkley*. (The network has been feeding *Directions* on Sundays at 12:30 p.m.; its last broadcast under the old schedule was March 25). Format changes reported to be in the works for *Directions* include a discussion of more "highly topical" news subjects and the appearance of a "name" host/moderator.

In the marketplace...

Metromedia Producers Corp.'s international sales for two mini-series, *Little Gloria ... Happy at Last* and *Sara Dane*, have picked up steam in recent weeks. *Little Gloria* has added Columbia, Australia, Sweden and Sri Lanka, while *Sara Dane* has been picked up by Egypt, Spain, Oman, Burma and Colombia...Stations in 34 markets covering nearly 50% of the U.S. have picked up *The \$1,000,000 Pet of the Year Pageant*, a two-hour international beauty contest hosted by singer Andy Gibb and produced by *Penthouse Magazine*. Station lineup includes independents KTLA(TV) Los Angeles, WPWR-TV Aurora, Ill. (Chicago) and WTAF-TV Philadelphia...The Metromedia television station group will co-produce a dramatization about the gang rape of a 21-year-old woman in a New Bedford, Mass., bar, and the subsequent trial in which four of the defendants were convicted. The dramatization, which will be based solely on the transcript from the court trial and include no invented dialogue, is tentatively scheduled to be broadcast on all seven of Metromedia's TV's as well as be nationally syndicated by Metromedia Producers Corp. this fall. Boston-based Thomas McCann Associates is co-producer. A spokesman also said the victim's name will not be divulged in the dramatization in accordance with the judge's wishes at the trial, which took place last month in Fall River, Mass...Blair Entertainment has sold half-hour strip, *Divorce Court*, in over 19 markets and it expects to clear it in 35 markets by the time it's scheduled to go on air this fall. In addition to seven Storer stations, *Divorce Court* will also be carried by WSVN-TV Miami and KTVT-TV Dallas...King World Productions has sold its Post-Newsweek Specials, two one-hour investigative reports titled *Wards of the State* and *Drug Wars*, to 10 more markets, to total 30. Latest stations to sign up are WNEV-TV Boston; WCPX-TV Orlando, Fla.; WTMJ-TV Milwaukee; WTOL-TV Toledo, Ohio; WAPT(TV) Jackson, Miss.; WMTW-TV Poland Spring, Me. (Portland); WKZO-TV Kalamazoo, Mich.; KGUN-TV Tucson, Ariz.; WKBW-TV Buffalo, N.Y. and KJAC-TV Port Arthur, Tex. *Wards of*

the State was produced by Post-Newsweek's WJXT-TV Jacksonville, Fla., while *Drug Wars* was a group effort—at a reported cost of \$350,000—among all four Post-Newsweek stations...Two video music shows have been declared by their respective distributors to be definite "go's" for this fall: Viacom's *This Week's Music* and Group W's *H.O.T.* (Hits of Today). *H.O.T.* has been signed by 25 stations, but Group W executives anticipate it will be carried in 65% of the country by its fall premiere. Metromedia stations in New York, Los Angeles and Chicago will carry the half-hour strip at 5 p.m. It will be satellite-distributed by TVSC, Group W's satellite distribution arm. Group W says that *H.O.T.*'s station profile includes "largely" independents carrying it in early fringe...Also to be satellite distributed is Viacom's *This Week's Music*, hosted by Livingston Taylor. To date, *This Week's Music* is signed up with 43 stations, including 18 of the top 30, representing 49% coverage. Major market stations include WPXI(TV) New York, KCOP(TV) Los Angeles, WFBN(TV) Joliet (Chicago), WOIO(TV) Shaker Heights (Cleveland) and WLVI-TV Boston.

Counterpoint

Columbia Pictures Television believes allegations contained in a lawsuit filed March 27 against its parent company, Columbia Pictures Industries, by producer Danny Arnold and his Four D Productions (BROADCASTING, April 2) "are completely without merit" and said it is prepared to "vigorously defend" itself against the action in court. Columbia added that "it would be inappropriate to comment on specific items in dispute since the matter is now before the courts." Arnold and Four D are seeking up to \$70 million in damages for alleged fraud, antitrust violations, and breach of contract in connection with Columbia's syndication of *Barney Miller*, the long-running ABC-TV comedy series produced by Arnold.

Picked up

NBC-TV has given renewal notices to four of its current prime time series: *St. Elsewhere* and *Remington Steele* (MTM Enterprises, *Gimme a Break* (Alan Landsburg Productions) and *Riptide* (Stephen J. Cannell Productions).

Local origination

Golden West Television and Metromedia's WCVB-TV Boston have signed a joint venture agreement whereby Golden West will distribute certain of WCVB-TV's in-house productions. The deal covers WCVB-TV's *The Crumpets*, two 30-minute specials about the Christmas and Fourth of July holidays produced by WCVB-TV's "specials" unit and featuring Muppet-like characters developed by

the same woman who designed Miss Piggy. Golden West will syndicate the specials on a pure barter basis.

The second WCVB-TV project Golden West will distribute is *Campaign Fever*, a one-hour special that takes an entertaining and historical look at presidential candidates since Grover Cleveland. The yet-to-be-produced special is set for a final week in October or first week of November window. Warner Bundshuh, who produced *Assassins Among Us*—which ran last year on Metromedia stations—will produce *Campaign Fever*. The special will use historical audio recordings, period photographs and other memorabilia to recapture the sights and sounds of successful and unsuccessful presidential candidates since Democrat Grover Cleveland defeated Republican Benjamin Harrison and People's candidate James Weaver in 1892. The reason for highlighting only post-Cleveland candidates, WCVB-TV program director Cliff Curley pointed out, is that no audio recordings of campaign songs and slogans existed before Cleveland's election. Curley added that the special—which will withhold six minutes of national advertising—will be narrated by a host of "nationally known" stature. He said Golden West is putting up the production money and will share the profits with WCVB-TV.

Production pact

Metromedia Producers Corp. and Willis Productions Inc. have agreed to co-develop and co-produce broadcast and cable television programs. Jack Willis, former vice president of programming and production at defunct CBS Cable, now heads his own New York-based independent production company. Although the deal doesn't preclude development of first-run syndicated programs, Metromedia officials said Willis's primary responsibilities will be to develop specials and made-for-television movies for possible network sales. Willis's recent credits include *If God Were a Woman*, a two-hour movie-of-the-week for ABC, and a 90-minute original drama on HBO titled *The Reporter*.

Joint distribution

The Annenberg/Corporation for Public Broadcasting project has awarded a five-year joint distribution contract for the college-level television courses it funds. The contract went to the Adult Learning Service of the Public Broadcasting Service and to Films Incorporated Education. The latter is a division of Public Media Inc., which sells and rents television courses, educational films, documentaries and short subjects. The Annenberg/CPB project operates under a \$150-million grant from the Annenberg School of Communications to CPB for the use of telecommunications and new technologies to enhance higher education.

'I Am Joe's' distributor

Lexington Broadcast Services has picked up the distribution rights to three new *Reader's Digest* specials in the "I Am Joe" series, half-hour specials that describe different functions of the body's organs in an entertaining manner. The three new specials are "I Am Joe's Kidney," "I Am Joe's Liver" and "I Am Joe's Skin," which follow the five previous specials on the heart, lungs, spine, stomach and eyes. (Pyramid Films will distribute the

Program buys. Noncommercial television stations participating in the Public Broadcasting Service's 11th Station Program Cooperative have bought 26 series costing \$31,366,852. But the late purchase of two of PBS's more costly staples *The MacNeill/Lehrer NewsHour* and *American Playhouse*, caused some concern at PBS. Suzanne Weil, PBS senior vice president for programing, told those present at the PBS annual meeting March 30 that she was "a little worried" that the two programs took longer than expected to be picked by some stations. Weil asked the NAPTS and PBS members "not to rush to judgment" on new series; "these shoestring operations need time to build," she said.

Most of the series purchased in the SPC-11 program—a set of rounds in which PBS member stations bid on different program offerings—will appear during the 1984-85 season. They include: *American Playhouse*; *Austin City Limits*; *The Electric Company*; *Evening at the Pops*; *Firing Line*; *From the American Film Institute*; *Frontline*; *Great Performances*; *Inside Story*; *MacNeill/Lehrer NewsHour*; *Mark Russell Specials*; *Matinee at the Bijou*; *Mr. Roger's Neighborhood*; *Nature*; *Newton's Apple*; *Nova*; *Ossie & Ruby*; *Sesame Street*; *Sneak Previews*; *Spaceflight*; *3-2-1 Contact*; *Victory Garden*; *Wall Street Week*; *Wild America*; *Wonderworks*; and *Woodwright's Shop*.

The SPC program costs are shared by up to 174 licensees, operating 302 PBS member stations. The eventual cost to any licensee is determined by the number making a commitment to purchase the same program. Program costs are apportioned to purchasers according to a formula based on each licensee's nonfederal financial support. Generally, the larger a licensee's budget, the more it has to pay for its SPC program purchases, PBS said. Last year's SPC concluded with 29 programs being purchased for \$30,468,144.

films to nonbroadcast and educational markets.) Goal is to produce a series of 23 specials describing various parts of the human body.

LBS has also added a 30-second spot containing training and diet hints for pet owners at the end of each episode of its animated *Heathcliffe* series. The hints will be offered by Heathcliffe himself with a helping hand from other characters from the comic strip—Spike and the three alley cats. The 65 animated half-hours of *Heathcliffe* are set to debut in September.

Katz again

The second annual Kickoff Classic will be produced again this year by Katz Sports and will bring together the football teams of the University of Miami and Auburn University, on Aug. 27. The contest will be held at Giant stadium, at the Meadowlands, N.J. In 1983 the inaugural kickoff game was carried in 165 television markets, reaching 95% of U.S. households, and, according to a Katz Sports spokesman, "was sold out to 23 advertisers." Katz is lining up stations and sponsors.

For the Record

As compiled by BROADCASTING, March 26 through March 30, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. 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. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

Applications

FM's

■ ***San Luis Obispo, Calif.**—Pacific States Broadcasting Foundation seeks 88.3 mhz, 686 w, HAAT: 1,356 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Applicant is charitable trust headed by Joel Heath, trustee, real estate developer, and 20 others. It was organized to operate non-profit educational broadcast station in San Luis Obispo, and has also filed app.'s for new FM's in Bakersfield, Merced, Visalia and Santa Maria, all California. Filed March 21.

■ ***Baton Rouge, La.**—Real Life Educational Foundation of Baton Rouge Inc. seeks 88.5 mhz, 4 kw, HAAT: 273 ft. Address: 9035 Antioch Rd., Baton Rouge, La. 70817. Applicant is foundation incorporated under nonprofit corporation law of Louisiana to operate noncommercial educational radio station and for other educational purposes. It is headed by Danny Dean, director/president, who is program director at WBRH(FM) Baton Rouge. Filed March 22.

■ ***Rockford, Mich.**—Family Stations Inc. seeks 91.9 mhz, 3 kw, HAAT: 300 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit nonstock California corporation headed by Harold Camping, president. It is also licensee of two AM's and seven FM's and has 33 applications pending for educational FM's, including one at Omaha (see below). Filed March 23.

■ ***Omaha—Family Stations Inc.** seeks 88.1 mhz, 1.12 kw, HAAT: 389 ft. Applicant also seeks new FM at Rockford, Mich. (see above). Filed March 23.

■ ***Salem, Ore.**—Keizer Educational Broadcasting Foundation seeks 89.5 mhz, 500 w, HAAT: 697 ft. Address: 930 Chemawa Rd. N.E., Salem, Ore. 97303. Applicant is charitable trust organized to operate nonprofit educational station in Salem, Ore. It is headed by Evan Horton, trustee, school administrator, and has no other broadcast interests. Filed March 21.

■ **San Angelo, Tex.**—Family Broadcasting Co. Inc. seeks 98.7 mhz, 100 kw, HAAT: 1,295 ft. Address: 105 West Jefferson, Fairfield, Iowa 52556. Applicant is owned by Jerry D. Montgomery, president (49%), and wife, Donna L. (49%); Donna Montgomery's daughter, Betty Harris (1%), and Karla Schmidt (1%). They have no other broadcast interests. Filed March 22.

New TV's

■ ***Quincy, Ill.**—West Central Illinois Educational Telecommunications Corp. seeks ch. 27; ERP: 14.8 kw vis.,

1.48 kw aur.; HAAT: 567 ft., and ant. height above ground: 495 ft. Address: PAC 580, Sangamon State University, Springfield, Ill. 62708. Applicant is nonprofit corporation organized to operate noncommercial educational broadcast stations and consisting of eight educational institutions, four businesses and one public broadcasting station. It is headed by Gordon Millar, chairman. Various corporation members also have interest in Illinois stations *WCBU(FM) and *WTVP(TV), both Peoria; *WSSR(FM) Springfield; *WIUM(FM) Macomb; *WJPT(TV) Jacksonville; *WWQC(FM) Quincy, and WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart, Ind.; KTTCTV Rochester, Minn., and WVVA(TV) Bluefield, W. Va., and are permittees for ch. 22 Macomb, Ill. Filed March 22.

■ Greenville, Miss.—Chester Smith seeks ch. 44; ERP: 2,698 kw vis., 269.8 kw aur.; HAAT: 794 ft., and ant. height above ground: 778 ft. Address: 408 Cannon St., Greenville, Miss. 38701. Applicant owns Mound Bayou Cable TV, Cable TV of Tchula, Grambling Cable TV and Interchange Cable TV, and is app. for new TV at Vicksburg, Miss. Filed March 6.

■ *Omaha—Trinity Translators Inc. seeks ch. 48; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 417 ft., and ant. height above ground: 317 ft. Address: 9132 Park Dr., Omaha. Applicant is nonprofit corporation organized under state of Nebraska and headed by Dennis Trip, president, construction contractor. It is affiliated with Christian Broadcasting Network Inc., Trinity Broadcasting Inc. and Nebraska Educational TV, and has no other broadcast interests. Filed March 22.

Ownership changes

Applications

■ WMOB(AM) Mobile, Ala. (1360 khz, 5 kw-D)—Seeks assignment of license from Beacon Broadcasting Inc. to Buddy Tucker Enterprises Inc. for \$395,000, comprising \$25,000 cash, \$112,350 note, and \$257,700 assumption of seller's note. Seller is 100% owned by Quality Media Corp., media broadcast consultant and equipment seller. It is owned by Bill Kitchen and his wife, Carolyn (93%), and James E. Slaughter (7%). All three are involved in operation of Quality Media. Beacon also owns WZRA(AM) Chattanooga, and is applicant for LPTV CP on ch. 53 at Colorado Springs. Quality Media has CP for new AM at Pago Pago, American Samoa. Buyer is equally owned by Theodore D. Tucker and wife, Dorothy Levaughn Tucker (50% each). Tucker is director of overseas broadcasting for seller and general manager of WMOB. He has no other broadcast interests. Filed March 21.

■ KJOK(FM) Los Angeles (98.7 mhz, 75 kw, HAAT: 1,180 ft.)—Seeks transfer of control of CCLA Communications Inc., a California Corporation, from CCLA Communications Inc., a Delaware Corporation, to Noble Broadcast Consultants Inc. for \$18,500,000 cash, including \$250,000 noncompetitive agreement (see "In Brief," March 26). Price is record for stand-alone FM. Seller, wholly-owned subsidiary of Beatrice Foods Co., is radio program consultancy firm and radio syndicator based in San Diego and headed by John Lynch, president. It also owns XETRA-AM-FM Tijuana, Mexico (San Diego). Buyer is principally owned by Edward J. Noble Sr., president (49%), who has no other broadcast interests. Filed March 20.

■ WQIK-AM-FM Jacksonville, Fla. (AM: 1320 khz, 5 kw-U; FM: 99.1 mhz, 100 kw, HAAT: 620 ft.)—Seeks assignment of license from Rowland Broadcasting Inc. to Jacor Broadcasting of Florida Inc. for \$4,950,000, comprising \$1,500,000 cash, \$3,450,000 note and \$50,000 noncompetitive agreement. Seller is equally owned by Marshall W. Rowland, president (50%), and wife, Carol (50%). They also own WQXM-AM-FM Gordon, Ga., and 50% of applicant for new LPTV on ch. 53 at Vero Beach, Fla. Buyer is wholly owned subsidiary of Cincinnati-based Jacor Communications Inc., public company of more than 300 stockholders headed by Terry S. Jacobs, president and chairman (26.9%). Parent company owns WVOI(AM) Toledo, Ohio; WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md.; WURD(FM) Georgetown, Ohio, and WKYG(AM)-WQAW(FM) Parkersburg, W. Va. Filed March 22.

■ WLKF(AM) Lakeland, Fla. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Kelly Communications Inc. to Chapman S. Root Revocable Trust for \$470,000, comprising \$445,000 cash and \$25,000 note and including \$30,000 noncompetitive agreement. Seller is owned by James C. McCrudden, president (59.3%), and 12 others. It also owns KJEZ(FM) Poplar Bluff, Mo.; KTGR(AM)-KCMQ(FM) Columbia, Mo., and WQWD(FM) Tallahassee, Fla., and some of its stockholders also have interest in WJQI(AM) New Bern, N.C. Buyer is wholly owned by

Chapman S. Root, trustee, and is licensee of WVFM(FM) Lakeland, Fla.; WNDP(AM)-WWLV(FM) Daytona Beach, Fla., and KMVT(TV) Twin Falls, Idaho. Root is businessman and investor who formerly owned Coca-Cola bottler distributorship. He has no other broadcast interests. Filed March 23.

■ WAZA(AM) Bainbridge, Ga. (1360 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Sowega Broadcasting Inc. to Vision Communications Inc. for \$207,000, comprising \$40,000 cash, \$93,000 assumption of debt and balance in note. Seller is equally owned by Roy Simpson, president (50%), and Don Kirksey (50%). Simpson is general manager at WAZA. Kirksey owns and runs Don Kirksey Ford, car dealership in Bainbridge. Buyer is equally owned by Austin L. Phillips, president (25%), and wife, Janet M. (25%), and by Fred H. Smalley (25%) and wife, P. Janet (25%). They have no other broadcast interests. Filed March 23.

■ WGTF(FM) Nantucket, Mass. (93.5 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from American Wireless Corp. to C.C.N.B. Corp. for \$750,000 cash plus \$300,000 noncompetitive note. Seller is owned by John H. Garabedian, president (95%), and David O'Leary (5%). Garabedian also owns 90% of permittee for WETR-TV Marlborough, Mass., and is beneficiary of trust holding shares in licensee of WTTP(AM) Natick, Mass. O'Leary is director of permittee of WGTR-TV Marlborough, Mass. Buyer is owned by Bruce N. Harris, president (10%), Maurice B. Wyman (20%), Michael D. O'Neil (20%), Pamela K. Harris (10%), Daniel C. Hostetter (20%) and Michael P. Wyman. Harris are married and Wyman are brothers. None have other broadcast interests. Maurice and Michael Wyman are restaurant owners. O'Neill is attorney with O'Neill and Kenney, law firm in Hyannis, Mass. Harris will be operations manager for WGTF. Hostetter is restaurant owner and real estate developer. Filed March 23.

■ KMWR-FM Vandalia, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Vancom Inc. to Clarcom Inc. for \$150,000 cash. Seller is principally owned by William E. Ott (93%), radio engineer. He has no other broadcast interests. Buyer is owned by B. John Clark (61%) and Brenda J. Clark (39%), husband and wife, who have no other broadcast interests. They own donut shop in Pittsfield, Ill. Filed March 7.

■ KATQ-AM-FM Plentywood, Mont. (AM: 1070 khz, 5 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 34 ft.)—Seeks transfer of control of Stallard Broadcasting Inc. from Harold L. Stallard and wife, Peggy V. Stallard (each 44% before, none after) to their son, Bill E. Stallard (6% before, 94% after) for \$105,000 cash. Bill Stallard's wife, Cheryl, owns other 6%

of company. Seller is Perry, Kan., farmer with no other broadcast interests. Buyer is president of Stallard and general manager of KATQ-AM-FM. He is 10% applicant for new FM at Bozeman, Mont., and 10% limited partner of permittee of new TV on ch. 7 at Bozeman. If FM app. is granted, he will give up interest in new TV. Filed March 15.

■ WDBS(FM) Durham, N.C. (107.1 mhz, 3 kw, HAAT: 295 ft.)—Seeks assignment of license from Classic Ventures Ltd. to Airways Inc. for \$750,000 cash, plus four noncompetitive agreements of \$60,000 each. Seller bought station two years ago for \$475,000 (see "Changing Hands," Aug. 16, 1982). It is owned by Howard A. Wilcox, president (25%), Thomas L. Swatzel (25%), Jerry W. Oakley (25%) and William McDonald III (25%). Swatzel (40%) and Oakley (30%) own WIRC(AM)-WXRC(FM) Hickory, N.C. Wilcox is general manager of WDBS. Oakley is president and general manager of WIRC-WXRC. McDonald is mayor of Hickory. Swatzel is Hickory businessman. Buyer is owned by Richard G. Glover, president (40%), Robert Eisner Jr. (30%) and Ray Livasy (30%). It also owns WDUR(AM) Durham, N.C. Glover's wife, Julia, owns 51% of WCCR(AM) Urbana, Ill. Filed March 22.

■ WKBQ(AM) Garner, N.C. (1000 khz, 1 kw-D)—Seeks assignment of license from Edjoux Inc. to Christopher C. Maggio for \$300,000, comprising \$80,000 cash and \$220,000 note, and including \$10,000 noncompetitive agreement. 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. Filed March 19.

■ [CP]WNBB(FM) Grifton, N.C. (99.3 mhz, 3 kw, HAAT: 266 ft.)—Seeks assignment of license from Horner Broadcasting Inc. to Campbell-Hauser Corp. for \$70,000 cancellation of note. Seller is wholly owned by Mark S. Manafio, president, who also owns 25% of KLRR(AM)-KLMC(FM) Leadville, Colo. Buyer, owned by Vann Campbell (75%), William J. Bunn (15%) and James A. Rochelle (10%), is licensee of WGTM(AM) Wilson, N.C. Filed March 23.

■ KITX(FM) Hugo, Okla. (95.3 mhz, 1.6 kw, HAAT: 400 ft.)—Seeks assignment of license from DLB Broadcasting Corp. to Harold E. Cochran for \$340,000, comprising \$125,000 cash and \$215,000 note, plus \$10,000 noncompetitive agreement. Seller is equally owned by David L. Boyd, president (33.3%), Leona F. Boyd, his mother (33.3%), and William E. Davis (33.3%). It also owns KITO(FM) Vinita, Okla., and its principals are applicants for new FM at Monte Vista, Colo. Buyer also owns KKBI-FM Broken Bow, Okla. Filed March 19.

■ WKBM-TV Caguas (San Juan) and WSUR-TV Ponce, both Puerto Rico (ch. 11; 200 kw vis., 39.8 kw aur.; HAAT: 1,178 ft.; ant. height above ground: 243 ft.; WSUR-TV: ch. 9; 57.5 kw vis., 7.2 kw aur.; HAAT: 2,775 ft.; ant. height above ground: 276 ft.)—Seeks chapter 11 transfer of control of American Colonial Broadcasting Corp. from American Stockholders (100% before, none after) to Television Broadcasting Corp. (none before, 100% after) for approximately \$7,600,000, comprising \$5 million cash at closing plus \$1,125,000 on second anniversary of closing, and \$100,000 each on third, fourth and fifth anniversaries, plus assumption of bankruptcy claim and other considerations. Seller is owned by family of late Ralph Perez Perry: widow, Zaida Ramirez (50%); daughters, Zaida and Ingrid, and son, Rafael (16.6% each). It also owns WCAD(FM) San Juan, P.R., which will be spun off to existing stockholders before transfer of control is completed. Buyer is owned by Joaquin A. Villamil, president (19.23%); Telepictures Corp. (49.04%); Video Tape Systems Inc. (24.04%), and John Semack (7.69%). Telepictures last year bought KMD-TV Midland, Tex. ("Changing Hands," Oct. 17, 1983). Owners of Video Tape Systems, Panamanian corporation, also have interests in daily newspaper published in Caracas, Venezuela. Villamil and Semack have no other broadcast interests. Villamil is San Juan real estate developer and Semack is N.Y. investor. Filed March 16.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz, 100 kw, HAAT: 758 ft.)—Seeks transfer of control of WWKX Inc. from Ronald L. Bledsoe (100% before, none after) to Group 3 Broadcasting Inc. (none before, 100% after) for \$6,500,000 cash, including \$300,000 consultancy fee paid \$150,000 each of two years. Application is contingent upon transfers of control that will assign license for WWKX from Sumner County Broadcasting Co. to WWKX Inc. Seller also owns WHIN(AM) Gallatin, Tenn. Buyer is owned by Gordon K. Smith, president (42.5%), Sumner & Hewes (42.5%), John R. Lease (10%), R. Frank Boulware (2.5%) and Marilyn Jennings (2.5%). Sumner & Hewes is law partnership of William Sumner and Nancy B. Hewes. Smith is co-owner of Smith/McNeal Inc., advertising agency in Atlanta, where Jennings is administrative secretary. Lease is vice president and Boulware is assistant controller of WXIA-TV Atlanta. Sumner also owns interest in WGR(AM) Grifton, Ga. Others have no broadcast interests. Filed March 23.

Summary of broadcasting as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,432
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.

■ **WEAM(AM)** Arlington, Va. (1390 khz, 5 kw-U)—Seeks assignment of license from WEAM Radio Inc. to Viacom Broadcasting Inc. for \$1.2 million cash plus one year later \$50,000 or less for fees incurred. Sale replaces previous FCC-approved sale to different buyer for \$1 million ("Changing Hands," Nov. 7, 1983). Seller is owned by Meredith S. Thoms and daughter, Matilann S., who have completed divestiture of broadcast and cable properties with this sale. It also recently sold WCOG(AM) Greensboro, N.C., for \$200,000 ("For the Record," Jan. 30) and cable system in Asheville, N.C. ("In Brief," April 18, 1983). It has also sold WKLM(AM) Wilmington, N.C., for \$200,000 (see actions below). Buyer is New York-based and publicly traded MSO, production and syndication company and group owner of one AM, five FM's (including co-located WMZQ(FM) Washington) and four TV's. It is headed by Ralph M. Baruch, chairman. Radio division is headed by Norman Feuer, president. Filed March 23.

Actions

■ **WPIL(AM)** Flomaton, Ala. (990 khz; 500 w-D; CP: 2.5 w-D)—Granted assignment of license from Godwin Broadcasting Corp. to Gulf Communications of Alabama Inc. for \$175,000, comprising seller's note of \$75,000 and assumption of debt of \$100,000. Seller is owned by Charles R. Godwin and family, who have no other broadcast interests. It bought station recently for \$150,000 ("For the Record," Oct. 10, 1983). Buyer is owned by Jerry Wayne Spencer (51%) and Linda M. Masiarczyk (49%). Spencer is account executive at WCDA(AM)-WJLQ(FM) Pensacola, Fla. Action March 9.

■ **WKDC(AM)** Elmhurst, Ill. (1530 khz, 250 w-D)—Granted assignment of license from William A. Lester, trustee, to DuPage Broadcasting Inc. for \$80,000 purchase of assets. Seller took over station from previous licensee, Snyder Broadcasting Inc., owned by Robert E.J. Snyder, which filed for chapter 7 bankruptcy. Snyder has no other broadcast interests. Buyer is owned by previous owners of station, Frank Blorter (51%), and his sister, Lois (49%). They sold station to Snyder three years ago for \$1 million ("Changing Hands," April 20, 1981), and have no other broadcast interests. Action March 9.

■ **WTAQ(AM)** La Grange, Ill. (1300 khz, 5 kw-D, 500 w-N)—Granted assignment of license from S&S Broadcasting Co. to WTAQ Inc. for \$1.6 million, including consultancy

agreement and real estate. Seller is owned by Charles R. Sebastian and family, who have no other broadcast interests. Buyer is equally owned by William H. Wardle, station's general manager, and Ralph J. Faucher, sales manager and sports director. Neither has other broadcast interests. Action March 16.

■ **WRBA(AM)** Normal, Ill. (1440 khz, 1 kw-D, 500 w-N)—Granted assignment of license from All American Radio Inc. to W. Russell Withers Jr. for \$376,000, including noncompete agreement and \$173,700 sellers note. Seller is owned by Robert L. Bivans (52%) and his son, Robert A. Bivans (48%). They bought station two years ago for \$207,000 ("For the Record," March 8, 1982) and have no other broadcast interests. Buyer is Mount Vernon, Ill.-based group owner who also owns WDTV(TV) Weston, W. Va.; KOKX-AM-FM Keokuk, Iowa; KEWI(AM)-KGMO(FM) Cape Girardeau, Mo., and WMIX-AM-FM Mount Vernon and WMLA(FM) Le Roy, both Illinois. Action March 16.

■ **WIVQ(FM)** Peru, Ill. (100.9 mhz; 3 kw, HAAT: 145 ft.; CP: 0.998 kw, ant. 464 ft.)—Granted assignment of license from Radio Illinois Ltd. to Middle Illinois Broadcasting Inc. for \$152,000, comprising \$45,000 cash, \$26,000 seller's note and assumption of \$81,000 note. Seller is headed by Robert Dana McVay, president. Certain shareholders also own majority of WKNX(AM) Saginaw, Mich., and WKTN(FM) Kenton, Ohio. They are also selling 51% interest, subject to FCC approval, in WBUK(AM) Portage, Mich. ("For the Record," Jan. 30). Buyer is equally owned by A. Dale Hendrix Jr. and John D. Mitchell Sr. Hendrix is general manager and 20% owner of WALR-FM Union City, Tenn. Mitchell is Shreveport, La.-based media broker and 29% owner of KNES-FM(CP) Fairfield, Tex. ("For the Record," Aug. 22, 1983). Action March 19.

■ **KESY-FM** Omaha (104.5 mhz, 31 kw, HAAT: 235 ft.)—Granted assignment of license from Richard Marshall Capitol Corp. to MediaOmaha, limited partnership, for \$2.2 million plus \$300,000 noncompete. Seller also owns co-located KOOO(AM), which buyer will be required to purchase for \$400,000 if it has not been sold 15 days after FCC approval of KESY-FM transfer. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders's husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of

KOOO(AM)-KESY(FM), which he sold in 1977 to Centennial Communications Inc. Centennial recently, as debtor-in-possession, sold station to its current licensee for \$3 million ("For the Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, formerly KBRL(AM), and KFNH(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla. Biddinger is president of Biddinger Capital Corp., Indianapolis-based private venture capital firm. Action March 12.

■ **WKLM** Wilmington, N.C. (980 khz, 5 kw-D)—Granted assignment of license from WKLM Radio Inc. to Cape Fear Broadcasting Co. for \$200,000 cash. Seller is owned by Meredith S. Thoms and daughter, Matilann S., who are also selling WEAM(AM) Arlington, Va., pending FCC approval (see above). Buyer is owned by Victor W. Dawson (50%) and his nieces, Margaret D.H. Dickson and Ann Cameron Highsmith (25% each). It is also licensee of co-located WAAV(AM), which is in process of being sold ("For the Record," March 12); co-located WGNL(FM), and WFNC(AM)-WQSM(FM) Fayetteville, N.C. Action March 7.

■ **KMAV-AM-FM** Mayville, N.D. (1520 khz, 2.5 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 122 ft.; CP to change freq. to 105.5 mhz)—Granted transfer of control of KMAV Inc. from Francis J. Phelan and his wife, Margaret (62% before; none after), and Austin G. Kramer (38% before; none after) to Richard R. Flacksbarth and Larry Gilworth for \$400,000—\$280,000 to Phelans, comprising \$75,000 cash and \$205,000 seller's note, and remainder to Kramer. Sellers have no other broadcast interests. Buyers are equal owners. Flacksbarth is former general manager at KCOG(AM)-KMGO(FM) Centerville, Iowa. Gilworth is Unionville, Mo., businessman, who owns chain of furniture stores. Action March 16.

■ **WMYB(AM)** [formerly WQOK(AM)] Myrtle Beach, S.C. (1450 khz, 1 kw-D, 250 w-N)—Granted transfer of negative control of Phidian Communications Inc. from Nancy H. Flaherty and Dr. Michael T. McKee (22.2% each before; none after), and Daniel F. Giddons (11.1% before; none after) to W.C. Calton and Kenneth Miller Bryant (none before; 25% each after) for \$18,001. Giddons's shares will be retired. Six other owners have other half of outstanding shares. Phidian bought station for \$318,750 ("For the Record," Feb. 7, 1983). Action March 16.

■ **WKXV(AM)** Knoxville, Tenn. (900 khz, 1 kw-D)—Granted transfer of control of Knoxville R.A. Tel Inc. from Henry T. Ogle (100% before; 49.3% after) to Ted H. Lowe (none before; 50.7% after). Consideration is reduction in liability on note, dated June 1983, for \$140,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action March 9.

■ **WORM-AM-FM** Savannah, Tenn. (1010 khz, 250 w-D; FML 101.7 mhz, 3 kw, HAAT: 175 ft.)—Granted assignment of license from Savannah Broadcasting Service Inc. to Gerald W. Hunt for \$225,000, comprising \$50,000 cash and \$175,000 seller's note. Seller is equally owned by William L. Barry and Janet L. Bunn. Neither has other broadcast interests. Buyer is general manager of WVOM(AM)-WTIB(FM) Iuka, Miss. Action March 19.

■ **KBUS(AM)** Mexia, Tex. (1590 khz, 500 w-D)—Granted transfer of control of Limestone Broadcasting Inc. from G.E.T. Corp. (100% before; none after) to Summit Broadcasting Associates (none before; 100% after) for \$53,000 plus assumption of \$96,000 note. Seller is group of investors headed by B.W. Wallis, president. Five also own 70% of KTBB(AM)-KNUE(FM) Tyler, Tex. Buyer is equally owned by Mexia-area businessmen: Billy Jeff Booth, Thomas C. Flatt, Calvin D. Prowell, Tyler W. Cagle and Frank D. Connell. It also is permittee of co-located KYCX(FM). Action March 16.

Facilities changes

AM applications

Tendered

- **WKFB** (1180 khz) Florence, Ky.—Seeks MP to change TL. Ann. March 30.
- **KPRM** (870 khz) Park Rapids, Minn.—Seeks CP to increase day power to 25 kw. Ann. April 2.
- **WJKX** (1460 khz) Moss Point, Miss.—Seeks CP to in-

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crease power to 1 kw and change TL. Ann. April 2.

■ KORE (1050 khz) Springfield-Eugene, Ore.—Seeks CP to change power to 5 kw. Ann. April 2.

■ KRXB (1000 khz) Sioux Falls, S.D.—Seeks CP to change city of lic. to Harrisburg, S.D.; change hrs. of op. to unl. by adding night service with 2.5 kw; increase day power to 10 kw; install DA-2 and change TL. Ann. April 2.

Accepted

■ KEZY (1190 khz) Anaheim, Calif.—Seeks MP to make changes in ant. sys. Ann. April 2.

■ WNGB (1480 khz) Waynesboro, Tenn.—Seeks CP to change from unl. to spec. hrs. of op. Ann. April 2.

■ KXVI (1600 khz) Plano, Tex.—Seeks MP to make changes in nighttime DA-2 parameters. Ann. April 2.

FM applications

Tendered

■ *WWFR (91.9 mhz) San Luis Obispo, Calif.—Seeks CP to change ERP to 160 kw; change HAAT to 1,350 ft.; change freq. to 91.7 mhz.; change TL, and make changes in ant. sys. Ann. March 30.

■ KCCY (97.9 mhz) Pueblo, Colo.—Seeks CP to change TL; change HAAT to 1,300 ft.; change freq. to 96.9 mhz., and make changes in ant. sys. Ann. March 30.

■ KROK (94.5 mhz) Shreveport, La.—Seeks CP to change TL; change HAAT to 1,000 ft.; and make changes in ant. sys. Ann. March 30.

■ WKOZ-FM (105.1 mhz) Kosciusko, Miss.—Seeks CP to change ERP to 25.02 kw; change HAAT to 305 ft., and change TL. Ann. March 27.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL; change ERP to 94.2 kw; change HAAT, and make changes in ant. sys. Ann. March 27.

■ WHKY-FM (102.9 mhz) Hickory N.C.—Seeks CP to change TL; change ERP to 100 kw, change HAAT to 1,015.5 ft. and make changes in ant. sys. Ann. March 27.

■ KYTT-FM (98.3 mhz) Coos Bay, Ore.—Seeks CP to change freq. to 98.7 mhz.; change ERP to 25 kw and change HAAT to 522.3 ft. Ann. April 2.

■ WGIT (92.1 mhz) Hormigueros, P.R.—Seeks CP to change TL; change HAAT to 580 ft.; change ERP to 3 kw, and make changes in ant. sys. Ann. March 30.

■ KKLS-FM (93.9 mhz) Rapid City, S.D.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 756 ft. and make changes in ant. sys. Ann. April 2.

■ KHCN-FM (105.7 mhz) Houston—Seeks CP to change TL; change HAAT to 100 ft. and make changes in ant. sys. Ann. March 27.

■ KUIN-FM (92.7 mhz) Vernal, Utah—Seeks CP to change freq. to 105.9 mhz; change ERP to 100 kw; change HAAT to 1,008 ft., and make changes in ant. sys. Ann. March 27.

■ WWDE-FM (101.3 mhz) Hampton, Va.—Seeks CP to change TL; change HAAT to 500 ft. and make change in ant. sys. Ann. April 2.

Accepted

■ WRAJ-FM (92.7 mhz) Anna, Ill.—Seeks CP to change TL; change ERP to .65 kw and change HAAT to 621.88 ft. Ann. March 27.

■ *WNKU (89.7 mhz) Highland Heights, Ky.—Seeks mod. of CP to change trans. site; change HAAT to 318 ft.; change ERP to 10.84 kw. Ann. March 30.

■ KPFL (1420 khz) Lafayette, La.—Seeks CP to increase night power to 1 kw and make changes in ant. sys. Ann. March 29.

■ KVEZ (103.9 mhz) Smithfield, Utah—Seeks CP to change HAAT to 131 ft. Ann. March 27.

TV applications

Accepted

■ WBFS-TV (ch. 33) Miami—Seeks MP to change ERP vis. to 5,000 kw, aur. to 500 kw.; change HAAT to 924 ft. and change TL. Ann. April 2.

■ WRGT-TV (ch. 45) Dayton, Ohio—Seeks MP to change ERP vis. to 5,000 kw, aur. to 500 kw; change TL and change HAAT to 1,166 ft. Ann. April 2.

■ WART (ch. 64) Naranjito, P.R.—Seeks MP to change ERP vis. to 158 kw, and aur. to 15.8 kw and change HAAT to 467 ft. Ann. April 2.

■ KAYU-TV (ch. 28) Spokane, Wash.—Seeks CP to change ERP vis. to 2,400 kw, aur. to 120 kw. Ann. April 2.

AM actions

■ KMAC (1110 khz) Marana, Ariz.—Granted app. for MP to change SL outside city of lic. Action March 21.

■ KMAS (1030 khz) Shelton, Wash.—Granted CP to change hrs. of op. to unl. by adding night service with 1 kw; change to non-DA; change freq. to 1030 khz and make changes in ant. sys. Action March 8.

FM actions

■ WRCH-FM (100.5 mhz) New Britain, Conn.—Granted app. for CP to change ERP to 10 kw; change HAAT to 1,105 ft. and erect new tower within 50 ft. of existing tower. Action March 22.

■ *KCME (88.1 mhz) Manitou Springs, Colo.—Returned app. for CP to ERP to 16 kw; change HAAT to 2,073.8 ft.; install new aux. sys. and install new circ. polarized ant. Action March 26.

■ WCKS (101.1 mhz) Cocoa Beach, Fla.—Granted app. for mod. of CP to change HAAT to 1,598 ft. and make changes in ant. sys. Action March 21.

■ WHFL (109.9 mhz) Havana, Fla.—Granted app. for mod. of CP to change ERP to 1.08 kw and change HAAT to 461.25 ft. Action March 21.

■ WXCR (92.1 mhz) Safety Harbor, Fla.—Granted app. for mod. of CP to change SL. Action March 26.

■ WHKK (100.9 mhz) Erlanger, Ky.—Dismissed app. for CP to change TL; change ERP to 1.267 kw and change HAAT to 466 ft. Action March 23.

■ WRNG (96.7 mhz) Newnan, Ga.—Granted app. for mod. of CP to change ERP to 0.7 kw and change HAAT to 560 ft. Action March 23.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Granted app. for CP to change TL; change ERP to 3 kw and change HAAT to 235 ft. Action March 22.

■ WQLA (104.9 mhz) LaFollette, Tenn.—Granted app. for CP to change ERP to .900 kw; change HAAT to 563 ft. and change TL. Action March 21.

■ WZEZ (92.9 mhz) Nashville.—Granted app. for CP to change TL; change ERP to 75 kw and change HAAT to 1,053 ft. Action March 21.

■ KEZB (93.9 mhz) El Paso.—Granted app. for mod. of CP to change ERP to 96.2 kw; change HAAT to 1,207 ft. and make changes in ant. sys. Action March 26.

■ KCMS (105.3 mhz) Edmonds, Wash.—Granted app. to change trans. and make changes in ant. sys. Action March 27.

■ WOLD-FM (102.3 mhz) Marion, Va.—Returned app. for CP to change TL; change ERP to .158 kw and change HAAT to 1,312 ft. Action March 21.

TV actions

■ KONY (ch. 10) Thief River Falls, Minn.—Granted app. for MP to change ERP vis. to .125 kw, aur. to 13.7 kw and make changes in ant. sys. Action March 15.

■ WHNS (ch. 21) Asheville, N.C.—Granted app. for MP to change ERP to 33.9 kw vis., 3.4 kw aur.; change HAAT to 2,505.8 ft., and change TL. Action March 13.

■ KCWT (ch. 27) Wenatchee, Wash.—Granted app. for MP to change ERP vis. to 266.56 kw, aur. to 26.65 kw and change HAAT to 1,393 ft. Action March 16.

In contest

Et cetera

■ Commission has modified policy governing public broadcasting underwriting acknowledgements and fund-raising activities to allow broadcast of specific brand or trade names and product or service listings. Fund-raising activities that suspend or alter regular programming on behalf of entity other than station are prohibited.

■ Permittees failing to construct in accordance with CP main studio rules will no longer be granted program test authority by audio services division of Mass Media Bureau.

■ Commission has declined adoption of rules to allow non-commercial educational television stations to engage in subscription TV operations, except for individual licensees on waiver basis.

■ FCC returned as unacceptable for filing 807 applications by E. Kaye Johnson for new commercial FM translator stations. Documents were form letters mailed to FM broadcasters nationwide, and lacked all three critical elements: appli-

cant, proposed output frequency and proposed community to be served.

■ Commission has increased maximum modulation deviation for FM broadcast stations using FM subchannels from 100% to 110%. Licensees within 100 miles of Mexican border are limited to 75 khz and peak modulation not exceeding 100% until negotiations are completed.

■ Commission has adopted very general technical rules allowing television aural baseband to be used for TV stereophonic sound, second language programming and any other uses.

Call letters

Applications

Call Sought by

Existing AM's

KWHA KCRI Dr. M. M. Taylor, West Helena, Ark.
KXLC KSKS Sweeney Broadcasting Co. Inc., Conroe, Tex.

Existing FM

KDCE KBLI-FM Western Communications Inc., Blackfoot, Idaho

Grants

Call Sought by

New AM's

KXZI Peacock Broadcasting, San Luis Obispo, Calif.
KPLA Radio Riverbank Inc., Riverbank, Calif.
WJEA Astro Enterprises Inc., Palm City, Fla.
WYCP Radio Radcliff, Radcliff, Ky.
KBSM Eastern Jackson County Broadcasting Corp., Blue Springs, Mo.
WXSS Minority Broadcasting Co. of the Midwest Inc., Memphis.

New FM's

KHHH KHVH Inc., Honolulu
KISY Cavaness Broadcasting Inc., Tioga, La.
WBTQ Multiplex Communications Inc., Buckhannon, W.Va.

New TV

WDBB Channel 17 of Tuscaloosa Inc., Tuscaloosa, Ala.

Existing AM's

WVON WXQL Midway Broadcasting Corp., Cicero, Ill.
WABX WSDM Kelly Communications Inc., Clare, Mich.
KQRS KGLD Hudson Broadcasting Corp., Golden Valley, Minn.
KYKN KBDF Constant Communications Co., Eugene, Ore.

Existing FM's

WWCT WOTF Central Illinois Broadcasting Co., Peoria, Ill.
KQRS-FM KQRS Hudson Broadcasting Corp., Golden Valley, Minn.
*KBHE-FM KYPZ State Bd. of Dir. for Educational TV, Rapid City, S.D.
KGVL-FM KIKT M & M Broadcasting, Inc., Greenville, Tex.

WYCO WXCO-FM Seenafer Broadcasting Corp., Wausau, Wisc.

Existing TV's

WXNE-TV WXNE-TV Inc., Boston
WVTX WGTN-TV 66 Corp., Marlborough, Mass.

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Super opportunity for salesperson or sales manager, looking for first station to manage. Must have at least two years broadcast sales with verifiable record of success. Must be active in the community and must have impeccable references. If you qualify, you will have the opportunity to manage a successful country-western AM, with FM CP, in a county that has no other broadcast service. Excellent compensation package for the individual who is ready to move into management. Reply in confidence to Mrs. Gayle Atchley, P.O. Box 898, Rockport, TX 78382.

General manager. Experienced. Sales-oriented. Alaskan AM with FM-CP. Excellent opportunity. KGHX, 1028 Aurora Drive, Fairbanks, AK 99701. AA/EOE.

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

General manager. KEMC-FM, Eastern Montana College. Public radio station seeks general manager to organize and direct broadcasting staff; prepare and supervise grants; develop and administer all broadcasting budget; work with citizen advisory and fund raising groups and teach in the department of communication arts. Bachelors degree in broadcasting or related field required. Master's degree preferred. Minimum of 3 years management experience in broadcasting or a related field. Salary negotiable. Letter of application, vita and 3 letters of recommendation and other supporting materials must be postmarked by April 30, 1984. Apply to Personnel Department, Eastern Montana College, 1500 N.30th St., Billings, MT 59101-0298. 406—657-2278. An AA/EOE.

Controller. SE radio group needs degreed accountant, experienced in radio at station & group level. \$30 K plus. Resume & salary history to Box P-11.

Long Island station has senior level executive position available. Must demonstrate top management potential with emphasis on strong local and national sales experience. Send resume/compensation requirements to Box P-17. EOE. All replies confidential.

Development manager for full service public radio station. Responsible for the traditional activities of development, including promotion, advertising, public relations, fundraising, membership drives, special events, support systems, etc. Position also includes teaching one class per semester. Requires MA or MS and three years of professional experience. Send resume, portfolio and three letters of reference under separate cover to Karen Holp, General Manager, KRWG-FM, Box FM91, New Mexico State University, Las Cruces, NM 88003. Application must be postmarked by April 26, 1984, with a start date of July 1, 1984. NMSU is an AA/EOE.

Business manager for Washington, DC area; seeking an experienced, take charge individual to manage all financial affairs of a thriving station in a dynamic market. Send resume and salary requirements to Box P-31. EOE.

Owner/operator opportunity. If you are a sales oriented general manager or an aggressive sales manager ready to own a small market station, here is your chance. Southeast Missouri fulltime AM needs right person to buy in and take charge. All elements for success are present except experienced sales professional. Must be willing to relocate. Area offers great recreation - hunting, fishing, boating, etc. Box P-67.

Sales manager for established full service MOR AM station, Mid-Atlantic state. Must be creative and able to lead and train established sales staff. Medium-size rated market. Solid base plus good incentives and benefits with one of the nation's top 100 broadcast groups. EOE. Write Box P-69.

Sales manager, suburban Boston. If you can sell in a small market and motivate salespeople. Send letter and resume to Box 1265, Backbay Annex, Boston, MA 02117.

HELP WANTED SALES

Radio sales school. Complete training, positions available, late March or April, 5 days/\$250. Results Radio, P.O. Box 741323, Dallas, TX 75374.

Sales manager/sales persons for WKZU/WLNH Laconia, NH, a Sconnix station. Here is a chance to show your ability and get paid for it. New sales staff for AM country station, good salary and incentive. Beautiful area, great facility. Immediate openings. Call Bob Greer, GM, 603—524-1323.

Los Angeles suburban rock has opportunities for aggressive salespeople. Radio experience required. 213—755-8172.

Growing broadcast group seeks career minded salespeople for newly acquired class C FM in Augusta, Ga. This is an outstanding opportunity for the right person. If you possess a positive personality, high self-image, and the desire to win, you can earn an excellent income and grow with our company. Write Sales Manager, WFMG, P.O. Box 669, Augusta, GA 30903. EOE.

We're building an exciting sales team of marketing specialists! If you're experienced, love the mountains, know radio, and understand the needs, wants and desires of businesses in a tourist economy, write to Dave Luce, KFMU-FM, Box 772850, Steamboat Springs, CO 80477.

Challenging position. Responsible, hardworking salesperson with management potential. Resume: General Manager, PO Box 146, Johnstown, NY 12095.

Hilton Head Island, SC. AM/FM needs two proven salespeople. Prefer experienced radio sales in the Southeast. Established list to be matched with new business. Carl McNeill, 803—785-9447. EOE.

WNTY, suburban adult contemporary radio, central Connecticut, has opening for account executive. A real growth opportunity. Base, good commission structure. Resume to: George Stevens, Box 990, Southington, CT 06489. EOE.

Fundraiser. The University of Northern Iowa's full service FM public radio stations KUNI and KHKE are seeking an individual to fill the administrative assistant/development position. This person to secure corporate and business support for the stations; to recruit and coordinate volunteers for stations' fundraising and promotion activities; to work with Friends of KUNI/KHKE, Inc., and to assist with the stations' public relations activities. Some travel throughout eastern Iowa necessary. B.A./B.S. preferred. Background/experience in fundraising, sales and/or promotion preferred. Starting salary \$14,647 to \$16,205, plus liberal fringe benefits and incentives. Send letter of application, resume, and credentials to Dr. Gerald Bisbey, Coordinator, Professional Staff Placement, University of Northern Iowa, 221 Gilchrist Hall, Cedar Falls, IA 50614. AA/EOE.

National radio spot sales. For Washington, D.C. distributor of daily radio programming. Management possibilities. John Dryden, 202—628-2600.

Immediate sales opening. Successful AM/FM needs aggressive salesperson in our beautiful Rocky Mountain market. We want experienced self-starters to sell our AC formats. Call 303—243-1722, or send resume to Box 1120, Grand Junction, CO 81502.

Sales wanted. KEZYAM/FM, Anaheim, is hiring killers. If you are an experienced retail radio closer looking to move up to big market potential and earnings of \$75,000 per year or more, call General Sales Manager Vic Goldstein or President Dan Mitchell today. 714—776-1191. The job requires tough, creative selling to the client. If you're an agency mouse, don't bother us.

HELP WANTED ANNOUNCERS

California small market station seeking announcers familiar with big band era sounds. PD possibility. Send resume, including salary requirements, to Box P-10. EOE.

Morning personality. Great Minnesota location. This medium market station playing nostalgia needs a mature, experienced morning communicator. Send resume to Box P-33. EOE/M/F.

Fast growing powerhouse suburban NYC A/C has fulltime opening for experienced personality. Top island signal. T&R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

Clear Channel WHEB-AM has parttime & fill-in openings. Easy listening. Mature delivery. Should live within reasonable commuting distance. Will also consider employees of stations outside our market looking for extra hours. T & R to: Scott Hooper, PD, WHEB, Box 120, Portsmouth, NH 03801.

Accepting applications. Dependable, clean cut & ability to read a must. 314—586-8577, person to person for mgr. only.

Salt Lake City AM/FM combo looking for morning personalities. Advancement into management potential and top pay for right person. EOE. Rush tape and resume to KRGO, 5065 West 2100 South, Salt Lake City, UT 84120.

HELP WANTED TECHNICAL

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.

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.

New class B FM seeking experienced chief engineer to build and maintain state of the art facility. This is your chance to do everything you've always dreamed about. Send resume to Peoples Broadcasting Corp., 9292 N. Meridian Street, Suite 311, Indianapolis, IN 46260. EOE/MFH.

WDAY AM/FM seeking a chief engineer. Great opportunity for the right person. Top quality, new equipment. Good benefits. Applicant must have AM and FM experience. Send resume to Roger Greenley, WDAY Radio, P.O. Box 2466, Fargo, ND 58108.

Aggressive, rapidly expanding group needs self-starting assistant chief engineer. State of the art equipment, new transmitter facility. Much construction still ahead. Minimum 3 years experience. Contact: Gary Liebisch, Chief Engineer, WKIX/WYYD, Box 12526, Raleigh NC 27605. A Mann Media station.

Chief engineer. Responsible for maintenance and repair of all transmission, broadcast and recording equipment at KPBX-Spokane Public Radio. Responsible also for new equipment selection and installation and new facility design and construction. Training and experience in broadcast electronics, which may include relevant degrees and must include FCC first class or equivalent license. Experience with FM multiplex, STL, SCA, NPR satellite, broadcasting, audio and recording equipment. Radio experience, preferably at an NPR-member station. Experience in music recording, classical or jazz, helpful, but not essential. Interest in and knowledge of traditional areas of public radio programming helpful, but not essential. Salary range: \$16,000 to \$20,000. Deadline for application: April 20, 1984. Apply in writing only; send resume and references to: Chief Engineer Search Committee, KPBX-Spokane Public Radio, North 2319 Monroe St., Spokane, WA 99205.

Group operation with Southeast coastal properties needs engineer with general class license. Experience desired. Send resume and salary requirements to Box P-37. EOE.

Chief engineer to take charge of/stay in charge of AM automated/Class C FM. Studio equipment. Southwest recreation area. Chance to earn more working 20-hour air shift. Send resume to Box P-46.

HELP WANTED NEWS

News director. Competitive Midwest market seeking an individual who can direct news staff to market dominance and has professional experience in writing, reporting and anchoring. Excellent facilities and good benefits. Send tape and resume to Roger Greenley, P.O. Box 2466, Fargo, ND 58108.

Broadcast news. The Ohio State University seeks broadcast producer to teach radio news and coordinate student internships for school of journalism; do general assignment reporting and prepare and deliver newscasts at WOSU-AM. B.A. and considerable professional broadcast journalism experience, or equivalent combination of education and experience. Master's preferred. \$15,000 to \$21,480 for 12 months depending on experience and qualifications. Send resume, writing samples, and audition tape to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. Application review begins April 30. An AA/EOE.

Morning news anchor w/mature voice and excellent reporting and writing skills to join market's news leader. Two years experience, good benefits, with a strong company committed to news. Tape and resume to Don Vultz, WTRC, Box 699, Elkhart, IN 46515.

New England AM-FM needs news director. Hard workers only. Start at \$300/week. Resume to Box P-45. EOE.

Individual with extensive track record in news gathering, reporting and administration. Capable of overseeing a three-person department at market's number one station. Salary and benefits commensurate with ability. Respond to Don Alexander, WTNH, 134 Mullin Street, Watertown, NY 13601. EOE.

Sunbelt FM needs writer/reporter for two person news department. Small market with growing commitment to local news. Complete resume/writing samples/references to Box P-70.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

WNGS-FM, West Palm Beach, looking for experienced production director. Creative, well organized, superb copy writer, 4 track experience. Send resume, copy or tapes to Bill Pearl, WNGS-FM, P.O. Box 669, West Palm Beach, FL 33402. 305-844-6343.

Program director - Los Angeles contemporary station. If you are creative, goal oriented, have strong background in promotions, music, research, and deal well with people, we have a great opportunity for you. Resume only to Box P-34.

SITUATIONS WANTED MANAGEMENT

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.

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.

GM/GSM seeks new challenge. 18 yrs.' experience. Prefer SE or Midwest. Presently employed. Box 11421, Ft. Wayne, IN 46858.

General manager's position wanted. Have radio, agency and TV management experience. Presently employed. Prefer medium or small market. Box P-28.

Former sales manager available for general manager's position. 25 yrs. in all kinds of sales. Experienced announcer - first phone. Older adult. Community minded. Not an expense builder - only profits! Box P-47.

Aggressive, creative, take charge 20 year broadcaster seeking GM position, Northeast. Experienced all departments; last 12 years as GSM recruiting, training, motivating, & selling national/regional/local. Cost conscious, profit oriented, community involved. Any size market considered. Box P-51.

18 years successful management, sales and production. Medium markets preferred. MBA degree. Employed. Box P-22.

Sm./med. mkt. GM. Experienced running group, combo, single station. 13 yrs. successful mgmt. (9 same station). Very strong in sales mgmt., successful promotions (sales & audience.) Excellent in hiring, training, motivation, no turnover. Stable, professional, by-the-book-operator, community active. No rush; prefer SE. Full credentials, references by return mail. Box P-60.

SITUATIONS WANTED ANNOUNCERS

Eager, educated, experienced. Part-timer ready for full career opportunity. Trained and talented in announcing/production/copywriting. Call Tim Prchal, 815-459-7180.

Available now! For Ohio, Alaska, nearby state. Previous part time experience. Doug Hendricks, 419-387-7761, after 4 PM EST.

FCC licensed broadcaster seeks position. Extensive experience as college radio DJ, music director, program director. Any format. Prefer Calif. location. Write Marianne Biskup, 52 Tharp Ave, Watsonville, CA 95076.

Think of me as quality blue chip stock, not as a speculative issue. Two years experience in small market. Want to move up. Adult top 40. MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749.

Seasoned, talented jock. Do-it-all type. Production, remotes, etc. Great for small market. Absorb your culture. I'll go anywhere. Just promise me you'll appreciate a humorous whipper-snapper on your staff! Prefer CHR. Steve, 504-384-3718

Male announcer with very good pipes. Creative, hard working, stable, strong on commercials and news. Will relocate if situation is right. For tape and resume, call (Big) Dave Gentry, 312-485-1691.

Veteran hockey broadcaster looking for break into pros. Two NCAA championships. 314-724-2781.

Announcer/sportscaster - 2 years television & radio experience. Outstanding knowledge of all music formats. Hard worker. College graduate. Willing to relocate anywhere. Contact Dan Perry-Davis, 513-698-3001.

Turnover a problem? Here's your answer! Experienced announcer available. Any format, anywhere. Call Dan, 804-372-5201.

Experienced announcer. BA in broadcast journalism, 1st class ticket, creative, talented, professional. Call Steve, 606-654-2721, after 5 PM.

I'm not an astronaut, but I do have 'the right stuff'. DJ/newscaster, 1½ yrs. experience. Will relocate. Andy, 201-666-6748.

SITUATIONS WANTED TECHNICAL

CE presently in small/medium market, looking to move up. AM/FM experience. Box P-6.

Mature chief operator/announcer. Knowledge and experience in most phases radio, Iowa or surrounding area. Phone 319-634-3852. Available April 15.

CE looking for a new challenge. 15+ years experience in all phases of AM/FM. Box P-5.

Director of engineering or chief engineer. 12 years experience as DE and CE with major group owner. Highly experienced all phases engineering and technical management. Top references. Box P-41.

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.

Young, energetic, experienced news/talk/host/anchor/reporter with ten years experience and awards to prove it. Chicago/Wyoming/California experience. Art Lynch, 16754 Merrill, Victorville, CA 92392. 619-241-0739; 312-848-9263.

Award-winning PBP, sportscaster, news writer. 9 years experience. Ed Lewis, 714-630-8316.

Experienced news anchor seeks Twin Cities market. Excellent organizer and voice. Angelo, 212-338-8328, between 6 PM and 8 PM EST.

Will go anywhere. Hardworking, versatile, dependable. Money no object. Seeking entry level position. Contact Robert Brown, 20 East 93 Street, NY, NY 10128. 212-369-6319 (best before 8:45 A.M. and after 5:45 P.M.) or 516-746-3869.

Committed to excellence. Six years journalism. superb writing, on-air skills, plus maturity, integrity and loyalty. Seeks challenge in Seattle metro area. Jim Fletcher, 206-828-4394.

Aggressive, award-winning sportscaster looking to move into major market. PBP a specialty. 314-724-2781.

4 yrs. experience. College grad seeking sports or sports/news (or announcing) combo. Hard worker, strong PBP. Mark Scott, 312-232-2629.

Harrisburg, PA, sports personality. If you want your basic, bland, cliché-ridden sportscaster, do not contact me. But if you want someone who is a conversational entertainer, knows sports, with track record and experience, I'm the one. Excited to make you a winner. Prefer East Coast and Florida. P.O. Box 15336, Harrisburg, PA 17105.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Unique positioning doesn't mean low come! An adult/environmental format targeting 25-44 for small-medium markets. Write: Bradley, 2276 Crompond Road, Yorktown, NY 10598.

TELEVISION

HELP WANTED MANAGEMENT

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.

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 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

Aggressive sales manager with ability to train and direct staff. NBC/ABC station, interior Alaska. Contact Chuck Brownlow, GM, P.O. Box 74730, Fairbanks, AK 99707, or call 907-452-2125.

Remote operations manager. National production facility seeking individual with experience in scheduling of 5-camera remote unit & personnel. Previous remote experience necessary, management & sales experience a plus. No calls. Send resume to R. S. U., 3210 W. Westlake Ave., Glenview, IL 60625. EOE.

Television advertising sales manager to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up into 22,000 subscriber cable TV operation. Five years management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agaña, GU 96910.

General manager: Florida independent. Equity incentives available. Send detailed resume and salary requirements to Box P-29. EOE.

Development director. Northern Minnesota Public Television. Public television and fund raising experience required. Management experience preferred. Send resume, references and salary requirements to Paul Stankavich, GM, KAWV-TV, Box 9, BSU, Bemidji, MN 56601. EOE.

Creative promotion manager who can promote needed for ABC affiliate. Must have excellent writing skills and know television production including creative use of digital effects. Must be able to produce "quick turnaround" promos. Creative, knowledgeable pro who is ready to work with an excellent broadcast team. Send resume only to Box P-56. If you're what we want, be ready to send your reel. EOE.

General manager. Good opportunity to operate an AM-FM-TV combination; for a thriving broadcast group. While top management experience is preferred, it is not mandatory. This is an excellent opportunity for the right person with assistant general manager's experience and strong sales background to advance to general manager in mid America. Send full resume to Box P-58. An equal opportunity employer. M/F.

President & chief executive officer. Connecticut Public Broadcasting, a statewide, non-commercial telecommunications system, seeks candidates for this post reporting to the Board of Trustees. EOE/M/F. Interested parties contact CETC, c/o Spencer Stewart & Associates, Three Landmark Square, Suite 520, Stamford CT 06901. Applications must be received by April 30, 1984.

Traffic manager - WTNH-TV, New Haven, CT, needs person with traffic experience to head up dept. Please contact Don Gorman, General Sales Manager, 203-784-8888, or write WTNH-TV, 8 Elm St., New Haven, CT 06510. An equal opportunity employer.

HELP WANTED SALES

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.

Seeking seasoned pro with independent television background for number one list. Must have proven success with master accounts. Call Ed Perl, WNOL-TV, 504-525-3838. New Orleans' newest television station.

Sunbelt independent in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business, as well as handle established list. Must have a minimum of two years TV sales - independent preferred. Send complete resume to Box P-9. EOE.

Account executive - WJKS-TV. Group owned NBC affiliate serving the Jacksonville, FL market. Qualifications must include 3-5 years of television sales experience with a proven record of excellence. College degree preferred. Apply in writing to Eddie Rhine, Local Sales Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F. No calls, please.

WRAU-TV - Peoria is seeking a sales representative who is a self-starter, good communicator, and who wants to grow with WRAU-TV. Experience in sales and/or advertising helpful. Send resume to James Mittal, WRAU-TV, 500 N. Stewart Street, Creve Coeur, IL 61611. EOE.

HELP WANTED TECHNICAL

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 Siominski, Optimus Inc., 161 E. Grand, Chicago, IL 60611. 312-321-0880. 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.

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.

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 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.

Chief engineer. Looking to move up? Must be highly knowledgeable in maintenance of UHF transmitter, studio equipment, microwave and budget administration. Minimum 7 years experience. Excellent salary and fringes. Midwest affiliate. Send resume to Box P-1. EOE.

New England's premiere independent TV station is looking for flexible technical people who have a background in MCR, telecine operations, and studio production. If you are a self-starter with high standards and would like to polish your skills and learn new ones, you have a place with us. Please reply in confidence to Charles S. Fitch, P.E., Director of Engineering, WETG/Channel 61, One Corporate Center, Hartford, CT 06103.

Maintenance technician for public television station with newly expanded signal coverage throughout southern California. Must have the general FCC license plus two years full-time broadcast maintenance experience. Excellent salary plus full family benefits. Send letter and resume postmarked by 4/13/84 to Winston Carl, Personnel Office, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410 AA/EOE.

Television master control technician operates and sets up a variety of video equipment, and transmitter for public television station with newly expanded signal coverage throughout southern California. Must have the general FCC license plus two years full-time experience in the on-air master control operation of a broadcast facility. Excellent salary plus family benefits. Send letter and resume postmarked by 4/13/84 to Winston Carl, Personnel Office, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

South Pacific. Government of American Samoa. TV maintenance engineer - (KVZK): to assist in installation and maintenance of TV facilities to include, but not limited to: cameras, film chain, video tape recorders, all audio and video distribution equipment, digital TBC's and transmitters. Applicant must have a BS degree or equivalent and a minimum of three (3) years of television engineering maintenance experience. Additional years of related experience may be substituted for academic requirements. FCC license required. Salary range - \$20,885 to \$25,435 per annum. Free transportation, leave, low-cost housing, medical and other benefits. Non-federal, two year employment agreement. Airmail completed U.S. Form SF-171 with resume to Director of Manpower Resources, American Samoa Government, Pago Pago, American Samoa 96799. An equal opportunity employer.

Transmitter engineer needed for WYCC-TV, channel 20, Chicago's newest instructional PBS TV station. Experience required in all facets of maintenance & production, including switches, UMAT, UHF transmitter & microwave relay. Experience in studio operations required. 1st or general class FCC license required. Chicago residency required after 6 months' employment. Resume to Elyne Chaplik, GM, WYCC-TV 20, 30 E. Lake St., Chicago, IL 60601. An EOE.

Assistant chief engineer - maintenance. Supervises and assists in installation and maintenance of statewide ETV network production center technical equipment. Associate degree in electronics plus three years experience in television and/or broadcast electronics desired. FCC general radiotelephone operator's license required. \$19,200 minimum/annual. Deadline: April 30. Apply to Paul E. Few, University Television, Box 83111, Lincoln, NE 68501. EEO/AA.

Lowell Cable TV is seeking a fulltime video engineer with experience in ENG/EFP, studio, post production, & commercial insertion systems. Must be experienced in repair & maintenance of videotape machines. Resumes to Sue Bennett, Lowell Cable TV, 12 Washer St., Lowell, MA 01853. Deadline April 30.

Chief engineer - Jacksonville, FL division of Florida Production Center has a career opportunity for a quality-oriented high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Tony Kennedy, Vice President, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

Maintenance technician and portable uplink operators. These are temporary positions for July and August in San Francisco, Los Angeles and Dallas. Remote TV experience desirable - FCC license required. Send resume to Box P-65.

HELP WANTED NEWS

Do you have what it takes to be a top 10 anchor, reporter, sportscaster, weathercaster, or producer? Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

Anchor-reporter. CBS affiliate, southeastern market, seeking experienced television reporter who can write, edit, and co-anchor. Send resume and tape to Dave Basinger, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. No phone calls, please. EOE.

Experienced general assignment reporter/weekend weather anchor for immediate opening in aggressive news operation. Rush resume and tape to: News Director, KOLR-TV, Box 1716-SSS, Springfield MO 65805. EEO.

Reporter. Three years experience. Resume and audition tape: News Director, WSMV, Box 4, Nashville TN 37202.

Sports anchor. 5 pm, 6pm, and 10 pm news, M-F, VHF Florida ABC affiliate. Requires editing, writing, producing, and on-air skills. Great opportunity to move up. Send tape and resume to: News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Southern mid-sized market network affiliate looking for weekend anchor/reporter. Send resume and salary requirements to Box P-20.

Central Florida's leading news station needs another street reporter. Good writing self-starters only. Send tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. No phone calls or beginners. We're an equal opportunity employer.

News director needed for group-owned Southeast affiliate. Minimum 2 years experience as news director or 3 years experience as assignment or managing editor. If you are a hard worker and can turn around a staff of 9, send resume and salary history to Box P-16. EOE/MF.

Meteorologist. Growing network affiliate, beautiful resort area, needs meteorologist. Salary \$15K. Resumes to Box P-18. EOE.

Southern mid-sized market network affiliate looking for weeknight co-anchor. Must have reporting and anchor experience. Send resume and salary requirements to Box P-21.

News director - We need a strong manager with organizational skills to motivate and lead our bright, young news staff. Air work a plus, but not the primary consideration. Small market network affiliate, pleasant climate, excellent living. Resume to Box P-30.

Photographer/editor. Minimum one year experience with commercial TV station shooting and editing news. Send resume to Tom Racette, WTNH-TV, PO Box 1859, New Haven, CT 06508. EOE.

Photographer. Two years experience. Resume and audition tape: News Director, WSMV, Box 4, Nashville, TN 37202.

Six & ten PM co-anchor. We are an aggressive Texas news operation looking for a top-notch newscaster, who is comfortable with producing, field reporting and live remotes. Candidates should have solid news credentials, with 3-5 years medium market experience. We want someone with excellent people skills-bright, out-going, and community-oriented. No prima donnas; team players only. Excellent compensation and benefits package for the right, long-term candidate. Send resume immediately to Box P-52. AA/EOE.

Growing co. specializing in news & magazine format production offering freelance camera opportunity to creative dedicated photojournalist with over 2 yrs. daily news experience to cover unique assignments & travel. Qualified applicants only. Send tape to Nighthawk Productions, 3452 E. Foothill Blvd. #341, Pasadena, CA 91107.

Reporter/anchor. Small, sunny Texas market with progressive local approach needs experienced reporter with ability to anchor. Good equipment, good people, good salary, good ratings. Minority and women applicants urged to apply. Call Rod Santa Ana, KGNS-TV, Laredo, TX. 512-727-8888. An equal opportunity employer.

News director. Small SE resort area market, to lead and train our young staff. Can-do anything type preferred. Send resume and salary requirement to Box P-54. EOE.

The number one news station in Las Vegas, Nevada, is looking for an aggressive, creative and talented writer/producer for the 6:00 and 11:00 p.m. newscasts. Send resume, writing samples, and tape to KLAS-TV, Attn: Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114.

General assignment reporter. Opening for qualified journalist. Minimum requirements: one year on-air TV news experience. Broadcast quality voice. 3/4" video resume tape to: Tony Marino, News Director, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. No phone calls. EOE.

News directors, executive producers, & air talent: send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Anchor: competitive Southern market seeks strong yet pleasant anchor team for weeknight newscast. We are ranked #1 and are only interested in the best. At least two years on-air experience required, with excellent reporting or producing skills. No beginners. Resume to Box P-55.

Weekend weather/reporter: Midwestern ratings leader seeks dynamic, creative talent. We've got state-of-the-art computer graphics, live chopper, high morale. Resume/salary requirements to Box P-64 EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art director. Minimum four years broadcast experience. Familiar with typesetter, STAT camera, electronic graphics. All phases of print and on-air work including TV Guide, newspaper, sales pieces, graphic and set design. Must have good organizational skills. Send resume and representative samples to Rick Stora, Production Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE/M/F.

Florida production company needs hot directors, staff/freelance. Send reel to Bob Gordon, Production Associates, 5456 Crenshaw, Tampa, FL 33614. 813-884-3000.

TV hosts. Male or female, daily magazine format. Top 30 market, West Coast. Need skills in writing, editing, producing. Experienced only. Send tape & resume to: TV Magazine, 5670 Wilshire Blvd., Suite 2180, Los Angeles, CA 90036. No phone calls. EOE.

Art coordinator - to coordinate art activities of university television production center. Responsible for design and production of television visual materials in conjunction with TV production staff as well as layout and preparation of brochures and display advertising. Position requires knowledge of print, photography, graphic art and set design. Minimum B.A. with 5 years experience in television or media art design or M.A./M.F.A. with 2 years of similar experience. Send resume to Fred Koloff, Director, Division of Television and Radio, Perkins 102, Eastern Kentucky University, Richmond, KY 40475-0951, by April 16, 1984. AA/EOE.

Denver awaits the right individual as an operations manager for the region's finest production company. Responsibilities include: supervising people and facilities, bidding, client contact, etc. Lots of opportunity and hard work. Call or write: Mike Theis, GM, Telemedia Productions/Denver, 7700 E. Iliff Ave., Denver, CO 80231. 303-751-6000.

Promotion specialist. South Florida affiliate seeks strong, #2 promotion person. Must be creative, organized and motivated. Send resume only to Box P-23. EOE.

KNTV-TV, the ABC affiliate in San Jose, CA, 14th largest city in U.S., has opening for promotions director. Applicant should have 3-5 years experience as a promotions director in medium-large market and must be able to document abilities in marketing and promotional strategies. This is a department head position reporting to VP/GM. Send resume, references, and salary requirements to Dick Fraim, VP/GM, KNTV, 645 Park Ave., San Jose, CA 95110. EEO/M/F.

Executive director (TV). Applications are now being taken for Nashville's new public access television channel. Needs broad background in TV production. Public relations and work with volunteers, as well as marketing in community group area required. Budgeting and financial management skills required. Starting salary in range \$20,000 to \$30,000. Send resume and references to: Community Access Television Corporation, 607 Stahlman Building, Nashville, TN 37201, by April 20, 1984. An equal opportunity employer.

Hawaii, Epcot Center, the Bahamas, and Aspen are a few of the places our top rated PM Magazine has visited. And we have trips to other exciting destinations planned. But we need a dynamic host who can write and produce to complement our vivacious new female co-host. Don't miss this opportunity! EOE. Resume to Box P-53.

Development supervisor. Full-time position for instructional/PBS television broadcasting facility. Position includes supervising public information projects such as publications, advertising, special events, revenue-producing campaigns. College graduation with degree in television, related field or equivalent. Five years of recent, full-time, paid experience in television or film production. Valid Nevada state driver license. Starting salary \$11.13, \$11.67, or \$12.25 per hour, depending on experience. Submit resume no later than Friday, April 27, 1984, 5:00 p.m. to the Clark County School District, Classified Personnel Department, 2832 East Flamingo Road, Las Vegas, NV 89121. Affirmative action/equal opportunity employer.

Producer-director for fast-paced news programs at WVUE-TV, ABC affiliate in New Orleans. Do own switching on state-of-the-art equipment. Minimum two years experience directing news programs. Rush resume and tape of work to: Don Wilburn, Program Manager, WVUE-TV, Box 13847, New Orleans, LA 70185. EOE.

Program host wanted (top 10 market) for morning variety, news and information program. Must have extensive remote and videotape background. Please send a complete resume and salary requirements to Box P-72. An 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.

VP group/GM/GSM. 20 yrs., all markets. Strong sales, billings, profits. UHF, VHF, indy, radio. Degree, professional broadcaster. Seeking interviews. 314-335-6869.

Top notch TV program manager in Northeast large market with 15 years broadcast experience. Looking to relocate to Sunbelt market in similar capacity with broadcast or cable operation. Box P-73.

SITUATIONS WANTED TECHNICAL

Chief engineer, experienced (PBS smaller market), familiar with FCC rules, applications, NTIA grants, accomplished in planning, engineering administration, rebuilding studios, transmitters, maintenance and operations, television and radio. Desires challenging position. Prefers Midwest (Indiana or nearby). Box P-57.

SITUATIONS WANTED NEWS

Veteran sportscaster with degree in communications available immediately. Willing to relocate anywhere if justly rewarded for credibility, leadership, and versatility. P.O. Box 3, Unionville, CT 06085.

Will go anywhere. Hardworking, versatile, dependable. Money no object. Seek entry level position. Can do weather. Contact Robert Brown, 20 East 93 Street, NY, NY 10128, or call 212-369-6319 (best before 8:45 A.M. and after 5:45 P.M.) or call 516-746-3869.

Sports director: participation sports, high energy delivery, strong production skills. Stan, 913-273-2351; 234-4949.

Award winning reporter with 500 hours live helicopter experience seeks position in top twenty market. Box P-39.

Need a polished weathercaster/news reporter combination? With two years experience in a top 70 market, I'm your man! Box P-40.

Weatherman. Experienced, mature, personable. Seeks position in small to medium market. Strong meteorological/graphics knowledge, reporting skills. 319-326-1250.

Broadcast meteorologist looking for long term position. Experienced, excellent communicator. If you want someone who can deliver, call me. Marc P. Mailhot (Marc Ross) 207-856-6097.

Award winning small market anchor ready to hit street as reporter in larger market, or repeat anchor/producer success story for you. Box P-59.

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Solid all-news radio reporter with TV experience seeks medium market reporting position. Award winner, strong news writer. Box P-66.

Very handsome, sharp Boston cable news reporter/anchor ready for position in commercial TV. Experienced, dynamic, professional. Let my charisma dominate your market. Box 845, Allston, MA 02134.

Attorney, former reporter, seeks opportunity to return to television news. 303-832-9027 after 6pm (MST).

Wanted: broadcast meteorologist. AMS Seal. At least 3 years experience. Must exhibit solid broadcasting and forecasting skills. Must be knowledgeable about severe weather. Willingness for public relations work a plus. If these are your requirements, then I'm your man! Box P-68.

Meteorologist seeking weekday position in medium or major market. Prefer South or Southwest. Experienced small, major markets. Box P-71.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Engineer, experienced in television operations, seeks assistant editor position in production house. Thorough knowledge of teleproduction equipment, recently completed extensive training on CMX 340X. Willing to relocate. John Rollo, 716-244-7705.

Creative young person seeking entry level promo work. Hard worker who wants to join your team! Call Tom, 814-943-5612.

Producer-director. Ten years hands on experience in top 30 market involving news, specials, telethons and entertainment programming using state of the art equipment. Presently employed in hands-off top 15 market. Strongly desire to return to hands on situation. If you're looking for creative and technical ability, I'm your man. Resume and demo tape available. Box P-50.

CABLE

HELP WANTED PROGRAMING PRODUCTION, OTHERS

Production specialist: talented, self-starter with supervisory potential needed to produce commercials and programs for state-of-the-art cable system. Experience and creative ability in 3/4" video production, commercial insertion, knowledge of equipment maintenance necessary. Must work well with people and long hours if necessary. Sales experience helpful. Send resume/salary requirements to: Regina Donnelly, Packet Productions, P.O. Box 350, Princeton, NJ 08542, or call 609-924-3244. An equal opportunity employer.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Media specialist/videographer in audiovisual center. Responsible for producing, directing, shooting, editing 3/4" videotape productions, multi-image production assistance and simple maintenance of audiovisual equipment. Reports to the director of audiovisual center. Qualifications: undergraduate degree in radio-TV, communications, or equivalent in experience. Training and experience in one or more of the following areas: microcomputer programming, graphic production, electronics, audio engineering, multi-image production, photography, or audiovisual repair and maintenance. Salary: \$12,000 plus excellent fringe benefits, twelve month appointment. Available July 1, 1984. Send resume and three names of references to Dr. Myra Macon, P.O. Box 3282, Delta State University, Cleveland, MS 38733, by May 25, 1984. EOE, M/F.

HELP WANTED INSTRUCTION

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 programming. 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.

Marshall University: assistant professor, tenure track. Executive or upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M.A. required, Ph. D. desirable, but outweighed by professional background. Teach broadcast management, sales, business communication or other according to experience. Administer internships. Send resume, transcripts and three current reference letters by April 15 to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

Assistant professor. Ph.D. required. Tenure track-appointment. August 16, 1984. To teach radio-TV writing, radio-TV advertising, TV production/direction, and to supervise some internships. ENG & TV studio production-PBS radio AM/FM. Deadline for applications: May 15, 1984. Send letter of application, a detailed vita, and three current letters of reference to: Dr. Hazel Heiman, Chairperson, Speech Department, Box 8194, University of North Dakota, Grand Forks, ND 58202. EOE.

Assistant professor. Telecommunications-film, San Diego State Univ. Full time/tenure track appointment. \$20,149-24,224 academic year. Start August 20, 1984. Ph.D. or M.F.A. in cinema preferred, with professional experience in motion picture production, video field production, film history and aesthetics. Quality of professional experience important. Contact Dr. Hayes L. Anderson, Telecommunications, SDSU, San Diego, CA 92182, by May 1, 1984. SDSU is an affirmative action/equal opportunity/title IX employer and does not discriminate against handicapped people.

Television/media communication faculty position in communication arts & sciences department, small state college (1000 students) beautiful northeastern Vermont, teach courses in media communication television production and broadcast policies/regulations. Responsibilities: integrating instructional video facilities; curriculum and activities with broad-based CAS curriculum; oversee instructional television lab. M.S. or Ed. M. and active pursuit of doctorate; Ed. D. or Ph. D. completed for tenure decision. Extensive video experience both 1/2" and 3/4" studio and field production and editing. Resume tape 3/4" must accompany application. Salary negotiable. Send letter application, resume, letters reference by April 23, 1984, Perry Viles, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. 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: refurbished heads for Ampex VR-1200 and 4.5 inch viewfinder for Ikegami HL-35. Call Ursula, 312-236-5535.

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/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. 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.

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.

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.

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.

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.

Ikegami HL-79DAL cameras, Cannon J13x9 lens, low hours, excellent condition. Sachler 7x7 head. 612-338-5022.

We overstocked on UHF loop antennas for promotion during our sign-on. Good quantity of UHF loop antennas for sale at our cost. Contact George Sandoval, 303-831-8831.

Videocassettes, 3/4" Sony, 3M \$5.99, KCA-20's & KCA-10's. Perfect for commercials, resumes, etc. Broadcast quality guaranteed! Look and work like new. Chyron evaluated, recycled, delabeled, degaussed. All lengths & sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

Collins, 37M-7, 7 sections, FM antenna operating at 97.3. \$250. 617-997-9436.

Grass Valley 1600 Switcher - 3 effects banks 4 chroma key inputs; RCA film chains TK27; Conrac monitors; 40' semi-reg; and many other items. 213-467-6272.

Studio cameras: (4) PC70 (S2 version) with deep modulation tubes. 10:1 Schindler lens, new prisms and latest updates. Well cared-for cameras. Asking \$3000 each, \$10,000 for the lot. Contact John Bell, WXXI-TV, 716-325-7500.

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

Political conventions: we'll cover your delegates. Localized reports, actualities. Discounts for sign-ups by May 20. Berns Bureau, 148 G St., SW, Washington, DC 20024. 202-484-1840.

MISCELLANEOUS

Jingles, high tech, logos, station of the '80's package, low cost. Kauffman Creative Services, RD 3 Box 570, Palmyra, PA 17078.

Sub-lease, downtown Washington, office in TV news bureau. Available immediately. 202-835-0750.

CONSULTANTS

News coach: news veteran will review video/audio tapes. Full critique. Point out weaknesses, strengths. Box 1502, Kalamazoo, MI 49005.

RADIO

Help Wanted Technical

Broadcast Engineer

WFNX-FM, Boston Phoenix Radio, part of Boston's fastest growing media organization seeks a chief engineer. Responsibilities include studio maintenance engineering, remote broadcasts and maintenance of high powered transmitting equipment. 1st Class FCC license and 2 years' experience required. Excellent opportunity offering salary plus a comprehensive benefits package.

Please send resume and salary history, or call:

Michelle Rosner

Director of Personnel
The Boston Phoenix
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Boston, MA 02115

(617) 536-5390

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CONTROLLER

SE radio group needs degreed accountant, experienced in radio at station & group level. \$30K plus. Resume & salary history to Box P-12.

GENERAL MANAGER

For Midwest recreational area. Strong sales background, good billing now, with real potential. Top 100 market. Total confidentiality. Rush resume to Box P-7. EOE.

RADIO SALES MANAGER

Excellent pay opportunity for experienced radio station sales manager at long-established Mississippi Delta leading station. Applications treated confidentially. Mail resume to Box P-48. EOE.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

Help Wanted Sales Continued

OPENING FOR GENERAL SALES MANAGER

Position in medium market. Tremendous opportunity for growth for producer-motivator with progressive Oklahoma AM-FM operation. Send resume to: Jerry Dietz, P.O. Box 756, Okmulgee, OK 74447.

Help Wanted Announcers

SUCCESSFUL MIDWEST GROUP

is seeking air people for various stations: operations manager, news director, news reporters, morning and afternoon drive announcers. Good voices, enthusiasm, and desire to settle down. Written applications & tapes should be sent to Richard Chapin, PO Box 80209, Lincoln, NE 68501. EOE.

Situations Wanted Management

BROADCASTER WITH 15 YEARS

Experience & venture capital seeks position as operations or general manager, with an eye towards future purchase. Call John Adams, 316-685-7585.

Situations Wanted News

MAJOR MARKET NEWS DIRECTOR

and/or anchor interested in NYC, Philadelphia, D. C. or other major eastern market. Award winning pro. Extensive experience. Outstanding credentials. Highest standards. Contact in strictest confidence. Box P-63.

Situations Wanted Programing, Production Others

SOUTHEAST BROADCAST GROUP

Research director/asst. PD seeking AC or CHR programing post in small/medium market. Previous experience in Miami & San Diego. Call Richard Long, 615-865-4238.

TELEVISION

Help Wanted Management

TV GENERAL MANAGER

General manager. Dominant VHF station, 170th market, recently completed 2,000-ft. tower and new transmitter. Desire TV sales oriented and promotion-minded general manager who can function well with growing staff. Pay excellent plus incentives. Applications treated in strictest confidence. Send detailed resume to Box P-49. EOE.

Help Wanted Programing, Production, Others

RESUMES ACCEPTED

WSMV, Nashville, TN, is currently accepting resumes and updating our files in the following areas: videotape operators, master control operators, audio operators, directors. WSMV, one of the nation's leading stations, produces 5 hours of live, local programming per weekday. Our pay and benefits far exceed market averages. Resumes and letters should be sent to:

Erskine Lytle
Personnel Coordinator
WSMV
P.O. Box 4
Nashville, TN 37202

MAKING NEW WAVES

WXXV-ch 25, Gulfport, Mississippi, new state of the art installation, seeking UHF trained GSM, broadcast trained controller, production director, skilled computer supervisor, chief engineer, and operations manager. Professionals only need apply. No phone calls unless you know me personally. Robert I. Ratcliff, President, WXXV-ch 25, 601-494-8327. P.O. Box 777, 310 East Westbrook St., West Point, MS 39773. WXXV-ch 25 is an equal opportunity employer. All applications will be kept confidential.

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**Help Wanted Programing,
Production, Others
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**SPECIAL
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Our research leads us to believe that there are at least sixteen female play-by-play sportscasters in the country. If any of you have an interest in working at the network level, we'd like you to forward a video cassette that is representative of your talents and abilities. Only individuals with demonstrated, solid play-by-play experience will be considered. If you qualify, please send video cassette, resume, and salary history in confidence to:

**ESPN
ESPN Plaza
Bristol, CT 06010
Attn: H.R. Dept. 284
AA/EOE.**

Help Wanted News

**NEWS
DIRECTOR**

WLBT-TV in Jackson, Mississippi, has an immediate opening for a News Director. Primary responsibilities for this position include the conceptual development of all news broadcast and the operation of the News Department. The ideal candidate will have successfully served as a News Director in a competitive market for a minimum of two years or has experience as an Assignments Editor in a major market with other supervisory/management experience. Send resume and salary requirements to:

**Station Manager
WLBT-TV
P.O. Box 1712
Jackson, MS 39205**

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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.

Help Wanted Technical

**Manager of
Technical Operations**

**Challenge your abilities
at RKO**

WOR-TV, an RKO Station in New York, has an immediate opportunity available for a skilled manager who will assist the Director of Engineering in the administration of the Engineering Department.

Main responsibilities will include assisting in scheduling and directing the Operations and Maintenance Engineering Staff. This will encompass purchasing, maintaining technical standards in the studio, ensuring remote and transmitter equipment consistency and utilizing sound engineering practices.

To qualify, applicants should have 5 years' comparable experience, as well as a General License. A strong working knowledge of the usage and maintenance of state-of-the-art equipment and operations and proven leadership abilities are required. A solid understanding of FCC Rules and Regulations as they pertain to technical standards and procedures is essential, as is knowledge of digital equipment.

In return for your skills, we offer a salary commensurate with experience. Send resume with salary history and requirements, in confidence to: **RKO GENERAL, Personnel Department 1440 Broadway, 18th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v.



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ALLIED FIELDS

Help Wanted Instruction

**BROADCASTING
ASSISTANT PROFESSOR**

Tenure-track, to teach television production with R/TV/F program. Some supervision of TV production courses, activities and facilities. Must be qualified to teach basic film production. Other teaching depending upon interest and qualification. Ph. D., teaching and professional experience preferred. Rank contingent upon Ph. D. Salary negotiable. Attractive fringe benefits. Application letter to be received by May 2. Completed application includes resume, evidence of teaching and professional competence, three letters of reference, and transcripts of all work. Send materials to: Dr. Joe Duncan, Search Committee Chairperson, Department of Communication, Indiana State University, Terre Haute, IN 47809.

Consultants

RADIO DATA SERVICES

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Contact: Radio Data Services
1710 Connecticut Ave. NW
Washington, D.C. 20009

Help Wanted Sales

**MANAGER OF
WESTERN SALES**

Position in LA office for dynamic individual experienced in the video & audio telecommunications services industry. Individual should be willing to travel, have a minimum 3 yrs. sales experience, and a BA in business, communications, or related field. Please contact Cathie Labrador, 213-474-3500, before submitting resume.

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TALENT COORDINATORS
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BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

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The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

Miscellaneous

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JOIN US: Escorted and hosted by Radio Peking. Most comprehensive 21 day tour. Inquire cost and details.

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Group owner seeks to purchase full power television construction permits or new station start-ups. Joint venture financing or full buy-out. Broker inquiries welcome. Contact Thomas Bonomo, V.P. Acquisitions.

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CA	Coastal	AM/FM	\$1,800K	\$300K	Corky Cartwright	(303) 740-2224
NC	Coastal	AM/FM	\$1,600K	\$500K	Mitt Younts	(804) 355-8702
OR	Suburban	AM	\$1,200K	Terms	Jim Mergen	(818) 366-2554
FL	Small	AM	\$950K	\$225K	Randy Jeffery	(305) 295-2572
SC	Medium	AM/FM	\$795K	\$150K	Brian Cobb	(404) 458-9226
MT	Small	AM/FM	\$795K	\$125K	David LaFrance	(303) 534-3040
OR	Small	FM	\$650K	\$100K	Elliot Evers	(818) 366-2554
TX	Small	AM	\$550K	\$95K	Bill Whitley	(214) 680-2807
TN	Small	AM	\$180K	Terms	Brian Cobb	(404) 458-9226

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

Dan Hayslett

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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

Ed Sander, station manager, WDAE(AM) Tampa, Fla., named VP and general manager.

VP's and general managers named presidents of their respective Capital Cities Communications stations: **Paul Bures**, WTVD(TV) Durham, N.C.; **Marc Edwards**, KFSN-TV Fresno, Calif.; **Peter Orne**, WTNH-TV New Haven, Conn.; **Verners Ore**, KZLA-AM-FM Los Angeles; **Norman Schruft**, WKHX(FM) Atlanta; **Frederick Weinhaus**, WPAT-AM-FM Paterson, N.J., and **Frank Woodbeck**, WKBW(AM) Buffalo, N.Y.

Christopher Wheat, general sales manager, Taft Broadcasting's WKRC(AM) Cincinnati, joins co-owned WYNF(FM) Tampa, Fla., as VP and general manager.



Holt

Kaki Holt, general sales manager for WXYZ(TV) Nashville, has been named general manager.

Timothy Williams, general sales manager, WINZ-AM-FM Miami, joins WPLP(AM) Pinellas Park, Fla., as general manager.

C. Robert Thompson, general sales manager, WDHO-TV Toledo, Ohio, joins WUTR(TV) Utica, N.Y., as VP and general manager.

Thomas Thon, local sales manager, WLWQ(FM) Columbus, Ohio, named station manager.

Paul Krimsier, director of programs and operations, WGNO-TV New Orleans, joins KGMC(TV) Oklahoma City as station manager.

Richard Kurlander, VP, director of programming, Katz Communications, New York, joins WDIV(TV) Detroit as broadcast operations manager.

Bill Knowles, news director, WUTR(TV) Utica, N.Y., joins WCTI(TV) New Bern, N.C., as operations manager.

Paul Brissette, corporate executive VP, Springfield Television Corp., Springfield, Mass., joins Adams Communications Corp., Minneapolis-based group owner, as executive VP.

William Putnam, chairman, Adams TV of Springfield (Mass.), named to board of directors for parent, Adams Communications.

John Dillon, VP and chief financial officer, Cox Communications, Atlanta, elected director of company.

Mark Torres-Gil, program policy administrator, broadcast standards, NBC, Burbank, Calif., named manager, program policy, broadcast standards.

Bobbi Sonn, manager of financial analysis, American Television and Communications,

Englewood, Colo., named director, financial analysis.

Thomas Mellina, director, management information systems, Viacom International, New York, named VP, management information systems.

Deborah Nicholson, assistant VP, group marketing and sales, Times Mirror Cable Television, Irvine, Calif., named VP, sales.

Frank Elfland, assistant business manager, KTRK-TV Houston, named business manager.

Philip Willis, assistant VP, corporate relations, Cyberway Corp., New York, joins noncommercial WNPB-TV Morgantown, W. Va., as director of development.

Caroline Gallagher, production assistant, Greater Boston Cable Corp., Woburn, Mass., joins Lowell Cable TV, Lowell, Mass., as public access coordinator.

James Reid, school services associate, non-commercial KLRU-TV Austin, Tex., joins non-commercial WLJW(TV) Garden City, N.Y., as manager of instructional television.

Marketing

Bill Pittman, creative director, and **Larry Walters**, co-creative director, Tatham-Laird & Kudner, New York, elected partners of firm.

Jerry Wood, president and chief executive officer, Stone & Adler, New York, direct marketing subsidiary of Young & Rubicam, named chairman and chief executive officer.



Scott

Daryl Scott, VP, director of media research, Foote, Cone & Belding, New York, named VP, corporate media operations research. **Craig Gugel**, VP and assistant manager of media research for McCann-Erickson in New York, joins Foote, Cone & Belding there as VP, media

research director, succeeding Scott.

Stan Rapp, president, Rapp & Collins, New York, named chairman and chief executive officer. **Emily Soell**, creative director, named president and executive creative director.

Appointments, Young & Rubicam, New York: **Nelda King**, VP, creative supervisor, to associate creative director; **Richard Behar**, creative supervisor, to VP, associate creative director, and **Roy Tuck**, creative supervisor, to VP.

Elizabeth Brown Dubbs, legal counsel, Lorillard, New York, joins Kenyon & Eckhardt there as VP, business affairs, and general counsel. **Ken Duskin**, senior VP, Kenyon & Eckhardt, New York, named executive VP.

Dick Smith, senior VP, executive creative director, Taylor Brown & Barnhill, Houston,

joins GSDM/Houston as senior VP, creative director.

Elected VP's, BBDO, New York: **Lawrence Blasius**, network supervisor; **Wendell Crosswhite**, management supervisor; **Charles Gorski**, associate director, marketing sciences, and **Janet Passidomo**, account supervisor. **Lawrence Harrison**, operations supervisor, BBDO, Detroit, named VP. **Harry Grusche**, from McCann-Erickson, Detroit, joins BBDO there as management supervisor.

Stephen Youlios, Eastern sales manager, CBS Radio Networks, New York, named director of sales, CBS Radio Networks.

Susan Lisak, broadcast supervisor, Cunningham & Walsh, Chicago, joins Kelly, Scott & Madison there as senior radio planner-buyer.

Sharon Tipping, from William Cook Agency, Jacksonville, Fla., joins Needham, Harper & Steers, Washington, as associate research director. **Michael Bollinger**, from Marsteller Inc., Pittsburgh, joins Needham, Harper & Steers, Washington, as account executive.

George Bauerschmidt, VP, management supervisor, SSC&B, New York, to senior VP.

Bill Munro, general manager, Benton & Bowles, Houston, named account director, B&B, New York.



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Richard Rock, VP, Warner Amex Video Ventures, New York, joins Warwick Advertising there as senior VP, director of media.

Joseph Hildebrand, from Mutual Broadcasting System, Detroit, joins ABC Radio Networks there as VP, Detroit sales manager.

Steven Farricker, from Jordan, Case & McGrath, New York, joins Geer, Dubois there as VP, account supervisor.

Patrick McNew, from Katz Television, Detroit, joins Petry Television there as VP, sales manager.

Appointments, Seltel, New York: **Sophia Barberini**, senior analyst, to research manager, blue team; **Yu Zee**, from Katz, New York, succeeds Barberini; **Al Bonomolo**, member of blue research team, to programming analyst, and **Kathleen Kahan**, sales assistant, blue team, succeeds Bonomolo.

Joseph Larsen, from Radio Network Association, New York, joins Lawrence Butner Advertising Inc. there as VP, account supervisor. **Pamela Weinberg**, manager, administrative services, Lawrence Butner, named VP, administrative services.

Allan Eisenberg, manager of advertising spot sales, American Television and Communications, Englewood, Colo., named corporate manager of advertising sales, new business development department.

Robert Powell, general advertising manager, retail food group, Kraft Inc., Glenview, Ill., named director of advertising.

Gloria Dickler, manager of systems training, Interactive Marketing Systems, New York, and **Jan Hahnke**, from The Weather Channel, New York, join Mutual Broadcasting System there as account executives.

C.J. Bock, media assistant, WarrenAnderson-Advertising, Davenport, Iowa, named media buyer and planner.

Claudia Powers, account executive, Avery Knodel, New York, joins Katz American Television there as member of red sales team.

Richard Goldman, general sales manager, KTVU(TV) San Francisco, joins WNEV-TV Boston as VP, sales.

Robert Park Johnson, from WLW(AM) Cincinnati, joins WHOO-AM-FM Orlando, Fla., as general sales manager.

John Lee, local-retail sales manager, KMOX-TV St. Louis, named general sales manager.

James Donnelly, sales manager, Petry, Dallas, joins WCPX-TV Orlando, Fla., as general sales manager.

Raymond Sheehy, research director, WGN(AM) Chicago, joins WBBM(AM) there in same capacity.

Greg Bendin, account executive, NBC TV Spot Sales, New York, joins NBC-owned WKYC-TV Cleveland as sales manager.

Paul Cunningham, account executive, WKBW-TV Buffalo, N.Y., named to newly created position of manager, business development, sales department. **Robert Cleary III**, from WTAF-TV Philadelphia, joins WKBW-TV as account executive.

Cheryl Kerns, local sales manager, Taft-owned WDCA-TV Washington, joins Taft's WDAF-TV Kansas City, Mo., in same capacity.

Sue Hinsche, local account executive, KMPC(AM) Los Angeles, named local sales manager.

Donald Berman, general sales manager, KPVI(TV) Pocatello, Idaho, joins WISH-TV Indianapolis as national sales manager.

Christopher Austin, media planner, Young & Rubicam, Detroit, joins WXYZ-TV there as senior research analyst.

Gail Inscho, account executive, WRRM(FM) Cincinnati, named regional sales manager.

Mark Day, from WMAQ(AM) Chicago, joins Mutual Broadcasting there as Midwest sales manager.

Susan McCarthy, account services manager, Independent Media Services, New York, joins WYNY(FM) there as account executive.

Muriel Heard, freelance media consultant, and **Suzanne Taggart**, media supervisor, Mervyn's Advertising, Hayward, Calif., join KFTY(TV) Santa Rosa, Calif., as account executives.

David D'Eugino, from WRMF(FM) Palm Beach, Fla., joins WXFL(TV) West Palm Beach, Fla., as account executive.

Programming

Joseph A. Fischer, former president, MGM/UA Entertainment Co., joins Four Star International, Hollywood-based film and television program distributor, as chairman of board and chief executive officer. Fischer, who left MGM/UA as result of reorganization last August, succeeds **David B. Charnay**, who remains director and chairman of executive committee. Charnay had served as senior executive since murder last July of president and chief executive officer Henry Harrison Kyle, at his Los Angeles home.



Greene

division of Lexington Broadcast Services there, as general manager.

Appointments, Rainbow Programming Services: **D. Bruce Sellers**, from Prism, Philadelphia, to VP, affiliate marketing, Woodbury, N.Y.; **Henry Gross**, senior director, marketing, fragrance division, Revlon, New York, to director of marketing, Woodbury, and **Charles (Chip) James**, affiliate marketing manager, Atlanta, to Southeast regional director.

Gerardo Villacres, assistant director, business affairs, CBS/Fox Video, New York, named director, business affairs administration, CBS Video Enterprises there. **Vince Larinto**, Western zone manager, consumer product sales, CBS/Fox Video, Los Angeles, named director of sales, Western zone.

Joe Vincent, senior VP, Radio Advertising

Bureau, New York, joins TM Communications, Dallas, as national sales manager, video production.

Gary Randall, director, current programming, Warner Brothers Television, Los Angeles, joins Embassy Television there as VP, dramatic development.

Terry Whately, manager of daytime programming, NBC, Burbank, Calif., joins Hal Randalman Productions, New York, as sales representative and producer.

Appointments, Showtime/The Movie Channel: **Kenneth Kaufman**, attorney, Franklin, Weinrib, Rudell & Vassallo, New York, to senior VP, general counsel there; **Michael Lasky**, manager, feature film acquisition, New York, to director of film acquisition; **Matt Riklin**, manager of business development, New York, to director of market development; **Maggie Molloy**, story editor, Viacom Enterprises, Los Angeles, to manager, film evaluations there, and **Matthew Duda**, from Showtime, New York, to director, acquisition planning, Los Angeles.

Appointments, Lifetime, New York, cable service created by merger of Daytime and Cable Health Network: **Bruce Allen**, from VCA-Teletronics, New York, to VP, network production and operations; **Peter Brickman**, from Campus Network, New York, to director, network production and operations; **Catherine Giacompo**, manager of production administration, Daytime, New York, to manager, production; **Ron Hagell**, manager, network operations, Cable Health Network, New York, to same capacity, and **Gwynne McConkey**, manager of administration, operations, CHN, to manager, administration, network production and operations.

Steve Hirsch, account executive, Television Program Enterprises, New York, joins Camelot Entertainment Sales there as director of advertising sales.

Gary Allen, VP, General Licensing Corp., Los Angeles, joins Filmmation there as director of licensing.

Douglas Greenlaw, Midwest sales manager, CBN Cable Network, Chicago, named director of sales, New York, responsible for network's five regional sales offices in New York, Chicago, Los Angeles, Dallas and Virginia Beach, Va.

Larry Larson, VP, associate media director, Campbell-Mithun Advertising, Minneapolis, joins Cash Plus Inc., Minneapolis sport television buying and syndication firm, as director of account services.

Janet Foster, VP, programming, Group W Cable-Manhattan, named VP, programming, Group W Cable, New York.

Jaime Jarrin, news and sports programming director, KTNQ(AM)-KLVE(FM) Los Angeles, joins Westwood One there as head of Spanish-language Olympic coverage.

Len Boardman, account executive, Eastman Radio, Los Angeles, joins Drake-Chenault, Canoga Park, Calif., as regional manager.

Bob Trumpy, sportscaster, WLW(AM) Cincinnati and former member of Cincinnati Bengals professional football team, joins Sports Time Cable Network there as host, *Viewpoint*.

Phil Strider, program manager and air personality, KBPI(FM) Denver, joins KJET(AM)-KZOK(FM) Seattle as program director and operations manager.

Richard R. (Rod) Cartier, program director, WDSU-TV New Orleans, joins WNOL-TV there in same capacity.

James McCann, general sales manager, WXNE-TV Boston, joins MCA TV, New York, as director of advertiser sales.

Art Shriver, executive producer, KSLA-TV Shreveport, La., named production manager.

Rob Roy Hiestand Jr., from KTTV(TV) Los Angeles, joins KBHK-TV San Francisco as sports producer.

Dave Sims, sports anchor, defunct Satellite News Channel, Stamford, Conn., joins KYW-TV Philadelphia as sports producer-reporter.

Bob Michael, cable advertising and production director, Palmer Cablevision, Naples, Fla., named program and sales manager.

Rob Goodridge, freelance videographer, joins WXFL(TV) West Palm Beach, Fla., as producer-director.

James Minton, assistant design director, KTVU(TV) San Francisco, joins Koplar Communications, St. Louis, parent of KPLR-TV St. Louis and KRBK-TV Sacramento, Calif., as design director.

Dan Alexander, from WIST(AM) Charlotte, N.C., joins WRQX(FM) Washington as production director.

Leon McWhorter, production director, KAAM(AM)-KAAM(FM) Dallas, joins KRQX(AM)-KZEW(FM) there in same capacity.

Mark Lewis, sports director, KLAS-TV Las Vegas, joins KDFW-TV Dallas as sports reporter-anchor.

Hartley Pleshaw, sales representative, Lowell Cable TV, Lowell, Mass., named production assistant.

G. Douglas Bell, sports anchor-reporter, WRAU-TV Peoria, Ill., named sports director.

Todd Johnson, from WHBF-TV Rock Island, Ill., joins WIFR-TV Rockford, Ill., as sports director.

News and Public Affairs



deHaro

Tony deHaro, news director, Metromedia's KRLD(AM) Dallas, joins co-owned KNBN-TV there in same capacity.

Mark Murphy, editor and VP, Hartford (Conn.) *Courant*, joins KCBS-TV (formerly KNXT) Los Angeles as managing editor.

Art Athens, news director, WABC(AM) New York, joins WCBS(AM) there as news analyst, reporter and supervisor of all special news projects.

Robert Shaw, correspondent, Associated Press, Jackson, Miss., named chief of Oklahoma City bureau.

David Richardson, from WTVM(TV) Columbus, Ga., joins WTLV(TV) Jacksonville, Fla., as news director.

Dick Descutner, news director, WCIX-TV Miami, joins WSPA-TV Spartanburg, S.C., as executive news producer. **Ed Bradford**, from KKTU(TV) Colorado Springs, joins WSPA-TV as 6 and 11 p.m. news co-anchor.

Rosie Allen, reporter and talk show host, KGO(AM) San Francisco, named co-anchor, afternoon news.

Rochelle Ogershok, from KREM-TV Spokane, Wash., and **Steve Godspeed**, from WFRV-TV Green Bay, Wis., join KMSP-TV Minneapolis-St. Paul, as reporters.

Rick Snyder, news director, WEVU(TV) Naples, Fla., joins Newslink, New York-based satellite news service, as executive producer, remote political coverage.

Mike Boettcher, bureau chief, CNN, Dallas, joins NBC News as correspondent in El Salvador.

Karen Carlsen, news director and evening news anchor, KESQ-TV Palm Springs, Calif., joins KXTV(TV) Sacramento, Calif., as reporter and weekend anchor.

Adela Gonzales, weekend assignment editor-reporter, KHOU-TV Houston, and **Doug Bunze**, from WTMJ-TV Milwaukee, named full-time general assignment reporters, KHOU-TV.

Kris Long, from KMGH-TV Denver, joins WCAU-TV Philadelphia as anchor-reporter. **Dennis Woltering**, from WWL-TV New Orleans, joins KMGH-TV as reporter.

Martha Vasquez, from KOLD-TV Tucson,

Ariz., and **Mike Boyd**, from KNAZ-TV Flagstaff, Ariz., join KVOA-TV Tucson as reporters.

Tony Dorsey, from WDTN(TV) Dayton, Ohio, and **Mark Becker**, from KJRH(TV) Tulsa, Okla., join WSOC-TV Charlotte, N.C., as reporters.

Donna Fiducia, traffic reporter, Shadow Traffic Network, New York, joins WNBC(AM) there in same capacity.

Michael Bradley, from KCOY-TV Santa Maria, Calif., joins WCIX-TV Miami as weather anchor.

Joan Smith, from WPDE-TV Florence, S.C., joins WCTI(TV) New Bern, N.C., as weekend weather anchor and reporter.

Bob Baron, from WAAY-TV Huntsville, Ala., joins WXFL(TV) Tampa-St. Petersburg, Fla., as weather anchor.

Terry Wood, from KUTV(TV) Salt Lake City, joins WSB-TV Atlanta as anchor-reporter.

Technology

William Mayo, VP, satellite systems, Comsat General Corp., Washington, named executive VP.

Appointments, Satellite Television Corp., Washington: **Carolyn Davenport**, from Group W Cable, New York, to manager, corporate information systems; **Robin Rather**, from PC Telemart, Fairfax, Va., to special adviser, planning and business development, and **Gary Traver**, from Skyband Inc., New York, to project manager, software development.

Broadcasting

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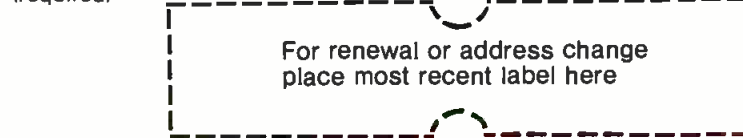
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The one to read when there's time to read only one.

Yumihiko Suzuki, manager of international marketing, broadcast products, Sony, Teaneck, N.J., named VP, product management, Sony Broadcast Products Co.

William Fink, VP, product management, Bosch/Fernseh, Salt Lake City, joins CMX, Santa Clara, Calif., as director of marketing. **Howard Thayer**, Southwest regional field supervisor, CMX, Los Angeles, named field service engineering manager, based in Santa Clara.

W. Tom Beams, from Ampex Corp., Redwood City, Calif., joins Aurora Systems, Los Gatos, Calif., as VP and chief operating officer. Aurora manufactures and markets digital videographic and animation systems.

Ralph Nichols, VP, engineering, Actrix Computer Corp., San Jose, Calif., joins Adda Corp., Los Gatos, Calif., as VP, engineering.

Donald Pisarcik, director of marketing, cable products group, Burnup & Sims, Atlanta, joins C-Cor Electronics, State College, Pa., as VP, sales and marketing.

Donald Reinert, director of marketing, RCA Cablevision Systems, joins RCA American Communications, Princeton, N.J., as director of CATV services.

Appointments, Palmer Cablevision, Naples, Fla.: **Jim Frederickson**, electronics engineer, to cable chief engineer; **Bob Madsen**, trouble-shooter supervisor, to chief technician, and **Pete Smith**, from Storer Communications, Charleston, S.C., to plant manager.

Patricia Trosclair, Western sales manager, VariCom, San Francisco-based designer and marketer of computer equipment for broadcasters, named national sales manager.

John Krauser, engineer, WAVE-TV Louisville, Ky., joins Entertainment and Sports Programming Network, Bristol, Conn., as remote operator.

John Guion, director of engineering, WRTV(TV) Indianapolis, retires after 43 years with station and predecessor, WFBM(AM).

Promotion and PR

Helene Blieberg, manager, sales development and promotion, CBS/FM National Sales, New York, named director, media relations, CBS Radio.

Cece Hugo, creative services director, *Woman to Woman*, Golden West Television, Los Angeles, and **Gail Browne**, press representative, Solters/Roskin/Friedman Public Relations, Los Angeles, have formed own public relations partnership, Hugo & Brown, there.

John Sullivan, VP and account supervisor, Samantha Drake Inc., New York public relations firm, joins N W Ayer Public Relations there as account supervisor.

Paul Bissonette, VP, advertising and promotion, Turner Broadcasting, Atlanta, joins WPIX(TV) New York as VP, creative services.

Emily Mackebbee, from Southland Realtors, Knoxville, Tenn., joins WATE-TV there as promotion-community affairs director.

Jim Vescera, commercial producer, WPRI-TV Providence, R.I., named promotion manager.

Tina Wolfson, writer and host, *Good Earth Garden*, Maryland Public Television, Owings Mills, Md., named promotion coordinator, A.M. Weather.

Christopher States, from WTVG(TV) Toledo, Ohio, joins WXYZ-TV Detroit as manager of on-air promotion.

Matt Bozek, freelance writer, joins NBC, Burbank, Calif., as press representative.

Allied Fields

James Bryant, acting director, office of public liaison, United States Information Agency, Washington, named director, office of public liaison.

Rob Fields, local sales manager, KTBC-TV Austin, Tex., joins Arbitron, Atlanta, as manager, Southeastern television station sales.

Stanley E. Hubbard, chairman, Hubbard Broadcasting, Salt Lake City, has been named to receive first ever National Association of Broadcasters Spirit of Broadcasting award. Award, to be presented at NAB's annual convention in Las Vegas (April 29-May 2), honors outstanding contribution to professional standards and vitality of broadcasting industry.

Reginald Westlake, deputy director general, finance, Intelsat, Washington, retires. **David Tudge**, treasurer, British Telecom International, London, succeeds Westlake as deputy director general, finance and staff support services.

Joseph Roizen, president, Telegen, Palo Alto, Calif.-based television technical and market research services firm, received International Tape Association/Time Magazine Man-of-the-Year award.

Bill Serencsa, manager of market planning, Gill Management Services, San Jose, Calif.-based cable management consultant, named manager, client service. **Alan Bicho**, Southeast regional manager, Xerox Computer Services, Atlanta, joins Gill Management Services, San Jose, as director, field technical services.

Tom Thomas, president, and wife, **Terry Clifford**, vice president, National Federation of Community Broadcasters, Washington, will resign in September.

Elected officers, North American National Broadcasters Association, Ottawa: **Gene Mat-er**, senior VP, communications and news practices, CBS News, chairman; **Larry Loeb**, VP, general attorney, and director of business affairs, ABC Video Enterprises, and **Margaret Lyons**, VP, English radio, Canadian Broadcasting Corp., vice chairmen.

Claryce Handy, secretary-office manager, minority and special services department, National Association of Broadcasters, Washington, named director, broadcast resource programs.

Pamela Fisher, from Insulation Contractors Association of America, Washington, joins Electronic Industries Association there as meeting and convention coordinator.

Joshua Gertzog, independent consultant,



Healthy achievement. Senator Ted Stevens (R-Alaska) presents Thomas Coor-kerly (r), chairman of the ABC Television Network Affiliates Board of Governors and president and general manager of WJLA-TV Washington, with an award for the ABC affiliates' participation in the promotion of the National Health Fair program administered by the National Health Screening Council. The Health Fair is a community-oriented self-help program providing free health services in 43 states and the District of Columbia. ABC affiliates represented the largest single group of media sponsors of the fair. The presentation was made at the national kick-off of the campaign at the Russell Senate Office Building in Washington.

joins Arbitron Ratings Co., New York, as advertising-promotion specialist.

Deaths

Philip Mandelker, 45, partner with Leonard Hill in Hill/Mandelker Films, Hollywood-based film and television production company, since 1980, died March 26 at Cedars Sinai hospital, Los Angeles, of complications from intestinal infection. Mandelker was director of prime time development for ABC-TV from 1971 to 1973; producer, Warner Brothers Television from 1973 to 1978, and producer, Time-Life Films, 1978-1979. He is survived by his mother and sister.

Lawrence Olenick, 64, VP and associate director of general news department, Carl Boyer & Associates, New York, died March 23 of heart attack at St. Claire's hospital there. He is survived by his wife, Felice, and son.

Howard Wry, 69, retired promotion manager, WHNB-TV (now WVIT(TV)) New Britain, Conn., died of heart attack March 28 at his doctor's office in New Britain. Wry was among founders and member of board of directors of Broadcasters Promotion Association, and was member of NBC-TV Affiliates Promotion Committee. He is survived by his wife, Jane, and son.

Erika J. Heden, 28, associate director and producer, WJLA-TV Washington, died of cancer March 30 at Georgetown University hospital.

Helen Angela Clark, 83, retired chief, FCC library, Washington, died of heart attack March 28 at George Washington University hospital.

John Oxendine: lending a hand to minority broadcasters

For blacks or members of other minorities wanting to get into broadcast ownership, John E. Oxendine is the man to see. As president of the Broadcast Capital Fund Inc. (BROADCASTCAP), a private nonprofit venture capital company, created in 1978 by the National Association of Broadcasters, Oxendine is in the loan business.

Through Broadcast Capital Inc., a minority-enterprise, small-business investment company (MESBIC), BROADCASTCAP provides creative financing packages, including low-interest and guaranteed loans, for the acquisition of new or existing radio and television stations. It also secures its investments by teaching borrowers how to run their business.

The 41-year-old executive's direction of the fund has earned him considerable esteem.

In Oxendine's two and a half years on the job, BROADCASTCAP has committed \$7.3 million for the acquisition or construction of 15 radio stations and three television stations. It is currently laying the groundwork to raise an additional \$5 million from the broadcasting industry.

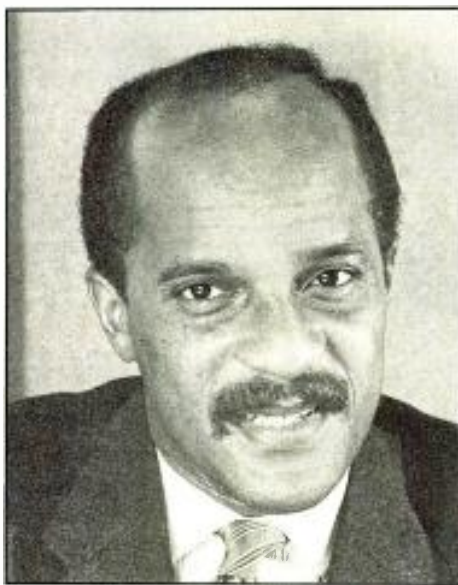
He is credited with putting the fund on a fast track. "We had gone through our growing pains and were ready to move forward," said Washington attorney Tyrone Brown, a BROADCASTCAP board member and former FCC commissioner. "John took the reins in every way," says Brown.

Oxendine's action-oriented style and his ability to develop a lasting rapport with people, says one associate, make him an "excellent executive."

At the time Oxendine was hired, BROADCASTCAP had amassed \$7.5 million in cash commitments and loan guarantees over a five-year period from ABC, NBC and CBS. There was a mechanism in place (BROADCASTCAP's MESBIC) for making investments, but none had been made. (The MESBIC enables the fund through the Small Business Administration to leverage most lending. The SBA supplies \$4 in financing for every dollar donated to BROADCASTCAP's investment pool.)

Oxendine's initial investment was a loan of \$200,000 to RTC Broadcasting Corp. for the purchase of KPLM(FM) Palm Springs, Calif. He is determined to create a loan pool large enough to measurably increase minority broadcast ownership, which now represents less than 2% of existing broadcasting properties.

Most of his youth was spent in the South Bronx housing projects of New York City. His aptitude for chemistry and science led him to the Bronx High School of Science, from which he graduated in 1959.



John Edward Oxendine—president, Broadcast Capital Fund Inc., and Broadcast Capital Inc.; b. Jan. 20, 1943, New York; BA, Hunter College, New York, 1965; MBA, Harvard, 1971; Peace Corps., Santiago, Chile, 1965; teacher, New York City school system, 1965-67; Russian language specialist, U.S. Marine Corps, 1967-68; management advisor, Bedford-Stuyvesant Restoration Corp., New York, 1968-69; management consultant, Fry Consultants, San Francisco, 1971-72; senior associate, Korn Ferry Associates, Los Angeles, 1973-74; assistant manager, First National Bank of Chicago, 1974-79; assistant chief, financial assistance division, Federal Savings and Loan and Loan Insurance Corp., Federal Home Loan Bank Board, Washington, 1979-81; consultant, 1980 to present; present position since November 1981; single.

At Hunter College in New York, Oxendine pursued a pre-med curriculum, but switched later to political science and African politics. After he graduated from Hunter, Oxendine spent a year in Santiago, Chile, with the Peace Corps. On his return, he got a job teaching in the New York City public schools. His aspiration at that point: to become an assistant principal.

Despite deferments from the military, Oxendine enlisted in the Marine Corps in 1967. The Marines, he says, offered an opportunity for people in the "lower economic strata to get out."

In the Marines, Oxendine became part of a Russian-language interrogation and translation team. Within a year he was fluent in Russian and considering a career as a linguist. He went to the FBI, took an examination, and passed. There was a catch, however. The bureau wanted Oxendine to infiltrate the Black Panthers, a request he felt obliged to turn down. "I really couldn't do that in good conscience," he says.

He returned to academia and New York. But not long afterward a teachers strike sent

him out looking for new employment. Then he wound up at the Bedford-Stuyvesant Restoration Corp. in New York, working as a management adviser. The work there led to an unexpected career turn.

"I had no inclination to go into business," says Oxendine. However, at the urging of a colleague, he applied to the Harvard School of Business, and was accepted. The first year was rocky. His background in business was limited and he found the transition from teaching difficult. Nonetheless, Oxendine successfully navigated the passage and embarked upon a financial career.

He joined Fry Consultants, San Francisco, in 1971, and by the mid-'70's had moved into banking at First National Bank of Chicago, where he spent most of his time based in Mexico City.

But Oxendine became restless and homesick. "I felt like a nomad," he said. "I was just getting older and realized I was never going to be anyone significant at this bank." He moved to Washington as assistant chief of the financial assistance division at the Federal Savings and Loan and Loan Insurance Corp. He was there when the BROADCASTCAP position opened up.

How does Oxendine define BROADCASTCAP's role? "We want to make a difference. I think change is going to occur, but change takes time. People don't want to understand that. This is not an instant panacea," he says.

"We're just beginning to address that problem. We're not the be all, end all; we're just an example to show that it can work and hopefully some other things can happen," says Oxendine. "We won't go from 200 stations to 1,000 while I am around, but we'll have a ripple effect."

Oxendine is all business. BROADCASTCAP's investments undergo a rigorous screening process and he stays in touch with the loan recipients.

"Without Oxendine riding herd we would have problems," said one of his beneficiaries. "He's willing to sit with you and ride through hard waters. Being black is of no consequence. If those figures aren't right he's on my head."

Says Donald Thurston, BROADCASTCAP chairman and president of Berkshire Broadcasting, BROADCASTCAP and Oxendine make for an "unbeatable combination."

When he isn't working, which he often is from dawn until dark according to one BROADCASTCAP board member, you'll find him at the local YMCA swimming or perhaps playing a game of tennis. But much of his time is spent on the road, either visiting stations or traveling with board members to assist in fund raising. It doesn't leave much time for socializing.

"I don't like to call myself a workaholic," he says. However, after reading a book called "The Ultimate Seduction," that talks about becoming one's job, Oxendine realized he's done just that. ■

In Brief

Cumulative averages among networks' affiliates in six overnight Nielsen markets for **President Reagan's press conference Wednesday** (April 4) showed close race. **ABC came out ahead in Nielsen's six metered markets**—New York, Los Angeles, Chicago, Detroit, Philadelphia, San Francisco—with average rating of 10.4 and share of 18. NBC pulled up second with 10.3/17 and CBS trailed third at 10.2/15. But in New York and Chicago, press conference drew average of 5.3 share points less than regular programing did in that time period week before. No national rating information is available because 30-minute press conference was sustaining program.

Congressional pressure on television networks not to project results of primaries before polls close continues to mount. Last week members of New York congressional delegation sent letters to all three networks asking them not to release results of exit polls (see story, page 86) prior to poll closing. Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and Representative Al Swift (D-Wash.) have also registered strong complaints with networks about election coverage. Wirth appears to be impetus behind **letter sent** late last week from 13 members of 23-member **Pennsylvania delegation to network news chiefs**, urging them not to project results of Pennsylvania primary on Tuesday (April 10) before polls close.

ABC shareholders will vote on two news directors at annual meeting on May 15 in New York, according to proxy statement sent to shareholders last week. **Nominees** for board are **Alan Greenspan**, former chairman of Council of Economic Advisors during Ford Administration, who now heads consulting economic consulting firm in New York, and **Frank S. Jones**, professor of urban affairs at M.I.T. Two directors leaving board are Ulric Haynes Jr., vice president, international business planning, Cummins Engine Co., and Simon B. Siegel, former ABC executive vice president who had been on board's executive committee for 25 years. Shareholders at meeting will also consider proposal by Washington-based public interest group, **Accuracy in Media**, which said ABC special, *The*

Cassandra numbers. *Wheel of Fortune* replaced *Family Feud* as the top-ranked syndicated program in the February sweeps, according to the Nielsen quarterly *Cassandra Report* released last week. *Wheel of Fortune* drew an average 14.3 rating and a 25 share, up from the 12.1/23 it earned as the second most popular syndicated show in the November 1983 sweeps. *Family Feud* dropped from a 12.3/22 it scored as the number-one syndicated show in the November 1983 sweeps to an 11.8/20 it recorded last February.

*M*A*S*H*, although it maintained its rank as the third most-popular program, actually increased its rating, from an 11.2/24 last November to an 11.6/24 this past February.

Also moving up in the Nielsen *Cassandra* was Entertainment Tonight. It achieved a 9.3/18 as the eighth-ranked syndicated program, up from an 8.8/18 in the November 1983 report. However, Entertainment Tonight still has not caught up to the 9.8/19 it drew in the February 1983 sweeps, when it also was ranked in the eighth.

Wheel of Fortune also took the number-one position in several demographic categories. It replaced *Family Feud* as number one among all women, as well as total adults. Furthermore, *Family Feud* slipped in several other major demographic categories. It went from second position in November with women, 25-54, to third this past February. And while *Family Feud* was third among men, 25-54, in November, it fell to the seventh in February.

Syndicated shows *Three's Company*, *PM Magazine* and *People's Court* all held their respective positions as the fourth-, fifth- and seventh-ranked programs. The *Jeffersons* moved from 11th to ninth. *Paramount's Solid Gold*, which ranked 13th with a 7.6/18 in November, skidded to 16th, with a 7.3/17. *Telepictures's People's Court* improved slightly from 9.1/22 in November to 9.6/22 in February. *Donahue* kept its lead as the number-one ranked daytime show, averaging a 6/29—flat compared to its performance in November.

Day After, may have enhanced Soviet propaganda, to "take note of this danger that ABC's facilities may be used to disseminate Soviet propaganda and to undertake an investigation to determine whether or not this has been done in the past and to devise measures to insure that it is not done in the future."

Talks between Sportschannel and Warner Amex Cable concerning possible merger of W-A's three Home Sports Entertainment network services in Dallas, Houston and Pittsburgh, have been **discontinued**. Two had been talking for close to four months and could not come to terms. In Pittsburgh, W-A is looking at possibility of transferring its rights agreements with sports teams there to Telecommunications Inc., which will purchase W-A's Pittsburgh system if city approves deal. It's unclear what company has in mind for HSE systems in Dallas, where company has proposed substantial cutbacks in cable service, or Houston.

Reagan reelection campaign organization has hired John Fiedler, executive vice president and director of research services for Ted Bates advertising agency, **to coordinate all research relating to strategic advertising and communications**. Announcement regarding Fiedler, coming one week after Reagan-Bush '84 disclosed plans for using specially created advertising agency for production of radio-TV commercials and print advertising (BROADCASTING, April 2), was made by Richard B. Wirthlin, campaign director for research, planning and policy.

Prospects for achieving compromise on **cable deregulation bill** (H.R. 4103) between National Cable Television Association and nation's cities continues to look up ("Closed Circuit," April 2). Last week, groups exchanged various proposals with discussions apparently centered on rate regulation. Both sides remain optimistic and feel compromise can be reached.

Senate approved last Thursday, April 5, **\$70 million in supplemental funding for Corporation for Public Broadcasting**. Measure, introduced by Senator Ted Stevens (R-Alaska), and attached as amendment to urgent supplemental funding bill, gives CPB \$15 million for fiscal year 1984, \$23 million for fiscal 1985 and \$32 million for fiscal 1986 in addition to \$130 million now authorized.

President Reagan canceled his live satellite address to National Association of Broadcasters at annual convention May 1 in Las Vegas. Reagan bowed out due to schedule conflict; he'll be meeting with Pope John Paul II in Fairbanks, Alaska, same day.

Tele-Communications Inc. is selling Colorado and Nebraska cable systems to United Cable Television Corp. for reported **\$21,920,000** (representing approximately 8% of United common stock outstanding shares after transaction). Deal would restrict TCI voting and disposition of shares when TCI holdings increased to more than 5% of United's outstanding stock. TCI currently holds 4.9% of United's outstanding stock. Systems serve total of 29,900 basic subscribers in Golden, Lakewood and Jefferson county, all Colorado, and Ralston, LaVista, Papillion, Offutt Air Force Base and portions of Sarpy and Douglas counties, all Nebraska.

Storer Communications Inc. has agreed to **sell 13 systems west of Dallas-Fort Worth**. Buyer, Dallas-based **Sammons Communications Inc.**, operates 53 systems serving 549,890 total subscribers. Purchase would increase total by 15,000 subscribers.

ABC's **Good Morning, America** maintained its lead for 113th consecutive week for week ending March 30. *GMA* led with 5.8/25 in Nielsen national ratings, compared to 4.6/20 for NBC's *Today* and 3.8/17 for *CBS Morning News*. In daytime ratings, CBS won for 11th consecutive week, averaging 7.4/25 in daytime Nielsens against 6.4/21 for ABC and 5.4/19 for NBC.

Bill (S.2535) reauthorizing National Telecommunications and Information Administration for fiscal 1985-86 was **introduced** in Senate

last week. Bill sets appropriations ceiling at \$15 million for each year. Measure is expected to be marked up by Senate Commerce Committee Tuesday (April 10).



It wasn't officially **Lucille Ball Week** in New York last week, but it might well have been. The "First Lady of Comedy," as she was repeatedly referred to, was honored with the beginning of a retrospective at the Museum of Broadcasting (to run until September) and an elegant dinner at the St. Regis that attracted celebrities from the worlds of society, politics, television and business. Among those paying tribute was Walter Cronkite, who told her: "There was a golden age of television and you were it." Pictured at the dinner (l to r): George Weissman, chairman and chief executive of Philip Morris; Miss Ball; Fred Pierce, president of ABC, and Robert Batscha, president of the museum.

WBTW(TV) Florence, S.C., and KIMT(TV) Mason City, Iowa, sold by Daily Telegraph Printing Co. of Bluefield, W. Va. (Hugh Shott family) to **Spartan Radiocasting Co.**, Spartanburg, S.C. (Walter Brown family), for \$36 million. Seller also owns newspaper and WHIS(AM)-WHAJ(FM) Bluefield. Buyer owns WSPA-AM-FM-TV Spartanburg and WTWA(AM)-WTHO-FM Thomson, Ga. WBTW is CBS affiliate on channel 13 with 316 kw visual, 316 kw aural and antenna 2,000 feet above average terrain. KIMT is CBS affiliate on channel 3 with 100 kw visual, 10 kw aural and antenna 1,510 feet above average terrain.

In initial decision, **FCC Administrative Law Judge John Conlin has granted application of Pappas Telecasting Inc. for new TV station** on channel 42 in Omaha, denying competing application of Christian Broadcasting of Midlands Inc. According to judge, Pappas's superior coverage proposal made it preferred applicant. President and 99% owner of Pappas Telecasting is Harry J. Pappas. Pappas is also licensee of KMPH(TV) Visalia, Calif., and WHNS(TV) Asheville, N.C.

TCA Cable TV Inc., Tyler, Tex.-based MSO operating 41 systems with 240,000 total subscribers, is **buying assets of Ruston Seemore TV Inc. for \$5.1 million.** Ruston, based in Ruston, La., has 2,900 subscribers and is majority owned by MSO, Roth E. Hook.

First **Public Interest Telecommunications dinner**, Wednesday, April 11, at Washington's Capital Hilton hotel, **will honor Rev. Everett C. Parker**, who retired last August as director of Office of Communication of United Church of Christ. Parker will speak on "The Future of the Public Interest Movement." In announcing event, Telecommunications Research and Action Center, Washington, noted that this spring marks 20th anniversary of 1964 challenge to licensee of WLBT-TV Jackson, Miss., by Parker and United Church of Christ—"the first time that any public interest group had insisted in court that the media have responsibilities to uphold" in return for access to public airwaves.

Campaigns for **seats on National Association of Broadcasters executive committee** are under way. Joint Board Chairman Gert Schmidt, vice president, Harte-Hanks Television Group, announced he will seek reelection. At this point, Schmidt appears to be unchallenged.

Robert C. Hall announced last Wednesday that he has **resigned as chairman of Satellite Business Systems.** Hall had been president and chief executive officer of satellite operator from July 1979 until January 13, 1984, when he was replaced by Stephen B. Schwartz. Hall said he intends to pursue "business interests, including active directorships and consulting." He said he has been elected chairman of United States Satellite Systems Inc., which plans to market satellite transponder capacity.

Sohmer speaks to students. "Television is the hearth of the contemporary home," declared NBC Entertainment Senior Vice President Steve Sohmer in a presentation to members of Alpha Epsilon Rho—the National Broadcasting Society—last Thursday morning (April 5) at the Sheraton Universal hotel in Los Angeles. Sohmer, who is responsible for advertising and promotion at NBC, told the group, "the most important ingredient in sales and promotion is emotion" and introduced a series of successful television spots built on that premise. Sohmer also stressed that television is "a compassionate medium," often used by individuals "just to have the warmth of another human presence." He emphasized that, for all its pervasiveness, television remains a "minority" rather than a "majority" medium, with top-ranked weekly programs reaching from 17% to 22% of the population over age two and the most watched shows of all time still reaching less than half of the U.S. population.



Sohmer



Tartikoff

Tartikoff on programing. NBC Entertainment President Brandon Tartikoff told the 42d annual convention of Alpha Epsilon Rho last Wednesday (April 4) evening that "NBC is currently working on 35 prospective candidates for [prime time] pilots at a cost of \$30 million." Despite high development costs, Tartikoff pointed out the network needs only one successful show "to pay for everything in next season's crop." He predicted that broadcast television will remain the dominant medium for the foreseeable future: "Our chances of remaining the mass medium will really come down to one thing—coming up with the hits... What cable has failed to do is to come up with its own Dynasty, A Team, Hill Street Blues and Cheers so that you have to go out and subscribe to this service to get these." Tartikoff disclosed that NBC "plans to try 'horizontal' mini-series, programs that will air one hour a night for five nights in a row. A sequel to V and Ocean Quest, a show explaining the mysteries of the sea, set for next spring, are both in the works."

Baker observations. "You have to bring something unique to the party," Group W Television President William F. Baker advised several hundred college broadcasting students attending the AERho convention last Thursday (April 5). "Television is a business of imitation, and bland as a result. To me that's very sad." Baker contended that a glut of graduates looking for work in the industry has allowed broadcasters to become "complacent" in their use of and development of employees, often leading to burnout or disenchantment. "High turnover can kill a broadcast station," Baker insisted, urging more commitment among managers to human issues. The fault lies not only with employers, however: "Too many people coming out of schools these days are just not educated," Baker argued. "We really haven't learned to be as good as our hardware would allow us to be."

Editorials

Moving on

In a city where transfers of power tend to be disorderly, the Washington-based National Cable Television Association has proved they don't have to be. Tom Wheeler is leaving the NCTA presidency to embark on a private venture promising larger rewards. He is to be succeeded by Jim Mooney, the NCTA's executive vice president. It all comes naturally.

Maybe that is because it has happened almost exactly the same way before. Five years ago it was Bob Schmidt leaving the NCTA presidency to make some money, to be succeeded by Tom Wheeler, then executive vice president. It bears the marks of planned succession: Mooney and Wheeler had each been on the premises about three years before the presidencies opened to them.

There are other trade associations, which shall be nameless here, that could profit by the NCTA's example. Both the Schmidt and Wheeler presidencies were characterized by robust and youthful leadership of a kind not expected to grow old in the service. Mooney will be 41 when he moves into the presidency in July. If he is still there at, say, 50 the formula will have changed.

Something can be said for the periodic replenishment of vigor in the leadership of trade associations. As Wheeler has proved in his term at the top, the presidency of the NCTA affords little time for sleep. It is a young man's job. It is also a job that has been done conspicuously well in the past five years.

The missing link

Unless the television networks can suddenly muster political clout beyond any they have mustered in the past, they can forget for a while their campaign for repeal or modification of the FCC rules barring networks from program syndication and the acquisition of financial interests in the programs they buy. As reported by BROADCASTING a week ago, whatever support the networks had among present members of the FCC has all but vanished under pressure from the White House and Congress.

Maybe it was fated to turn out that way. The longer the dispute between the networks and the program producers and distributors went on and the bitterer it turned, the less evidence there was that the public's interest was at stake either way. It became a dispute between blocks of economic power, contending for private advantage. The FCC really isn't in the business of settling that kind of dispute. It is there to act only on behalf of the public interest.

The networks' expensive initiative has lost. Hollywood's expensive defense of the status quo has won. The guess here is that those conditions will obtain unless the networks can discover a connection between their interests and the public's.

Stand-off

As feared, the confrontation between television news organizations and politicians over the release of exit-poll results is hardening. It settled a little deeper in the cement last week when members of Congress told networks to lay off until the New York primary polls closed. The networks "characterized" voting trends while polls were still open.

A new entry in the dispute is the *New York Times* which carried a blistering editorial after the New York primary. The *Times* said the networks were "cheating" in their use of exit polls. "If broad-

casters keep rushing to use exit polls to predict that so-and-so will win," said the *Times*, "they'll unleash an avalanche of outrage."

"Avalanche," according to the view from here, is an excessive characterization. The *Times* and other critics are assuming that when an NBC reports on its evening news that "it appears this is shaping up as a very big night for Walter Mondale," citizens who have not yet cast their votes will not bother, in the belief they won't count. Nobody has yet produced hard evidence of any such cause and effect on a measurable scale.

The *Times* editorial, as to be expected, was inserted with approval in the *Congressional Record* by the leaders of the let's-stop-using-exit-polls movement, Tim Worth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Al Swift (D-Wash.), author of a stand-by resolution urging broadcasters to exercise voluntary restraint in projecting election results. More of this will be heard. Indeed, broadcasters can expect steady mail from the Capitol as the primaries go on. Wirth, Swift and the *Times* are saying that broadcasters ought to conduct a conspiracy of silence, saying nothing about voting trends until the last precinct has been locked. The request is as unreasonable as to ask the *New York Times* to quit reporting leaks about Ed Meese's finances until the special prosecutor has submitted his report.

The broadcasters must continue to be precise in saying what parts of their reports are based on polls, ballot counts and computer projections, but they cannot suppress news in accommodation of congressional demands without becoming parties to a violation of the First Amendment. It's going to be a long election year.

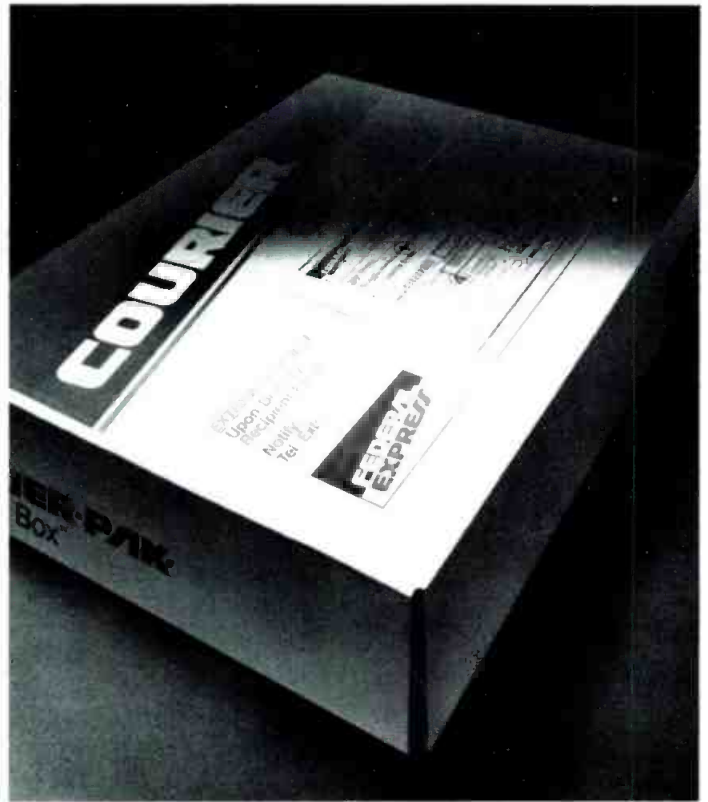
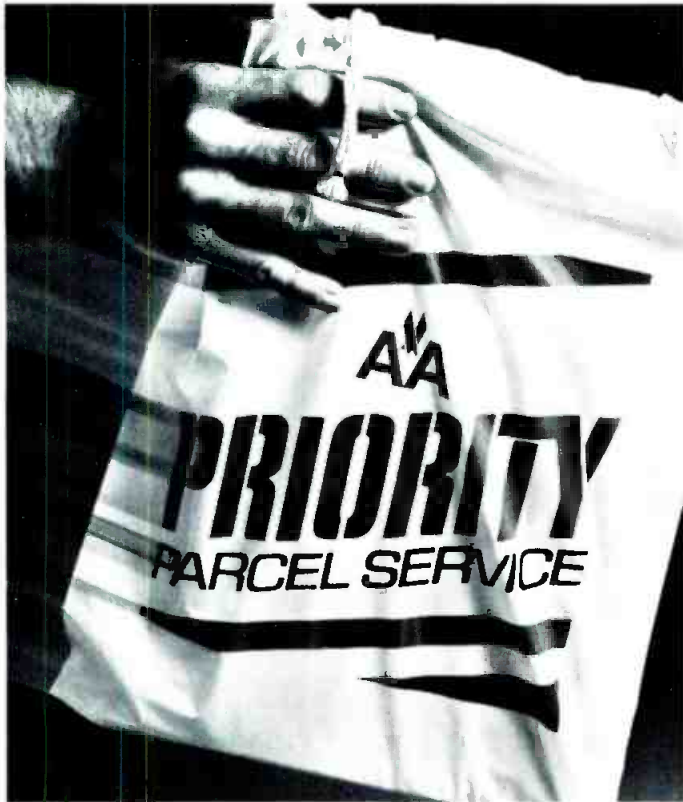
Fresh start. RCA hasn't been on what could be called a streak of good luck since the man who all but invented the company died. After David Sarnoff, there was a disastrous venture into the computer world, a problem with a president who failed to pay his taxes, a succession of managements in television broadcasting, not to mention out-of-character acquisitions that didn't fit. The latest write-down—of videodisk operations by a company with a history of electronic innovation—must have been a particularly difficult decision to make. Now RCA is "at the starting gate," in the words of its chairman, Thornton Bradshaw. Under present management, it just may be headed for a long race, and a fast one.



Drawn for BROADCASTING by Jack Schmidt

"This little baby will heat enough water to warm up your pool, crank out enough juice to recharge your battery and still pick up three satellites."

SOONER OR LATER



Sooner or later, you're going to discover that their small parcel service isn't the fastest after all. American's Priority Parcel Service can often get your package there hours earlier. We deliver within hours, 24 hours a day to virtually anywhere we serve in the continental U.S., Hawaii, Canada, Mexico and the Caribbean. So your package gets there sooner, instead of later.

If you can't wait overnight, our in-hours alternative is as easy as dialing toll-free (800) 638-7320. In Maryland, call (301) 269-5503. Just ask for Priority Parcel Service and we'll provide door-to-door pickup and delivery anytime, day or night, seven days a week.

When a few hours can make all the difference, call us immediately. When we can get it there sooner, why wait till later.

**American Airlines
Priority Parcel Service**

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